Pineapple

Impact Report

2025

INTRODUCTION

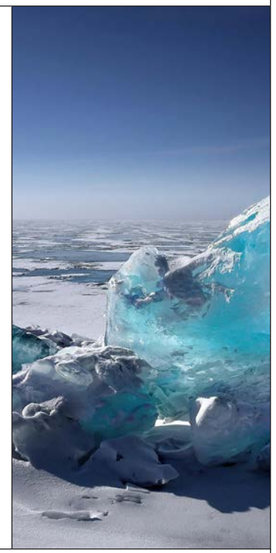
At Pineapple, sustainability is more than a goal - it's woven into the fabric of everything we do. Guided by our leadership's vision, we are dedicated to creating a lasting, positive impact on both the environment and our communities. This report highlights our progress toward becoming a more responsible 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.

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 three years, and with the company's growth, we are now fully committed to global reporting against our carbon emissions.

Scope 1

3%

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

96%

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.

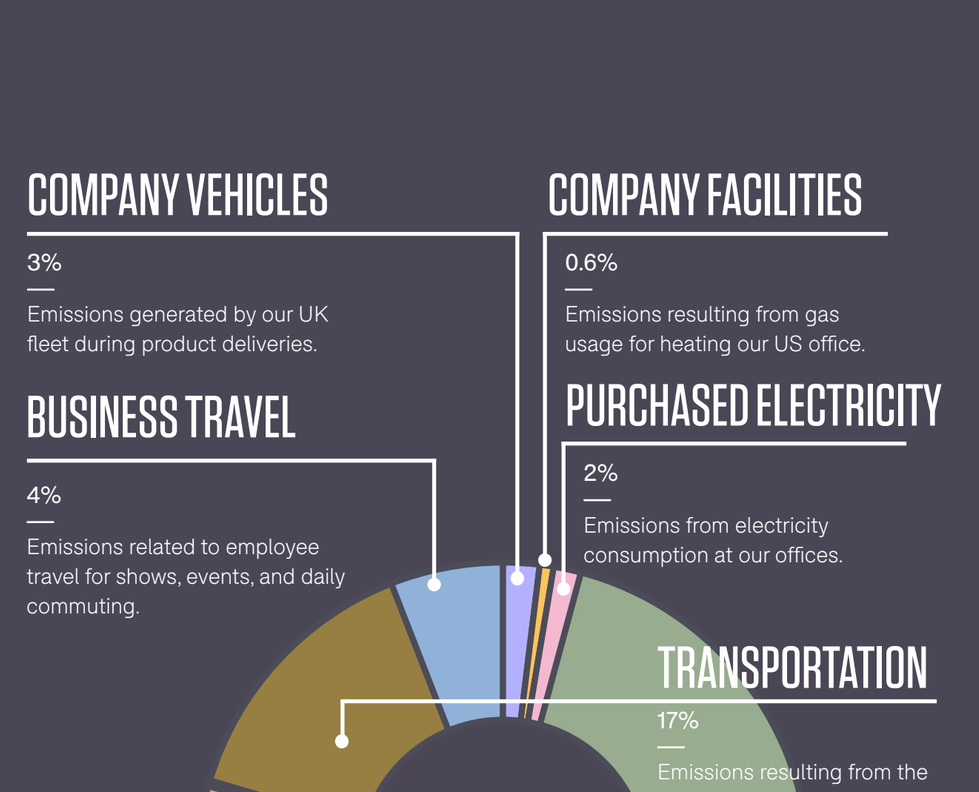
GLOBAL GHG EMISSIONS

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 fourth 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	177
	Company Facilities	27
Scope 2	Purchased electricity	79
Scope 3	Transport of products and business travel	1273
	Product	5472
	Packaging	126
	Waste	8
	Water	1



GLOBAL GHG EMISSIONS

KPI PERFORMANCE

Scope	Reduction target	Performance against 2024 target (%)
Total Emission Reduction	58%	75% over
UK Region	49%	31% over
US Region	62%	69% over
EU Region	62%	197% over
ROW Region	66%	106% over
Scope 1	**35%**	**73% over**
Company Vehicles	35%	84% over
Company Facilities	35%	63% under
Scope 2	**50%**	**62% over**
UK Purchased Electricity	50%	26% over
US Purchased Electricity	50%	128% over
Scope 3	**58%**	**75% over**
Product	70%	63% over
Packaging	50%	34% over
Waste	26%	5% over
Transport	32%	97% over

2025 KPI

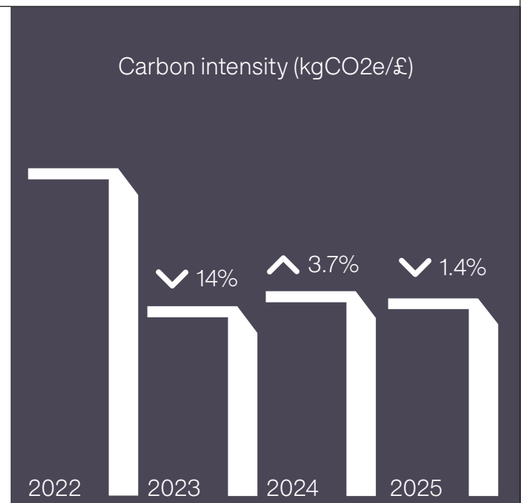
In 2025, our company exceeded emissions reduction targets by 75%, largely due to significant growth in the US and EU markets, where higher demand led to increased product production and transportation. While this growth reflects positive commercial performance, it also contributed to a rise in overall emissions associated with production and logistics.

Looking ahead, we will take a proactive approach to balancing growth with environmental responsibility. This includes working closely with our design teams to develop products with lower carbon footprints through improved material selection and more efficient design processes.

In parallel, we will focus on enhancing supply chain efficiency by optimising transportation routes, increasing the use of sustainable logistics solutions, and strengthening collaboration with key suppliers. These actions will support our long-term sustainability objectives while enabling continued business growth.

Carbon Intensity Performance

Our carbon intensity, defined as carbon emissions equivalent per unit of revenue, reflects the effectiveness of our approach to reducing the environmental impact of our operations while supporting continued business growth. In 2023, we achieved a 13% reduction in carbon intensity as a result of enhanced operational efficiencies and the implementation of sustainable practices. This improvement continued in 2025, with a further reduction of 1.4%. Although more incremental, this reduction is a positive outcome given the scale of business growth and increased product demand during the period, and it demonstrates our ongoing commitment to reducing overall emissions alongside Pineapple's expansion.



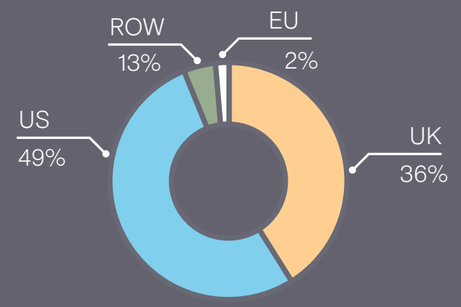
Moving forward into 2026, we plan to set carbon intensity reduction targets that will sit alongside our total reduction targets.

