

# OUR PATH

## CHAPTER 1



“The value of our work lies in the future we create. Every day, we choose to do business responsibly, for the *good* of the planet and the people who live on it. Because the *quality* food we produce today also contributes to the wellbeing of the generations of tomorrow.”



**Loris Pedon**  
Chief Commercial Officer

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# THE PEDON COMPANY



## ABOUT US

We are an **Italian family-owned business** and a global player in product solutions based on pulses, grains and seeds.



## VISION

To contribute to **feeding 10 billion people**, while respecting the limits of our planet.



## MISSION

To always offer **innovative, tasty and easy-to-use solutions** that support balanced, environmentally responsible eating habits.

WHAT ARE OUR VALUES?

## ASPIRATIONAL

We are **dreamers, spontaneous and brave**. Setting goals beyond what may initially seem possible is how we pursue and achieve ambitious results.

## GENEROSITY

We believe that our role goes beyond the pursuit of profit alone. For this reason, **we aspire to healthy, sustainable growth** that also creates value for society.



We recognise that true value is created through consistency. That is why, every day, we apply our talents **with a constant drive to move forward**.

## RESILIENCE

We are **drawn to everything that is new** and believe that only the exchange of ideas can generate value for the future.

## CURIOSITY

## THE PILLARS OF THE PEDON MODEL



## KNOWLEDGE

In-depth knowledge and the **careful selection of raw materials** from their origin are the starting point of our product development.



## INNOVATION

We analyse consumer trends to develop plant-based solutions that make pulses, grains and seeds easy to enjoy throughout the day. To achieve this, we rely on **state-of-the-art processing technologies** that combine efficiency with versatility.



## SUSTAINABILITY

For us, **“doing business”** means placing sustainability at the heart of everything we do, across its environmental, social and economic dimensions.

## OUR STRATEGIC RAW MATERIALS

### PULSES

They are among the **most sustainable and nutrient-rich plant foods** on the planet, with low water requirements and nitrogen-fixing properties that enhance soil fertility.



BORLOTTI BEANS



CANNELLINI BEANS



CHICKPEAS



LENTILS



FIBRE AND PROTEIN



FATS, SODIUM AND GLUTEN

### GRAINS

**Fundamental staples of the Mediterranean diet**, grains are a major source of dietary fibre and contain vitamins and minerals.



BARLEY



SPELT



CORN



RISE



FIBRE, VITAMINS AND ANTIOXIDANTS

### OILSEEDS

Seeds are the raw materials that nature has entrusted with the reproduction of life: this is why they are a powerful **concentrate of well-being and nutrients**. As well as being highly filling, they are rich in minerals and fibre.



SUNFLOWER SEEDS



PUMPKIN SEEDS



FLAXSEEDS



CHIA SEEDS



MINERALS, FIBRE AND VITAMINS

# OUR STORY

Pedon's story is one of innovation rooted in tradition, driven by the goal of making pulses, grains and seeds easier to use through solutions that enhance convenience and taste.



**1984**

The Pedon company is founded, as the three brothers, Sergio, Remo and Franco Pedon, deliver their first order of pulses.

**1985**

Dalla Buona Terra, for the first time, pulses were sold as branded products and identified with a barcode. This forward-thinking decision allowed Pedon to gain swift access to large-scale retail distribution, a sector experiencing rapid expansion in Italy at the time.

**DALLA BUONA TERRA**



**LATE 1990s**

Direct field sourcing, as direct partnerships with farmers and consortia begin to take shape, laying the foundations for a global supply chain.

**1999**



Lenticchia Pedina, was the first lentil launched as a branded product and linked to the support of humanitarian initiatives. The Pedina brand continues to contribute to ethical campaigns benefiting children and families in Italy and around the world.

**2000** With **I Rapidi**, grains and pulses are ready in minutes, a true revolution for the sector that opened the door to Pedon's international growth.

**2010** With **I Pronti** grains and pulses are transformed into tasty ready meals, presented in the innovative doypack format.

