

**POSITIVE
PAWPRINT
PLAN** 

CARE BEYOND THE KIBBLE



**edgard
Cooper**



I'll read it straight after dinner. Promise.

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In loving memory

(2011 - 2025)

Edgard, while some may know you only by name, or not at all, we know and remember you.

We remember how you stood up for what you believed in (and barked when needed), your constant search to choose the very best toys and food, and your love affair with our plant-based recipes.

You leave behind a massive legacy. Because of you, millions of animals are living better lives. You got us started, now it's our turn to keep the ball rolling.

A LETTER from ONE of our FOUNDERS

When we started Edgard & Cooper, we didn't just want to make a better kibble, we wanted to wake up an industry.

He may be the founder but that doesn't mean he's in charge.



For a long time, the pet food industry has focused on doing things the right way within existing standards. But we've always believed there is room and responsibility to go further. To raise the bar on nutrition, to keep improving how animals are treated, and to continuously reduce our impact on the world around us.

Back in 2020, we launched our Zero Pawprint Plan. It was a bold commitment to slash our environmental impact, and five years later, we are incredibly proud of the groundwork our pack has built. We proved that you can scale a global B Corp-certified business while radically reducing your footprint. We helped shift the conversation, and competitors took note.

But as we look at the state of the world today, we realize that simply doing less harm is no longer enough. Minimising our footprint is the baseline; the true challenge is figuring out how to actively create good.

Welcome to chapter two:
The Positive Pawprint Plan.

**POSITIVE
PAWPRINT
PLAN** 

Instead of just mitigating impact, we are stepping up to drive systemic change where we have the greatest leverage. Guided by the voices of over 10,000 pet parents, our new strategy is focused entirely on actively improving animals' lives: setting a new industry standard for holistic pet nutrition, demanding higher welfare for every animal in the agricultural supply chain, and fundamentally scaling the Edgard & Cooper Foundation's support for dogs and cats in need around the world.

This next chapter is going to be harder. It demands that we live by our core value to 'Choose Right, Not Easy.' It requires radical transparency, and it will take brave collaboration — not just from our suppliers and partners, but from our competitors and regulators too.

The pet food industry needed a push to start raising the bar on sustainability. We helped do that. Now, it needs a push to actively prioritise the welfare of all animals and the health of our planet over easy profits.

We are proud of the chapter we have just written, but the real work begins now. We invite you to join us.

Louis

AHEM

*The management respectfully
draws your attention to
the following*



1

MEET OUR POSITIVE PAWPRINT PLAN

The Zero Pawprint Plan already put us at the front of the pack. Now our new strategy, the Positive Pawprint Plan, means we'll go even further in the areas where we can make the biggest difference.

> page 10

2

FIVE YEARS OF HIGH FIVES

Five years after the launch of our first impact strategy, we've made real progress, celebrated amazing wins and learned a huge amount. We're building on that groundwork as we look to the future.

> page 26

3

IMPACT AT OUR HEART

For us, impact isn't an add-on, it defines us. It runs through our products, our people, the Edgard & Cooper Foundation and our commitment to being a B Corp.

> page 44



MEET OUR POSITIVE PAWPRINT PLAN

*Find out how we're
going further.*

Someone's excited!



THREE REASONS

it was time for something new.

Our Zero Pawprint Plan ran from 2020 to 2025. In 2026, we are launching our new strategy – the Positive Pawprint Plan. Here's why...

GOOD REASON #1

Over 10,000 pet parents told us they care most about nutritious food, higher animal welfare and helping dogs and cats in need. We have the same priorities.



GOOD REASON #2

We're animal lovers, full stop. Not just the ones eating our food, but every animal our choices affect. This belief sits at the heart of our new strategy.



GOOD REASON #3

We've already moved this industry once. Now we're going to do it again.



OUR NEW STRATEGY HAS THREE PILLARS

On your marks... get set... GO



We are raising the nutritional standards of pet food

We are raising the standards for animal welfare



We are helping to support dogs and cats in need with the Edgard & Cooper Foundation

THE CUSTOMER IS ALWAYS RIGHT

In this case, almost annoyingly right.

While we were developing the Positive Pawprint Plan, we checked in with the pet parents who buy our food. Over 10,000 of them took the time to tell us what they care about most. (Btw, we think that level of engagement is UNBELIEVABLE and if you got involved, thank you so much.)

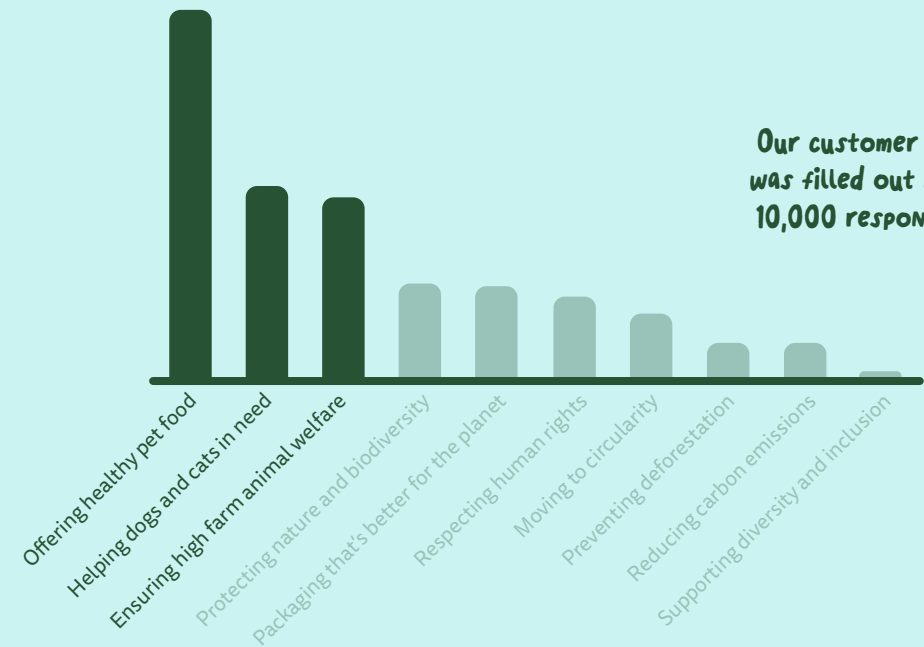
The results were clear. Our customers care most about:

1 HEALTHY, NUTRITIOUS FOOD FOR THEIR PETS

2 HIGHER WELFARE STANDARDS FOR THE ANIMALS IN OUR SUPPLY CHAIN

3 SUPPORT FOR DOGS AND CATS IN NEED

WHAT MATTERS MOST TO PET PARENTS



* N = 10133. Countries in scope: Belgium, France, the Netherlands, Italy, Spain, Germany, UK. Date: September 2025. This chart shows relative (rather than absolute) importance, derived using a MaxDiff scaling methodology.