TRANSPORT

Locations

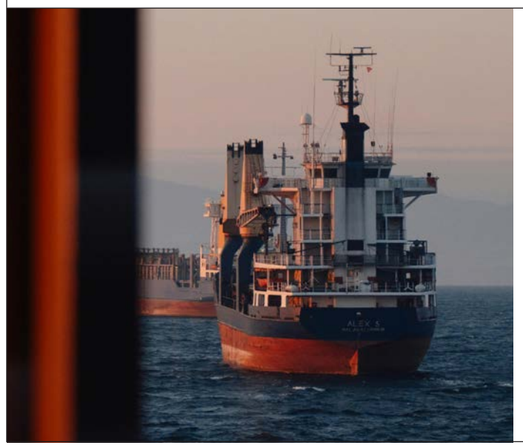
Our transport operations focus on the key regions of operation including the UK, US, and EU. In addition we monitor transportation to other regions which account for 13% of total emissions. For the third year, US transport emissions were the largest, at 49%, due to the long delivery distances from the UK. The UK contributed 36%, and the EU 2%.

Proportion of Region Transport Emissions



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

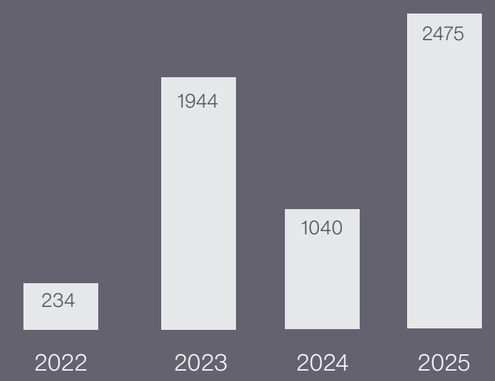


We are working to reduce transport emissions by improving efficiency. Optimising delivery planning has lowered transport carbon intensity with fewer, more efficient trips. We are also exploring lower-carbon options like ships and trains, which emit less than lorries. Additionally, investing in a larger 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.

Electric Vehicle Charging

In 2025, electric vehicle charging at Pineapple had increased substantially, reaching 2,475 kWh, compared to just 234 kWh in 2022, highlighting strong growth in the use of electric vehicles. Despite some fluctuation in 2024, overall charging demand shows a clear upward trend leading into 2025. This increase reflects continued progress towards lower-emission transport for Pineapple employees and supports the organisation's sustainability objectives.

The use of Electric Vehicle charging from 2022-2024 (kWh)



New Mobile Showroom

In 2025, we introduced our new mobile showroom, bringing our products directly to customers who are unable to visit us in person. This flexible, on-the-road experience allows customers to explore the latest Fynn lighting and Arc washbasin innovations, alongside a tailored selection of products suited to their needs.

Each visit is personalised, giving customers the opportunity to step inside, engage with our designs, and experience the innovative functionality of our products firsthand.

TRANSPORT

BUSINESS TRAVEL

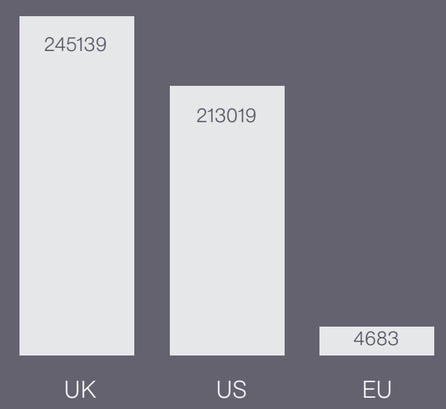
At Pineapple, we ensure our business travel emissions are accurately reported as part of our sustainability commitments.

Collecting detailed business travel data allows us to measure our environmental impact, including carbon emissions from Scope 3 activities such as flights and ground transport.

Total Business Travel

Total business travel increased between 2022 and 2025 in line with Pineapple's business growth in the US.

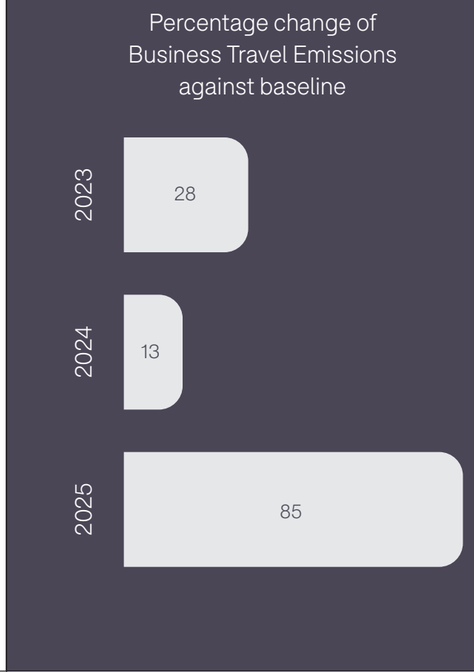
As operations expanded, travel requirements increased to support business activities. However, this trend has reinforced the importance of closely monitoring travel emissions and prioritising opportunities to reduce environmental impact through more sustainable travel choices.



Business Travel Emissions

This insight helps us identify high-emission travel patterns, and plan to take targeted action to reduce our environmental impact, including minimising unnecessary travel and prioritising lower-carbon alternatives to reduce our overall carbon emissions.

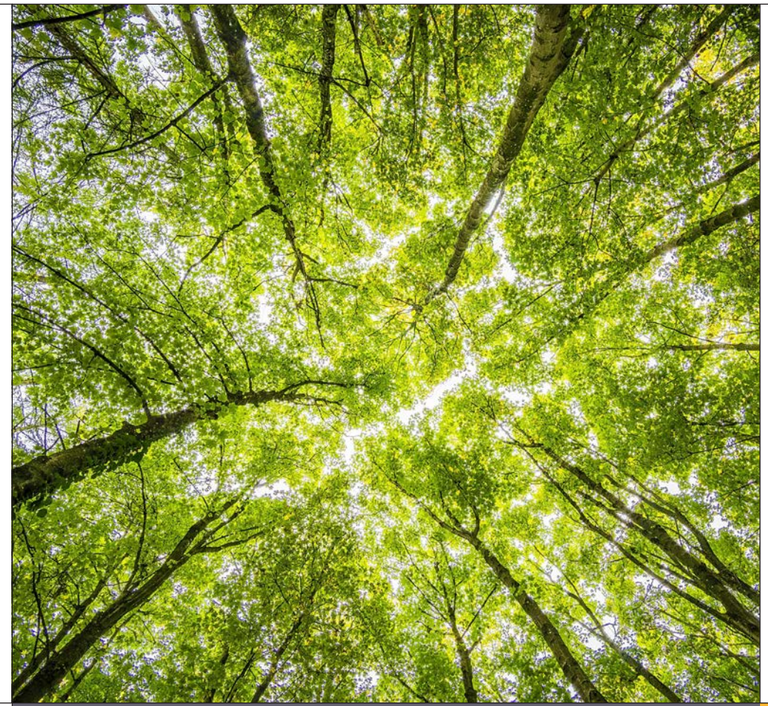
In 2025, business travel emissions rose as a result of increased overseas sales, which required greater use of air freight to support international operations. However, Pineapple fully offset all associated air freight emissions from 2025.



