



FloraLife

sustainability
plan 2030



A MESSAGE FROM OUR LEADER



As we reflect on our sustainability journey so far, it is clear that our efforts since launching the 2025 Sustainability Plan have fundamentally reshaped our business. Sustainability is no longer a standalone initiative; it is embedded in how we think, plan, and operate.

Over the past five years, we've made great strides in reducing our environmental impact, improving our packaging, and collaborating with industry peers. But we've also realized that being truly sustainable means supporting our people, our communities, and our partners, while holding ourselves accountable through better governance and transparency.

The 2030 Sustainability Plan reflects this evolution. It is structured using the ESG (Environmental, Social, and Governance) framework to provide balance, clarity, and alignment with global standards. While FloraLife is not required to report under frameworks such as the Corporate Sustainability Reporting Directive (CSRD) or the UK Sustainability Reporting Standards (UK SRS), many of our customers are. To support them, we have aligned our plan with the expectations of these regulations, providing clear, credible data that can be easily integrated into customer disclosures on carbon, packaging, and resource use.

I am proud of how far we've come, and even more excited about where we're going. I look forward to further collaborating with our colleagues, customers and friends on this incredible sustainability journey. Together, we can make an even bigger difference!

Jim Daly

President, Global FloraLife & Grower Operations and Chief Research Officer



REFLECTIONS ON THE 2025 PLAN

OUR AMBITION

When we launched our 2025 Sustainability Plan, we knew it was time to act. Our industry was evolving, and we wanted to be at the forefront of sustainable change in floriculture.

WHAT WE ACHIEVED

- Completed 20 out of 27 formal goals.
- Achieved significant planned and unplanned wins, including
 - Launch of recyclable paper and plastic films.
 - PCR packaging milestones in US, EU, and Colombia.
 - Carbon neutral certification for key product lines (e.g., FloraLife® Express Ultra 200, paper packets).
 - Developed sea freight protocols and supported sustainable transportation.
 - Introduced Fairtrade-certified products.
 - Increased use of naturally derived and biodegradable inputs.
 - Embedded sustainability into annual and quarterly planning processes.
 - Joined leading industry initiatives.



Carbon
Neutral
Product



PROUD SUPPORTER OF





SPOTLIGHT REDUCING FLOWER WASTE

Every flower lost before reaching the consumer wastes the resources that produced it. Reducing floral waste is one of FloraLife's most powerful sustainability actions.

Waste can occur anywhere from farm to vase due to ethylene damage, dehydration, or poor handling. FloraLife's full product portfolio, including hydration, flower food, anti-ethylene, and sanitation solutions, exists to protect stems and extend vase life.

By keeping flowers fresher longer, we help customers cut waste, reduce reorders, and save water, packaging, and freight. This directly supports circular economy and climate goals within our 2030 Plan.

Through collaboration with farms, supermarkets, wholesalers, florists, and beyond, FloraLife continues to drive best practices and innovations that protect every stem and the resources behind it.

BIGGEST WINS



- **Industry collaboration:** Worked with peers in floriculture to prioritize and progress sustainability in our industry.
- **Cultural transformation:** Sustainability went from rarely mentioned to fully integrated into how we operate.

LESSONS LEARNED



- Some targets were harder than expected, requiring mid-course corrections.
- Success required agility and a willingness to learn as we went.
- Embedding sustainability into company culture was more powerful than anticipated.

WHAT WE'D DO DIFFERENTLY



- Adopt the ESG framework sooner to better align with customer expectations and industry trends.
- Build in more flexible targets and measurable metrics early on.