And look! Those three issues map directly onto the three pillars of our new strategy. Yes, we were already doing this work but we always believed there was more we could do, and we're proud to see that our pet parents agree. That's what happens when a brand and its community share the same values, and it's why we're so confident we're putting our energy in the right place.

In their own words...

"Helping animals in need with the contribution that customers make is a wonderful initiative."

"For me, the most important thing is the dog's food. I want her to eat healthy food. And that's what you're doing, so keep it up!"

"Ensure animal welfare throughout the production process — every animal in your supply chain deserves a life worth living."

CARE IN THE BOWL

We are raising the nutritional standards of pet food.

WHAT WE BELIEVE

Food should do more than fill a pet's bowl. Tasty, healthy food helps cats and dogs feel happy, playful and full of beans (not literally). Our philosophy is simple: we want to help pets live a long, full life, and every meal is an opportunity to do that.

WHAT WE'RE DOING

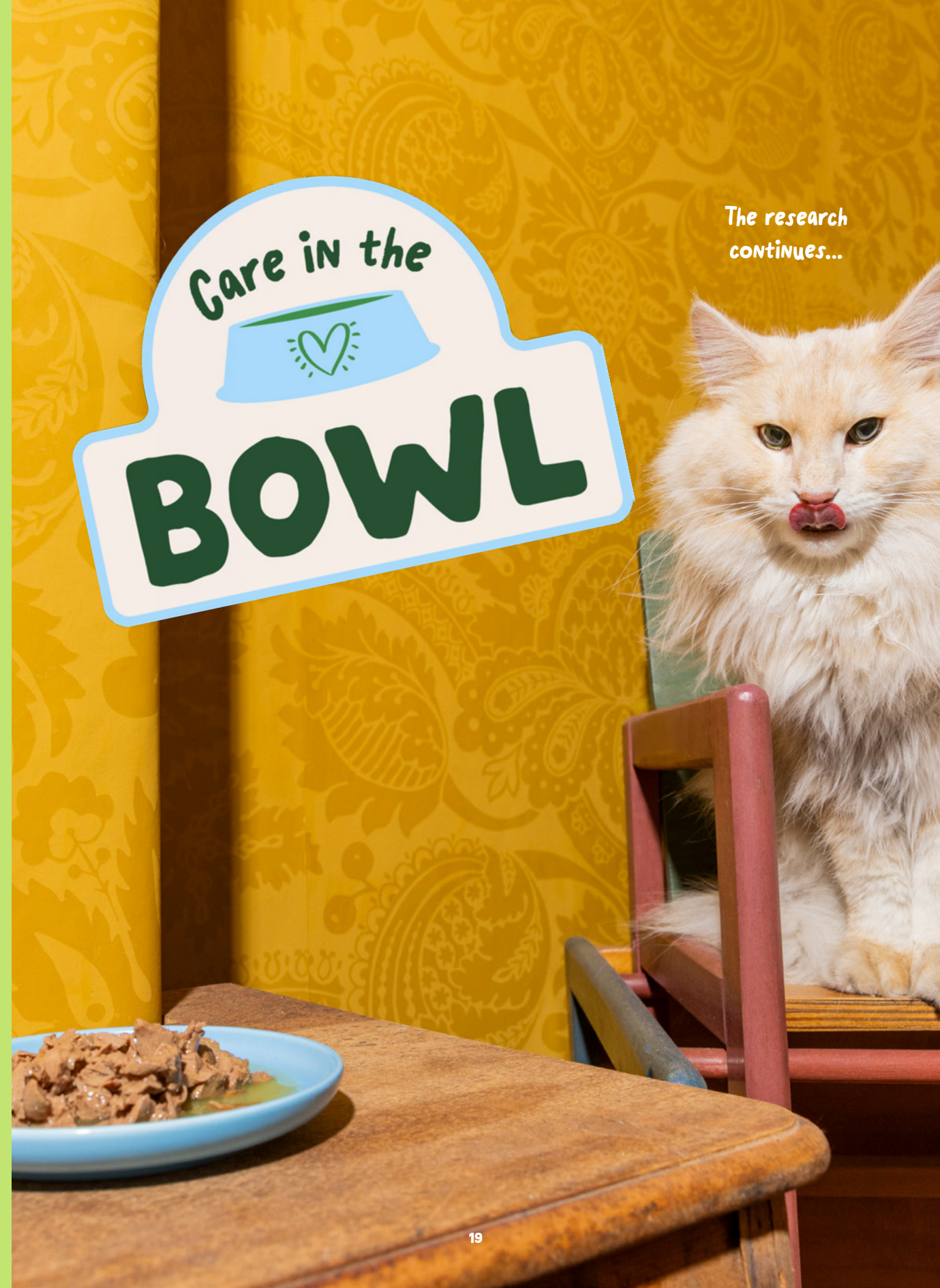
- **RAISING STANDARDS (AGAIN)** — We've never been great at following the pack, which is how we ended up putting fresh meat and fish in our dry food. Now that others have caught up, it's time to set a new pace. In 2025, we introduced nutritional targets that go well beyond industry guidelines, plus new standards for natural, whole ingredients that pets' bodies actually recognise and thrive on.
- **FOLLOWING NATURE'S LEAD** — Food should support the whole animal — physically and mentally. That's why, for example, our new cat treats are designed around three natural instincts: hunting, playing and rewarding.
- **FOOD FOR EVERY PET** — From the kitten who can't sit still to the old timer who's earned a slower pace, our recipes are designed for different ages, sizes and lifestyles. Turns out one bowl doesn't fit all.