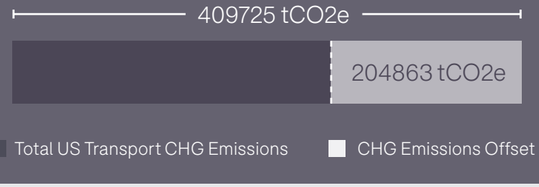
TRANSPORT

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.



US Airfreight Carbon Avoidance



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.

7 AFFORDABLE AND CLEAN ENERGY

62%

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

CARBON AVOIDANCE PROJECTS

UK

One of the many sites we're funding across the UK is Uigshader - a community forest project on the Isle of Skye. This site used to be a non-native conifer plantation and we're excited to see this site transform over time.

43 MtCO2e avoided

The Delta Blue Carbon Project restores and protects mangrove forests in Pakistan's Indus Delta, an area that has experienced significant degradation due to deforestation, reduced freshwater flows, and unsustainable resource use.

PAKISTAN

UGANDA

107 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.

PARAGUAY

12 MtCO2e avoided

The Gran Chaco is South America's second-largest forest and a highly biodiverse ecosystem, yet it is experiencing rapid deforestation, particularly in Paraguay. Deforestation increased by 78% in 2019, driven mainly by cattle ranching and soybean cultivation, with forest loss occurring at a rate of one football pitch every two minutes.

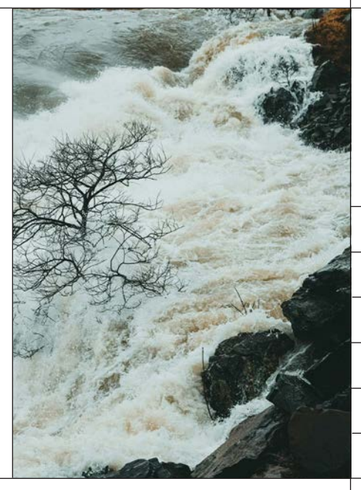
WATER

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.



3035 m3

—

of water consumed in 2025 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.

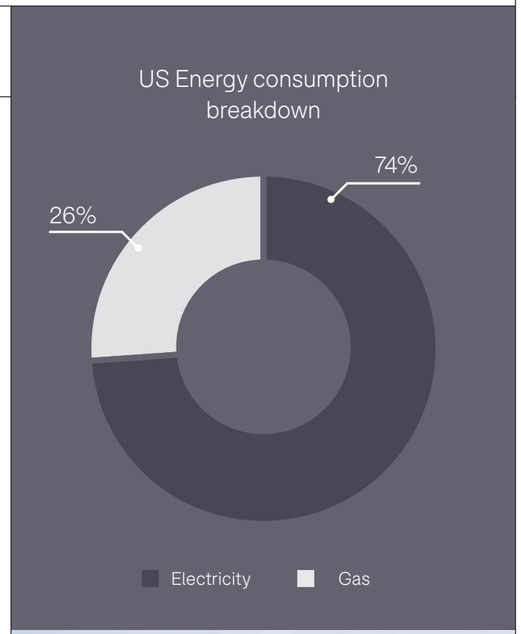
By taking these steps, we aim to reduce our environmental impact, contribute to the preservation of this vital resource, and take further actions to ensure a sustainable future.

ELECTRICITY

Methodology

We measure and report energy consumption from our UK and US offices. In the UK, most energy comes from the grid, with 20% sourced from onsite solar panels installed in 2022. Our renewable energy use has increased by 30% against our baseline. 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.

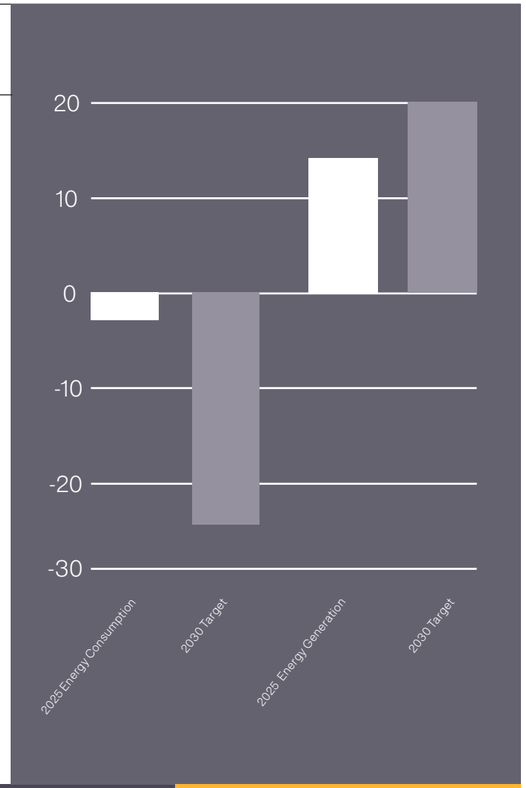
The US office currently uses a mix of natural gas and electricity from the grid for operations, with natural gas accounting for 74% of total energy consumption. This results in emissions being split between Scope 1 (direct emissions from gas use) and Scope 2 (indirect emissions from electricity use). 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 progress against our renewable energy target remains positive, we are currently not on track to achieve the grid electricity reduction target. Total grid energy consumption increased by 7.8% compared to 2024, reflecting workforce growth in 2025. Conversely, renewable energy generation exceeded expectations, reaching 30% above the baseline. This performance is primarily attributable to the installation of solar panels at our UK office in 2022, which continue to supply 20% of the site's electricity demand with renewable energy.



24%
renewable energy generated

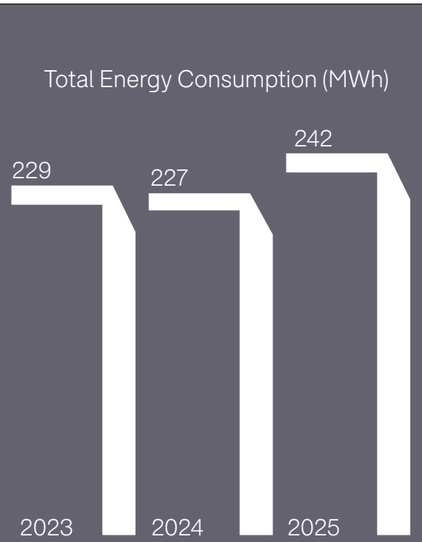
£17K
saved from solar panels

7 AFFORDABLE AND CLEAN ENERGY

ELECTRICITY

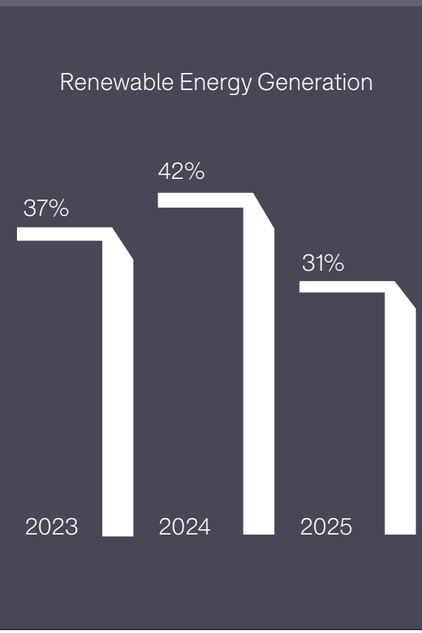
UK Energy Consumption

Total energy consumption in the UK office increased by 6.6% this year which can be expected, due to the increase in employees and overall company growth in 2025. Carbon emissions rose by 7% due to higher grid energy use and lower solar generation, which highlights the importance of further investments in renewable energy to mitigate future emission increases. It is important to note that there has been an increase in electric vehicle charging onsite of 138% which would have also contributed the increase of total energy consumption in 2025.