**2015** Pedon expands into the **United States** with its pulse-based pasta, strengthening its presence in the American market through a sales office in Miami.

**2020** With **I Legumi Fatti a Snack**, pulses are driving new eating habits as appealing snacks and versatile toppings.

**2024** With **Le Zuppe**, pulses and grains become even tastier, for a complete, balanced, ready-to-enjoy soup that truly tastes homemade. Pedon also celebrates its first **40 years of operation**.

**2025** Pedon publishes its **first Sustainability Report**.

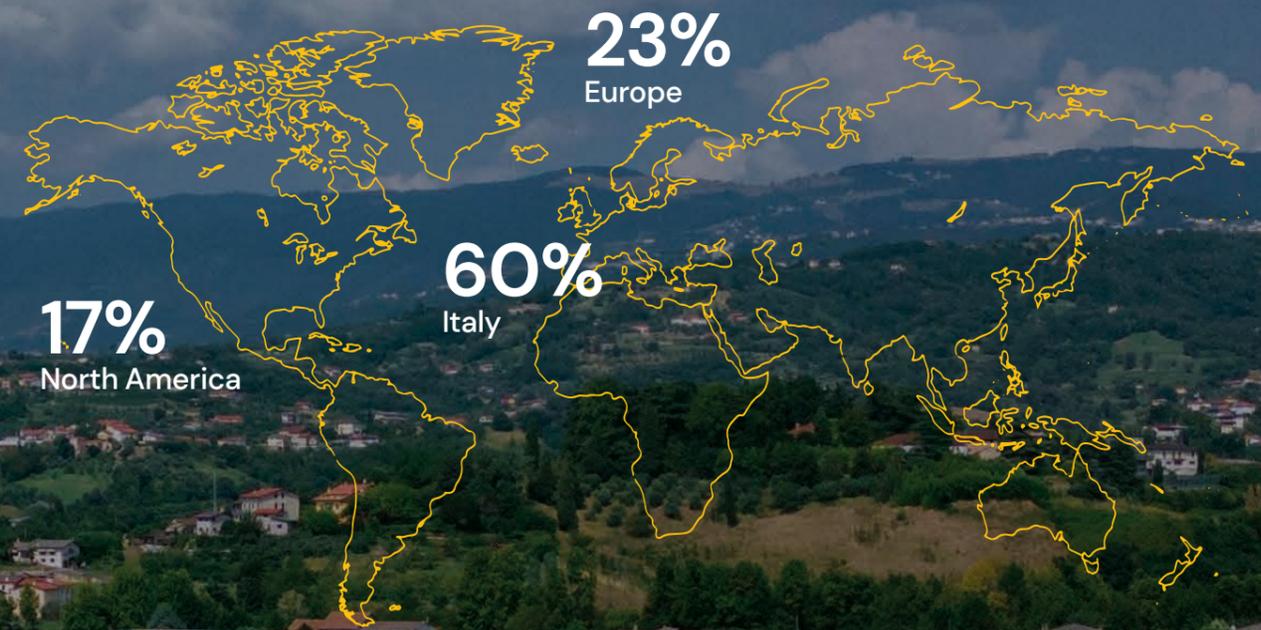
# PEDON IN NUMBER

BUSINESS AREAS



REVENUE €

**110 million**



**287**  
employees



**102 million**  
items produced in the last year

**31 million**  
kg produced in the last year

**2.175**  
active finished product SKU's worldwide



**30,000**  
m2 of covered facilities

**20,000**  
m2 of external warehouse premises

**26**  
production lines

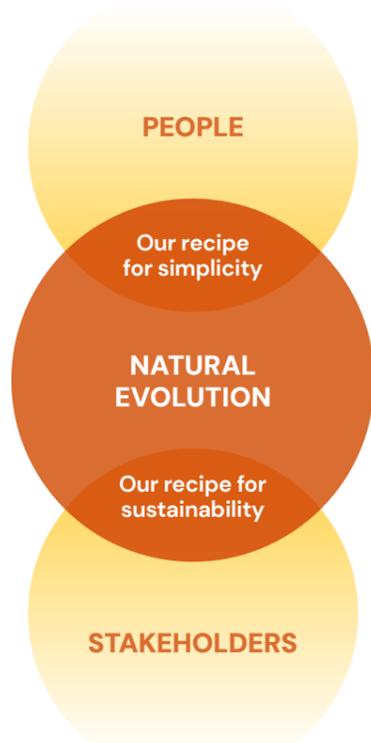


# PEDON'S COMMITMENT TO SUSTAINABLE DEVELOPMENT

## THE COMPANY'S APPROACH TO NATURAL EVOLUTION

Pedon is an Italian family-owned business, consistently driven by the pursuit of healthy and sustainable growth and conscious of its responsibility in supporting the wellbeing of society, well beyond the achievement of profit alone. Its **guiding principle** has always been that of **"Natural Evolution"**, a mindset that shapes continuous improvement while respecting people, health and the environment.

Pedon was founded in the 1980s as a selector and distributor of pulses, grains and seeds sourced directly from their countries of origin. At the beginning of the new millennium, the company innovated by introducing its first quick-cooking product ranges, simplifying and speeding up the preparation of pulses and grains.



## A NEW CHALLENGE IN A NEW MARKET WITH A NEW POSITIONING

Today, Pedon drives innovation in the ready-meals market, offering plant-based, natural and great-tasting solutions that can be enjoyed anywhere and at any time of day: easy to use, made with authentic recipes and full of flavour. This promise reflects the lifestyle of millions of consumers who, while leading busy lives, continue to seek quality and choose products that offer pleasure, simplicity and authenticity, striking a balance between a fast-paced lifestyle and moments to savour. This "Natural Evolution" is driving the expansion of Pedon's core business, evolving from the supply of raw materials (pulses, grains and seeds) to the development of ready meals, with tasty "recipes" that are easy to prepare and store, even without refrigeration.