OUR 2030 AMBITION

Every recipe we make will meet our own rigorous and holistic nutritional standards, and the rest of the industry will follow our lead.

“Fresh meat and fish in dry food was just the beginning. Now we're asking what it really takes for a pet to thrive, which in turn is driving our ambition to set a new standard for pet nutrition.”

— LOUIS CHALABI



The research continues...

CARE AT THE SOURCE

We are raising the standards for animal welfare.

WHAT WE BELIEVE

We love our pets — but we're animal lovers full stop. We believe every animal in our supply chain deserves a life worth living.

WHAT WE'RE DOING

- **OUR BASELINE** — All our animal ingredients should meet EU farming standards.¹ The vast majority already do. For a small number of proteins, we are still in the process of tracing and verifying their origin.
- **GOING FURTHER** — On top of meeting EU standards, 59% of our recipes, up from 52% the year before, include ingredients that are even higher welfare, including organic, higher-welfare certified and plant-based options.
- **THE POWER OF TRANSPARENCY** — We're going to track and report volume of ingredients because it sets a new standard for understanding how many animals our choices actually affect. We'll share this information so it can drive progress across our industry.

OUR 2030 AMBITION

All our recipes will meet EU standards. More than 50% of our animal proteins, by volume, will come from higher-welfare sources.² And we'll keep pushing our peers to up their game.

DIVE DEEPER

> See [Ethical Sourcing](#), p.38

“Every animal in our supply chain deserves a life worth living.”

— KOEN BOSTOEN



1. EU farming standards are defined in law (EU Directive 98/58/EC for farmed animals, plus species-specific legislation). These represent the mandatory baseline that all animal ingredients farmed and processed within the EU must meet.
2. Higher-welfare ingredients are those certified to a recognised standard that goes meaningfully beyond the EU baseline, across areas like living conditions, outdoor access, stocking density or feed. In practice, that includes certifications like ASC, MSC, Tierwohl, and EU Organic.



Readers, he has done his own research.

CARE ACROSS THE WORLD

The Edgard & Cooper Foundation teams up with animal charities to support dogs and cats in need.

WHAT WE BELIEVE

Millions of dogs and cats around the world don't have the life they deserve. A business that genuinely cares about animals can't look away.

WHAT WE'RE DOING

- **1% OF SALES** — Since 2017, we've committed 1% of every sale to the Edgard & Cooper Foundation, an independent organisation that seeks to end the suffering of dogs and cats.
- **TARGETED HELP** — The Edgard & Cooper Foundation funds charities delivering vaccinations, sterilisations, veterinary care, education and advocacy programmes, among other interventions.
- **SERIOUS COMMITMENT** — In 2025, we donated over €1m to the Edgard & Cooper Foundation, our biggest commitment in a single year. Since 2017, that adds up to more than €4.3 million committed.

OUR 2030 AMBITION

Grow our business, donate more money and support the Edgard & Cooper Foundation to help over one million dogs and cats in need.

DIVE DEEPER

> See the [Edgard & Cooper Foundation](#), p.54

“Every pack sold is a step closer to a better life for a dog or cat somewhere in the world. That's something we'll never stop working towards.”

— JÜRGEN DEGRANDE



And they lived happily ever after

Care across the



WORLD



We're not the only ones setting our sights high.

OUR NEW STRATEGY GOALS

We have simple, radically ambitious goals for each of our three pillars. Here's what success looks like by 2030:



100% of our recipes meet our own rigorous nutritional standards – and other brands in the category have followed our lead.



More than 50% of the animal proteins we source – by volume – come from higher-welfare sources.



The Edgard & Cooper Foundation has helped over one million dogs and cats in need.

★ FIVE YEARS ★ OF HIGH FIVES

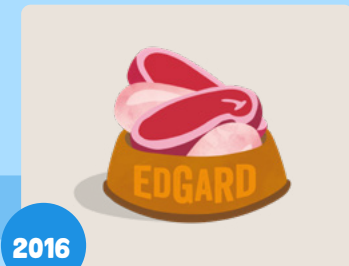
*Five years of setting the pace.
Here's how far we've come.*

*Don't you dare
leave him hanging!*



OUR IMPACT HIGHLIGHTS

Not to brag. But also, a little bit, to brag.



2016

PIONEERED FRESH MEAT IN PET FOOD

We set out to change the industry by making pet food with fresh, natural ingredients.



2018

FOUNDED THE EDGARD & COOPER FOUNDATION

We committed 1% of our sales to supporting dogs and cats in need.



2019

LAUNCHED OUR ZERO PAWPRINT PLAN

We set bold ambitions for zero carbon, 100% recyclable, reusable or compostable packaging, and 100% ethical sourcing by 2025.



2019

COMMITTED TO SCIENCE-BASED CLIMATE TARGETS

We became the first pet food company to align our climate goals with SBTi.



2021

INTRODUCED PLANT-BASED RECIPES

We expanded our range with plant-based options to help reduce our carbon footprint.



2021

PUT CARBON SCORES ON PACK

We increased transparency by introducing carbon labelling on our products.



2021

INTRODUCED ALL-PAPER PACKAGING

We launched our first fully paper-based packs for smaller formats.



2022

REDUCED RECIPE CARBON INTENSITY

We lowered the carbon footprint of our recipes while maintaining nutritional quality.



2022

ACHIEVED B CORP CERTIFICATION

We were certified as a B Corp, recognising our commitment to being a purpose-led business.



2024

SCALED HIGHER-WELFARE SOURCING

The majority of our recipes now use higher-animal-welfare ingredients.