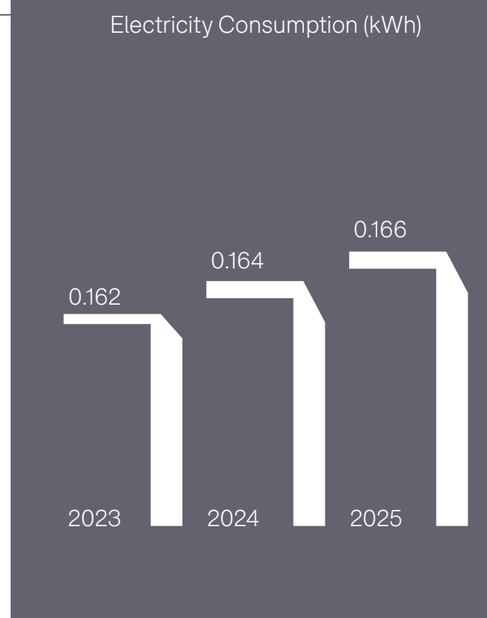
UK Renewable Energy

Total solar power generation saw a decrease of 8% from 2024 to 2025. This reduction may have been influenced by several factors, including increased reliance on the grid due to lower solar generation. Additionally, we encountered more challenges with birds nesting on the solar panels at the UK office, similar to 2024, which may have further hindered energy production. However, relative to the baseline period, solar power generation at Pineapple has rose by 31%, representing an encouraging improvement and a solid foundation for further gains in solar generation for the company.



Energy Carbon Intensity

Our energy carbon intensity increased by 1% this year, this is due to Pineapple's growth and increased operations. In response, we are committed to exploring further solutions to reduce our carbon intensity in 2026. 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

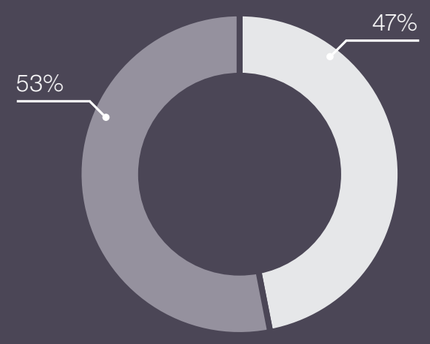
Extended Producer Responsibility (EPR)

From 2025 we will be submitting packaging data to the environment agency, in line with the new EPR policy. We will submit packaging data based on how much cardboard and plastic we place on the market, and will pay fees accordingly to cover the cost of waste management. The purpose of this is to reduce the environmental impact by encouraging eco-friendly design and improve recycling rates.

Recycling Content in Packaging

53% 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.

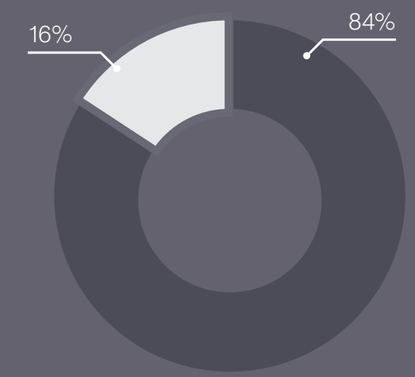
Recycled Content in Packaging



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

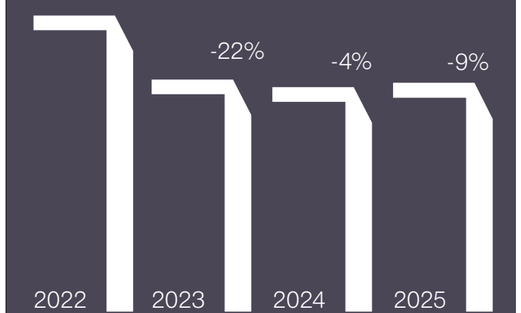


Total Packaging by Weight

We have made significant improvements in packaging efficiency, focusing on reducing waste and increasing material responsibility. Because of this, packaging weight has reduced by 9% from our 2022 baseline and packaging emissions have reduced by 7%

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 improved our waste efficiency, achieving a 17% reduction in total waste generated at our UK site compared to the previous year. Wood waste remains the largest component of our waste profile; however, we reduced total wood waste by 23%. All wood waste is downcycled, either repurposed into particle board or used for biomass energy, supporting a more 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 24% of our waste this year. This is a 20% increase from our 2024 figure. We are actively working to enhance our recycling processes and divert more materials from the energy recovery stream to further reduce our environmental impact.

3% ▼

decrease in total UK waste production

23%

of waste in the UK site was recycled

88% ▲

increase in ryno recycling

2% ▼

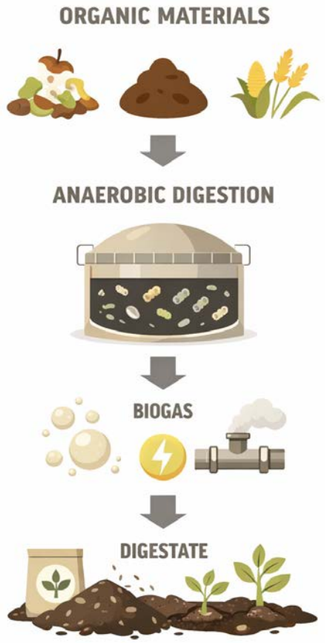
reduction in general waste

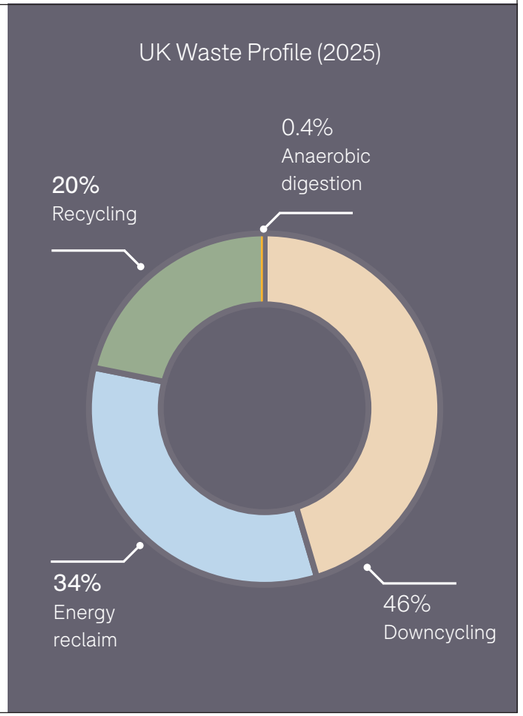
Anaerobic Digestion

Anaerobic digestion is an effective process which turns our food waste at Pineapple into clean energy. Anaerobic digestion plays an important role in how Pineapple manages its food waste responsibly. All food waste generated across our sites is sent to the Blaise Biogas AD facility in West Malling, keeping transport distances short and helping us minimise emissions linked to waste disposal. This year Pineapple turned 0.7 tones of food waste into renewable energy.

