Bloom & Wild Group

MATERIALITY ASSESSMENT

BERGAMOTTE

BLOOM & WILD

bloomon

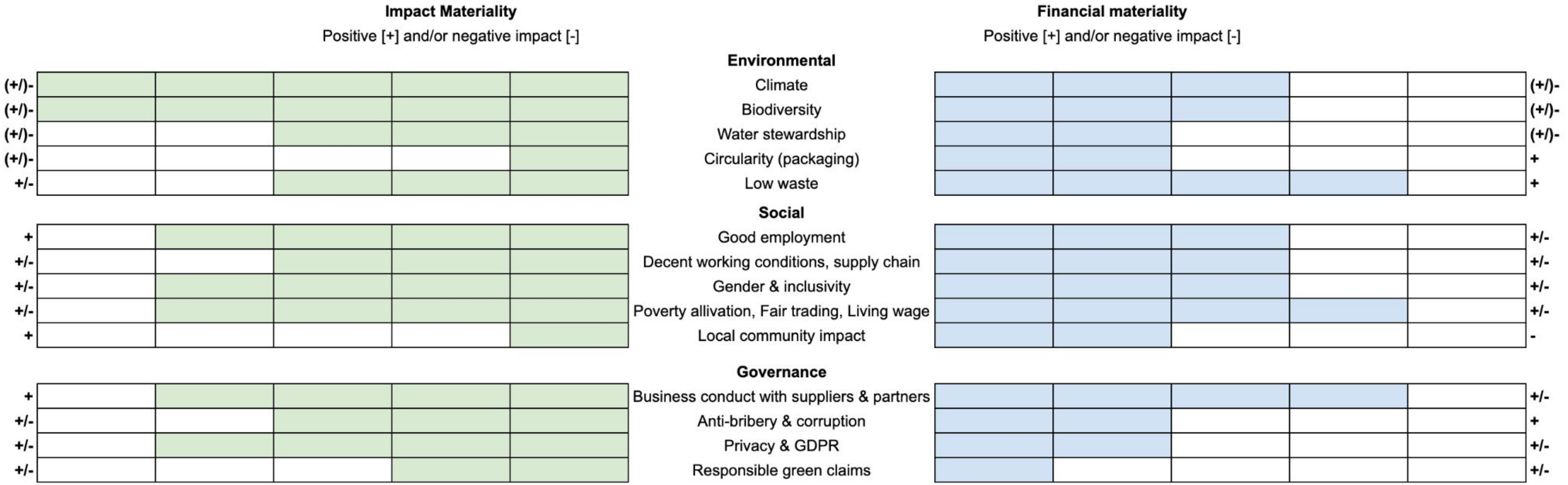
WHY ASSESS MATERIALITY

At Bloom & Wild Group, we care wildly about the impact we have on the people and planet around us. For us, it's built into our DNA. Our business first began with flower gifting – connecting people to those they love through the beauty of nature. And today, we think constantly about how we bring that beauty to the world in the most thoughtful and caring way. We're committed to lead change for good in our industry. We seek, develop and implement innovative ways to protect the natural environment. And we believe that by running our business responsibly, we can support our customers, suppliers, team and the wider community to thrive and flourish for generations to come. In order for us to focus on the most material impacts first, we consult stakeholders to understand and rate the strategic importance of various topics.

We deliver value by translating stakeholder interests into operational improvements. We use the stakeholder inputs (from academics, NGOs, suppliers, customers and others) to create, hone, and uphold our Sustainability compass.. This compass is used in our strategy setting and OKR creation. It delivers on:

- **For Employees:** Improving DEI and belonging, as well as workplace culture and benefits (e.g., the Perks & Benefits deep-dive) and based on "Listening Wildly" data.
- **For Customers:** Using panels, sNPS/rNPS, and other feedback mechanisms to drive improvements and constant innovation in our delivery experience and (sustainable) product range.
- **For the Environment:** Setting SMART targets to address the most important impacts, e.g. reduce carbon intensity, move toward circular packaging.
- **For Social benefits:** Collaborating with Multistakeholder initiatives and social initiatives to drive meaningful change in the high impact areas (e.g. Fairtrade and WomenWin in Kenya)

BLOOM & WILD GROUP DOUBLE MATERIALITY - DUAL



For all of our most material topics, we have assessed the impact we have on the environment (inside out, green) and the impact these topics have on us as a business (outside in, blue). This gives us our impact & financial materiality.

