

ananas anam 2021 IMPACT REPORT

Certified



Corporation

This company meets the highest standards of social and environmental impact



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Sustainability is not enough.
Think beyond it. Expand your vision.
Reach for regenerative thinking,
regenerative systems and regenerative products.
If you create, do it with a humane agenda and
in strong defence of the natural world.
This is the new threshold.
And we must cross it now.

Dr Carmen Hijosa

Founder of Ananas Anam and Inventor of Piñatex



B-Corp values have been part of Ananas Anam's DNA since the launch of Piñatex in 2016, but they feel now more important than ever.

Reducing our dependence from animal and fossil fuel derived products requires the determination to completely review the way we produce textiles, and to break down the processes to find more environmentally friendly and cruelty-free alternatives at each stage.

We cannot achieve this on our own and we continuously aim to work in a collaborative, result-driven and mutually beneficial way with all our stakeholders. In 2021, our partnership with Dole Sunshine Company and collaborations with large fashion groups ensured that while we continued to grow as a business, our message, values and ethos remain fully aligned from pineapple leaf fibre extraction, all the way to the use of Piñatex in footwear, accessories and interiors.

Changing mindsets and improving what we do is based on the exceptional commitment of all individuals in our organisation, who collectively can change so much. We are thriving in a rich multicultural environment, built on mutual respect and inclusivity, and so tightly knit that we can weather any storm.

We are on a long journey, but let's celebrate every day's successes, and we are proud to share them in this impact report.

Mélanie Broyé-Engelkes

CEO

Who we are

Ananas Anam
A certified B-Corporation

Ananas Anam is a certified B-Corporation™ responsible for developing innovative plant-based textiles like Piñatex, and breaking barriers in the world of fashion materials to lead the way in sustainability.

The pioneering approach and progressive business model are driven by creative thinking, seeking out new ingenious technologies, and showing that ethics and business can be combined successfully.

Ananas Anam's instinctive and heartfelt desire is to protect and nurture; thereby building a better future for people and planet.

Who we are

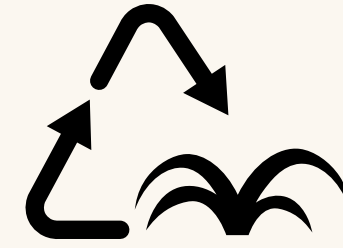
Ananas Anam

Key Attributes



INNOVATIVE

With innovation at the core of what we do, Ananas Anam's patented products and industry-leading technology are breaking barriers in the textile sector. As a result of our creative engagement, ideas materialise which bring positive change to our future and planet.



WASTE VALORISATION

By re-purposing pineapple leaves into textiles, Ananas Anam is resource efficient and gives a second life to agricultural by-products, otherwise considered as waste. This reduces carbon emissions, while supporting the shift towards a more circular economy.



DIVERSIFIED INCOME STREAMS

Ananas Anam brings socio-economic stability in partner farming communities. Operations provide job security and diversified income streams. At the farming level jobs have been created in multiple areas; leaf gathering, fibres extraction, logistics and quality control systems.



REDUCED INEQUALITY

Ananas Anam's business model unlocks commercial potential for natural fibres in developing countries: strengthening global value chains for rural development, poverty alleviation and the environment.



TRACEABLE

Ananas Anam operates transparent and traceable value chains, supervising the supply chain from plant to product and managing the transition of the pineapple leaf fibre throughout the process.

Our Story

2011 Dr Carmen Hijosa, leather goods expert, files a patent for the process of transforming fibre into an alternative to leather and other textiles

2014 Piñatex official launch at the Royal College of Art

Ongoing research and development phase in InnovationRCA, Royal College of Art Incubator

2015 Dr Carmen Hijosa graduates with a PhD in Textiles from the Royal College of Art

2016 Commercialisation of Piñatex

First orders from fashion and accessory retail brands

Dr Carmen Hijosa is a finalist for the Cartier Women's Initiative Award

2017 Dr Carmen Hijosa wins Women in Innovation Award by InnovateUK

Livia Firth wears Piñatex dress at the New York MET Gala

2018 HUGO BOSS launches men's and women's shoes made from Piñatex

First student collaboration with Paolo Carzana from University of Westminster

2019 Ananas Anam sets up subsidiaries in the Philippines and in Spain

New Piñatex Mineral Collection is launched

The world's first vegan suite opens at Hilton London Bankside, using Piñatex

H&M collaboration for their Conscious Collection

2020 Ananas Anam is certified as a B-Corporation

100+ jobs created in the Philippines

New Piñatex Performance Collection is launched

Paul Smith launches Piñatex sneakers in Piñatex Original Paprika and Metallic Wrinkled Silver

2021 300+ jobs created in the Philippines

NIKE collaboration for the Happy Pineapple collection of sneakers

Dr Carmen Hijosa is a finalist for the European Inventor Award

Ananas Anam partners with DOLE in the Philippines to secure pineapple leaf fibre supply

B-Corp

At Ananas Anam we aim to reduce the environmental impact generated by the textile industry, while having a high social impact on rural farming communities.

