

UK CARBON REDUCTION PLAN

1. Carbon Reduction Targets

Pineapple Contracts is committed to achieving Net Zero by 2050.

Table 1: Pineapple Contracts targets to a 56% carbon emission reduction by 2030.

Emission Type	Goal	Target Date
Scope 1	35% Reduction	2030
Scope 2	50% Reduction	2030
Scope 3	57% Reduction	2030
Total Reduction	56% Reduction	2030

Pineapple have established emission targets with the objective to achieve a substantial 56% reduction by 2030 (table 1). The primary focus for impactful emission reduction efforts is anticipated in this initial phase.

After 2030, a gradual and sustained approach will be implemented, aiming to achieve net zero by 2050. The greatest reduction planned is for scope 3, where most of the emissions lie.

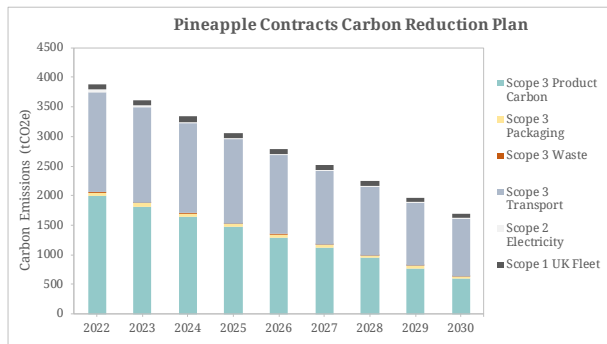


Figure 1: Pineapple Contracts CRP with a 56% reduction by 2030, showing scopes 1-3

2. Baseline Emission Footprint

Baseline year: 2022

Table 2: Pineapple Contracts Baseline Year Emissions

Emission Type	Total (tCO2e)
Scope 1	96
Scope 2	36
Scope 3	2274
Total Reduction	2406

Carbon emissions are reported as metric tons of CO2 equivalent (tCO2e). The baseline year encompasses reporting for all three scopes. Scope 1 covers UK office fleet vehicles, scope 2 covers electricity usage at HQ and scope 3 encompasses other indirect emissions such as product, packaging, waste, and transport. The baseline reporting year aligns with the calendar year.

3. Current Emissions

Current reporting year: 2025

Table 3: Pineapple Contracts Current Reporting Year Emissions

Emission Type	Total (tCO2e)
Scope 1	177
Scope 2	40
Scope 3	1920
Total Reduction	2137

Pineapple Contracts has demonstrated great progress in emission reduction, successfully advancing towards targeted goals. Notably, the reporting year was 8% below the baseline year.

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Carbon Reduction: Net Zero Target