2025

REACHED A MAJOR DONATION MILESTONE

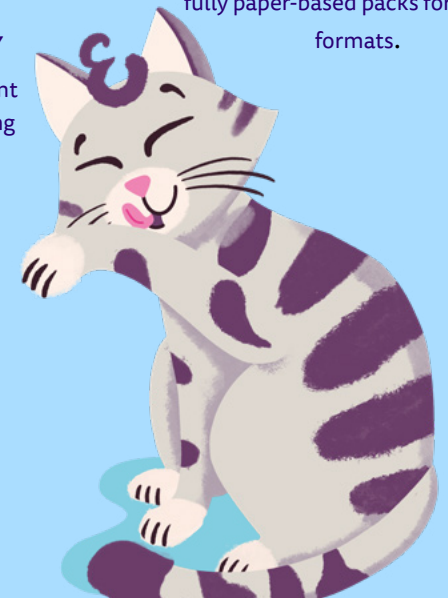
Since 2017, Edgard & Cooper has committed over €4.3 million to the Edgard & Cooper Foundation to support dogs and cats in need.



2025

LAUNCHED OUR FIRST CAT TREATS

We held off until we found packaging we were proud of: recyclable mono-material pouches, after testing 20 alternatives.



HOW DID WE DO?

*We said we'd do three things.
Here's what we achieved with
the Zero Pawprint Plan.*

*We're not hiding
anything. Promise.*

1. CARBON

↓35%*
EMISSIONS PER
KG SOLD

2025 GOAL

Reduce the environmental impact of our recipes

WHAT WE ACHIEVED

We didn't reach zero. What we did do was meaningfully move the dial: reformulating recipes, removing beef from dog treats, launching plant-based options, electrifying our company car fleet, and putting carbon scores on our packaging. Our carbon intensity has dropped by 35% since 2020. Reaching zero is a long-term challenge that grows harder as we scale, which is why we track intensity alongside total emissions. And why we'll keep making the choices that move the dial even when they're not the easy ones.

3. ETHICAL SOURCING

2025 GOAL

Achieve 100% compliance with high ethical & sustainable sourcing standards

WHAT WE ACHIEVED

We reached 96%. The vast majority of our animal proteins now meet EU farming standards, and we are actively tracing and verifying the remaining 4%. But the more we learned, the more ambitious we became, which is why animal welfare now sits at the heart of the Positive Pawprint Plan. We now have a sharper, volume-based goal for 2030: more than 50% of all animal proteins by volume from higher-welfare sources.

*compared with baseline year 2020

2. PACKAGING

2025 GOAL

Achieve 100% reusable, recyclable or compostable packaging

WHAT WE ACHIEVED

We didn't reach 100%. We tried a lot of different options, but the barrier properties needed to keep our food fresh mean recyclable solutions simply don't exist for every format yet. We know that designing packaging to be recyclable is half the battle - what matters is whether it actually gets recycled in practice. Our 2030 goal reflects both of those lessons: we'll use paper wherever possible, because it's already widely collected and recycled across Europe. For formats where paper can't work, we'll ensure our packaging is designed for recycling and meets legal requirements.



OUR CARBON APPROACH

Sorry if it's a lot to chew through.

MAKING PET FOOD LEAVES A PAWPRINT ON THE PLANET.

Around 80% of that impact comes from our ingredients — and that's where the real challenge lies. As we grow, total emissions also rise, which is why we track carbon intensity alongside total emissions: the amount of carbon generated for every kilogram of product we sell. It's a better measure of whether we're actually becoming more efficient.

BEYOND INGREDIENTS, WE'VE BEEN BUSY GETTING ON WITH PROGRESS ELSEWHERE.

Switching to 100% green energy in our offices, electrifying our company car fleet, and choosing a logistics partner that runs on vegetable oil. No single change fixes everything, but everything adds up.

REACHING NET ZERO IS GOING TO BE HARD

— and as we grow, it gets harder. We're so proud of the progress we've made, and we're realistic about how much further there is to go. We'll keep at it, keep measuring honestly, and keep making the choices that move the dial, even when they're not the easy ones.



OUR CARBON PROGRESS

Good progress, and plenty still to do.

Our carbon intensity has come down by 35% since 2020. This was driven by some bold choices along the way: removing beef from our dog treats, launching plant-based options and reformulating recipes with lower-emission ingredients. We were also one of the first brands to put carbon scores on our packs so pet parents can make informed choices.

In 2025, we saw a small uptick in carbon intensity (mainly due to improved measurements and new cat treats), but our five-year trajectory is clear — and that’s what matters.

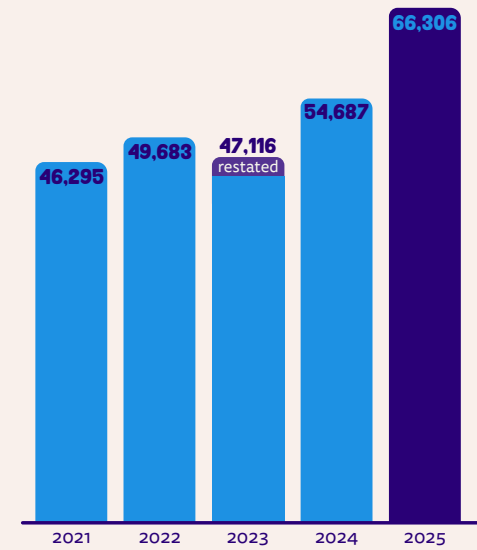
MEASURING WHAT MATTERS (EVEN BETTER THAN BEFORE)

We recently refreshed our kibble packaging and seized the opportunity to sharpen how we measure and communicate the carbon footprint of our products. We’ve learned that better data makes for better recipes, and we believe pet parents deserve to see real numbers they can rely on.

As before, we look at the full lifecycle of each product, using an internationally recognised methodology and working with ClimatePartner to get results that hold up to scrutiny. No change there.

