

ASDA

OUR 2024 esg REPORT



Environment, Social & Governance (ESG) Report 2024

ASDA

ABOUT THIS REPORT

This report provides a review of the 2024 calendar year and relates to Bellis Finco plc and subsidiaries including International Procurement and Logistics (IPL).

Data includes 2023 acquisitions (Arthur Foodstores Ltd. and Euro Garages (Jersey) Ltd). The report covers our approach to ESG topics and our performance in 2024. Bellis Finco plc has reported with reference to the GRI Revised Standards for the period 1 January 2024 to 31 December 2024 and also the United Nations (UN) Sustainable Development Goals (SDGs). The GRI Content Index is available [here](#). A list of our affiliated environmental third parties is available [here](#).

CONTENTS

WELCOME FROM ALLAN	04
ABOUT ASDA	05
OUR APPROACH TO ESG	06
HIGHLIGHTS	08
HEALTHY AND SUSTAINABLE CHOICES	10
NET ZERO CARBON	14
NATURE	18
ZERO WASTE	22
RESPONSIBLE BUSINESS FUNDAMENTALS	26
GOOD GOVERNANCE	35
ESG PERFORMANCE SCORECARDS	36

WELCOME FROM allan

Since returning to Asda, we've been rediscovering the DNA that makes this business special. It's how we will succeed in our mission to serve the needs of ordinary working people who demand value.

But value isn't just price. How we show up matters, whether by enabling our colleagues to be their best selves, supporting our local communities, or hating waste of any kind. That's what our Environmental, Social, and Governance (ESG) programme is all about: making a difference in how we do what we do.

In this report, you'll find examples bringing that to life — from how we support the colleagues who make Asda great, to how we protect vital resources. Through our Net Zero Carbon programme, we've already reduced by 48% against our goal to halve operational emissions by 2025. 87.7% of operational waste is now reused, recycled or redistributed, and 97.6% of own-brand packaging is recyclable - a big step forward.

Asda Tickled Pink had raised an amazing £98.9 million by the end of 2024, and in 2025 we've now taken this figure to more than £100 million for our breast cancer charity partners, Breast Cancer Now and Coppafeel! and our partnership with BBC Children in Need continues to grow - with £38million raised over 24 years.

As we look ahead, the commitment from all our colleagues is clear: we'll keep improving the business every day. Together, we're building a business where value - in every sense of the word - is just in our DNA.

