

# KMI BRANDS

live life beautifully

OUR COMMITMENT

TO LIVE LIFE BEAUTIFULLY

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## Our Mission

KMI Brands mission is to create unique beauty and wellbeing brands with purpose, enhancing the lives of our global communities and protecting the planet every step of the way.

**Together, we will live life beautifully.**

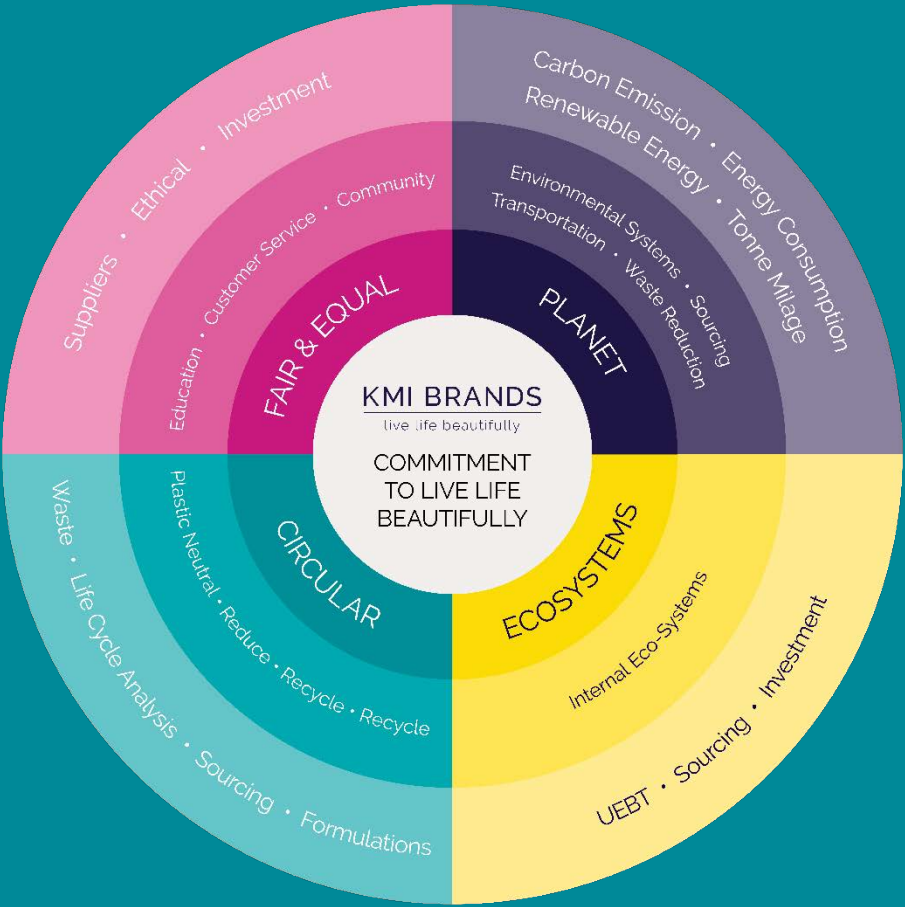


KMI BRANDS  
live life beautifully



# Live Life Beautifully

This is our commitment to people and planet. Acting as a compass for our employees, our suppliers, and our partners, outlining KMI Brands measurable agenda and holding us accountable for progress and action. Simply put, it's what we strive for every single day.



We have identified four key focus areas, inspired by the UN Sustainability Development Goals.



## PLANET

The health and protection of our planet is vital for future generations. We strive to improve the impact of our everyday activities through the entire value chain.

## ECOSYSTEMS

We take bold action to preserve our ecosystems precious resources and biodiversity by embracing planet-friendly practices and environmental sourcing initiatives.

## CIRCULARITY

Circularity is critical for the future for all resources. We will lead a revolution with consumers, giving them the knowledge to empower and push for better choices.

## PEOPLE

People sit at the heart of our business. We support and develop our employees, and partner with consultants, representatives and sourcing communities with shared values.

# KMI Brands is a certified B Corp!

Joining the esteemed community of purpose driven businesses committed to making a positive impact on people and the planet, we solidify our dedication to driving innovation, delivering long-term value and holding ourselves accountable to rigorous social and environmental standards.

With only 1,500 B Corp certified companies in the UK, this certification entails a comprehensive evaluation of a business's social and environmental performance, accountability and transparency. It aligns with the vision of creating a community of for-profit companies dedicated to redefining success in business.