WHAT WE'RE CARRYING FORWARD



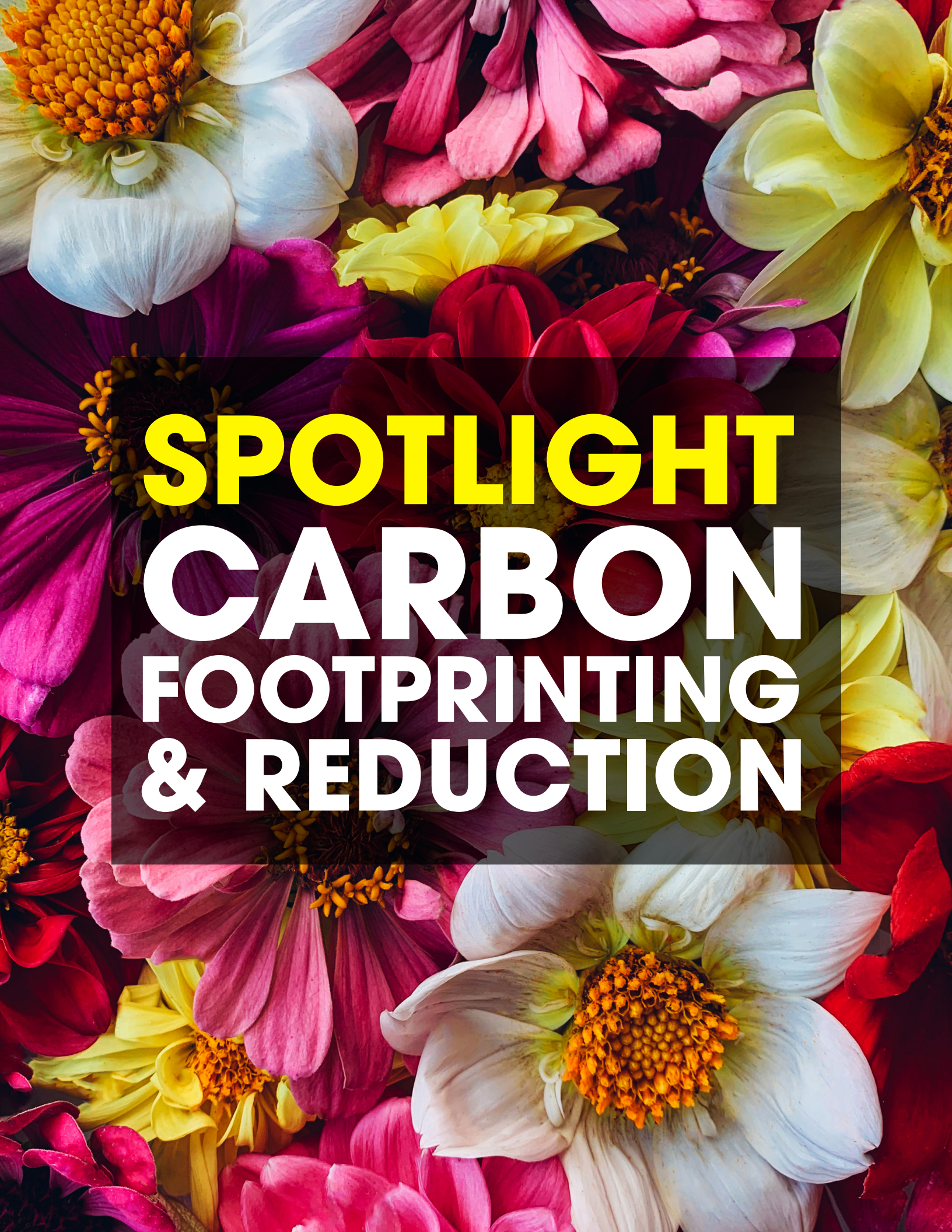
- Continued carbon footprint measurement and reduction.
- Waste reduction across the floral industry.
- Circular packaging strategies (reduce, reuse, recycle).

LOOKING AHEAD OUR 2030 VISION

Our 2030 Plan builds on our foundation while expanding our impact. The shift to an ESG structure allows us to:

- Address the full spectrum of sustainability, including people and ethics.
- Align with GHG Protocols, the EU Packaging and Packaging Waste Regulation (PPWR), the UK DEFRA Resources and Waste Strategy (RAM), and SBTi to support credible, science-based climate action.
- Enable our customers to report effectively under CSRD and similar regulations.

This plan sets bold yet achievable targets in each ESG category.



SPOTLIGHT CARBON FOOTPRINTING & REDUCTION

Reducing our carbon footprint is central to FloraLife's climate strategy. Since 2021, our partnership with Carbon Footprint, Ltd. has enabled independent lifecycle assessments that guide product reformulation and emission reductions.

We launched the floral industry's first carbon-neutral storage and transport treatment in 2021 and later reformulated FloraLife® Express Ultra 200 to cut its footprint by 30%. Our carbon-neutral paper packets and recycled-content plastics reduce fossil fuel use and emissions while advancing our goal to cut Scope 3 emissions by 20% by 2030.