Allan

Allan Leighton



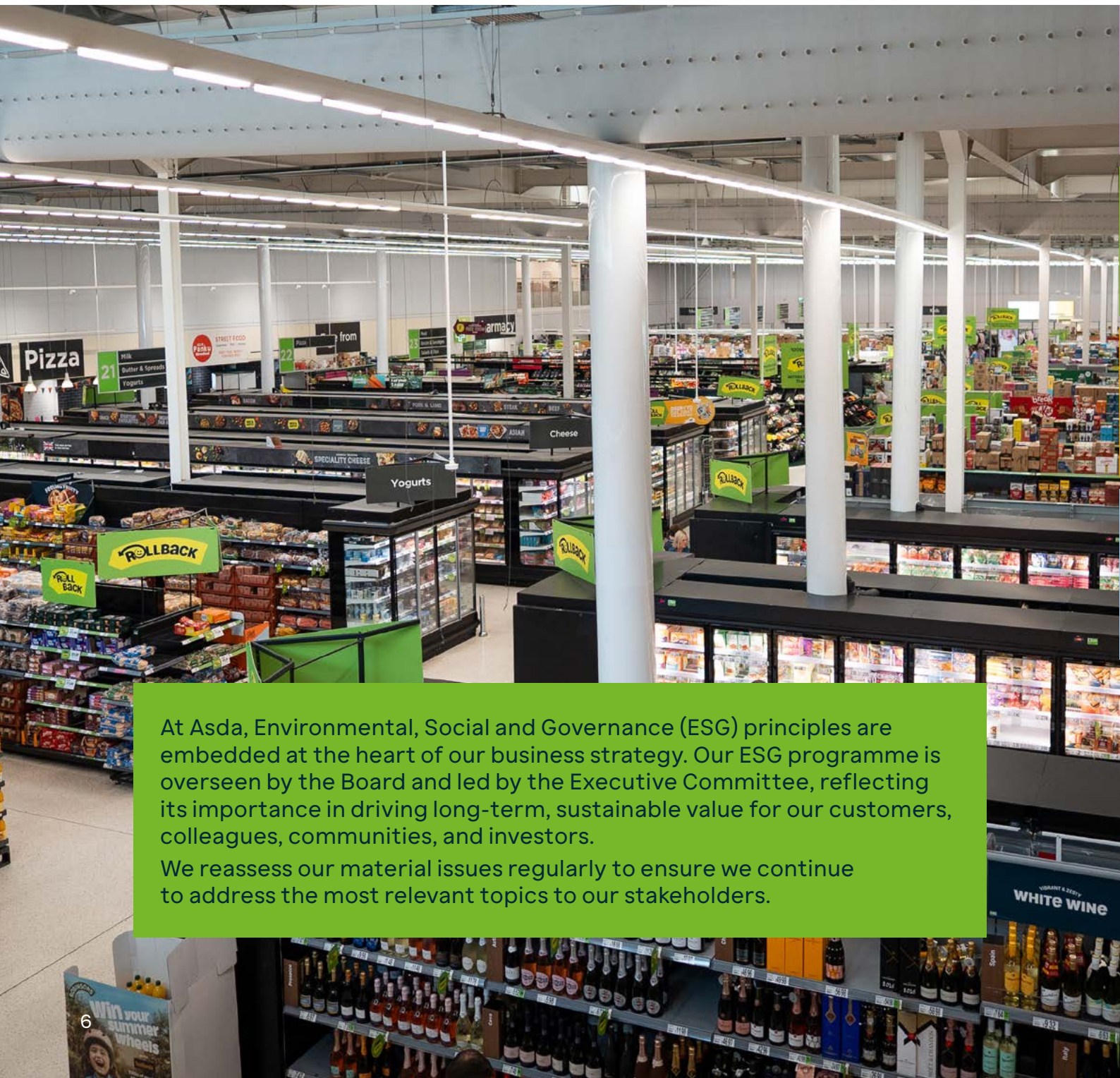
ABOUT ASDA

We continue to serve the everyday shopping needs of families across the UK, with a renewed focus on what we do best - VALUE. Through the relaunch of our iconic Rollback pricing initiative - we're reaffirming our commitment to our value DNA.

Founded from a family business in West Yorkshire in the 1920s, we've grown into a diversified retail group with over 1,200 locations, including large superstores, supermarkets, Asda Express convenience sites, and food service outlets. We also operate robust online platforms via Asda.com and George.com. In 2024, we completed the integration of our Euro Garages and Co-op acquisitions, significantly expanding our convenience and forecourt presence. Beyond groceries, we offer a wide range of services including Asda Money, Asda Mobile, Pharmacy, and Optical Services. We were the first UK grocer to introduce a clothing line in-store with the launch of George in 1990. Today, George remains a staple of British fashion retail, known for quality and affordability.



OUR APPROACH TO ESG



At Asda, Environmental, Social and Governance (ESG) principles are embedded at the heart of our business strategy. Our ESG programme is overseen by the Board and led by the Executive Committee, reflecting its importance in driving long-term, sustainable value for our customers, colleagues, communities, and investors.

We reassess our material issues regularly to ensure we continue to address the most relevant topics to our stakeholders.