Through agricultural waste valorisation, we give a second life to natural resources otherwise considered as waste, turning these into textiles and supporting the shift towards a more circular economy.

We are proud to be a certified B-Corporation and part of a community leading the global movement for an inclusive, equitable, and regenerative economy.



B Impact Score

- Ananas Anam
80.5
- B-Corp standard
80
- Average business
50.9

Score breakdown

Governance	8.2	42%
Workers	22.2	57%
Community	21.8	58%
Environment	26.6	36%
Customers	1.7	34%



2021 in numbers

300+

Jobs

In 2021, Ananas Anam enabled the creation of over 300 jobs in rural farming communities in the Philippines.

75

Indigenous leaf harvesters

75 Indigenous leaf harvesters have been employed in Mindanao, Philippines during 2021, providing a stable and fair source of income.

5

Universities

At Ananas Anam, we believe in inspiring change and engaging with young minds. We do this by working closely with students and universities.

267

Tons of CO₂ saved

By valorising leaf waste, Ananas Anam prevented the equivalent of 267 tons of CO₂ from being released into the atmosphere in 2021.

1st

Solar-powered machine

1st solar-powered decorticating machine was developed in the Philippines to help reduce energy consumption while extracting fibres from the pineapple leaves.

11

United Nations SDGs

Ananas Anam contributes to 11 of the 17 United Nation's Sustainable Development Goals (SDGs).

2021 Awards & Recognition



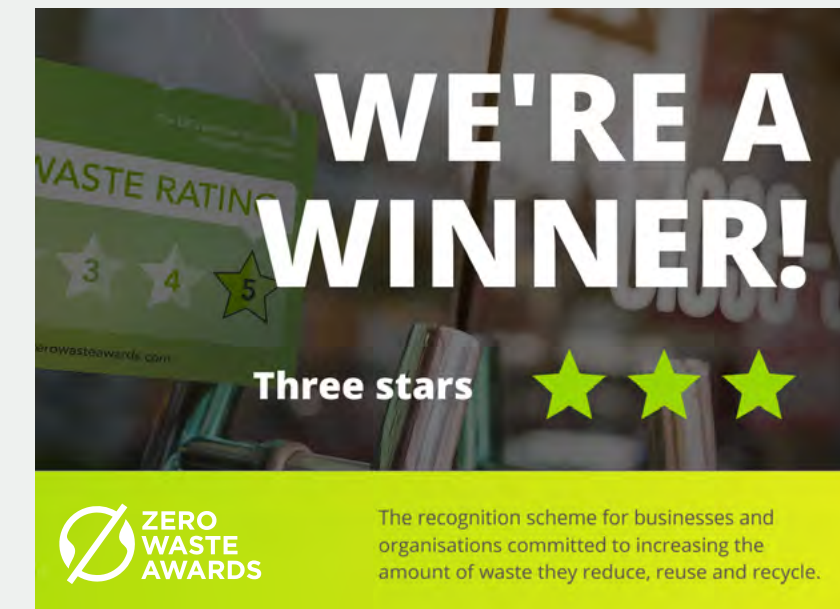
European Inventor Award European Patent Office

The European Patent Office (EPO) nominated Dr Carmen Hijosa in the SMEs category of the European Inventor Award 2021.