At the facility, our organic waste is transformed into biogas, a clean and renewable energy source that contributes electricity to the national grid, providing enough power for up to 3,600 homes across Kent, while also supporting the plant's own operations.

In addition, the process produces a nutrient-rich organic fertiliser, which is returned to farms across Kent to support local crop growth (Tonbridge & Malling Borough Council, 2025).





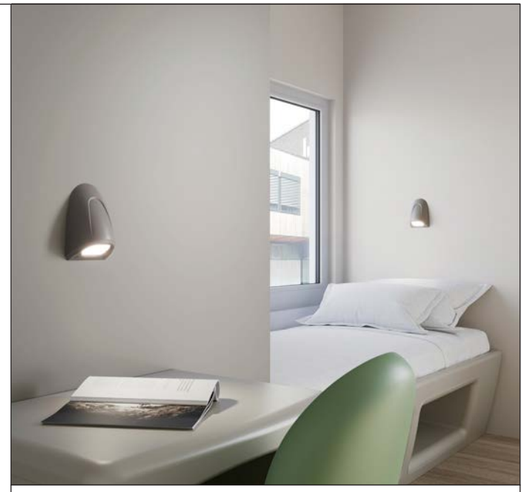
WEEE SCHEME

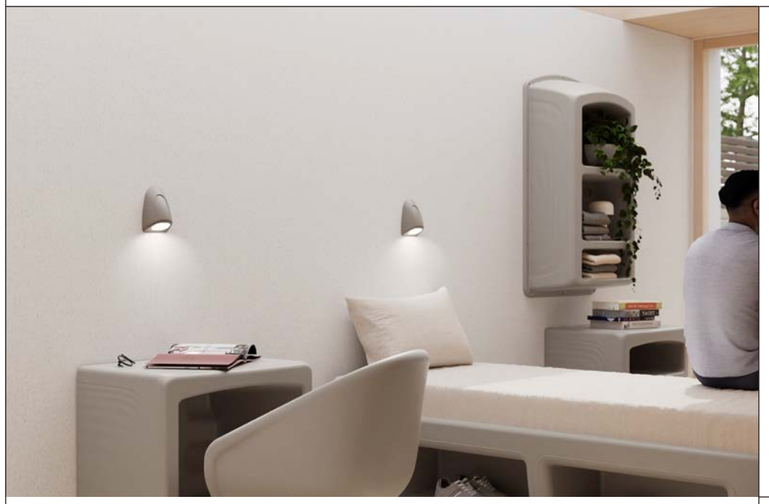
Waste Electrical and Electronic Equipment

Recolight is a UK WEEE compliance scheme for the lighting industry, providing free collection and recycling of lamps, luminaires and LEDS. Waste is processed through Approved Authorised Treatment Facilities with full audit trail and duty of care. Recolight achieves recycling and recovery rates of up to 98% of luminaries, exceeding WEEE regulatory targets of 75% and supports landfill diversion and circular economy principles (Recolight,2025).

As a full Recolight member, Pineapple supports a recognised industry scheme that manages the end-of-life treatment of lighting products placed on the UK market, helping to demonstrate responsible product stewardship, strengthen supply-chain transparency, and support circular economy outcomes.

In 2025, Pineapple successfully recycled 238 kg of electrical products in partnership with Recolight, supporting responsible waste management and resource recovery.





→ Recolight organise the collection and recycling of electrical waste from our customers. These items do not have to have been purchased from us.

→ They use a simple online booking service to manage collections.

→ Recolight provides a full audit trail of tonnage collected and recycled, supporting data transparency and regulatory compliance.

As Pineapple supplies electrical products, we recognise our environmental and governance responsibilities under WEEE (Waste Electrical and Electronic Equipment) regulations and are committed to ensuring products are responsibly managed at end of life, supporting regulatory compliance, waste reduction, and circular economy principles.

UK WASTE MANAGEMENT

PRODUCT AFTERCARE

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

PRODUCTS MANUFACTURED

UK WAREHOUSE

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.

PACKAGING

Collected, returned to warehouse and baled to be recycled.