OUR FIVE

PRIORITY

AREAS ARE;



Healthy and Sustainable Choices

Making healthy and sustainable choices easy and accessible for customers



Net Zero Carbon

An end-to-end net zero carbon emissions business



Nature

More sustainable and resilient supply chains, driving a positive impact on key natural resources



Zero Waste

Reduce, reuse and recycle waste across the supply chain and operationally



Responsible Business Fundamentals

Health and Safety, Equity, Diversity and Inclusion, responsible sourcing and human rights, modern slavery, charitable fundraising, including Asda Tickled Pink, corporate giving and local community outreach



In early 2025, we received our second ESG rating of 3 by the ratings agency Sustainable Fitch, indicating an average ESG profile, and an underlying score of 57 (2023:54). This rating provides a benchmark for our progress and helps guide our continued efforts to improve across all ESG factors.

HIGHLIGHTS

OPERATIONAL
CARBON
EMISSIONS
reduced

12%
YoY¹

48%
of our 2025 commitment to
REDUCE OPERATIONAL GHG EMISSIONS BY 50%
achieved¹



100%
of UK fresh produce
Leaf Marque Certificated

87.7%

operational
waste reused,
recycled or
redistributed
with no waste
to landfill²

15%

reduction in
food waste³



&



FAIRTRADE

20+ year
PARTNERSHIP

1. Our commitment is to reduce the carbon impact of our operational emissions (scopes 1 and 2 as defined within the GHG protocol) by 50% from a 2015 baseline by 2025. In 2024, Scope 1 and 2 emissions dropped by 12% compared to 2023.
2. We have a commitment to reduce operational waste by 90% by 2025. We use a range of methods to keep waste from landfills including: reuse/ repurpose/recycling; anaerobic digestion; incineration with energy recovery; donations to charities; re-sell/ liquidation; animal food production, composting and thermal incineration.
3. 15% reduction from 2023 and 7% reduction from our 2015 baseline, based on 26,826 tonnes.



ASDA
Foundation, awarded

£3,229,392
to local community groups

ASDA
APPRENTICESHIPS

522
COLLEAGUES

completed an
apprenticeship⁴

99.4%

Asda own brand palm oil
footprint RSPO certified⁵

97.5%

Asda branded
packaging now
recyclable⁶

EMPLOYEE
WELLBEING
award

from the Institute
of Leadership

£8.9
MILLION

raised
for

ASDA
Tickled
Pink

£3.9
MILLION

raised
for

BBC
CHILDREN
IN NEED

4. Ranging from Level 2 to Level 7 (GCSE to Master's equivalent)
5. In 2024, 99.49% of our Asda branded palm oil footprint was Roundtable on Sustainable Palm Oil (RSPO) physically certified through mass balance, segregated, or identity preserved supply chains. 0.49% was covered by credits. See page 40 for more information.
6. 87.8% of Asda own brand packaging is recyclable at kerbside with 9.7% recyclable in large stores.



HEALTHY AND SUSTAINABLE CHOICES

Healthy Choices

In 2024, we relaunched our health strategy with a renewed focus on improving the average health score of the food we sell—both branded and own-brand—by targeting the products our customers actually buy. By aligning our efforts with real purchasing behaviour, we aim to drive meaningful change and make healthier choices more accessible.

Impact of HFSS legislation on consumer behaviour

In 2022, High Fat, Sugar, and Salt (HFSS) legislation was introduced to limit the promotion of less healthy foods in-store and online. Asda, along with other UK supermarkets, in collaboration with the Leeds Institute of Data Analytics (LIDA) at the University of Leeds, is assessing the impact of these location-based restrictions on consumer behaviour¹. The first stage of the study found that there has been limited impact on shopping habits due to lower consumer awareness and deeply ingrained purchasing habits, but that affordability of healthier options remains a priority for customers. The full analysis, incorporating additional data from Asda, is expected to conclude in 2025.