All actions align with the Science Based Targets initiative (SBTi), PPWR, and customer reporting under CSRD and UK SRS. Independent verification ensures credible progress across Scopes 1, 2, and 3.

By continuously optimizing formulations, packaging, and logistics, FloraLife is helping the floral industry thrive in a carbon-conscious future.





ESG GOALS & TARGETS FOR 2030

ENVIRONMENTAL

CLIMATE CHANGE

- Accurately assess total Scope 1 and Scope 2 carbon emissions by 2026, with a 25% reduction by 2030. Full mapping of major product lines Scope 3 emissions by 2028 in alignment with GHG Protocols and SBTi.
- Reduce Scope 3 emissions (storage & transport solutions and packets) by 20% by 2030.

We have partnered with Nova Institute Germany to gain an independent and comprehensive assessment of our current Scope 1 and Scope 2 greenhouse gas (GHG) emissions, in alignment with the globally recognized GHG Protocol standards. This foundational work supports our broader sustainability strategy and our commitment to transparency and science-based action. It also enables us to set emissions reduction targets that align with the Science Based Targets initiative (SBTi), ensuring our goals are both ambitious and credible.

To complement this work, we have also partnered with Carbon Footprint Ltd. to conduct detailed carbon footprint assessments of key FloraLife® products. This partnership is helping us build a deeper understanding of the carbon footprint associated with our products, particularly within Scope 3 emissions. By doing so, we aim to equip our customers with credible, product-specific emissions data they can use in their own Scope 3 reporting and decarbonization strategies.

While FloraLife is not required to report under the Corporate Sustainability Reporting Directive (CSRD) or the UK Sustainability Reporting Standards (UK SRS), many of our customers are. By aligning our climate data and strategies with these frameworks, we aim to make it easier for customers to incorporate our performance into their own disclosures, and to meet their own sustainability commitments with confidence.

We will also continue to develop and improve industry-leading sea freight shipping protocols that enable the global transport of fresh-cut flowers using lower-emission alternatives to traditional air freight.

BIODIVERSITY & ECOSYSTEM PRESERVATION

- Ensure 100% of key raw materials are deforestation-free in line with the EU Deforestation Regulation (EUDR):
 - By December 2025, (subject to any updated EUDR timelines), for all FloraLife operations and suppliers falling under medium and large operator categories.
 - By June 2026, (subject to any updated EUDR timelines), for all operations and suppliers classified as micro and small enterprises.
- By 2030, expand this commitment beyond regulatory scope to cover:
 - All raw materials globally, including those not explicitly regulated by EUDR.
 - Protection of other ecosystems at risk (e.g., wooded land, savannahs, and biodiversity-rich landscapes).
 - Full traceability and independent verification across the entire supply chain.
- Ensure that by 2027, all paper and cardboard used in our products and packaging come from responsibly managed forests, certified by FSC, PEFC, or SFI.

Sourcing deforestation-free materials is critical to protecting ecosystems, supporting biodiversity, and addressing climate change. Meeting the EUDR compliance deadlines ensures FloraLife operates within legal requirements, while our 2030 stretch target reflects our ambition to lead the floral industry in transparency, traceability, and environmental stewardship. This dual-stage approach allows us to comply early while also going further, aligning with customer expectations, regulatory frameworks in both the EU and UK, and our long-term vision for sustainability.





SPOTLIGHT DEFORESTATION FREE SOURCING

Forests sustain biodiversity, climate, and livelihoods, making deforestation-free sourcing a core priority for FloraLife. Our efforts align with the EU Deforestation Regulation (EUDR), which requires proof that materials are legal and deforestation-free.

All FloraLife paper packets and European cartons are FSC-certified, while U.S. cardboard is largely sourced from Sustainable Forestry Initiative (SFI) suppliers. By 2027, all paper and cardboard will be certified under FSC, PEFC, or SFI, ensuring traceable and responsible forestry.

By 2030, all key raw materials will be deforestation-free, extending to ecosystems such as savannahs and wooded lands.

This commitment protects nature, supports Scope 3 reduction goals, and meets requirements under PPWR, CSRD, and UK SRS. Through supplier engagement and transparent verification, FloraLife is building a resilient and ethical floral supply chain.



WATER

- Reduce water use in product formulations by 10% by 2030.
- Measure and reduce water consumption at all production sites by 20% by 2030 (baseline: 2025).