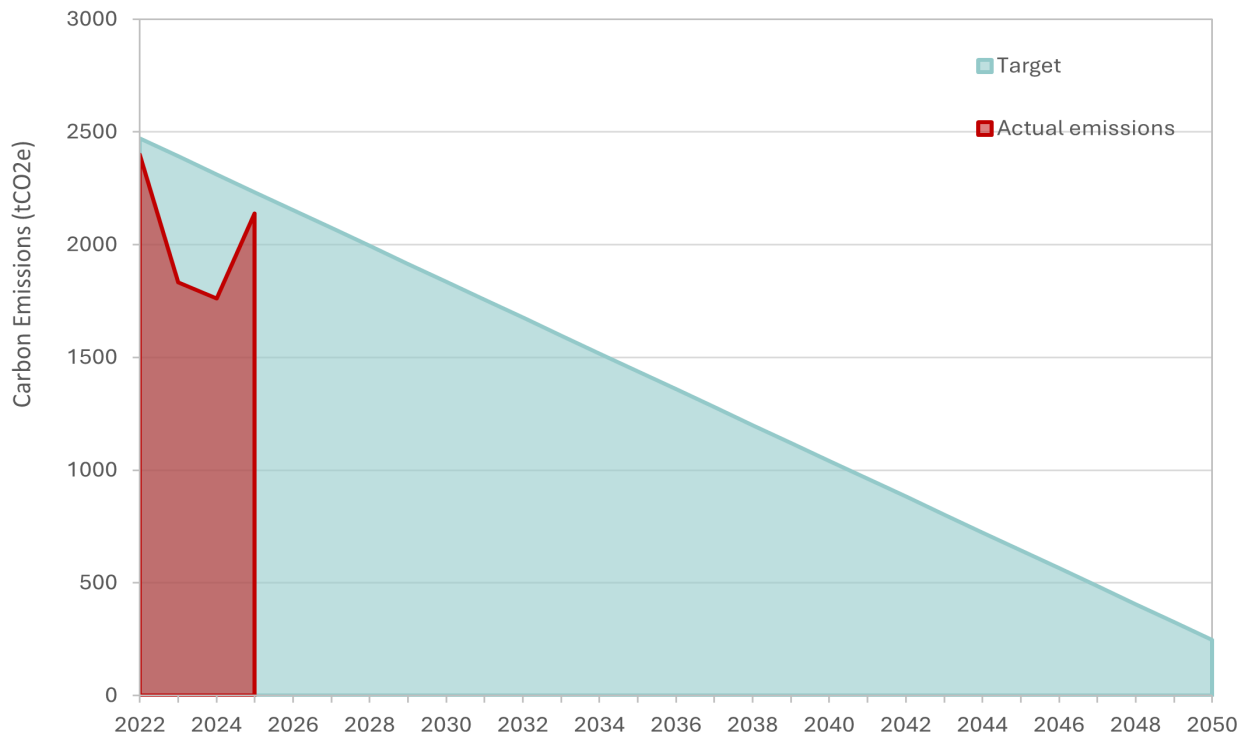


Figure 2: Pineapple Contracts CRP to Net Zero by 2050, with target emissions and actual emissions.

Emissions reduction targets

In order to continue our progress to achieving net zero, we have adopted the following carbon reduction targets.

We project that carbon emissions will decrease over the next five years to 1236 tCO₂e by 2030. This is a reduction of 56%.

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4. Carbon Reduction Projects

Completed Carbon Reduction Initiatives

The following environmental management measures and projects have been completed or implemented since the 2022 baseline. The carbon emission reduction achieved by these schemes equate to 263 tCO₂e, a 11% reduction against the 2022 baseline and the measures will be in effect when performing the contract.

Project	Methodology	Reporting Year Emissions	Reduction Against Baseline
Scope 2 - Solar Panels	To reduce Scope 2 electricity emissions, Pineapple installed solar panels in 2022. This has reduced our consumption from the grid despite a company growth and increased cleaner renewable energy consumption.	36 tonnes CO ₂	28% reduction
Scope 3 - Product Emissions	Product emissions stand out as a significant contributor to Pineapple's overall footprint. Many initiatives have taken place to address these emissions including launching ultra-low carbon products, focusing on reducing the CO ₂ of current products. Pineapple have also improved products by adding recycled content to them e.g. the Boden beanbags, Ryno ocean green range and the Ryno rocker.	2023 tonnes CO ₂	10% reduction
Scope 3 - Packaging Reduction	Pineapple have made packaging more efficient, reducing the need to repackage already packaged items. Pineapple is also sourcing recycled content packaging and moving away from virgin materials.	65 tonnes CO ₂	10% reduction
Scope 3 - Waste Reduction	To reduce the emissions of waste generated onsite at Pineapple HQ, an implementation of different recycling waste streams has been introduced to reduce the amount of waste going into general waste to then be burnt for energy reclaim. Recycling has increased significantly since implementing these different streams.	6 tonnes CO ₂	86% reduction

Signature: 

Position: Chief Executive Officer, Pineapple Contracts

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5. Future Carbon Reduction Initiatives

In order to support our commitment to achieving Net Zero emissions in line with the requirements of PPN 06/21, we intend to implement the following carbon reduction initiatives:

- **Renewable Energy Generation:** We plan to invest in the acquisition and installation of additional on-site solar photovoltaic (PV) panels to further reduce reliance on grid electricity and increase the proportion of energy derived from renewable sources.
- **Operational Emissions Reduction:** We will complete an operational carbon reduction project focused on transport and logistics, aiming to minimise emissions associated with the movement of goods through route optimisation, efficiency improvements, and potential adoption of lower-emission transport methods.
- **Low-Carbon Product Development:** We will continue to develop and expand our lower-carbon product portfolio, embedding carbon reduction considerations into product design and procurement processes.
- **Circular Economy Principles:** We will continue to adopt circular design principles to reduce waste, improve resource efficiency, and extend product lifecycle, thereby reducing overall carbon impact.
- These initiatives form part of our ongoing programme to reduce Scope 1, Scope 2, and relevant Scope 3 emissions and will be reviewed and updated annually in line with our Carbon Reduction Plan.

6. Declaration and sign off

This Carbon Reduction Plan has been completed in accordance with PPN 006 and associated guidance and reporting standard for Carbon Reduction Plans.

Emissions have been reported and recorded in accordance with the published reporting standard for Carbon Reduction Plans and the GHG Reporting Protocol corporate standard and uses the appropriate government emission conversion factors for greenhouse gas company reporting.

Scope 1 and Scope 2 emissions have been reported in accordance with SECR requirements (where required), and the required subset of Scope 3 emissions have been reported in accordance with the published reporting standard for Carbon Reduction Plans and the Corporate Value Chain (Scope 3) Standard.

This Carbon Reduction Plan has been reviewed and signed off by the board of directors (or equivalent management body).

Signed on behalf of the supplier:



..... Date: 02/04/2026