Nesta partnership progress update

In 2024 we continued our partnership with Nesta, an independent research organisation dedicated to increasing healthy life expectancy and reducing health inequalities across the UK. Nesta aims to halve obesity by 2030 through strategies like calorie reduction and promoting healthier food choices in retail. Together, we are launching a series of store trial interventions to encourage healthier eating habits. These will focus on three key categories – produce, snacking and frozen and will test changes across space allocation, promotional areas, signage, and price incentives. These trials reflect Asda's ongoing commitment to supporting healthier choices and addressing health inequalities through evidence-based initiatives. The trials began in May 2025, with findings to be published upon completion of the analysis.

Asda's ongoing support for Community Alcohol Partnerships



We have proudly supported Community Alcohol Partnerships (CAP) since 2009, reaffirming our commitment in 2024 with nearly £1 million in funding. This investment enabled the launch of CAP's first ever Innovation Fund, designed to support the health and wellbeing of children and young people. Due to overwhelming interest and the fund being oversubscribed, CAP plans to introduce an additional funding stream in 2025 to further expand its impact.

In 2024, CAP reached a significant milestone, establishing 300 active partnerships across Scotland and the North of England². These partnerships continue to demonstrate the value of collaborative, community-based approaches in promoting, safer, healthier environments and reducing alcohol-related harm among young people.

[Find out more about CAP's progress.](#)

1. 1968 shoppers surveyed
2. CAP Annual Report 2024-2025



Sustainable Choices

Sustainable Choices focuses on empowering customers to make more environmentally responsible decisions when they shop with us. By improving transparency, expanding our range of sustainable products, and making it easier to identify better choices, we aim to help customers align their purchases with their values—without compromising on quality, price, or convenience.

Packaging plays an important role in the protection and preservation of our products, ensuring that all products continue to be fresh and safe to use once you get them home. However, this must be balanced with our commitment to using less packaging overall, making the best possible material choices for our packaging, aligned to the following goals which we reset last year up to 2030.

Reduce	Recycle	Recycled Content	Responsibly Sourced
20% reduction in total (branded and own brand) primary packaging tonnage on food per 1% of market share	Maintain our commitment to 100% recyclability of primary packaging across own label products (as per OPRL 2024 definition)	Increase recycled content to 35% across primary plastic packaging in own label products	100% FSC/PEFC certified virgin wood, paper and board in own label primary packaging

Last year we relaunched our Just Essentials fresh beef mince into new vacuum-packed packaging, leading to a 60% packaging reduction, removing 43 tonnes of plastic annually as well as being recyclable with bags at large stores.

The new packaging enables the shelf life of the product to be increased by up to 9 days, reducing waste and keeping the product fresher for longer. It is also 39% smaller in size which leads to additional supply chain efficiencies. And let’s not forget, you can also fit more in your fridge or freezer!

Following the success of Just Essentials Mince, we also moved our Asda branded beef & lamb mince into this packaging format in March 2025.



Sometimes, our efforts to reduce packaging don’t have such positive results—like with our ‘Broccoli Unwrapped’ trial. While customers loved the idea (and were big fans of our naked swedes!), broccoli without its plastic wrap just didn’t stay fresh. Sadly, waste levels for unwrapped broccoli rose to over 25%, compared to around 1% for the wrapped version.

But it’s all about trying. While some ideas don’t work out, others are a real win - like when we **reduced the weight of our Prosecco bottles by 4.8%, cutting 26.5 tonnes of glass** without a single complaint. Cheers to that!