With only around 3% of the world's water classified as freshwater — and most of that trapped in polar ice caps — conserving this vital resource is more important than ever. As a company whose products rely on a wide range of ingredients, including water, and that operates within a water-intensive industry, we recognize our responsibility to reduce our water footprint.

Through water-efficient postharvest protocols, better conservation practices at our facilities, and ongoing measurement of water usage across our operations, we are improving our management of this critical resource. These actions not only reduce environmental impact but also provide transparent data to support the reporting needs of our customers under CSRD, UK SRS, and frameworks such as PPWR and DEFRA RAM.

CIRCULAR ECONOMY, WASTE & PRODUCT IMPROVEMENT

- Enhance the sustainability attributes of 20 product ranges by 2030, based on defined internal criteria.
- Confirm all key product formulations are biodegradable by 2030 with third-party certification.
- Reduce landfill waste by 30% by 2030 through recycling, reuse, and prevention strategies.
- Ensure 100% of plastic packaging is recyclable by 2027, with all packaging containing at least 30% PCR content by 2030, certified where possible.
- Implement 5 fully circular economy systems across operations and product lines by 2030.



As part of our FloraLife 2030 sustainability plan, we are committed to improving the environmental performance of our packaging. From plastic films used in flower food packets to bulk containers for liquids and powders, we recognize the need to reduce waste, increase recyclability, and align with global regulations such as the EU Packaging and Packaging Waste Regulation (PPWR), the UK DEFRA Resources and Waste Strategy (RAM), and Extended Producer Responsibility (EPR) schemes.

By redesigning materials, incorporating post-consumer recycled content, and exploring circular packaging systems, we aim to minimize our footprint and support customers in meeting their own packaging and waste-related reporting requirements.

We will also collaborate with key customers to identify and implement strategies that reduce waste across the cut flower supply chain by 2030, focusing on improved care and handling, and product longevity.





SPOTLIGHT PACKAGING IMPROVEMENTS

Packaging is central to sustainability in the floral industry, and FloraLife has made major progress in reducing waste, improving recyclability, and cutting carbon emissions.

In 2023, we introduced pure polypropylene (PP) packets, a recyclable alternative to laminated films, now used across markets including the UK, Germany, and Australia. This innovation supports our goal to make 100% of plastic packaging recyclable by 2027.

We have expanded the use of recycled content, with North American packets containing over 50% recycled material, reducing fossil fuel use by 20% and emissions by 12%. In Europe and Colombia, bulk containers now use 65 to 100% post-consumer recycled plastic.

Design changes have also cut total plastic use, such as the EthylBloc™ Truck Kit, which uses 10% less plastic and reduces freight emissions by 20%. Carbon-neutral paper packets offer another circular solution aligned with PPWR and CSRD disclosure needs.

Together, these improvements lower Scope 3 emissions and help customers meet packaging and reporting requirements, showing FloraLife is leading the transition to a circular floral industry.



EthylBloc™ is a registered trademark of AgroFresh Inc.

FloraLife
..... Experts in Flower Care

ENVIRONMENTAL TIMELINE

- Ensure 100% of key raw materials are deforestation-free (FloraLife operations & suppliers, med-large operators).

2026

- All paper & cardboard will be certified under FSC, PEFC, or SFI, ensuring traceable and responsible forestry.
- Ensure 100% of plastic packaging is recyclable.

2028

- 25% reduction carbon emissions.
- Reduce Scope 3 emissions by 20%.
- Expand deforestation-free commitment to include raw materials globally, protection of other ecosystems, full traceability & independent verification across supply chain.
- Reduce water use in formulations by 10%.
- Measure & reduce water consumption at all production sites by 20%.
- Enhance the sustainability attributes of 20 product ranges based on defined internal criteria.
- Confirm all key product formulations are biodegradable with third-party certification.
- Reduce landfill waste by 30% through recycling, reuse, & prevention strategies.
- All packaging will contain at least 30% PCR content, certified where possible.
- Implement 5 fully circular economy systems across operations & product lines.

2025

- Accurately assess total Scope1 & 2 carbon emissions.
- Ensure 100% of key raw materials are deforestation-free (FloraLife operations & suppliers, micro & small).

2027

- Full mapping of major product lines Scope 3 emissions.