Certified



Corporation



KMI BRANDS

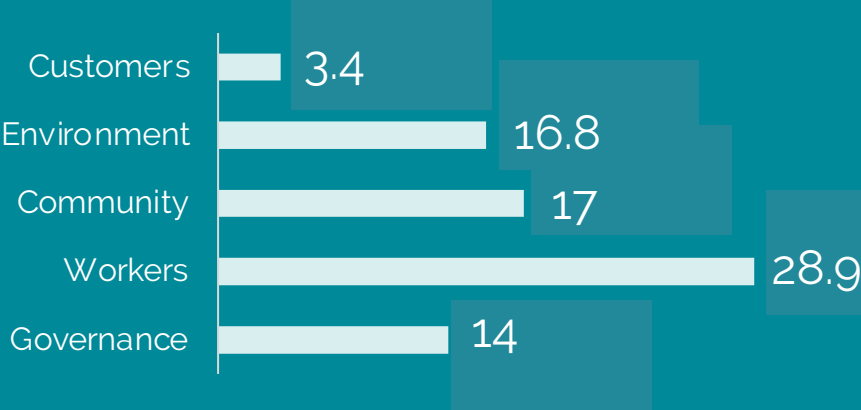
live life beautifully

KMI BRANDS | live life beautifully

# B-Corp Impact Score



- 81  
Sector Average score
- 80  
Qualifies for B Corp Certification
- 80.2  
KMI Brands overall impact score



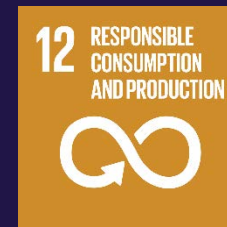


*"It was a tough yet rewarding process to go through but being a B Corp certified business will enable us to drive the business forward, making a positive impact on people and the planet. By holding ourselves accountable to rigorous standards, we can drive innovation and continue to deliver long-term value to our customers, employees, suppliers and partners."*

Rachel Parsonage, CEO of KMI Brands

# PLANET

## TO ADDRESS THE CLIMATE CRISIS



“

*We only have one planet, and it is our responsibility to do everything we can to ensure future generations can enjoy it.*

*Working together we can make a difference.*

Victoria Cushing – Product Director



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# What we have done so far...

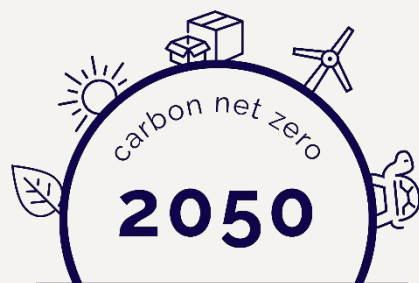
KMI Brands hired an external consultant to consolidate and calculate our baseline carbon footprint for 2021 and set scientific base targets going forward.

100% of KMI production by 2023 will take place in the UK.

\*excluding Ted Baker toiletries



# Planet – We are committed to...



net zero GHG  
emissions by 2050

*Setting scientific base target  
4% reduction Scope 1 and 2  
7% reduction Scope 3*



environmental  
management system



zero waste to landfill



save water

*Reducing fresh  
water consumption within  
the supply chain*

## OUR AMBITION

Goals	Metrics	Target Timeline
Net Zero Carbon Emissions	Become Net Zero, delivering 1.5°C in line with the UN Commitment	2050
	Become Net Zero in Scope 1 & 2	2030
	Scientific Based Targets Set for all Scope 1, 2 & 3	2023
	Energy consumption tracked in all suppliers	2030
	Top 10 suppliers to run off renewable energy	2030
	Tonne mileage tracked and reduction targets set	2025
	Alternative fuel to be used in 20% of all transport	2030

Net Zero by 2050 - Decreasing the climate footprint and accelerate the transition to a Net Zero global economy by 2050 and UN Global Compact Climate Ambition Accelerator.

OUR AMBITION

Goal	Metrics	Target Timeline
Suppliers meet ethical and environmental standards	All KMI suppliers to have ISO14001	2025
Zero Waste to landfill	Scope 1, 2 and 3 zero waste to landfill	2030
Reduce fresh water consumption	All suppliers tracked and reduction targets set	2030



# ECOSYSTEMS

## TO HALT AND REVERSE BIODIVERSITY LOSS





*KMI are believers that what is best for planet and people can be best for business.*

*When it comes to creating their own brands, KMI's guiding principle has been to put sustainability and quality at the core of Noughty and Plantopia. They are committed to challenging their brands and the wider industry to improve traceability, sustainability and naturalness while creating performance products for underserved consumers and growing segments of the market.*

*Committed to challenging not just their business but the wider industry to improve traceability, sustainability and ownership of planet impact, KMI has put action for ecosystems front and centre in their approach to brand building and business.*

Jen Hirsch – Beauty Botanist and Friend of KMI

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# What we have done so far...