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

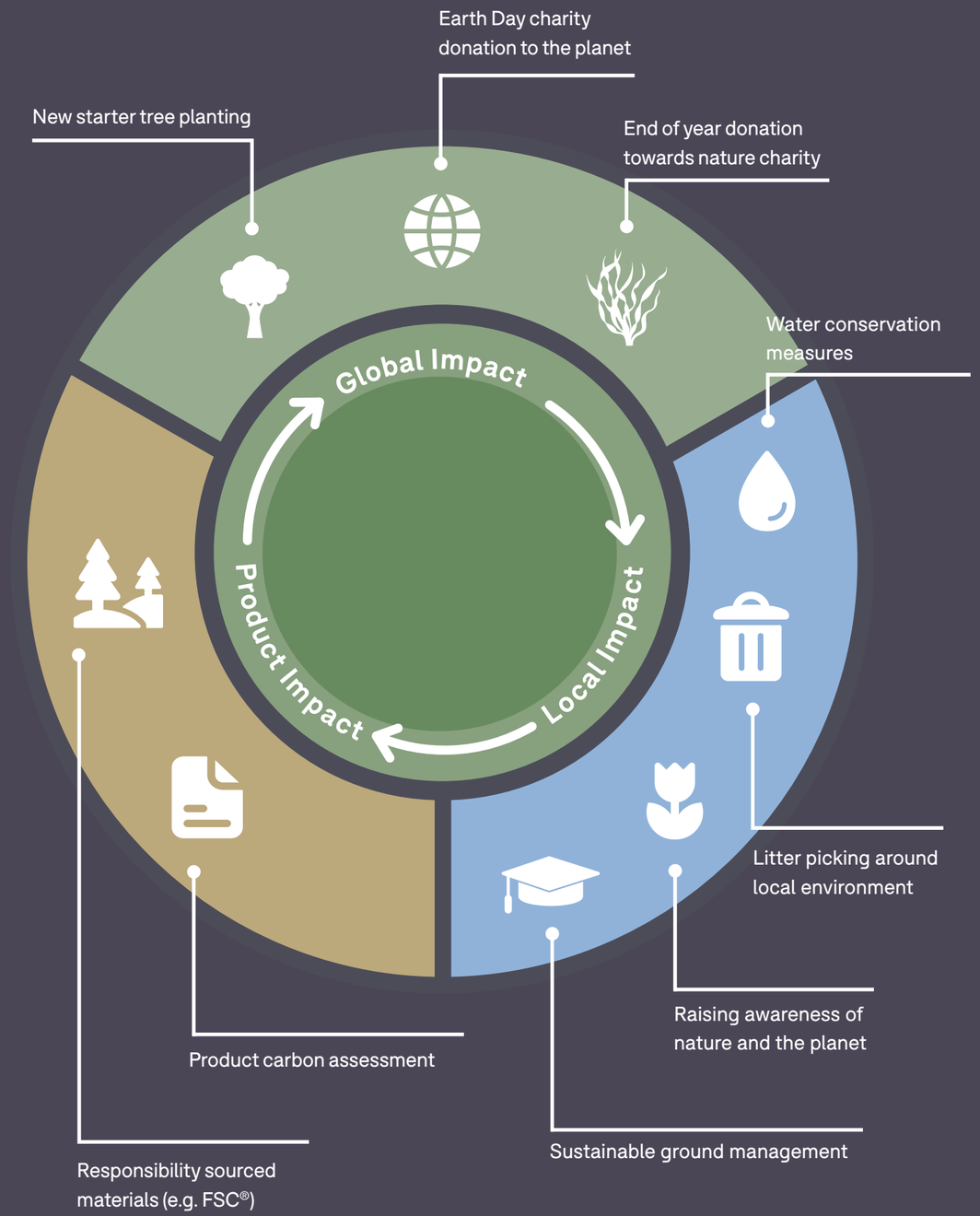
Enhance the local environment

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

24 trees planted

Compared to 2024, Pineapple planted 13 additional trees in Madagascar. 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

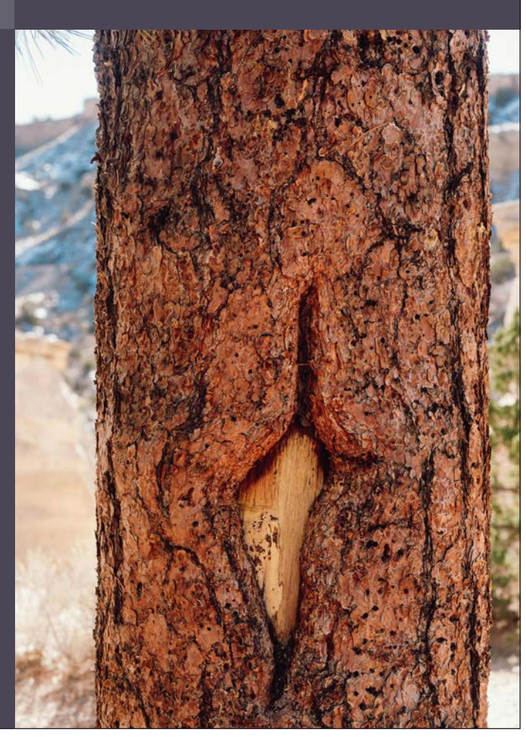
31 trees planted

Pineapple have planted 16 more trees in this area from 2024 to 2025. 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

46 trees planted

Pineapple have planted 30 more trees in this area from 2024 to 2025. 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. 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.



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 75% 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, demonstrated by our FSC® Chain of Custody certificate INT-COC-001353 and licence code FSC-C015370. In addition, we are certified under PEFC Chain of Custody licence code PEFC/16-37-982.

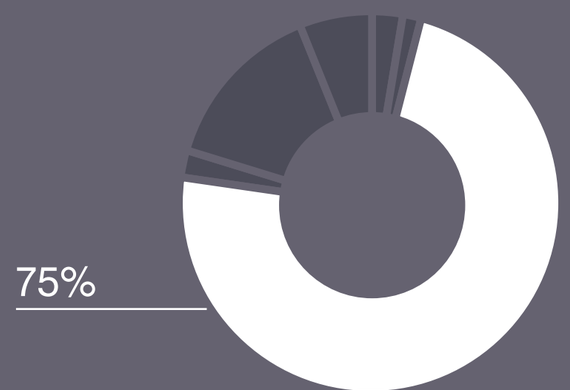
We minimise our waste through responsible packaging and circular design principles. Our eco-scoring system helps us reduce environmental impact by guiding sustainable product development, while we ensure durability, repairability, and recyclability in our designs.

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.

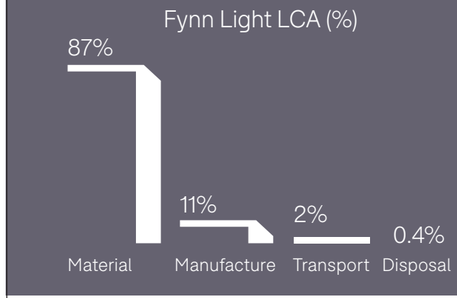
Product Analysis

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

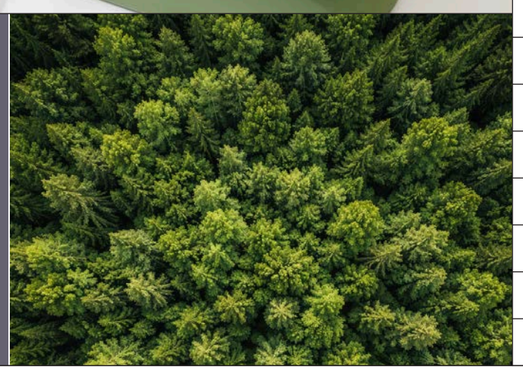
Roughly **1074** plastic bottles

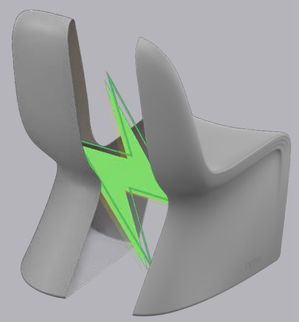
RYNO® DINING 2.0

In 2025, we introduced Ryno Dining 2.0, an improved iteration of our existing Ryno Dining chair, developed with a strong focus on reducing environmental impact. The product is manufactured using an electric smart tooling machine, replacing the conventional gas oven–based rotomoulding process.

Reductions

This transition has delivered significant environmental benefits, including a 62% reduction in CO_2 emissions and a 50% reduction in energy consumption compared to the previous manufacturing method.





STATE OF THE ART *SUSTAINABLE* MANUFACTURING

As well as being 100% recyclable, Ryno® products manufactured using our latest technology are more eco-friendly than ever.

- The electricity used to manufacture these products is generated from renewable sources.
- The latest technology allows us to finely control wall thicknesses in different areas of the chair, making it stronger where in needs to be, and using less material in other areas.
- Energy wastage has been minimised, helping to reduce carbon emissions.

Made with Renewable Energy

Additionally, 37% of the electricity used to power the electric tooling machine is sourced from renewable energy, further supporting our commitment to lowering the carbon intensity of our manufacturing processes.

NEW PRODUCTS

In 2025, we continued to stay on top of eco auditing products before they are launched so that there is room for environmentally-conscious changes.