For each topic we highlight the importance as well as whether or not the impact is positive or negative.

Though we undertake many efforts to positively lead climate action in the sector, as well as action on biodiversity, it is to be expected that (any) business operations have mostly negative impacts on the environment. As such, we focus on avoidance and minimization of the use of natural resources (e.g. fossil fuels).

Conversely, we see that focusing on good business practices will have financial benefits (better resilience, adaptability to extreme weather, a more motivated workforce) but in many cases will often have a (mostly) negative financial impact. We recognize that it is our duty is to balance financial gains with our legal commitment to stakeholder benefit.

ANNEX

- Targets
- Underpinning data

Bloom & Wild Group

Based on this assessment and under the supervision of our board we have set and review the following targets 1 - 2

Grey cells: achieved, Green cells: on track, Yellow cells: new, pending approval, Red cells: behind / missed.

Topic	Goal / Metric	Target date	Status
Sustainable agriculture I	Source 90% of stems in line with the FSI basket of standards	June 2026	CY2025: 86.41% (up 40+ pts from 2021)
Sustainable agriculture II	Source 95% of stems in line with the FSI basket of standards	December 2027	CY2025: 86.41% (up 40+ pts from 2021)
Water stewardship (GAP)	90% of flowers sourced with GAP certification	December 2026	Approximately ±85%
Water stewardship (Community)	Sirimon River catchment restoration (25,000 native trees, 5000 fruit/nut trees 150 apiaries, 5 scouts, 500 invasive trees removed)	December 2027	40-50% complete
Socially sustainable sourcing I	≥90% of Kenyan stems from Fairtrade-certified farms	2025	Complete: 94% (CY2025)
Socially sustainable sourcing II	≥97.5% of Kenyan stems from Fairtrade-certified farms	2027	On track
Climate action I	Design all bouquets to a carbon budget	2024	Complete
Climate action II	Reduce our Scope 1 & 2 footprint with 50% in absolute terms, and our Scope 3 emissions with 7% year-on-year per delivery	2030 (Net Zero by 2045)	Already reduced combined Scope 1 & 2 with over 50%, Scope 3 progress on track

Based on this assessment and under the supervision of our board we have set and review the following targets 2 - 2

Grey cells: achieved, Green cells: on track, Yellow cells: new, pending approval, Red cells: behind / missed.

Topic	Goal / Metric	Target date	Status
Climate action III	Ship 30% of flower volume by sea freight	2030	~3–4%; 8 pilots ongoing (Red Sea headwind)
Low waste	Maintain below 10% flower waste per year & retain 100% recyclable boxes	Ongoing	On track
Promoting biodiversity	Offer organic SKUs annually	Ongoing	4 achieved in 2025; 3 base SKUs planned 2026 (+2 expansion options)
Alleviating poverty I	Grow Fairtrade from 1 brand/1 market to 2 brands/5 markets	2025	Complete
Alleviating poverty II	Maintain Fairtrade range and solidify as a Range differentiator during peaks	Q4 2027	Pending
Alleviating poverty III & gender	Complete the WomenWin / SPVO project Phase B	Q4 2027	Progress to close the Anker living-wage gap; launch 80% of the identified gender-responsive resilience measures.
Privacy & data responsibility	Zero material reportable breaches	Ongoing	On track

Grey cells: achieved, Green cells: on track, Yellow cells: new, pending approval, Red cells: behind / missed.