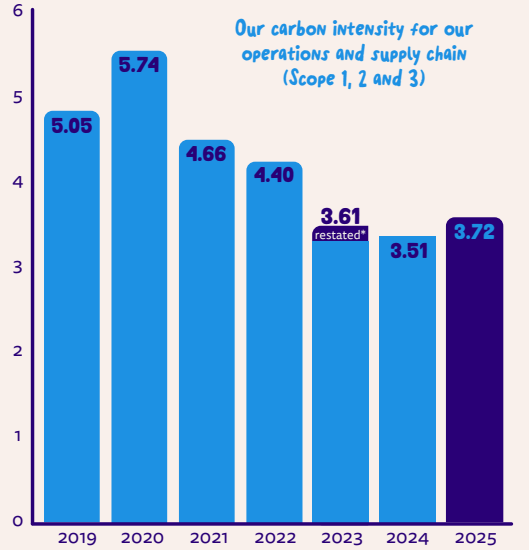
TOTAL EMISSIONS SCOPE 1–3

(tonnes of CO₂e)*



OUR CARBON INTENSITY

(kgCO₂e/kg product sold)



But as of last year, we’ve added a few more hoops to jump through:

- Bigger bag, lower footprint per kg: we now calculate emissions per kg of food by bag size, so the efficiency gains of buying larger are easy to see.
- Input, not just output: we measure each footprint based on what goes into the product, not just what ends up on the shelf.
- Up-to-date factors: we use the very latest emissions data from international databases so that our numbers reflect the world as it is today.

We want to give pet parents information they can actually trust and use, and to walk the talk when it comes to accountability. This level of transparency is still rare in our industry, so our invitation to other brands is still warmly open: please come and join us.

PROGRESS IN OUR OPERATIONS

Scope 1 and 2 emissions (those we directly control) have fallen significantly over five years, thanks mostly to our electric vehicle rollout and renewable energy across our offices. This represents less than 1% of our total footprint, but it’s fully within our control and we’re proud of the progress.

PROGRESS IN OUR SUPPLY CHAIN

Scope 3 — that’s things like ingredients, packaging and logistics — makes up 99% of our footprint. As we grow, total emissions will continue to rise. By focusing on intensity, we’re working to decouple our growth from our emissions.

*CO₂e means carbon dioxide equivalent – it’s the metric used to measure greenhouse gases like carbon dioxide, methane and other gases that contribute to global heating.

OUR PACKAGING APPROACH

Nobody got into pet food for the packaging. And yet.

SNIFFING OUT THE BEST SOLUTION

Every piece of packaging we use, keeps our food in perfect condition for the cat or dog eating it, while causing as little impact as possible.

When those two priorities are in tension, we find the best option available, and then we try to make something better.

Our approach is straightforward: we use paper wherever we can, and where we can't, we ensure our packaging is designed for recycling.

Over the past decade, we've tested a lot of different solutions: certified fully biodegradable packaging materials, FSC-certified paper, compostable solutions, refill stations. And we're not done.

OUR 2030 GOAL

It's been a decade of trying, trying again, having another think and finally making progress. That's packaging for you. By 2030, we want all our packaging to be designed for recycling. Wherever possible, we already go further, choosing materials with collection and sorting realities in mind, because that's what actually determines whether packaging gets recycled in practice. It's a distinction that matters more to us than a compliance checkbox.



OUR PACKAGING PROGRESS

Warning: contains a hot take about recycling infrastructure.

Over the past five years, packaging has been one of our most active areas of learning. We've tested, reformulated and improved — always asking whether what we're using is genuinely the best option available, and hunting down whether something better has come along.

STICKING WITH PAPER

For our dry food, we've stayed committed to paper-based packaging. In 2025, that meant significant behind-the-scenes work on legal compliance — keeping paper rather than following the industry towards mono-plastics. We chose not to because the recycling infrastructure for paper already exists. For many plastics, especially flexible plastics, it does not. Painstaking work, but the right call.

WHEN PAPER DOESN'T WORK

When we launched our cat treats in 2025, paper simply wasn't an option. The fat content in treats means paper can't keep them fresh, and we wanted to include a resealable zipper to keep it that way for as long as possible. So we did what we always do: tested every available alternative (20 in total!) until we found the best one.

The result is MonoPE and MonoPP pouches, designed for recyclability in line with PPWR. It's the first time we've launched a product in plastic packaging — and cats, for the record, have absolutely no complaints.

A WORD ON PPWR

The Packaging and Packaging Waste Regulation is a broad, ambitious set of rules covering recyclability targets, material restrictions, harmonised labelling and more. It's pushing the whole industry in the right direction, and we welcome that. But for us, compliance is the floor, not the ceiling.

THE HOT TAKE

Packaging doesn't get recycled because it's designed for recycling. It gets recycled because infrastructure exists to collect, sort and process it. That's why we sometimes choose paper over plastic — even when both are technically recyclable.

WHAT'S NEXT

In 2026, we're launching new wet food products in mono-material plastic pouches designed for recyclability — with a meaningful reduction in production emissions and material weight compared to steel and aluminium. Another step forward. Not the final one.



OUR ETHICAL SOURCING APPROACH

We want to do right by every animal.

We love pets but our care doesn't end with the dogs and cats in our customers' homes. We believe every animal in our supply chain deserves a life worth living.

That starts with a clear baseline: we want all our animal ingredients to meet EU farming standards, which are already among the highest in the world. But for us, that's always been the starting line, not the finish. Over the past five years we've pushed consistently beyond it, choosing higher-welfare ingredients wherever we can, asking harder questions of our suppliers, and being honest with our customers about where we are and what still needs work.

The more we've learned, the more ambitious we've become. Counting higher-welfare recipes is a start, but real impact is measured in the lives of actual animals, which is why we're shifting our focus to volume. It's a tougher metric to move, but it's the right one.

Animal welfare is an area where we believe Edgard & Cooper can be true pioneers. Not just doing better than the industry average, but helping to raise what the average means. That ambition sits at the heart of our Positive Pawprint Plan, in our Care at the Source pillar.



OUR ETHICAL SOURCING PROGRESS

We've made real progress over the past five years, but as ever there's further to go.

BUILDING THE BASELINE

EU farming standards are already among the highest in the world and over the past five years, we've worked hard to ensure all our ingredients meet (and keep meeting) them. The vast majority do, and we are in the process of tracing and verifying the origin of the small number that don't.