This led to the concept of **"Recipe for Simplicity"**, which defines Pedon's new brand positioning for consumers: a distinctive way of introducing new products, supported by a meaningful promise to those seeking to simplify everyday life, including in the kitchen.

While this "recipe" reflects the Pedon approach to serving consumers, it is matched by a Pedon way of **playing a meaningful role as a company** towards the market, its stakeholders, society and the planet. This is what Pedon calls **"The Recipe For Sustainability"**.

# MATERIALITY

Material topics represent the impact that the organisation has on the economy, the environment and people; and are defined as those issues that influence the decisions, actions and performance of the company and its stakeholders.

Impact materiality analysis is a strategic tool that underpins sustainability reporting, enabling companies to identify and disclose information on issues that have a significant impact on their ability to create value over time for the organisation and its principal stakeholders.

In defining its material topics, Pedon adopted the international guidelines of the Sustainability Accounting Standards Board (SASB Framework), with specific reference to the Food Retailers & Distributors sector. Building on its previous materiality analysis, Pedon initiated, at the end of 2025, a structured assessment process that expanded the evaluation of impacts, both positive and negative, to also encompass ESG risks and opportunities arising from the external context. This initiative aims to support a gradual transition towards the double materiality approach required under the Corporate Sustainability Reporting Directive (CSRD).

**Pedon has renewed its engagement and dialogue with internal and external stakeholders on sustainability topics that are relevant to its strategic direction, reinforcing the findings emerging from the prior impact materiality analysis carried out in line with the GRI (Global Reporting Initiative) standard.**



# BENCHMARK ANALYSIS

To fully understand Pedon’s context and the topics addressed in this Report, we expanded the materiality assessment to include a benchmarking analysis, providing deeper insight into Pedon’s positioning on key sustainability themes and the specific characteristics of its core business.