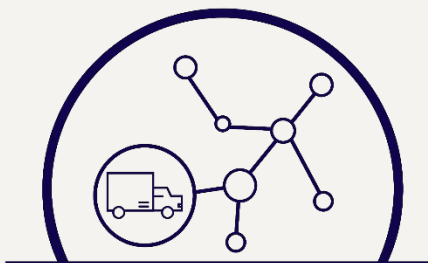
Plantopia is a member of the Union for Ethical Bio-Trade (UEBT).

UEBT works to regenerate nature and secure a better future for people through ethical sourcing of ingredients from biodiversity.

We will be a voice to champion this conversation in the hope that others will do the same and further advance change around the preservation, conservation, education and regeneration of our ecosystems. As well as driving more fair and equal treatment into all the communities we touch.



# Ecosystems – We are committed to...

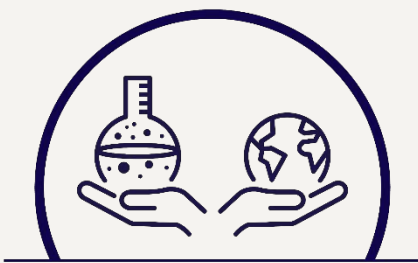


supply chain traceability



**SOURCING**  
WITH RESPECT

*UEBT membership  
for all brands*



scientific based  
targets for nature



regeneration projects

*Investment in regeneration  
projects at farmer level*



drive change

*Working throughout the  
industry to drive change  
from large raw ingredient  
suppliers to farmer level*



# Ecosystems – We are committed to...

## OUR AMBITION

Goals	Metrics	Target Timeline
Biodiversity	Noughty UEBT Membership	2025
	KMI UEBT Membership	2030
	Scientific Based Targets for Nature Set	2030
	Traceability of full supply chain	2030
Regeneration Projects	Investment in 10 regeneration projects at farmer level	2030

# CIRCULARITY

## CIRCULARITY AND REGENERATION





*At KMI, we have taken pause to really consider and reflect on the impact we have on the industry and how we want to move forward and be known – adopting better measures, controls and thoughts on materials, where we source them and how we use them. We no longer see waste, but we see resource, opportunity and innovation.*

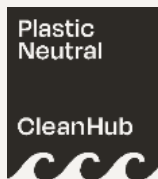
Dan Coppins – Packing Technologist and QC Manager

# What we have done so far...

## PLASTIC NEUTRAL FOR OWN BRANDS

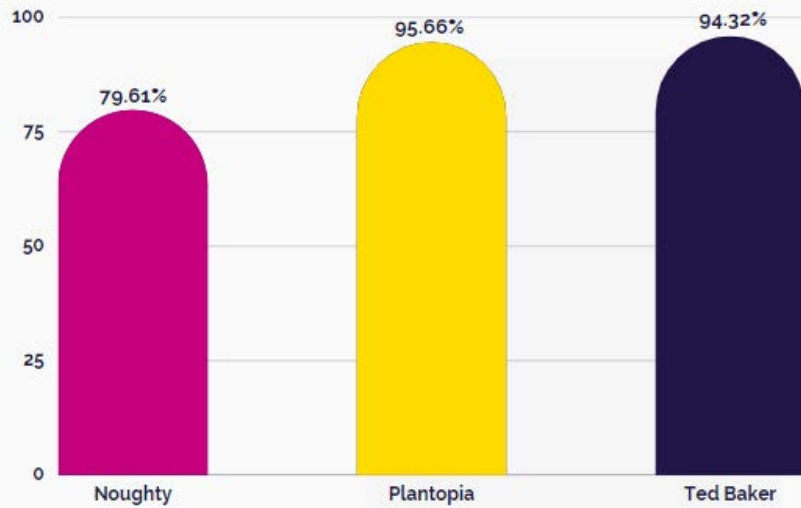
From March 2021, Noughty began working with eco-heroes, CleanHub to get us well on our way to our eco-conscious pledge to be and remain plastic neutral.

Plantopia has teamed up with Ocean Waste Plastic working with ReSea removing the same amount of plastic from the ocean as we use in our packaging in order to protect our oceans, future generations, and marine wildlife.