Burla Range

2-Seater
Energy: 3762 MJ
CO2 footprint: 136 kg CO2e

Appa

Dining chair without arms
Energy: 383 MJ
CO2 footprint: 22 kg CO2e

Famn Lounge

High Back chair
Energy: 626 MJ
CO2 footprint: 31 kg CO2e

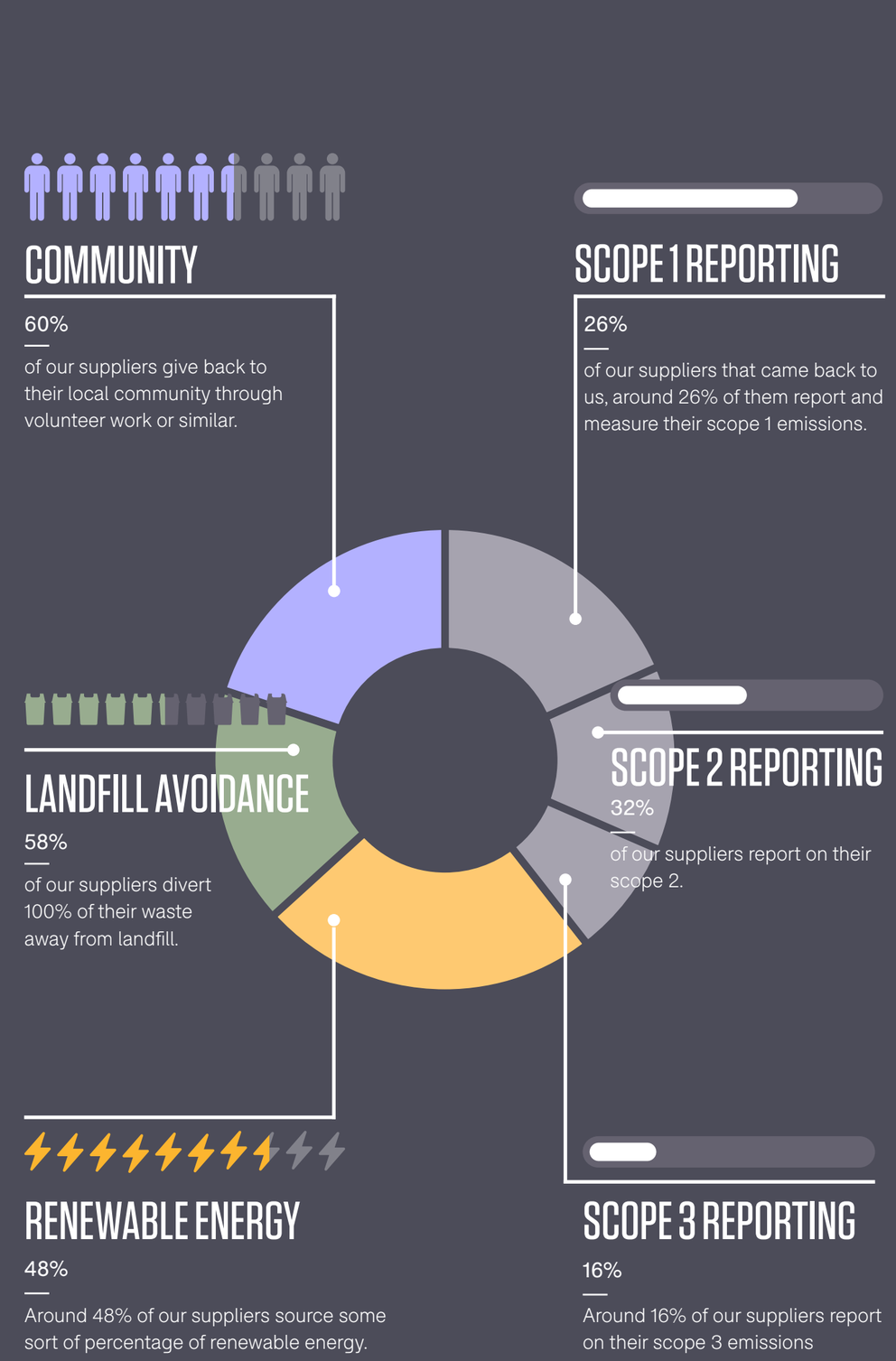
SUSTAINABLE SUPPLY CHAIN

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 are creating a full supply chain map to track sustainability, resilience, environmental impacts and CO2 emissions. Working with our suppliers is key to reducing emissions and protecting the environment across our supply chain.

Supply Chain Surveys

To build a comprehensive and transparent supply chain map, we annually distribute 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 2025 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 2025

APR

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

JUN

Pineapple Rounders

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

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."

SUSTAINABILITY IN MENTAL HEALTH

In 2025, Pineapple exhibited at the Design in Mental Health conference, a leading UK event focused on improving mental health environments through thoughtful, people-centered design. The conference brought together professionals from across healthcare, design and manufacturing to share best practice and explore how design can support wellbeing and recovery.

As part of the programme, Lizzie Leggatt, Head of Sustainability & Materials at Pineapple, delivered a talk highlighting the role of sustainable materials and responsible design choices in creating safe, durable and supportive mental health spaces.

The presentation explored the connection between individual environments and overall wellbeing, emphasising the importance of shared responsibility across the industry and the need for innovation to balance performance with sustainability.

This aligns with Pineapple's ongoing commitment to creating solutions that support both people and the planet.