And often it’s the little things that can have a big impact. **A 1g weight saving in plastic punnet for our 300g Tomatoes resulted in a 16 tonne annual reduction in plastic.**



We also introduced a brand-new packaging format for our laundry capsules, moving from a plastic tub to a cardboard box. This move allowed us to significantly reduce the size of the box, redesigning it to a squarer shape. This move has led to significant supply chain efficiencies including the **removal of 105 trucks off the roads annually and a completely recyclable box.**



NET ZERO CARBON



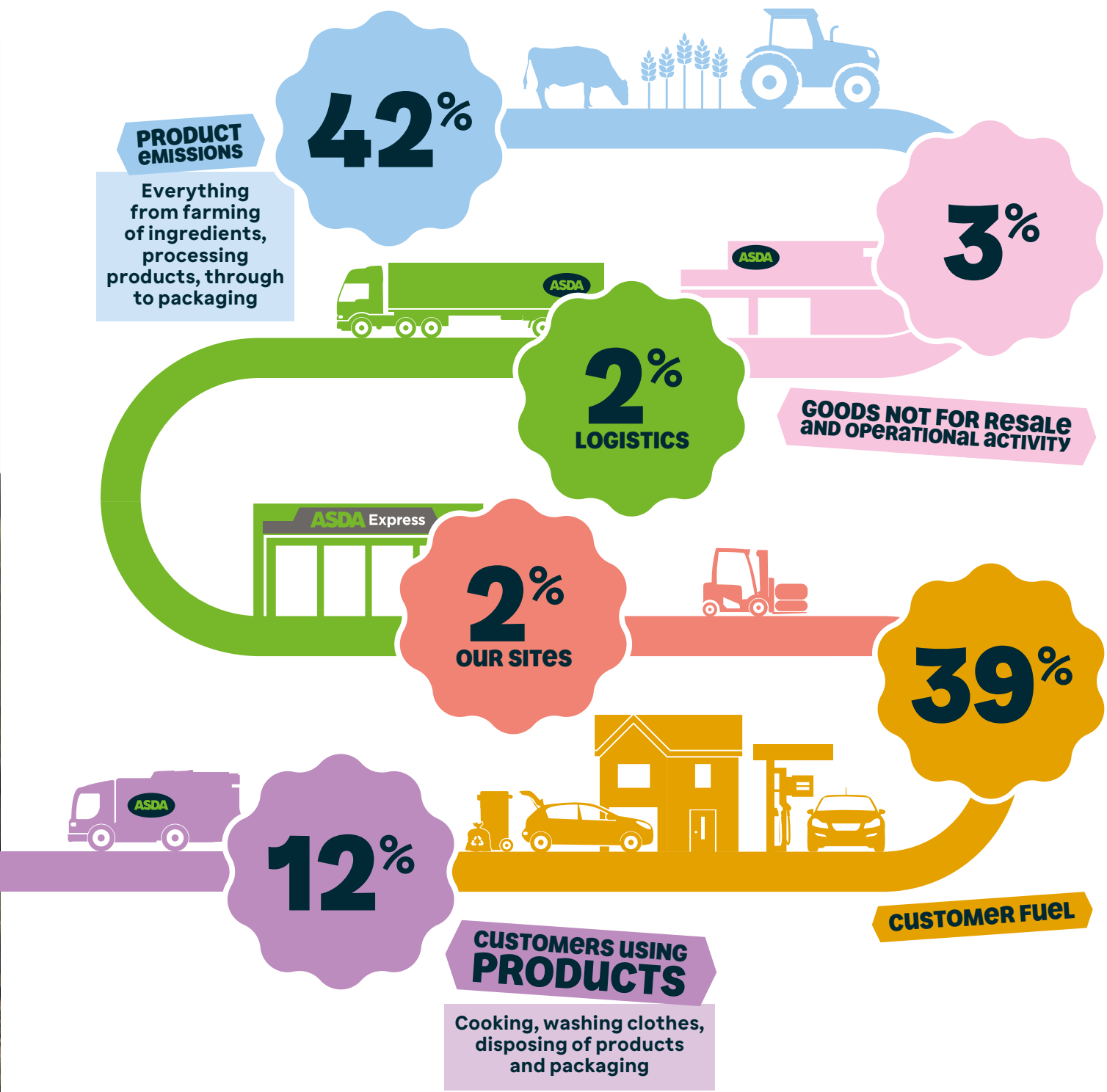
Our aim is to be an end-to-end net-zero carbon emissions business. Reducing the amount of carbon we emit is one of the main ways in which we will manage the impact of climate change on our business:

- **Scope 1 & 2** – Operational Emissions. We are committed to delivering net zero operations by 2040 and have a clear roadmap to get there.
- **Scope 3** – Indirect emissions. We plan for our legal estate to support a carbon transition plan, aligned to Science Based Targets to support the delivery of net-zero by 2050.