2030





SOCIAL

HEALTH & SAFETY

- Reduce workplace accidents/incidents by 50% by 2030 through training and monitoring.
- Encourage active participation in our existing mental health and well-being program, with targeted efforts to increase employee awareness, accessibility, and engagement by 2027.

Prioritizing health, safety, and wellbeing is fundamental to building a resilient and supportive workplace. Reducing accidents through proactive training and monitoring not only protects our employees but also fosters a culture of care and accountability. Equally, mental health and wellbeing are essential to sustaining a motivated, productive workforce. By encouraging greater awareness and participation in our existing wellbeing program, we aim to break down barriers, promote balance, and ensure all employees feel supported. These goals reflect our belief that a safe, healthy work environment is critical to long-term success and central to our overall sustainability journey.

EMPLOYEE SATISFACTION & TRAINING

- Maintain annual employee turnover below 10%, supported by engagement and development.
- Provide 10 hours of annual professional development per employee by 2026, with at least 25% focused on sustainability.
- Provide annual ESG training to all employees beginning in 2025, including education on CSRD, PPWR, UK DEFRA RAM, and UK SRS.

Empowering our team through continuous learning is essential to achieving our sustainability ambitions. As regulations evolve and expectations grow, equipping employees with knowledge on ESG topics – such as CSRD, PPWR, DEFRA RAM, and broader sustainability practices – ensures we remain proactive, compliant, and innovative. Development also strengthens engagement, supports retention, and builds a culture of shared responsibility. By investing in skills related to sustainability, digital transformation, and inclusion, we not only future-proof our workforce, but also deepen our collective impact. We believe education is a catalyst for progress, enabling our people to contribute meaningfully to FloraLife’s long-term environmental and social goals.

AFFECTED COMMUNITIES

- Partner with at least 5 customers by 2030 on community-based initiatives, particularly in cut-flower growing regions.
- Double Fairtrade-certified product output by 2030 (vs. 2025 share).

FloraLife recognizes that the floral industry has a significant presence in developing regions, where communities may face social and environmental challenges such as limited access to clean water and resource pressure. We are committed to engaging responsibly and respectfully in these areas by partnering with our customers and local stakeholders to help lessen negative impacts and promote sustainable practices. Through shared initiatives, education, and support, we aim to contribute to long-term community wellbeing while advancing our collective sustainability goals. Our efforts are rooted in collaboration, transparency, and a deep respect for the people and environments that make our industry possible. Our Fairtrade certifications are a demonstration of this commitment.



SPOTLIGHT IMPROVING FORMULATIONS & ETHICAL SOURCING

FloraLife's sustainability work extends beyond packaging to the formulations inside. We continually improve ingredients, concentration, and sourcing to reduce impact while maintaining performance.

In 2020, we launched Fairtrade-certified versions of FloraLife® Express Clear ULTRA 200 and FloraLife® Flower Food packets, ensuring ethical sugar sourcing and fair pay for farmers. Our FloraLife® LeafShine Silicone-Free Spray, made with 100% natural oils, provides shine and protection without persistent silicones, offering a biodegradable alternative.

We also introduced ultra-concentrates such as FloraLife® Express Ultra 300 Flower Food, delivering the same performance with less product, cutting water use, packaging, and freight emissions.

These innovations advance FloraLife's goal for every product to carry strong environmental and ethical credentials by 2030, combining quality, responsibility, and future-ready design.



SOCIAL TIMELINE

- Provide annual ESG training to all employees beginning in 2025, including education on CSRD, PPWR, UK DEFRA RAM, and UK SRS.

2026

- Encourage active participation in our existing mental health & well-being program, with targeted efforts to increase employee awareness, accessibility, & engagement.

2030

2025

- Provide 10 hours of annual professional development per employee by 2026, with at least 25% focused on sustainability.

2027

- Reduce workplace accidents/incidents by 50% through training & monitoring.
- Maintain annual employee turnover below 10%, supported by engagement & development.





GOVERNANCE

STAKEHOLDERS

- Conduct a stakeholder materiality assessment by 2026 to further refine and validate FloraLife's ESG priorities. Insights from this process will help inform future updates to the 2030 Sustainability Plan, ensuring continued alignment with stakeholder expectations and evolving disclosure frameworks such as CSRD, UK SRS, PPWR, and DEFRA RAM.
- Develop a formal sustainability Code of Conduct by early 2026, covering ethics, labor rights, environmental responsibility, and ESG expectations.
- Ensure 100% of suppliers sign and comply with the Code by 2030, monitored through assessments.
- Audit top suppliers for ESG compliance by 2027 through surveys, visits, or third-party reviews.
- Continue active membership in FSI, HSPI, and Sustainabloom.
- Publish an annual sustainability report starting in 2026.