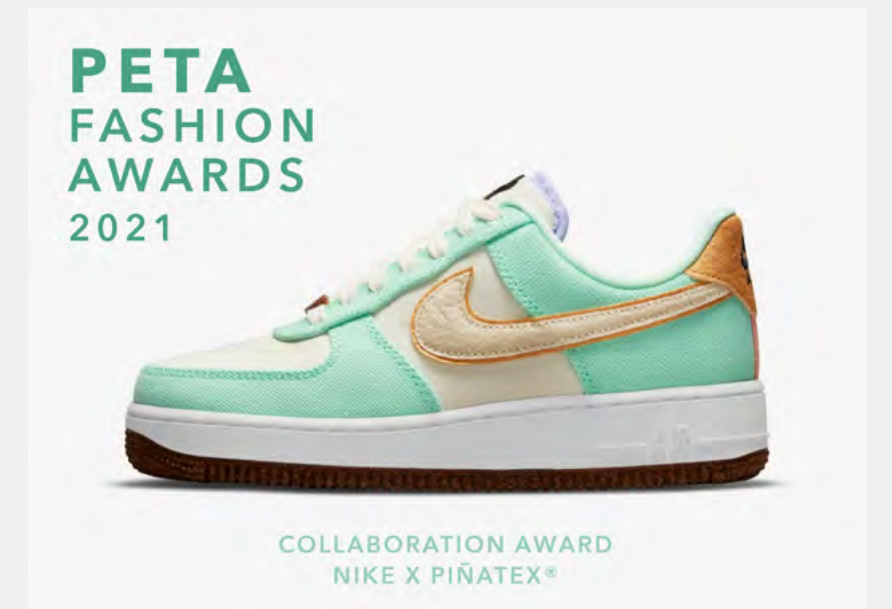
Fixing the Future Royal Society of Chemistry

The Royal Society of Chemistry featured Dr Raquel Prado, our Head of Research and Sustainability, as part of a series highlighting the role of chemists in solving global issues.



Zero Waste Awards

The Zero Waste Awards recognises and rewards organisations for their efforts in reducing the amount of their wasted resources.



Collaboration Award PETA Fashion Awards

Ananas Anam awarded the Collaboration Award of the PETA Fashion Awards 2021, for Nike's 'Happy Pineapple' collection of sneakers made from Piñatex.



**All our thinking,
feeling and doing
is about building
thriving futures
for planet, people,
nature and animals.**

The earth is our home and shelter.
Its natural beauty reproduces, regenerates,
and preserves itself for the next generations.
Clearly, our planet and all living creatures
need to co-exist with mankind.
If man protects the earth, man will benefit
from the earth's resources and treasures.

Chuck Lazaro
CEO Ananas Anam Philippines



Innovative business model

Our business was inspired by a circular system model. With innovation at our core, we consider how each step of the creation of our products, such as Piñatex, can benefit people and the environment.