**THE SECTOR BENCHMARKING EXERCISE ON NON-FINANCIAL REPORTING PROVIDED A CLEARER PICTURE OF HOW THE REFERENCE INDUSTRY IS EVOLVING IN TERMS OF REPORTING AND ESG PRACTICES, MAKING IT POSSIBLE TO:**

<p>To identify the sector’s priorities with regard to <b>sustainability reporting</b>.</p>	<p>To understand how key national and international <b>competitors</b> are addressing non-financial reporting,</p>	<p>The objective of this analysis was to assess Pedon’s <b>market positioning</b>.</p>
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The preliminary analysis conducted at the beginning of the materiality assessment identified significant issues within the food retail and distribution sector, with specific reference to the markets for pulses, grains, pasta, ready meals and dried fruit. Overall, the sector demonstrates a high level of maturity in relation to environmental, social and governance expectations and awareness of its impacts. Furthermore, there is a strong commitment to the adoption of sustainable operational practices, including ESG disclosure, packaging innovation, supply chain traceability, progressive improvements in energy efficiency, and the pursuit of system and product certifications.

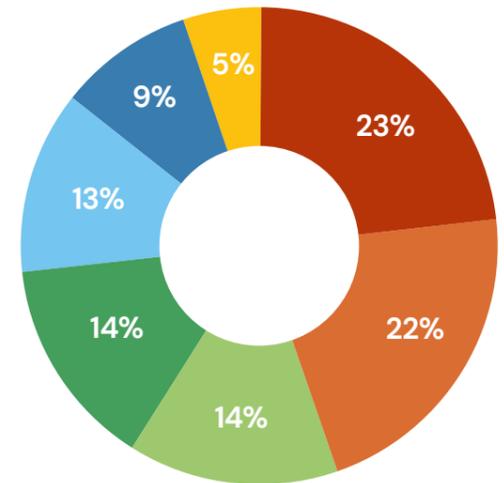


## OUR STAKEHOLDERS

**Stakeholder engagement** is a systematic and ongoing process of dialogue and consultation that Pedon has implemented to ensure the inclusion of key stakeholders within its business ecosystem in policy decisions and corporate strategies related to sustainable development.

The stakeholder engagement methodology initially included the distribution of an anonymous, online questionnaire, aimed at gaining an in-depth understanding of the expectations of internal and external stakeholders with respect to corporate priorities and the material topics, or impact areas, previously identified.

- 23% Raw materials and packaging supplier
- 22% Service provider
- 14% Employee
- 14% Advisory services
- 13% Academia, institutions, associations and/or NGOs
- 9% Other
- 5% Bank



The core section of the questionnaire required participants to reassess and reclassify the material topics identified by internal stakeholders, according to their perceived significance and relevance to Pedon's business context. This process also included an evaluation of the completeness of the material topics identified and their alignment with the reference sector.

Engagement on material topics and on Pedon's actual and potential positive and negative impacts encompassed a broad range of stakeholders, including financial institutions, retailers, logistics and packaging service providers, and energy management agencies. Stakeholder engagement played a critical role, as it enabled the company to capture a wide range of perspectives and insights, reinforcing the assessment of impact materiality and, in turn, the reliability of its sustainability reporting and the soundness of the overall strategic framework.



# TEMATERIALI

The collection of insights from internal and external stakeholders enabled Pedon to identify its priority ESG topics, highlighting the areas of greatest impact and the differing perspectives that emerged through engagement. Outlined below are **the material topics identified by Pedon** across the different sustainability areas.



## ENVIRONMENT

On the **environmental front**, the sourcing of raw materials was highlighted as a priority issue, particularly by external stakeholders, who recognise its critical role in ensuring sustainability, traceability and ethical practices across the supply chain. Energy management, emphasised in particular by external stakeholders, highlights the importance placed within the sector **on reducing environmental impacts and enhancing efficiency** across production processes through the adoption of more sustainable technologies and practices.

### PROCUREMENT OF RAW MATERIALS ↔

To adopt **responsible** and **ethical** procurement policies that include rigorous supplier selection and continuous monitoring, taking into account suppliers' social, environmental and governance practices. To build long-term, value-based partnerships. To promote **the stability and integrity of the entire supply chain**.