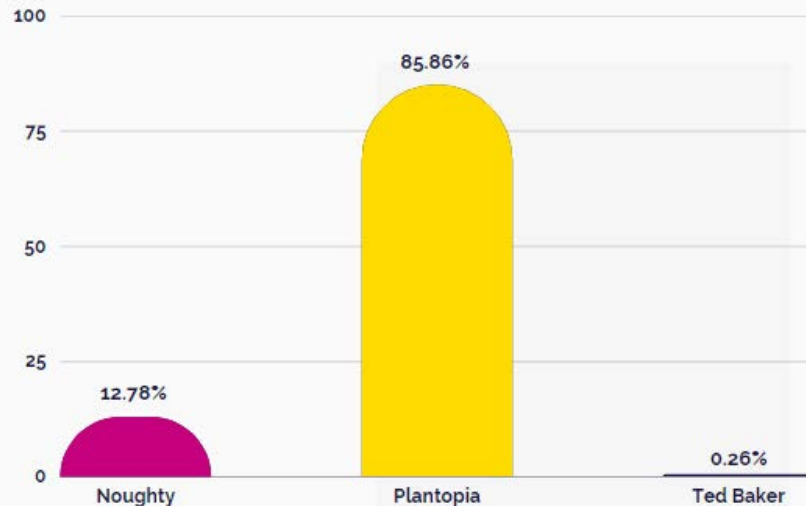




RECYCLABILITY BY BRAND (AUGUST 2022)



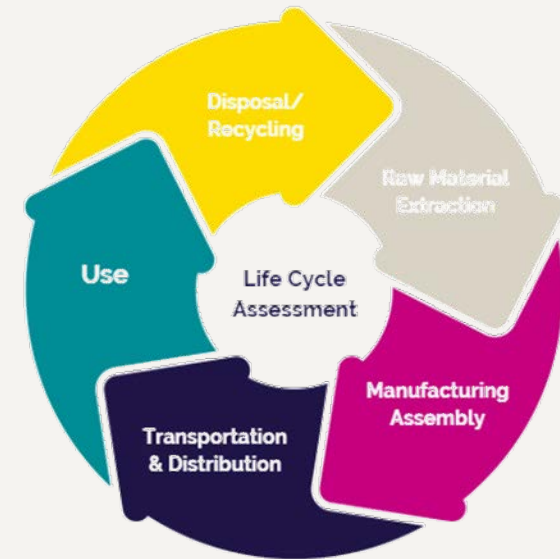
PCR BY BRAND



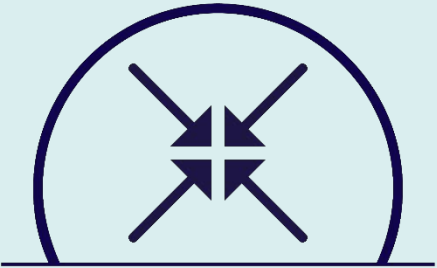
## What we have done so far...

Calculated our baseline of all packaging components.

Conducted Life Cycle Analysis on all 4 Plantopia Face and Space Mists.

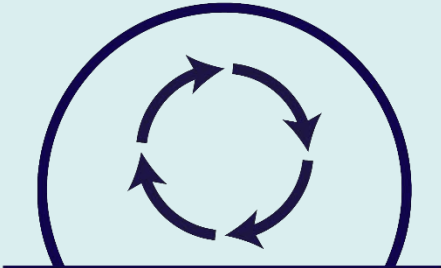


# Circularity – We are committed to...



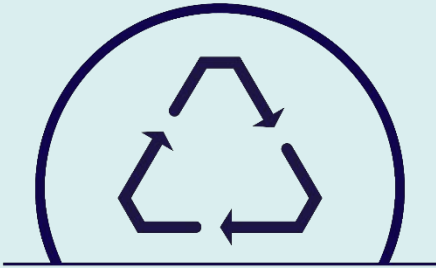
reduce

*Use less packing materials*



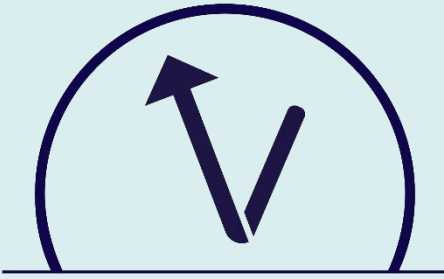
reuse

*Use of post consumer recycled plastic, including within supply chain packaging*



recycle

*All packaging material to be recyclable or compostable*



recover

*100% Plastic Neutral*



biodegradable

*95+% biodegradable formulas*

# Circularity

Embrace circularity and regeneration - designing products from the beginning that takes into consideration the 4 R's.