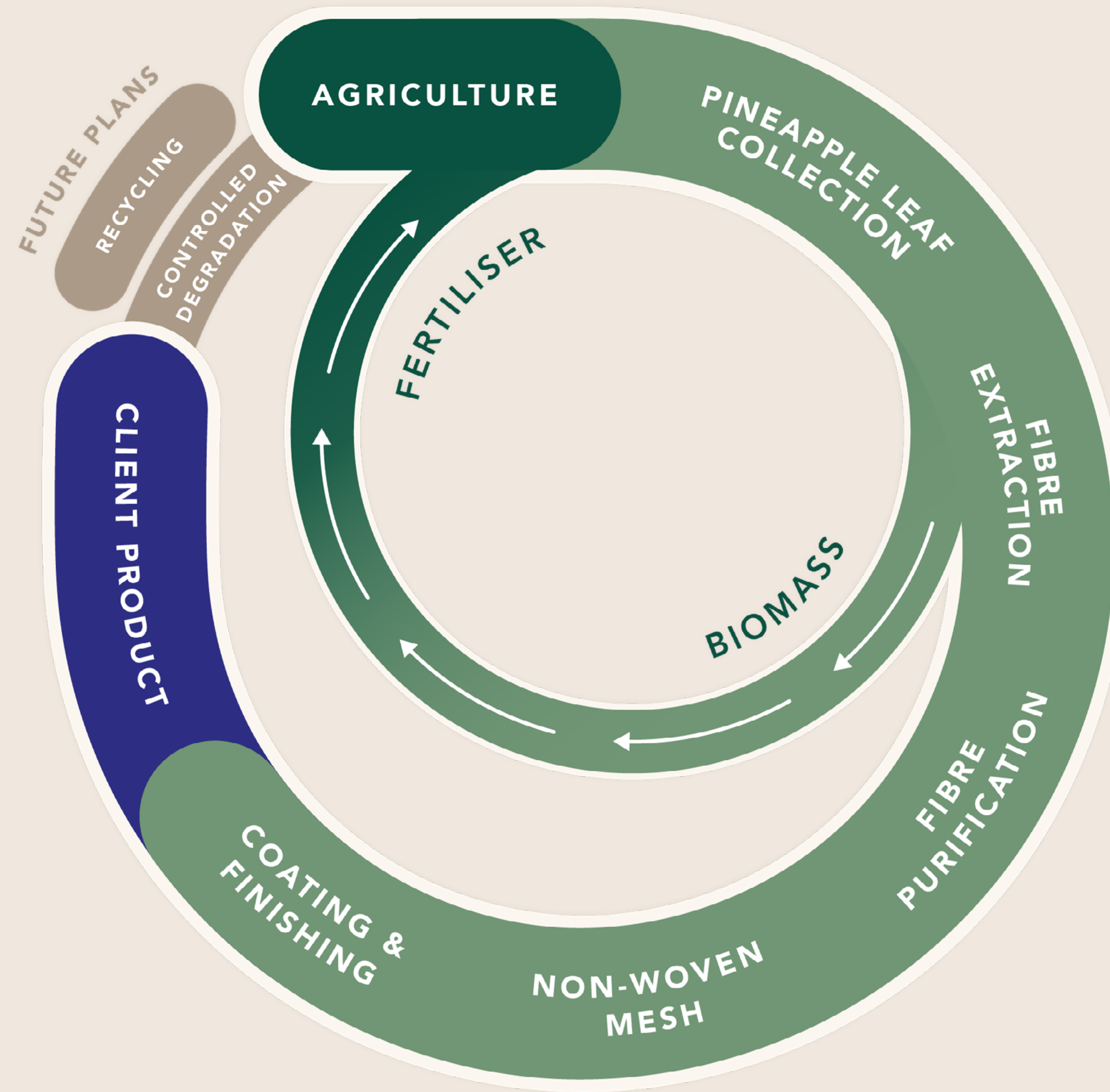
While we are breaking barriers in the way we sustainably manufacture Piñatex, we innovate in providing a platform that connects diverse players across the globe – farming communities, manufacturers, engineers, fashion brands, designers, and creators.

We are committed to building a supply chain that is ethical, ecological, traceable, and transparent, while also creating value for society and local communities.

Life Cycle

Inspired by a circular model, the Life Cycle diagram indicates all of the stages associated with the creation of Ananas Anam products, such as Piñatex.

We assess the social and environmental impacts associated with each stage of the life cycle, ensuring we optimise each part of the process while maintaining our company ethos.



