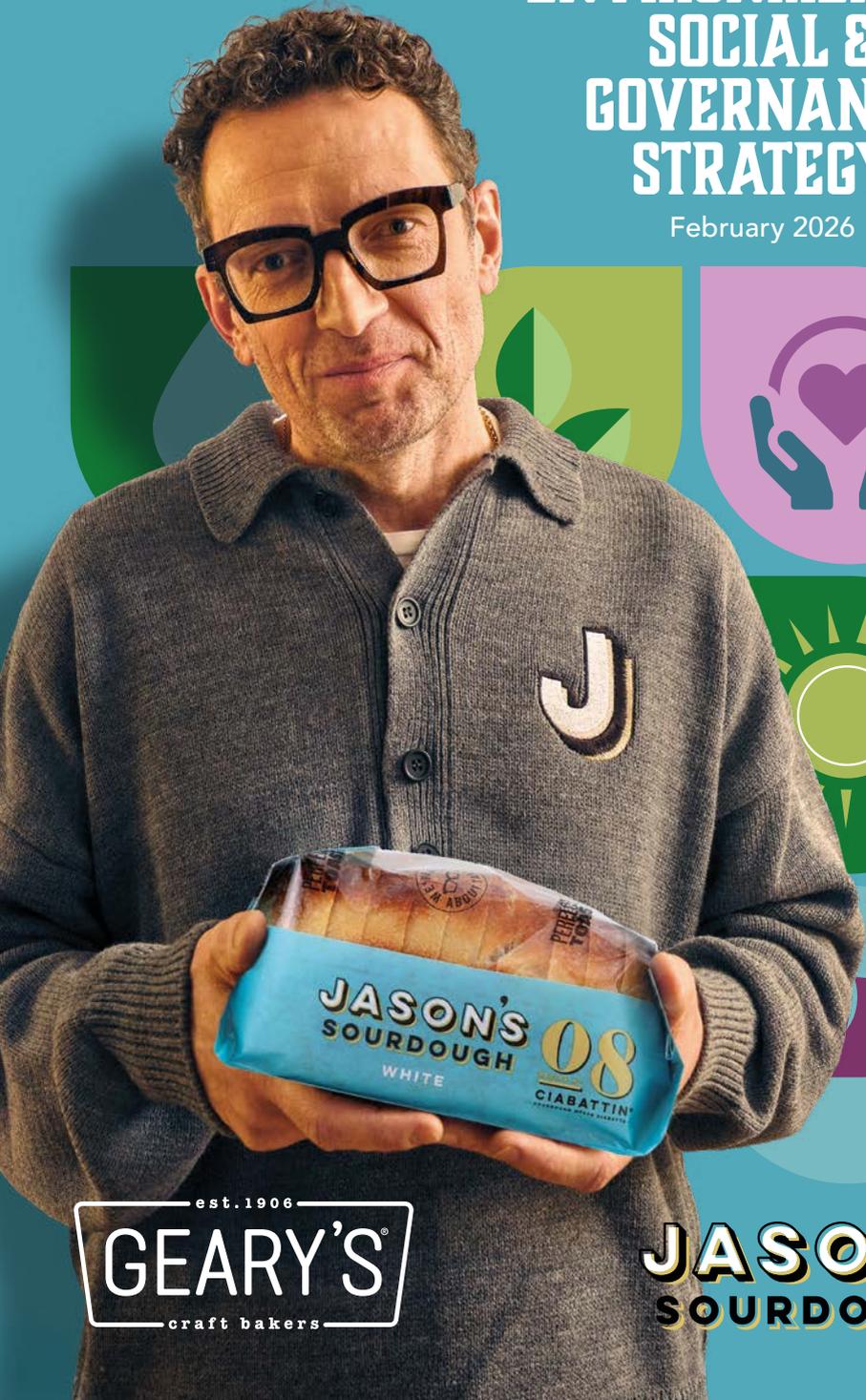


ENVIRONMENTAL, SOCIAL & GOVERNANCE STRATEGY

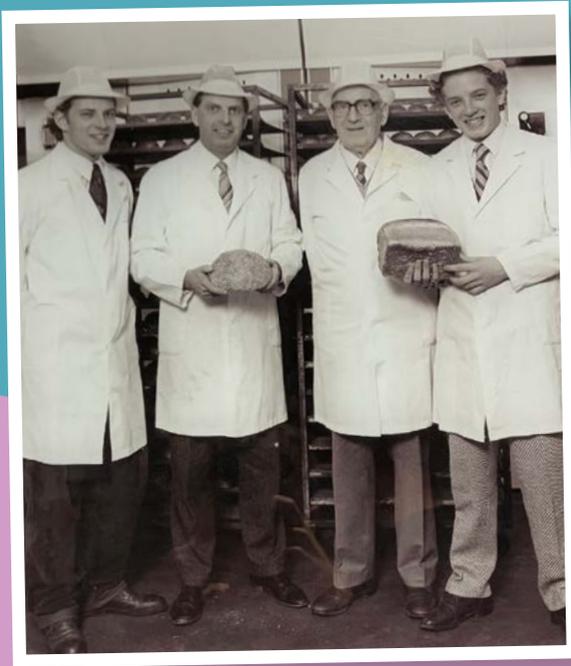
February 2026



est. 1906
GEARY'S
craft bakers

JASON'S
SOURDOUGH

AT GEARY'S, WE'VE BEEN BAKING DELICIOUS BREAD SINCE 1906...



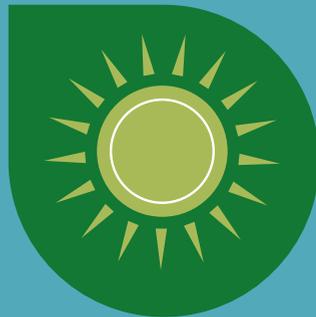
This document shares our approach to ESG – **Environmental, Social and Governance** – and outlines the steps we're taking to build a better future for everyone we work with and serve.

From a small bakery in Ratby to three state-of-the-art sites across Leicestershire, we've come a long way over four generations. As our business grows, so does our responsibility.

That's why we're committed to doing things the right way – reducing our environmental impact, supporting our people and communities, and running a business that's ethical and transparent.



