



RESPONSIBLE FISH SOURCING GUIDELINES

Mars is committed to improving the health of our oceans. One way that we wish to achieve this is to ensure that we source fish in line with our Responsible Fish Sourcing Guidelines. This includes all wild-caught fish, farmed fish, fish meal and fish oil used in our Petcare products. We seek to support fisheries that are certified, well-managed and are committed to maintaining biodiversity and healthy fish stocks. Additionally, we seek to minimize competition with the human food supply chain by using fewer whole fish in our products, while optimizing by-products. We have committed to avoid endangered fish species and all Illegal, Unreported and Unregulated fishing practices, and work to advance human rights within our supply chain.

Purpose of the guidelines

We have established the Responsible Fish Sourcing Guidelines to ensure that we can identify fish sources that meet our sourcing requirements and to guide our brands on best practices that are aligned to our fish sustainability strategy outlined below.

- **REDUCE** pressure on fish ecosystems, minimizing competition with the human food chain, helping address food security and ensuring we do not source any endangered species
- **REWARD** sourcing fish in line with our Responsible Fish Sourcing Guidelines
- **RESTORE** and protect critical habitats through collaboration, partner with communities to restore coral reefs in coastal ecosystems, and support Fishery Improvement Projects (FIPs)
- **RESPECT** advancing human rights for people in the fish industry, with a focus on Thailand

The Responsible Fish Sourcing Guidelines apply to any Mars Associate performing commercial activities on behalf of Mars Inc. or interacting directly or indirectly, with the Commercial function. It also applies to any person(s) contracted to Mars Petcare who execute commercial and operational activities on behalf of Mars Petcare.

Sourcing requirements

Mars expects its fish suppliers to meet the Mars Supplier Code of Conduct, which articulates Mars' social, environmental and ethical expectations, contains globally aligned standards and is rooted in international law.

Additionally, the guidelines include specific expectations on sourcing criteria linked to environmental best practice, traceability, transparency, quality, and human rights best practice. The sourcing guidelines incorporate a tiered approach to ensure that all fish supply meets the highest independent certifications, comes from projects working towards sustainability or is assured against internal Mars audits.

Alignment to the Sustainable Seafood Coalition Code of Conduct

Our "sustainably sourced" and "responsibly sourced" claims are made according to the definitions outlined by the Sustainable Seafood Coalition Code of Conduct.

Continuous improvement

Mars management annually reviews and revises these guidelines as needed, taking into account input from external technical experts and advisors. An assurance of our fish sustainable sourcing performance is undertaken annually by independent third-party Lloyds Register Quality Assurance (LRQA).