Key

- Agriculture
- Ananas Anam
- Client Product
- Future Plans

Piñatex

Better choice for a better future

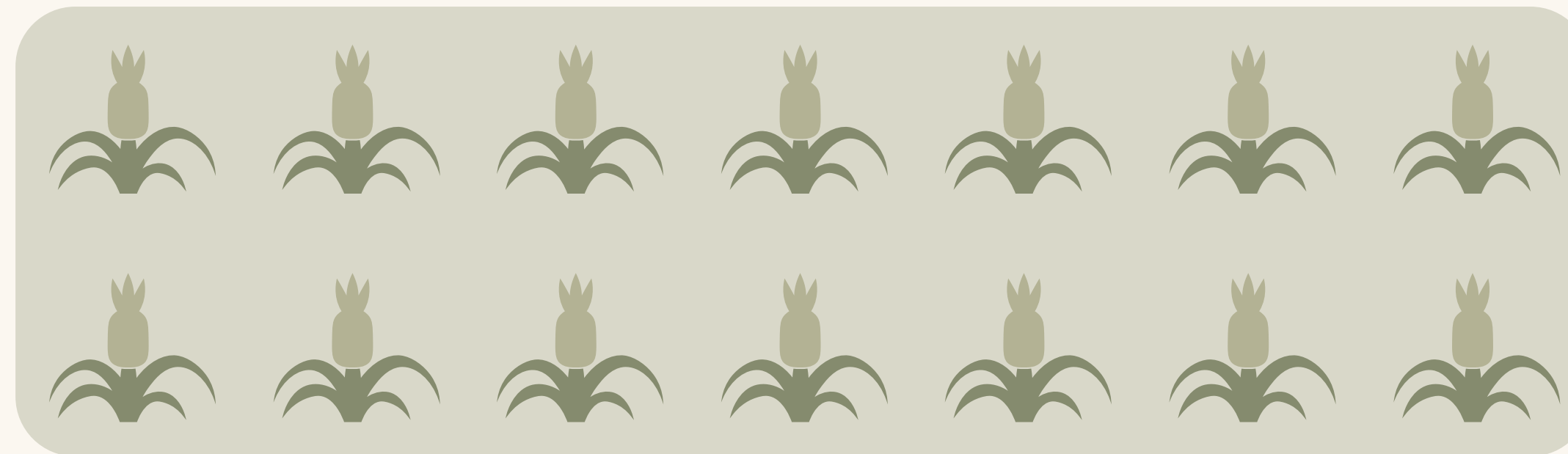
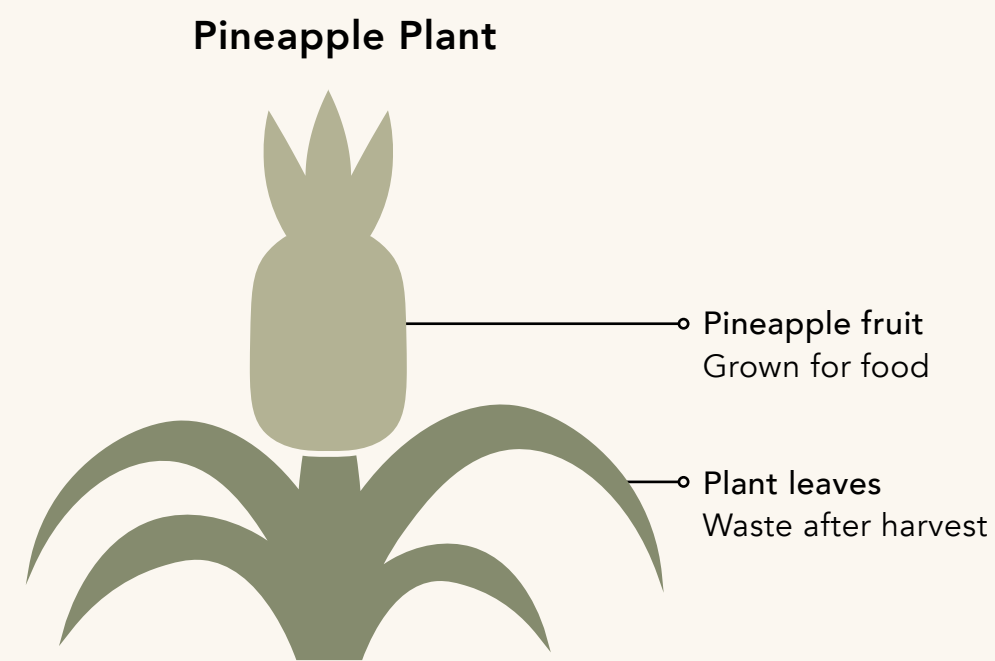
Piñatex® is the pioneering plant-based textile made by Ananas Anam. Piñatex can be used as a sustainable and natural alternative to leather for the footwear, fashion, home accessories and interior markets.

Piñatex is made from pineapple leaf fibres, a by-product from existing pineapple harvest. Valorising waste reduces the amount of leaves being burnt, therefore saving CO₂ from being released into the atmosphere.

Piñatex is made of up to 95% renewable resources and uses no hazardous chemicals in its production.

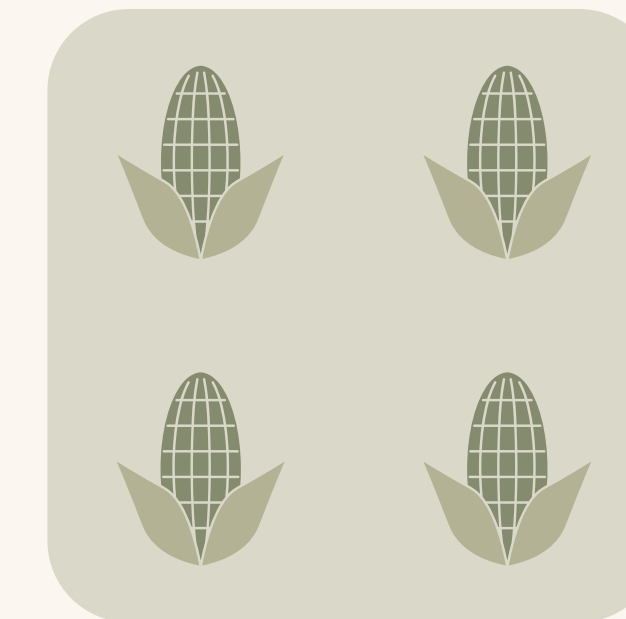
Piñatex composition

Our Piñatex Original Collection is composed from up to 95% bio-based and renewable resources.