### ENERGY MANAGEMENT ↔

This topic covers the Company's policies, **its involvement in or implementation of energy efficiency initiatives**, and the monitoring of infrastructure resilience related to building management and energy consumption, with the objective of supporting the reduction of greenhouse gas emissions.

### PACKAGING LIFECYCLE AND WASTE MANAGEMENT ↔

To promote circular economy principles across product development, including the adoption of environmentally friendly packaging, **responsible material selection, and the sustainable management of by-products**, while encouraging initiatives aimed at waste reduction.

### PRODUCT INNOVATION, HEALTH AND NUTRITION ↔

To promote healthy lifestyles by facilitating consumption choices that foster positive behaviours for individual wellbeing and environmental sustainability.



## SOCIAL

From a **social perspective**, working practices were highlighted as a priority by internal stakeholders, who view the focus on employee wellbeing, training and skills enhancement as a key component of the corporate culture. Worker health and safety, by contrast, represents a priority for external stakeholders, recognised as a clear indicator of social responsibility and care for individuals. Likewise, food safety and responsible labelling and marketing practices, considered material by external and internal stakeholders respectively, reflect consumer trust and Pedon's ongoing commitment to ensuring **transparency, quality and reliability** across its products.

### WORKING PRACTICES ↔

Human resource management and talent development programmes through training and up-skilling to help further personal development. To support work-life balance by implementing a well-being system that addresses the needs and wellbeing of employees.

### WORKERS' HEALTH AND SAFETY ↔

A commitment to promoting a "safety first" culture, by monitoring and preventing all potential risks, for both company workers and external contractors.

### FOOD SAFETY ↔

This topic relates to the reliability of products and services, aiming to mitigate and manage potential risks that may affect customer safety, product and service quality and compliance, as well as business continuity.

### PRODUCT LABELLING AND MARKETING ↔

This topic addresses the clarity, accuracy and transparency of product labelling, product and service information, and marketing communications.

## GOVERNANCE

Finally, from a **governance perspective**, digital transformation is perceived as a strategic area by internal stakeholders, recognised as a key driver of innovation and competitiveness. Legal compliance and anti-corruption prevention, identified as a priority by internal stakeholders, is a fundamental pillar of responsible and transparent governance, reinforcing the company's commitment to a corporate culture grounded in **ethics, integrity and compliance**.

### DIGITAL TRANSFORMATION ↔

To drive innovation through enhanced operational and service efficiency, leveraging digital tools to optimise the monitoring and management of infrastructure and to integrate new opportunities related to efficiency and sustainable development. To ensure effective cybersecurity management.

### LEGAL COMPLIANCE AND ANTI-CORRUPTION PREVENTION ↔

Ethical conduct of business, carried out with integrity and fairness, in full compliance with applicable laws and regulations. To implement effective internal control systems and promote a corporate culture founded on integrity, professional ethics and honesty, strengthening relationships of trust with stakeholders. To promote employee training on anti-corruption, in line with principles of transparency and accountability. To ensure respect for human rights.

# THE VALUE CHAIN

The value chain provides an overview of Pedon's stakeholders and their involvement across the key phases of sourcing, processing and commercial activities.