DATA DRIVEN APPROACH

We focus on data to inform our sustainability strategy and to address the biggest impacts. Our carbon impacts are one of the most material components of this. For more on this, see the following sections:

FY25 Greenhouse Gas Inventory

This data table is the full greenhouse gas (GHG) inventory underlying our Net Zero approach. It covers **Bloom & Wild Group** (Bloom & Wild (UK), bloomon (Netherlands) and Bergamotte (France)) for financial year 2025, measured in line with the **GHG Protocol Corporate Standard** and Corporate Value Chain (Scope 3) Standard, on an operational-control basis. All figures are metric tonnes of CO_2 equivalent (tCO_2e). The inventory is independently verified each year by Preferred by Nature, a certification body accredited under RvA (a member of the International Accreditation Forum).

Scope	FY25 (tCO_2e)
Scope 1 - direct (total)	**130.0**
• Stationary combustion (natural gas)	72.2
• Mobile combustion (fleet / leased vehicles)	9.1
• Fugitive emissions (refrigerants)	48.7
Scope 2 - purchased energy, location-based	**348.0**
Scope 2 - purchased energy, market-based	**17.3**
Scope 3 - value chain (total)	**25,278.6**
Total - location-based method	**25,756.6**
Total - market-based method	**25,425.9**

Emissions by scope

Totals above are our core inventory (the basis of our Net Zero Report and UK SECR disclosure). We also voluntarily track three further categories that fall below the GHG Protocol *de minimis* threshold (see below); including them brings the market-based grand total to 25,928.3 tCO_2e.

Scope 3 by GHG category

Category	What it covers	FY25 (tCO_2e)
Cat 1: Purchased goods & services	Flowers & plants (incl. inbound freight, see note), packaging	23,372.3
Cat 4: Upstream transport & distribution	Transport of flowers from growers to fulfilment	included in Cat 1*
Cat 5: Waste generated in operations	Cardboard & plastic waste and fulfilment operations	155.3
Cat 6: Business travel	Air and rail business travel	91.6
Cat 7: Employee commuting	Commuting and working from home	70.5
Cat 9: Downstream transport & distribution	Customer deliveries	1,588.7
Total Scope 3 (core)		**25,278.4**

*Our per-stem methodology measures flower growing and inbound transport together, so Category 4 (upstream transport) is reported within Category 1 rather than as a separate line.

Voluntary additional categories (below *de minimis*, included as good practice)

Consumables (office supplies) - Cat 1	98.2
Multicategory (non-flower gifting range) - Cat 1	213.2
Cloud & AI (digital services) - Cat 1	191.0

Scope 3 categories NA / excluded, with justification

Category	Reason for exclusion
Cat 2: Capital goods	Estimated below 1% of total; no significant capital procurement in the period.
Cat 8: Upstream leased assets	Not applicable.
Cat 10: Processing of sold products	Not applicable; products sold ready to use.
Cat 11: Use of sold products	No material use-phase emissions from flowers or gifts.
Cat 12: End-of-life treatment of sold products	Estimated below 1%; even negative emissions based on EU FloriPEFCR.
Cat 13: Downstream leased assets	Not applicable.
Cat 14: Franchises	Not applicable; no franchise model.
Cat 15: Investments	Not applicable / outside operational control.

Methodology & assumptions

- **Boundary & period:** Bloom & Wild Group (Bloom & Wild, bloomon, Bergamotte), FY25, operational-control basis.
- **Standard:** GHG Protocol Corporate Standard and Corporate Value Chain (Scope 3) Standard, as adopted by Anthesis.
- **Emission factors:** Ecoinvent 3.8, DEFRA (UK), ADEME (France), RVO/CBS (Netherlands) and ReCiPe 2016; flower emissions use per-stem factors (growing and transport phases) tracked through our Bouquet Management System.
- **Scope 2:** location-based figures use national grid average factors; market-based figures reflect our renewable-electricity contracts.
- **Assumptions:** where primary supplier data is unavailable, conservative placeholders (e.g. prior-year data) are used.
- **Assurance:** independently verified annually by Preferred by Nature (accredited under RvA, an IAF member); verified every year since 2020.