GOING FURTHER

59% of our recipes now include higher-welfare ingredients, up from 52% the year before. A big reason for that jump is our fillets: when we changed suppliers in 2025, we used the moment to push for higher welfare and responsible sourcing standards across almost all our fillet range. A good example of how every supply chain decision is an opportunity to do better. That brings us to 96% of recipes meeting our responsible sourcing baseline, close to our 100% goal, with a small number of ingredients still being traced and verified.

WHAT COMES NEXT

Volume is where the real impact sits, and that's where our focus is going. Our 2030 goal is for more than 50% of all our animal proteins by volume to come from higher-welfare sources. To get there, we're no longer just selecting the best options available, we're defining our own standards for what a good life looks like for the animals in our supply chain, and holding our suppliers to them.

RECIPES WITH HIGHER WELFARE, AS OF 2025



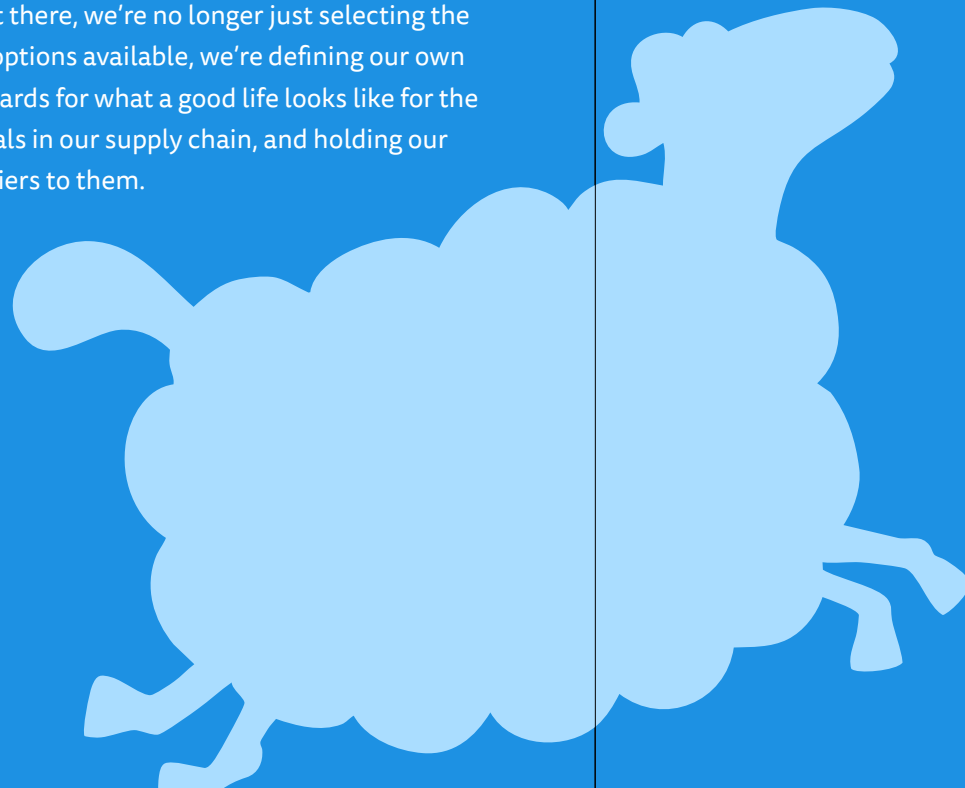
Including plant based (you can't get higher welfare than that!)



59%
HIGHER WELFARE

37%
EU STANDARD

4%
WORK IN PROGRESS





IMPACT AT OUR HEART

*It's not just what we do,
it's who we are.*



Mind if I join you?

ON BEING A BCORP

The only test we're happy to get a B in.

We've been B Corp certified since 2022 and successfully recertified in 2025. B Corp is an independent framework that holds us accountable across everything: our people, our supply chain, our governance and our impact. The certification process is one of the most rigorous tests a business can take.

Last year, B Corp introduced new standards, which raise the bar for recertification across a broader range of impact areas. We welcome the changes because they'll make us — and our peers — work even harder.

B Corp holds us to the standard on topics like human rights and carbon. The Positive Pawprint Plan pushes us further, into the areas that are specific to pet food, and where we're best positioned to lead.

IF DOGS COULD COOK

Truth be told, while *Edgard* and *Cooper* are the dogs whose health needs inspired us to create a more nutritious food for pets, they aren't very helpful in the kitchen. But if they could wrap their furry paws around a spatula, they'd probably make the kind of food you'll find inside.

Edgard *Cooper*

They'd know meat meal is NOT fresh meat

Fresh duck is handled just the way you'd expect—carefully kept cold until it's made into delicious kibble. **We always use fresh.**

Meat meal, on the other hand, is what you get when meat is heated, treated, pulverized and powdered. **Never used it, never will.**

YES, you're right: Dogs who cook would also add fruits, veggies and herbs, which are a source of vitamins, fibre, and antioxidants. Thanks for pointing that out!

They'd understand the benefits of good nutrition

- THRIVING ORGANS**
They'd probably know that the amino acids in **fresh meat** support organ performance.
- HEALTHY GUT**
They'd appreciate the prebiotics, not to mention the **sweet potato** loaded with fibre.
- SHINY COATS**
With the **salmon oil** and omega 3 and 6, they'd be ready for compliments about their coats.
- IMMUNE SYSTEM**
They'd know antioxidants from (good) stuff like **fruit** helps support their immune system.

Oh, and they'd also insist on giving back

Dogs who could cook would also support things like the **Edgard & Cooper Foundation** which has donated over €3 million to animal-friendly charities. "Makes it all worthwhile," they'd say as they wiped their paws on their aprons.

Certified **B** Corporation

OUR PACK

We care about all animals (even the human ones).

Our culture is shaped by the people in it, and when people feel heard, supported and genuinely excited about the work, something special happens. At Edgard & Cooper, we're lucky to have a lot of those people. Our role in People & Culture is simple: make sure nothing gets in their way.