OUR 2024 TOTAL CARBON FOOTPRINT

Our total carbon footprint is 31,976,936 tCO₂e¹
(2021:35,399,799 tCO₂e)

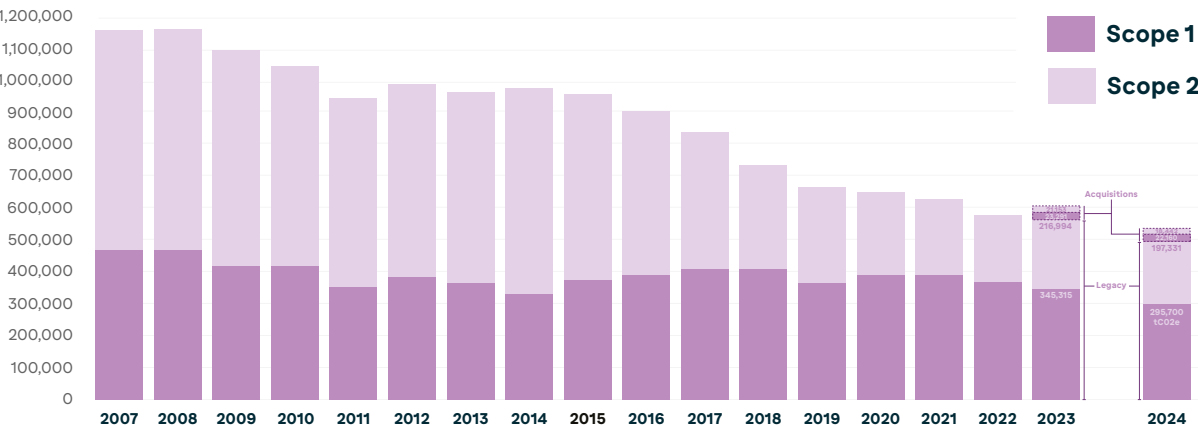


1. Our total carbon footprint for 2024 includes Scope 1, 2 and 3 emissions for our (recent 2023) acquisitions, namely Arthur Foodstores Ltd and Euro Garages (Jersey) Ltd. These acquisitions have made a material difference to our emissions baseline and accordingly we have updated our 2021 footprint.

50% reduction by end of 2025 – Scopes 1 & 2

In 2024, Scope 1 and 2 emissions dropped by 12% compared to 2023.

- Transport emissions decreased by 26%, driven by our action to convert Heavy Goods Vehicles (HGVs) from diesel to Liquid Natural Gas (LNG).
- Gas emissions fell by 9%, electricity use dropped 3%, and related emissions were down 9%, thanks to a cleaner grid mix.



Data in the above table shows progress against our 2015 Scope 1 & 2 baseline and excludes the Asda Express acquisitions made in 2023. We've now reduced by 48% against our 2015 baseline, with our goal to reach 50% by the end of 2025. Full reporting of our carbon footprint including our acquisitions can be found in the scorecards at the end of this report.

We've now reduced our Scope 1 & 2 carbon footprint by 48%, with our 2025 goal being a 50% reduction, based on the 2015 Asda legacy baseline, which excludes Asda Express stores acquired in 2023.