ONE TEAM, ONE STANDARD
OPENNESS
POSITIVE **“CAN DO”** ATTITUDE
TRUST & RESPECT
GIVING BACK

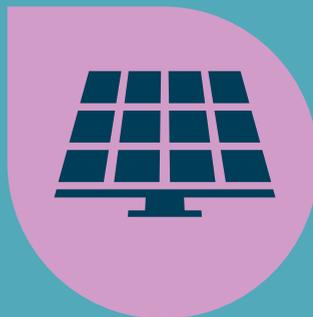
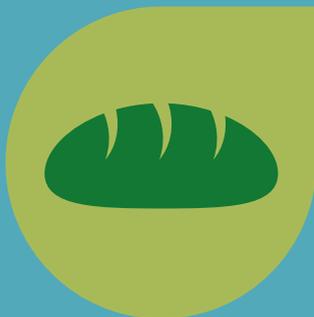


ENVIRONMENTAL RESPONSIBILITY

We're honest – we're not going to solve climate change overnight. But we are making smart, meaningful changes to reduce our environmental impact while continuing to bring quality products to our customers.

Energy Efficiency

- ✔ Our bakeries use energy-saving tech like inverter-driven machines, motion sensors and LED lighting.
- ✔ We've installed solar panels at our newest bakery to tap into clean energy.
- ✔ We use a combined heat and power system (CHP), which recycles waste heat to warm our boilers.
- ✔ In 2024, we completed our Energy Savings Opportunity Scheme (ESOS) report to identify and act on ways to save energy.