## OUR AMBITION

Goals	Metrics	Target Timeline
Packaging Circularity	100% Plastic Neutral	2025
	End of life programmes for all non curbside recyclable products	2030
	20% less packaging (in weight)	2030
	100% of all packaging to be reusable, recyclable or compostable	2030
	50% of all plastic used (by weight) to have recycled content	2030
	Life Cycle analysis to be completed on top 2 products in all brands	2025
Formulation Circularity	95%+ biodegradable formulations	2030

# PEOPLE

## FAIR AND EQUAL





# What we have done so far...





"Can't thank KMI enough for the additional support they give when needed and life outside KMI doesn't go to plan."

"I can be my true authentic self at KMI."

"I enjoy working at KMI, they cultivate a respectful and enjoyable atmosphere at the office and even with the constraints of remote working have done their best to encourage a beautiful working culture."

"The best company I have ever worked for."





*Connecting and engaging with great people is crucial to our ability to grow and thrive, whether that be suppliers and partners who share our ambitions and values, or our wonderful KMI team on the ground who strive for being the best they can be and making change happen.*

*I believe it's a huge privilege to be a leader in a business and my role is to give people a place to grow, be their true authentic selves and find commonality in what we are trying to achieve together.*

*Our journey to B-Corp certification only enhances this and holding ourselves accountable with measures and transparent actions attracts like-minded people. People who want to belong and be part of a business they can be proud of.*

Rachel Parsonage - CEO

# Measure, benchmark and integrate

TALENTPROOF  
DEVELOPING INCLUSIVE LEADERSHIP





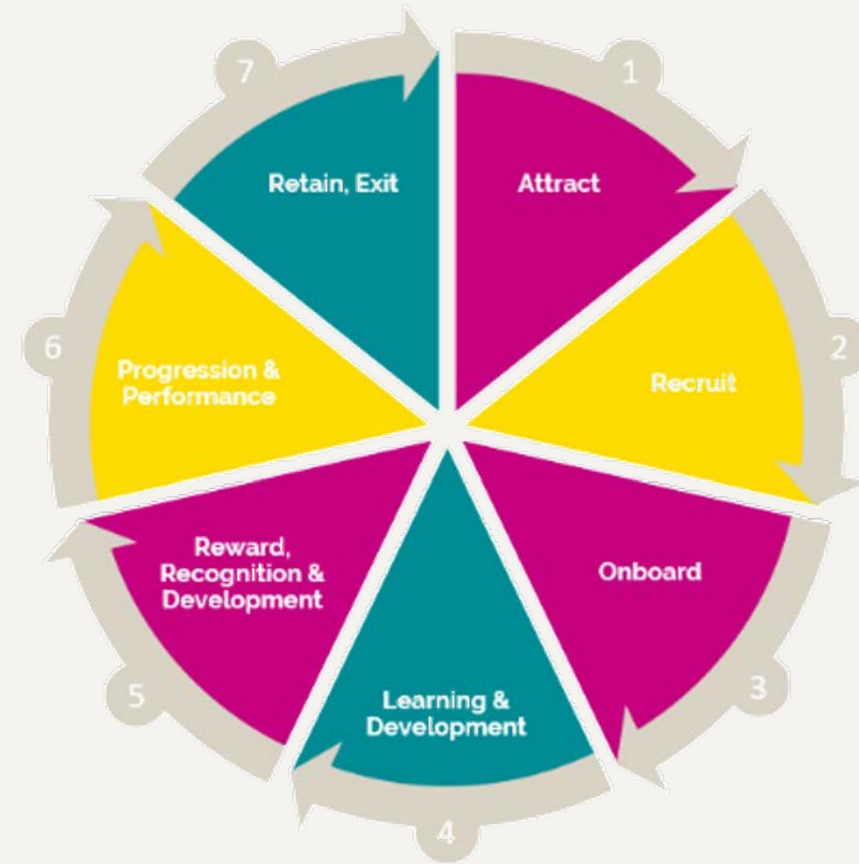
# The GDEIB Standard

<b>Level 5 Best Practise</b>	Demonstrating current best practise in DEI: exemplary for other organisations globally
<b>Level 4 Progressive</b>	Implementing DEI systemically; showing improved results and outcomes
<b>Level 3 Proactive</b>	A clear awareness of DEI; starting to implement DEI systemically
<b>Level 2 Reactive</b>	A compliance mindset, actions are taken around laws and social pressures primarily
<b>Level 1 Inactive</b>	No DEI work has begun, diversity and a culture of inclusivity is not part of organisational goals



# People – We are committed to...

Driving true systemic organisational change through measuring the business, our people and our processes against a global standard.



# Thank You

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