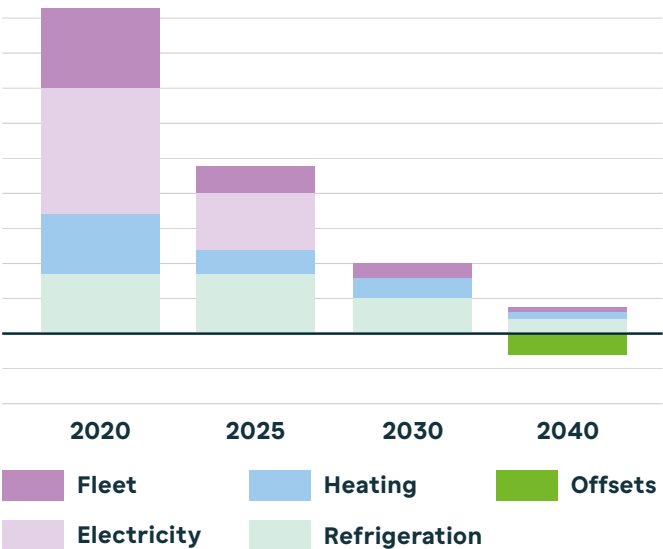
In 2024 we invested in two new Bio-LNG (liquefied natural gas) refueling facilities. Working closely with Gasrec, the new facilities in Warrington and Dartford means Asda now has 13 fully operational bio-LNG stations strategically located around the UK. This has helped contribute to a **26% reduction in transport emissions in 2024**.



Carbon beyond 2025

In 2021, we committed to achieving net-zero operations by 2040.

To reach this goal, we're focusing on reducing emissions, improving energy efficiency, and transitioning to renewable energy, while tracking progress and adjusting our approach as needed.



Science based targets

As we prepare to re-set our carbon targets, covering all emission scopes and including a new FLAG (Forest, Land, and Agriculture) target, with the Carbon Trust, we have rebased our emissions to reflect our current business structure.

Decarbonisation of milk

Asda support an aligned group of farmers who are incentivised through [Arla's FarmAhead™ Incentive](#) programme to implement sustainability measures and reduce their carbon footprint.

Case study

Asda team up with Arla Farmer Owners to cut dairy emissions

Asda has partnered with Arla, the UK's largest dairy cooperative, on an exciting 2.5-year initiative across 15 of Arla's Asda-aligned farms with the aim of bringing down carbon emissions. The farms will demonstrate novel approaches to fertiliser application, demonstrate different types of fertilisers and implement improved slurry management techniques. Arla will monitor the implementation process, assess feasibility and costs, and evaluate the environmental impact of the changes to enable Arla to develop informed recommendations that can be shared more widely across the industry.



Partnerships & Supplier Engagement

In March 2024, we announced our partnership with EcoVadis, a globally recognised platform for assessing supplier sustainability. This collaboration enables our suppliers to share carbon-related data, supporting our decarbonisation goals and strengthening sustainable sourcing practices across our supply chain.

To drive continuous improvement, we invited our largest suppliers to complete an EcoVadis assessment and have made strong progress with >70% completing or sharing assessments and we continue to work to improve the sharing of carbon data.

We are also working to improve the quality and accuracy of our emissions data and accounting working with the BRC Mondra Coalition to address Scope 3 challenges.



Nature

Ensure we have a more resilient value chain,
driving a positive impact on key natural resources

Water	Biodiversity	Soil
Drive sustainable water management	Protect and restore biodiversity and soil health	
Fresh food to be sourced from areas with sustainable water management (50% by 2030) Reduce water consumption in our operations year-on-year	Zero deforestation forest-risk commodities (2025) Fresh food sourced from farms with biodiversity improvement plans in place (100% produce, 50% beef, dairy, lamb by 2030) Net positive biodiversity in new site development	Soil health monitoring requirements and targets established (2025)

Landscape & local land management

We’re adopting both landscape-level and local approaches to our Nature Strategy, recognising the interconnectedness of water, biodiversity, and soil health. By focusing on the unique needs of entire landscapes and the collective action of individual farms within them, we can restore natural processes and improve ecosystem resilience. We’re working with suppliers to identify key action areas and create clear plans. This includes trialling tools for agricultural biodiversity and expanding water stewardship projects. Globally, we support this through funding WRAP¹-led collective action projects in Southern Spain and South Africa, which focus on restoring natural processes and improving long-term sustainability in key sourcing areas.