Water & Waste Management

- ✔ Food waste from our bakeries is either turned into animal feed or used to produce bioethanol fuel.
- ✔ We've collaborated Toast Brewing to create an IPA that's brewed with surplus Jason's Sourdough, taking food waste and turning it into something amazing.
- ✔ We've introduced a tub-wash system that reuses heat for cleaning equipment.
- ✔ Water tanks under our bakeries help us clean and recycle water, reducing waste.

Packaging & Logistics

- ✔ We've moved to fully recyclable packaging and we're always looking for ways to improve it.
- ✔ We don't run our own delivery fleet. Instead, we partner with logistics providers who maximise efficiency and reduce road miles (e.g. backloading).
- ✔ With our newest site fully up and running, we have brought distribution in-house – cutting down significantly on transportation emissions.



SOCIAL IMPACT

Our role goes beyond baking bread. We're proud to support our team, our communities, and a more inclusive workplace.

Diversity, Equity & Inclusion

- ✓ We're creating a workplace that reflects society as a whole, where everyone feels valued and respected.
- ✓ We're committed to closing the Gender Pay Gap and are proud to now have more female department heads than male. There's more to do, but we're moving in the right direction.

Employee Wellbeing & Growth

- ✓ We run a bakery apprenticeship scheme to train the next generation. 2025 saw 16 amazing apprentices complete their courses, with these ranging from baking to planning and engineering.
- ✓ We've introduced a BUPA cashback health plan to support employee wellness.
- ✓ We're focused on keeping our workplaces safe and helping our team grow professionally.
- ✓ We created our "You Can Be Programme" which aims to give our supervisors the opportunity to develop the skills, confidence, and leadership mindset needed to further progress their careers at Geary's.
- ✓ Our employee reward scheme 'Sidney's Superstars' invites employees to nominate their colleagues who have gone above and beyond each quarter. Each quarterly winner is then entered into the annual draw to be crowned the yearly winner.



Giving back

- ✔ Through our partnership with Grocery Aid, we help provide financial, emotional, and practical support to people in our industry. We currently hold Silver Tier recognition and are working towards Gold.
- ✔ We're building relationships with means-tested community shops to support families facing food insecurity. We work closely with FareShare Midlands to donate surplus food to vulnerable people; in 2025 this enabled us to provide the equivalent of 246,000+ meals, and to save 277 million litres of embedded water going to waste.
- ✔ We're currently formalising our charitable work and looking to form long-term partnerships with charities. We hope to share news about our partnerships very soon.
- ✔ We invested £36 million in 2025 building our third bakery which was a major investment in the local community, creating 380 jobs across Leicestershire.



GOVERNANCE & ETHICS

Good governance keeps everything running smoothly. We're committed to transparency, strong leadership, and doing business responsibly.

Compliance & Certifications

- ✔ We hold BRCGS (British Retail Consortium Global Standards) certification at all our sites, ensuring we meet top food safety standards.
- ✔ Our products and sites are regularly audited by our retail partners.
- ✔ We publish GMO and MSG statements on our website for full transparency.
- ✔ We're Sedex Members Ethical Trade Audit (SMETA) certified – helping us improve working conditions and sustainability across our supply chains.

Financial Reporting & Governance

- ✔ Our board oversees all governance activities.
- ✔ We publish our Gender Pay Gap and Modern Slavery reports annually on our [website](http://www.jasonssourdough.co.uk/pages/statements-reports): www.jasonssourdough.co.uk/pages/statements-reports
- ✔ All taxes – corporation tax, PAYE & VAT are carefully managed and compliant.
- ✔ Our accounts are independently audited to ensure accuracy and transparency.

LOOKING AHEAD

This ESG plan is just the beginning. We know we're not a "purpose-driven" business but that doesn't mean we can't aim high. We're holding ourselves to strong standards, because we believe doing the right thing matters.

As Geary's grows, we'll keep evolving our ESG commitments with real goals, measurable progress and a long-term focus on making things better.





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SOURDOUGH

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