PALF, Pineapple Leaf Fibres
70%

Pineapple leaf fibres, or PALF, form the greatest percentage of the textile Piñatex at 70% (± 2%). The pineapple leaf fibres are extracted after the pineapple harvest from the long leaves of the pineapple plant, which would otherwise be discarded as waste and are often burnt.



PLA, Polylactic Acid
20%

Polylactic Acid, often referred to as PLA, comes from corn. The PLA is blended with the pineapple leaf fibres to form the backing of Piñatex.



Bio PU
5%



PU
5%

Polyurethane, or PU, forms the coating of Piñatex and is essential to provide properties like durability and water resistance. Up to 50% of the PU used in Piñatex is sourced from renewable resources.

Piñatex

MADE FROM UP TO **95%**
RENEWABLE RESOURCES



BETTER
CHOICE FOR
A BETTER
FUTURE

SCALABLE WITH
27 MILLION TONS
OF PINEAPPLE LEAF
WASTE GENERATED
ANNUALLY



MADE FROM WASTE
PREVENTING EQUIVALENT TO



FROM BEING RELEASED INTO
THE ATMOSPHERE, PER LINEAR
METER OF PIÑATEX



MADE USING
AN INNOVATIVE
AND PATENTED
PROCESS

vegan
cruelty-free
carbon neutral
free from harmful chemicals



We grow together

Our clients have made it possible to increase the inclusion of ethical, natural and low-impact products on the market, in support of our collective journey towards plant-based sustainability.

We go further when we work together.

PIÑATEX
Markets served
in 2021



85 countries

In 2021, we supported clients across 85 countries.

Most popular Piñatex

Our most purchased colours were Piñatex Original Natural and Charcoal and Piñatex Metallic Wrinkled Silver.

Opportunities

We opened up opportunities for 450 future designers, creatives and students by enabling them to purchase Piñatex at a special rate through our remnants sales.

3 new colours

By popular demand, we introduced 3 new colours: Piñatex Original Amazon Green and Piñatex Performance Polar White and Sand Dune.

2021 also saw the launch of our first collaboration with Nike. Nike's **Happy Pineapple** collection is photographed here on professional footballer and Ananas Anam investor Chris Smalling.



**We help farmers
turn their waste
into an income
opportunity.**



Dole Sunshine Company

With each partnership, our aim is to connect on a deep level with the people we work with; building ecosystems that are bound together and can symbiotically grow to bring positive changes to the world.

In 2021, we partnered with DOLE Sunshine Company in the Philippines. Our partnership with Dole provides them with the means to valorise the waste of their pineapple harvests, while giving Ananas Anam access to an even greater volume of pineapple leaf fibres and helping us to meet the increasing demand for Piñatex from the textile industry.

Working closely with the Dole Speciality Ingredients team on the ground helps us to create a wider positive social impact among farming communities and to continuously reduce our environmental footprint by valorising waste at scale.

**Advance and invest in
science, and put it into
the service of people
and humanity.**



Research & Development

Each choice can start a change;
Reduce, reuse, recycle.

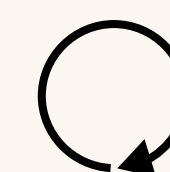
Dr. Raquel Prado, Head of Research and Sustainability

We apply this to our business through the following principles:



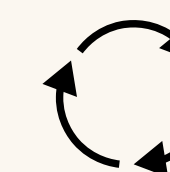
REDUCE

Use only what is necessary.
Optimise the consumption of energy and raw materials.
Make your process efficient.
Route to zero waste.



REUSE

Be creative on the incorporation of new materials.
Use what is available, rethink and re-adapt for the final use.



RECYCLE

Try to not create from scratch.
When possible, use recycled and valorised raw materials.

Our pledge

To reduce our carbon footprint by a further 15% during 2022.

To share knowledge and experience with the communities we work in, through collaborations in academia and helping young minds.

To strengthen the global value chains by expanding our fibre suppliers to additional rural farming communities, valorising their waste and diversifying income streams.

To further develop our material and diversify our product offering to maintain our position as the leading sustainable textile provider.

Take time
for reflection
before action.





Join us on our journey,
we look forward to
welcoming you into
our community.

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