**LEGEND**

**MATERIAL TOPICS**

- Environment
- Social
- Governance

**Value chain**

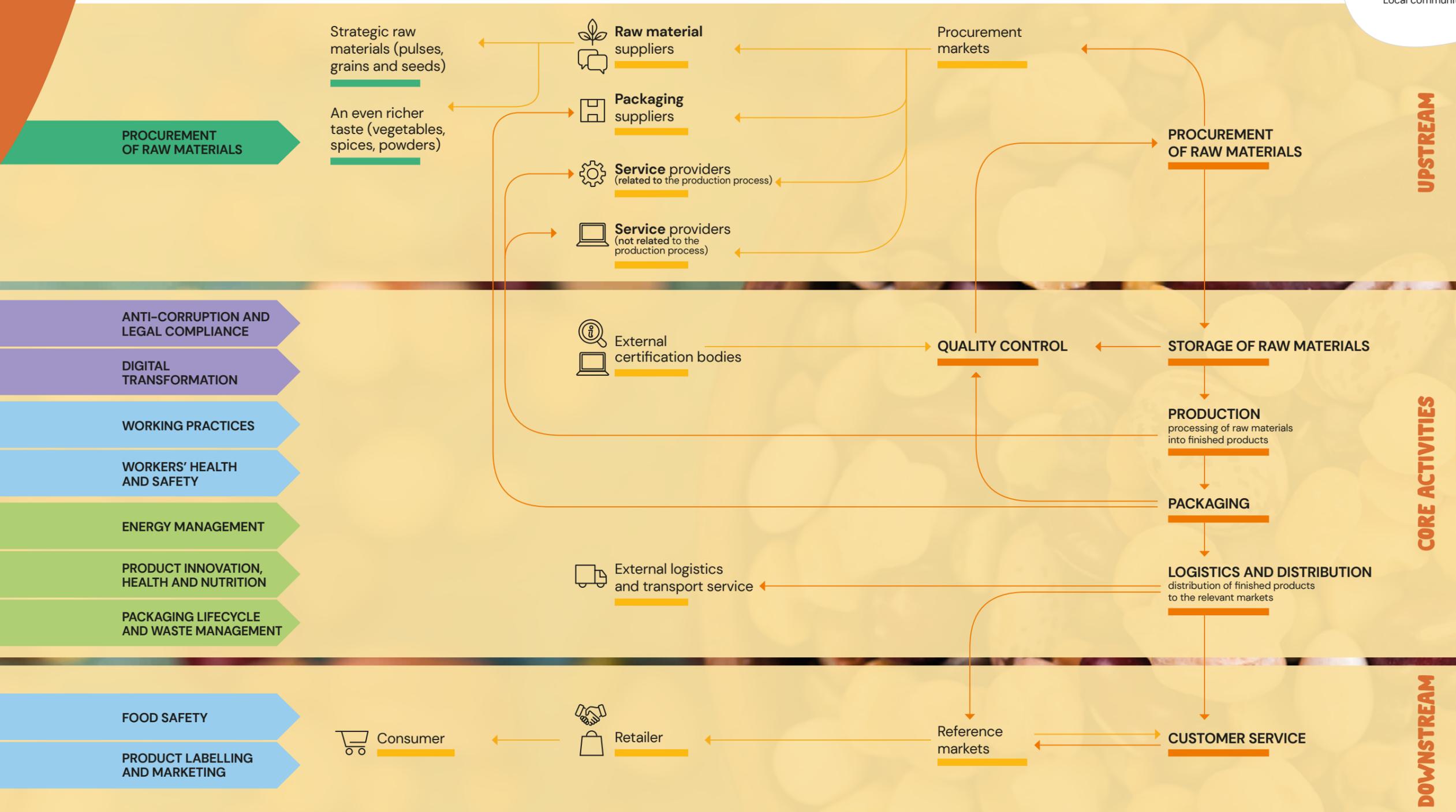
**Raw materials**

Parties or activities within the value chain, managed either directly by Pedon or indirectly through external parties

**STAKEHOLDER (at each stage of the value chain)**

- Farmers
- Suppliers
- Freight carriers
- Farmers
- Consultants and service providers, including software suppliers
- Universities, laboratories, research centres
- GDO
- B2C
- B2B

- EXTERNAL CONTEXT**
- Credit Institutions and Investors
  - Universities and Research Centres
  - Governments and public/regulatory authorities
  - Charitable associations
  - Sector organisations, trade associations
  - Competitors
  - Local community and citizens



**THE PILLARS OF THE PEDON WORLD**

KNOWLEDGE / INNOVATION / SUSTAINABILITY