Collaboration is essential to meaningful, industry-wide sustainability progress. At FloraLife, we believe that aligning efforts across employees, suppliers, and industry partners not only prevents duplication, but accelerates innovation and impact. Our 2030 sustainability plan emphasizes shared learning and collective responsibility — principles that are also encouraged by frameworks like CSRD, UK SRS, PPWR, and DEFRA RAM.

We are committed to openly communicating our progress, sharing insights, and supporting customers who rely on FloraLife data to fulfill their own disclosure and compliance obligations. This collaborative approach ensures we remain accountable, informed, and united in our mission to reduce waste, protect resources, preserve biodiversity, limit global warming and strengthen sustainability across the floral value chain.

ALIGNMENT WITHIN OUR GROUP

- Engage with Smithers-Oasis operating units to integrate FloraLife into broader sustainability efforts by 2030 under the **“Do Good. Every Day”** initiative.
- Engage with Smithers-Oasis Corporate Sustainability Committee.

The FloraLife 2030 Sustainability Plan is fully aligned with the Smithers-Oasis Company’s global sustainability vision, Do Good Every Day. As a Smithers-Oasis brand, FloraLife contributes to this broader agenda by driving measurable progress in environmental stewardship, ethical sourcing, and community impact. Through shared values and collaboration across international business units, we ensure FloraLife’s sustainability goals are embedded in regional operations — from product development to customer engagement. This alignment strengthens our collective ability to reduce waste, improve product sustainability, and support our customers worldwide in achieving their own sustainability targets with confidence and transparency.

PARTNERING FOR IMPACT

Achieving these goals requires collaboration. We will deepen our relationships with:

- Customers to reduce waste and improve sustainability across shared value chains.
- Suppliers to co-innovate and align on circularity and compliance.
- Employees, to foster a culture of accountability and engagement.
- Industry partners, to share best practices and move the floriculture sector forward.

TRACKING PROGRESS

To hold ourselves accountable, we will:

- Report progress annually through a formal sustainability report.
- Align our practices with the principles of CSRD, even if not directly subject to its requirements.
- Use third-party certifications, assessments, and audits.
- Maintain transparency through regular stakeholder communication.

FloraLife is proud to continue its journey as a sustainability leader in floriculture. Together, we will grow a better future.



A close-up photograph of several calla lilies in shades of orange, yellow, and red. The flowers are in various stages of bloom, with some showing the characteristic spathe shape. The background is dark, making the vibrant colors of the flowers stand out.

SPOTLIGHT **DRIVING** **COLLECTIVE** **CHANGE**

Sustainability in floriculture requires collaboration across the entire value chain. FloraLife actively contributes to global partnerships that unite the industry toward shared progress.

We are a supporting member of the Floriculture Sustainability Initiative (FSI), a founding member of the Horticultural Sustainability Partnership International (HSPI), and an active member of Sustainabloom. These collaborations focus on packaging, carbon reduction, and waste prevention, providing practical tools and common standards for the industry.

By engaging with these initiatives, FloraLife amplifies its impact beyond its own operations, helping create a stronger, more transparent, and more sustainable floral sector that delivers beauty responsibly for generations to come.

GOVERNANCE TIMELINE

- Conduct a stakeholder materiality assessment to further refine & validate FloraLife’s ESG priorities.
- Develop a formal sustainability Code of Conduct covering ethics, labor rights, environmental responsibility, & ESG expectations.
- Publish an annual sustainability report starting in 2026.

2026

2027

- Audit top suppliers for ESG compliance through surveys, visits, or third-party reviews.

2030

- Ensure 100% of suppliers sign and comply with the FloraLife Code of Conduct, monitored through assessments.
- Engage with Smithers-Oasis operating units to integrate FloraLife into broader sustainability efforts by 2030 under the “Do Good. Every Day” initiative.





FloraLife is a division of Smithers-Oasis Company. FloraLife® is a registered trademark of Smithers-Oasis Company.

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