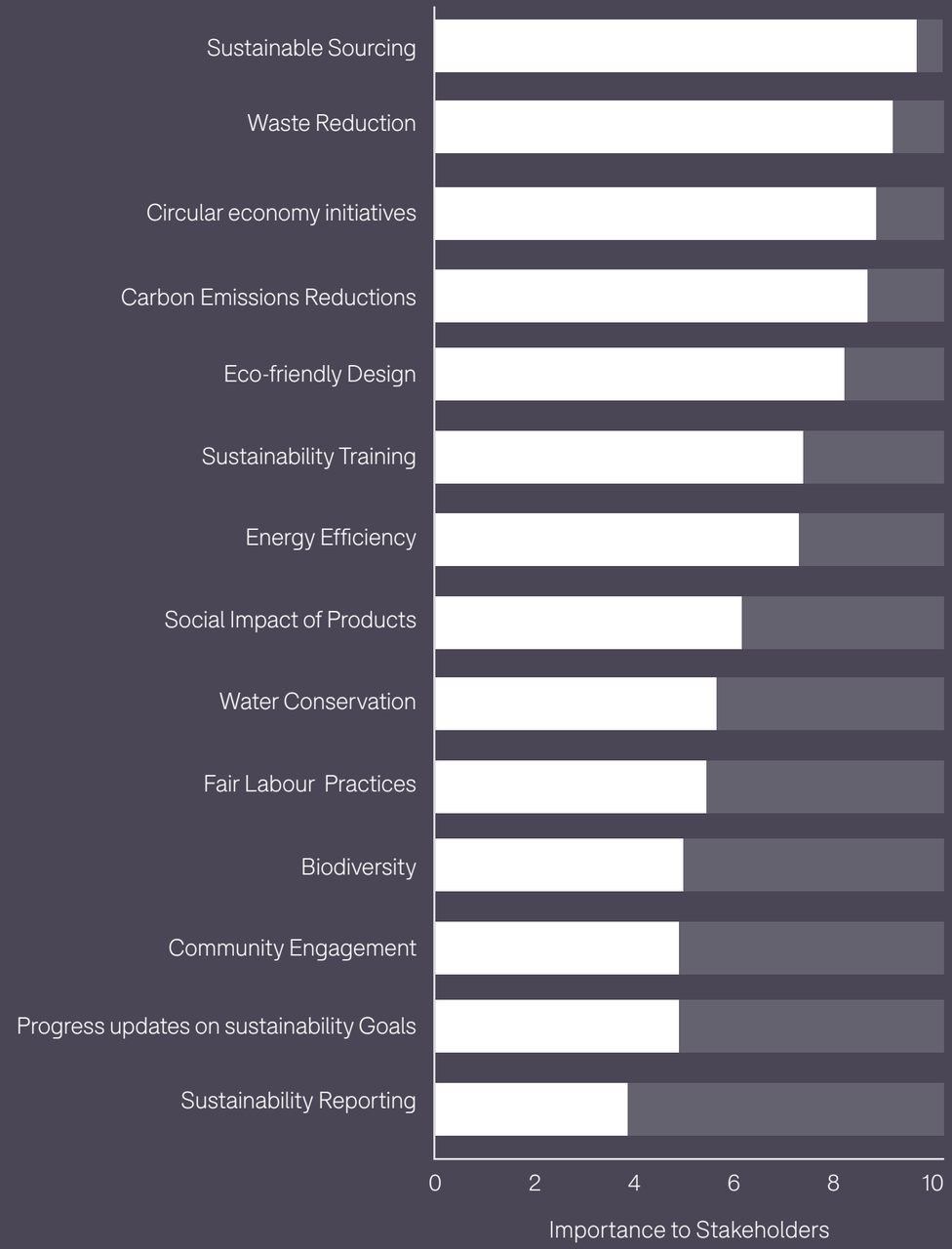
"It is possible to create environments that are safe, thoughtful, and supportive of mental health while still considering sustainability."

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.

Building on last years success, we continued the Earthathon. Employees also had the opportunity to participate in a Earth Day Quiz, 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 organised to raise funds for our chosen charity, WWF.

£1,963

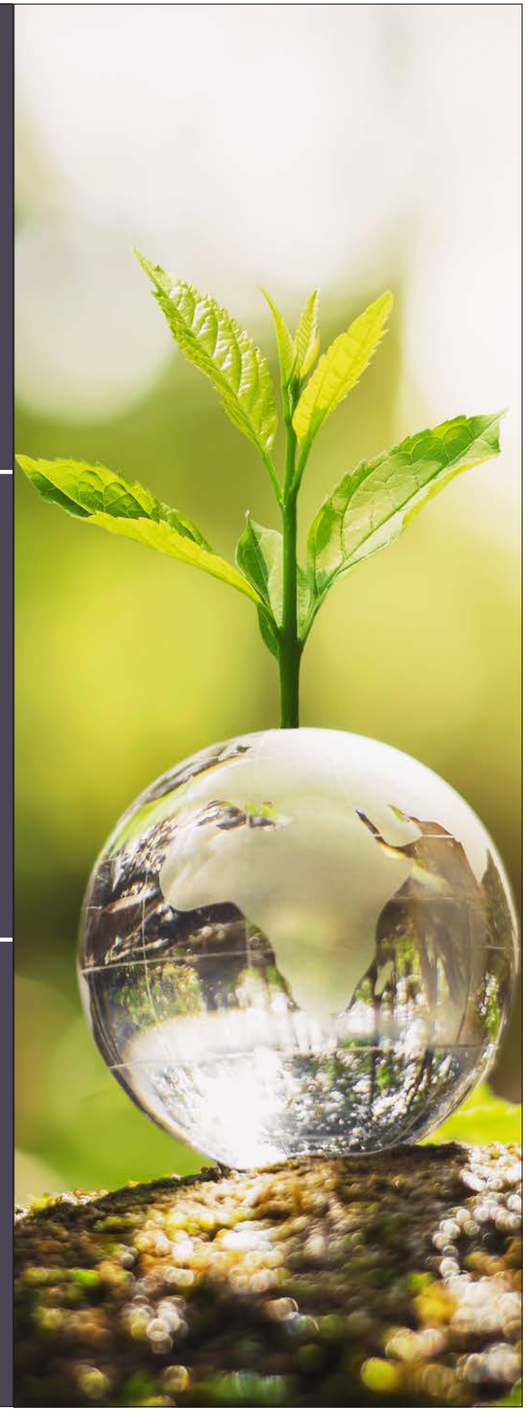
Was raised this year for our charity, WWF

9,110 km

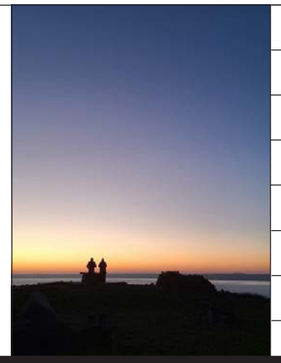
Globally was achieved by Pineapple employees

↑ 59%

Increase in the distance achieved in 2025 compared to 2024



EARTHATHON



01

This year, we took part in an active fundraising challenge for WWF in celebration of Earth Day. Pineapple employees across the globe joined in by walking, running, and cycling. Their progress was reported against our target of 7555km which is the distance across all of our global Pineapple offices.

We initially had a goal to achieve... 7,555 km

But we ended up achieving a distance of... 9,110 km

02 AUCTION

Building on the success of previous years, we held our third auction, raising even more for WWF by selling furniture that would otherwise have gone to waste, along with locally sourced items.

03 BIKE DAY

As part of the Earthathon challenge, we used juice bikes in both our UK and US offices - pedal-powered blenders that demonstrated how human energy can be used to generate power. This visibly reinforced the importance of green and renewable energy.

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.

VOLUNTEER DAY 2025

National Trust

Emerging from the natural landscape almost 700 years ago, Ightham Mote is built from Kentish ragstone and great Wealden oaks. In the tranquil gardens there are streams and lakes fed by natural springs, an orchard, flower borders and a cutting garden. The wider estate offers walks with secret glades and countryside views.

We spent the day coppicing and cutting back woodland that was encroaching onto the agricultural land – important work that helps protect the balance between the estate's historic landscape and its natural environment. supporting pollinators.

"It was good to be physically active and have an opportunity to talk to others that I wouldn't normally talk to."

"I enjoyed participating in the volunteer day as it was a great team building activity and gave us a sense of achievement"

We were also cutting back growth at the edges of the field margins to enable planting of wildflowers, providing habitat and food for insects, birds and small mammals as well as supporting pollinators.

"It was good to spend time alongside people from other departments that I don't have regular day to day contact with."

CELEBRATING 50 YEARS

In 2025, we celebrated 50 years of Pineapple. We came together to celebrate half a century of hard work, growth and community. It was a day filled with joy, laughter and great company. Thank you to everyone who has been part of Pineapple's journey – past and present. Your passion, hard work and support have shaped who we are today.

Here's to the next chapter and the next 50 years of success...

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