LISTENING, LEARNING, ACTING

Every year, we ask our whole pack to tell us honestly how things are going. In 2025, 98% of people filled in our survey — which is either a sign of a very engaged team, or a very persistent People team. (Both, probably.) The scores speak for themselves:

86% *are proud to work for Edgard & Cooper*

90% *feel they have someone they can trust at work*

90% *find their work meaningful and purposeful*



But the part we're most proud of isn't the scores — it's what happens next. Every result triggers workshops, conversations and concrete actions. In 2025, that process gave us a new internal learning platform, our first ever face-to-face leadership offsite, and a clearer, fairer approach to training and fun budgets. The results?

'I get the learning opportunities I need'

went up 15%. For managers, this score was +18%.

'We collaborate effectively across teams'

went up +11%.

'I have fun at work'

went up +7%.



1,267 HOURS. 71% OF THE PACK. ONE VERY HELPFUL YEAR.

We give everyone at Edgard & Cooper one paid volunteer day a year, which we help to organise. In 2025, our people volunteered across six countries, which included cleaning shelters, mucking out kennels, walking dogs and gently persuading cats to cooperate.

Oh, and some of our pack volunteered remotely too — supporting NGOs with research, comms and grunt work.

Team France spent the day with guide dogs just outside Paris.



Team Italy volunteered at a dog shelter near Milan



Team Belgium also worked at a shelter and made some dogs and cats very happy



Team Belgium cleaned up the city of Ghent and then, for good measure, the beach as well.



Team Germany built fences and cleared stables for horses and donkeys

Team UK got their hands dirty gardening at the Mayhew Home in London



A pack to be proud of.

OUR PACK 2025 HIGHLIGHTS

Our most important ingredient? People.



SUMMER GATHERING — Once a year, the whole pack comes together to celebrate. In 2025, we all convened on an island off the coast of the Netherlands for three days of connection, collaboration and the kind of conversations that can't happen on a call. If you hadn't spotted it, this year's theme was Under the Sea.



DOGGY LOUNGE — In 2025 we rebuilt our office doggy spaces from scratch — calm rooms, social rooms, desk islands where dogs can roam freely. When we say the whole pack matters, we really do mean the whole pack.



TAKE 1 — Joanna (one of our Directors) enjoying her Take 1 to travel across Australia & New Zealand. This policy lets our pack request unpaid leave for longer time away.



WAAK — In 2025, we continued to grow our social impact by working closely with our retired flexi workers. At the same time, we proudly launched a new collaboration with De Waak, a social enterprise that creates meaningful job opportunities for people with disabilities. Every Monday, a dedicated team joins us to support the shipment of our orders.



HR SME AWARD — In 2025, our People Pack was recognised with a SME Award — with the jury praising our human-centred, impact-driven approach.

IMPACT AT OUR HEART



IMPROVING THE LIVES OF DOGS AND CATS

IMPACT AT OUR HEART



A ONE MILLION EURO MILESTONE

Our vision is a world where every dog and cat has access to everything they need to live a long, happy and healthy life. Today, the world is full of dogs and cats not living the lives they deserve. Strays with no one to rely on, communities without the knowledge or resources to help, and legal systems that don't create the change they should.

The Edgard & Cooper Foundation was set up in 2017 to fund the organisations doing the work for these dogs and cats around the world. While we're fully independent, we wouldn't exist without the 1% of every Edgard & Cooper sale that has funded our impact since day one.

This year, Edgard & Cooper levelled up its commitment, putting the Edgard & Cooper Foundation at the heart of its Positive Pawprint Plan as one of the strategy's three core pillars.

In 2025, Edgard & Cooper committed over €1 million to the Edgard & Cooper Foundation — since 2017, they have given more than €4.3 million.

And with a full board now in place — six members, including the three founders, two specialist vets and a governance expert — the Edgard & Cooper Foundation is more accountable, more ambitious and better equipped than ever.

OUR GOALS

1

Stop the avoidable suffering of cats and dogs

We fund projects that provide direct help to cats and dogs, including vaccinations, sterilisations, emergency care and veterinary access.

2

Help people understand what cats and dogs need

We fund education and capacity building initiatives that help communities around the world understand how to care for and coexist with animals.

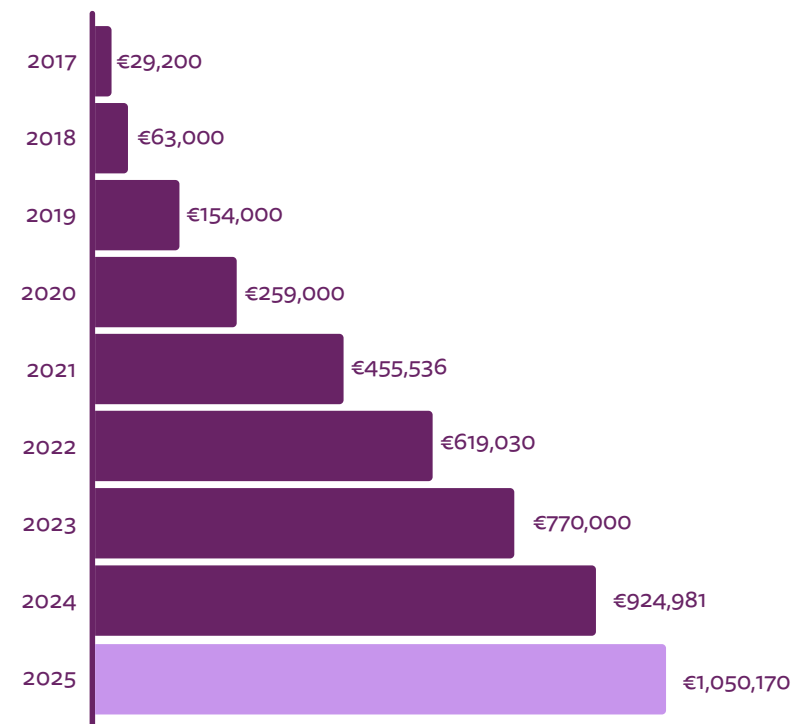
3

Champion the legal protection of cats and dogs

We achieve long-term change by funding projects that work with governments to build the laws and infrastructure that protect animals.

