

MARS

Tomorrow starts today

**How is Mars approaching sustainability
and strengthening consumer
connections?**



What does that mean for the travel retail industry?

Evolving regulations and policies to address climate risks

Opportunity to raise consumer awareness, or at least close the intention action gap

Need to measure growth considering financial and non-financial profits

ABOUT MARS

A Complex and Highly Productive Value Chain

Mars has a complex global value chain that allows us to bring our multiple products and services to our customers around the world.

18M+

The number of samples analyzed by our Antech diagnostics business per year

240K

cocoa farmers in our Responsibly Sourced Cocoa program

250K

pieces of gum made each minute

300M

Skittles produced per day

4.4T

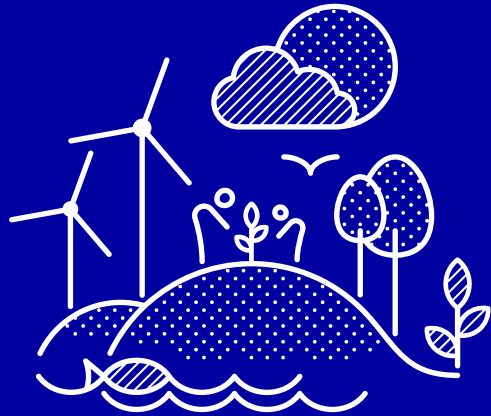
pieces of dry petfood a year

590M

The amount of bottles we could fill with the M&Ms we produce in a year

The infographic is divided into three main sections. The top section consists of three colored boxes: a teal box on the left with a candy icon and the text '1911 Frank C. Mars made the first Mars candies in his Tacoma, WA, kitchen'; a yellow box in the center with a map of Virginia and the text 'Global HQ in McLean, VA'; and another teal box on the right with an icon of a family and a dog, and the text 'Private, Family-owned company'. The middle section is a large blue grid containing 15 brand logos arranged in three rows of five. The top row includes Pedigree, ROYAL CANIN, Banfield PET HOSPITAL, whiskas, and vca animal hospitals. The middle row includes BluePearl, Cesar, Sheba, IAMS, and AniCura. The bottom row includes m&m's, SNICKERS, extra, Twix, and Dove Galaxy. The text 'Our Billion Dollar Brands' is centered below the middle row.

Our multi-billion dollar investment to benefit our business and society



Sustainable in a Generation Plan MARS



Reducing our environmental impacts in line with what science says is necessary to keep the planet healthy.



Directing our innovation pipeline and marketing our products in ways that help billions of people and their pets lead healthier, happier lives.



Significantly improving the working lives of 1 million people in our extended supply chains to enable them to thrive.

A scenic view of a mountain range with dense green forests and misty valleys. The mountains are layered, with the foreground showing vibrant green trees and the background showing hazy, blue-tinted peaks. Mist or low clouds fill the valleys between the ridges.

Mars is decoupling growth from its GHG emissions,
and prioritizing performance over promises

By the end of 2023, we reduced our absolute emissions across our business by 16% while growing our business by 60%

Our Path to Net Zero

Achieving net zero is an investment into your company's long-term success, and making a meaningful contribution to a more sustainable and more stable operating environment.

2015 to 2022

In the first seven years of our full value chain work, we set goals and peaked emissions only one year later. This not only decoupled financial growth from emissions, but resulted in the trajectory of each moving in opposite directions (and the right way). As some strategies take time to deliver, our progress will not always be even but — the multi-year trend of emissions reductions will continue toward our target.

2023 to 2030

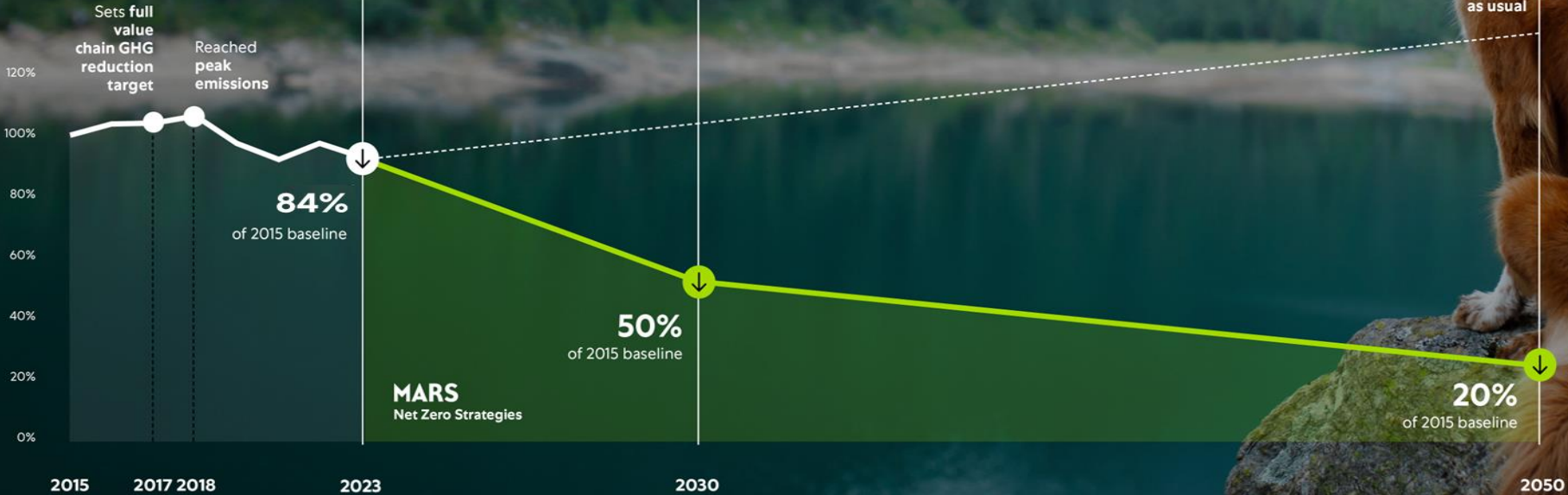
The focus of this Roadmap is about the strategies that will take us to -50% by 2030 and the changes to our business operating model that make that not only possible but affordable. This level of progress requires changes across our entire value chain. This will not be easy but we have the ideas, the resources and the commitment to make it happen. The reductions are built into our business planning and the rolling three year plans that each of our business segments set.

2030 to 2050

As things stand today, we believe that the hardest part of the value chain reductions on the way to net zero will be the last 30%. Today, there are significant barriers to solving for those emissions — cost, feasibility, and regulatory, among others. But between now and 2030, we are investing and partnering to find better solutions that will allow us to continue the march to net zero. We anticipate breakthroughs and backsteps alike. As new climate science emerges, we will set future five-year interim targets (e.g., 2035) accordingly.

2050 and Beyond

As much potential as there is to reduce emissions in our value chain, it is widely recognized by standards such as SBTi that there will be a small fraction of residual emissions that can't be solved for in our value chain. The balance of SBTi energy and industrial, and FLAG sector long-term targets for Mars' portfolio, is an overall 80% reduction. For that small remaining fraction we will use high-quality carbon removal credits to "net" those emissions down to net zero.



Our sustainable sourcing strategies target priority raw materials and their contribution to our overall impact

The image is a 2x2 grid of impact areas, each with a background image, a title, and a set of icons representing related raw materials.

- Healthy Planet:** Background image of a forested mountain range. Title: "Eliminate Deforestation". Icons: Document, Cow, Leaf, Kidney, Tree.
- Thriving People:** Background image of people working in a tea plantation. Title: "Human Rights". Icons: Factory, Coffee beans, Leaf, Tea plantation, Tree, Umbrella.
- Climate Smart Agriculture:** Background image of a woman in a field. Title: "Climate Smart Agriculture". Icons: Cow, Paw print, Leaf, Bowl, Leaf.
- Income:** Background image of a financial line chart. Title: "Income". Icons: Leaf, Bowl, Leaf, Coffee bean.



**A modern, inclusive & sustainable
cocoa ecosystem where everyone
can thrive**

MARS

We are also bringing progress to our travel retail consumers through our activations & sustainable displays



We are planting Mangrove trees. One small step towards a greener environment*

Galaxy
SNICKERS TWIX

*Mangrove trees will be planted by Goumbook, an official partner of Ministry of Climate Change and Environment.

goumbook
CHANGING MINDSETS

In Summary...Mars is leading the way through...

Commitment

Linking
sustainability
KPIs to senior
leaders'
remuneration

Partnerships

With Customers,
NGOs,
governments and
industry

Progress

To drive sustainable
impact & inspire
moments of
everyday happiness

**The world we
want tomorrow
starts with how we
do business today**

MARS