OUR GROWING DONATIONS

Amount committed each year by Edgard & Cooper based on 1% net sales



A LETTER FROM THE BOARD

We've made real progress over the past five years, but as ever there's further to go.

In 2025, Edgard & Cooper committed over €1 million to the Edgard & Cooper Foundation for the first time — bringing their total committed since 2017 to more than €4.3 million. On our side, we approved 8 new projects and, for the first time since 2017, went to see the work for ourselves.

In Chile, we first travelled south to Aysén, in the heart of Patagonia, where communities are learning to live alongside animals differently. We then headed north to the Atacama desert, where a small vet team runs pop-up clinics for dogs and cats whose owners have the love but not the means. We came home with a deeper understanding of the work, and a reminder of why our vision is what it is.

2025 also saw us build a board that matches our ambitions. Alongside our three Founders, we welcomed three new advisors: Ursula, a veterinary surgeon with 20 years in animal welfare programmes worldwide, Judith, a practising vet and Vice President of the German Animal Welfare Federation, and Tanya, Director of the CHS Alliance. With two vets bringing deep expertise in both veterinary practice and animal welfare, and an expert in charity standards, accountability and governance, we're better equipped than ever to make sure every euro works as hard as possible for the animals who need it most.

Our Board

Koen - Co-Founder of Edgard & Cooper.



Louis - Co-Founder of Edgard & Cooper.



Jürgen - Co-Founder of Edgard & Cooper.



Tanya - Director of the CHS Alliance and brings over 25 years of global leadership in the aid sector.



Judith - runs her own veterinary practice in Germany and serves as Vice President of the German Animal Welfare Federation.



Ursula - veterinarian with over 20 years' experience working across the world on TNVR programmes, veterinary training, and humane population management initiatives.

FOUNDATION: 2025 HIGHLIGHTS

A quick look at our proudest moments

49

projects funded across
16 countries

8

new projects approved in 2025

€745,242

transferred in 2025 to charity partners
and promised to transfer €519k in 2026
to charity partners

17,347

dogs and cats sterilized, preventing
over 38,000 litters

100,838

dogs protected from disease through
vaccinations

2,360

lives saved through emergency care

167

vets trained on better surgical and pain
management skills

493,000+

people received education on animal welfare



PROJECT MAP

A world of difference

KEY

- Stop the avoidable suffering of cats and dogs
- Help people understand what cats and dogs need
- Champion the legal protection of cats and dogs

BRADY CARE

- 📍 Denmark / Global
- 💰 €140,000 Nov 2024 – Jun 2026
- ✔️ Capacity building

DOGS TRUST

- 📍 Malawi
- 💰 €134,259 Jan 2026 – Dec 2027
- ✔️ Community education, rabies elimination

VETS WITHOUT BORDERS (ATERP)

- 📍 Malawi
- 💰 €112,542 Jan 2026 – Dec 2026
- ✔️ Capacity building, education, infrastructure, rabies elimination

VETS WITHOUT BORDERS (SARE)

- 📍 Malawi
- 💰 €11,101 Nov 2025 – Dec 2025
- ✔️ Government capacity building

AFRIPAW

- 📍 South Africa
- 💰 €95,688 Jan 2026 – May 2027
- ✔️ Community education, infrastructure, vet care

MAYHEW GEORGIA

- 📍 Georgia
- 💰 €116,622 Oct 2025 – Sep 2026
- ✔️ Capacity building, education, rabies, TNVR*

DHARAMSALA ANIMAL RESCUE

- 📍 India
- 💰 €9,000 Oct 2025 – Dec 2025
- ✔️ TNVR* & rabies

DOG CARE CLINIC

- 📍 Sri Lanka
- 💰 €7,000 Oct 2025 – Dec 2025
- ✔️ Infrastructure

MBWA WA AFRICA

- 📍 Tanzania
- 💰 €199,240 Jan 2024 – Dec 2028
- ✔️ Community education, rabies elimination, TNVR*

CLUNY ANIMAL TRUST

- 📍 South Africa
- 💰 €39,403 Feb – Nov 2026
- ✔️ Community education, vet care

*Trap-Neuter-Vaccinate-Return (TNVR) is a humane approach to managing stray dog and cat populations

FOUNDATION STORIES

Once upon a time...

CASE STUDY: DHARAMSALA ANIMAL RESCUE (DAR), INDIA

India has more stray dogs than any country on earth — around 62 million. In Dharamsala, in the foothills of the Himalayas, an organisation called DAR is trying to change that.

The work we fund is twofold: sterilise and vaccinate enough dogs each year to stabilise the population, while also changing enough hearts and minds to break the cycle. As DAR's founder Deb puts it: "We can sterilise and vaccinate every street dog, but unless we also change hearts and minds, the cycle of fear and cruelty will continue."

The Foundation has funded DAR since 2022. In that time, the charity has consistently hit the 20% sterilisation rate that scientists identify as the tipping point for population stabilisation — year after year, in a very challenging environment. This is exactly the kind of quiet, determined, evidence-based work the Foundation exists to support.



A BOOST FROM OUR COMMUNITY

Every year, we ask our community to vote for the Foundation projects they most want to help. The two winners each receive an extra €10,000 — a boost to help them go further. In 2025, over 12,000 people voted — 84% more than the previous year.

The winners were Mayhew Georgia, doing vital dog and cat population management work in Tbilisi, and BradyCare, a Danish organisation building a training platform that helps vets around the world perform with greater skill and confidence.



THE ROAD AHEAD

There's no time to waste

We didn't build Edgard & Cooper to just make pet food, we built it to prove that a business could be wildly successful while also doing things differently. Five years on, we've moved the industry, built something our community genuinely believes in, and only grown more ambitious along the way.

The further we go along this journey, the more we understand where we can truly lead.

We want to make better food for every pet, a better life for every animal in our supply chain, and create more hope for millions of dogs and cats around the world.

That belief that we started with — that business can be a force for good — has only grown stronger. We can't wait to show you what's next.

*(in fact, we're already
ON OUR WAY)*





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