Land App trial: Beef, dairy and lamb

In December 2024, Asda launched a trial with Land App, in partnership with the Cambridge Institute for Sustainability Leadership, to map and monitor local farm actions on sustainability across water, biodiversity, and soil health.

Land App helps farmers understand habitats on their farms, make informed decisions, and access funding opportunities. The trial includes four Asda farms across beef, dairy, produce, and arable supply chains, each completing a Baseline Habitat Assessment. The goal is to explore how remote sensing technology can support farmers to improve soil health, reduce risks like flooding, and enhance wildlife habitats.



Our aim is to ensure we have a more resilient value chain, driving a positive impact on natural resources.
We’re delivering our Natural Resource Stewardship Strategy through three key areas of focus.
Sourcing: Clear standards for ingredients and commodities
Operations: Minimising impact through resource and site management
Land: Supporting supplier action on water, biodiversity, and soil health

1. [The Waste and Resources Action Programme \(WRAP\)](#)

Sustainable water stewardship **LANDSCAPE**

In 2024, Asda funded WRAP-led collective action projects in South Africa and Southern Spain. These projects are a great example of how you can successfully impact sustainable water stewardship at a landscape level by taking local actions that are in the context of the bigger picture.

In the UK, we have been taking inspiration from looking at the bigger picture by working with suppliers to map supply chains. We will be using this data to identify landscape areas of overlap between suppliers that have the greatest opportunity for environmental improvement.

SOUTH AFRICA

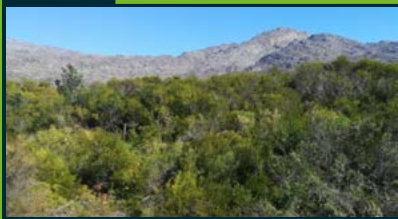
This project focuses on bolstering climate resilience and water security in the Western Cape priority catchments, positively impacting local livelihoods, enhancing water security, supporting sustainable agricultural practices, and by creating job opportunities.

Invasive plant species in the area are disrupting local ecosystems by absorbing significantly more water than native plants. This not only destroys local biodiversity but also erodes riverbanks, stripping away natural flood defences. As a result, communities and farmland are increasingly vulnerable to more frequent and severe flooding events, with serious consequences for both people and the environment.

In 2024 through WRAPs South African Collective Action Project, around 150 hectares of thirsty alien invasive trees were cleared under long-term maintenance agreements. 20,000 indigenous plants were replanted across five sites which support the river function and created 75 river restoration jobs. WWF South Africa are leading and delivering this work on the ground in the Western Cape.

Investing in projects like this not only benefits local communities in South Africa but also works to create a more climate resilient supply chain, meaning we can supply our customers with their favourite fruit and veg all year round.

Before



After



UK

We've been engaging with our UK suppliers to identify priority landscapes where the greatest opportunities exist to improve water, biodiversity, and soil outcomes. To support this process, we've leveraged the WWF Sustainable Water Metric Mapping Tool to map parts of our supply chain and pinpoint areas where sustainable water usage can be improved.

Once these areas are identified, we can work together with local farms, suppliers, charities, water companies, and government bodies to drive change on a larger scale.



Biodiversity & Soil **LOCAL**

Throughout 2024 we have been working closely with key suppliers to drive improvement in biodiversity and soil health. By supporting farmers to improve, monitor, and measure their soil, biodiversity and water, we can start to develop metrics and establish targets within the supply chain. Some of the key steps we have taken include:

LEAF marque rollout

- **Leaf Marque Certification** is one route for farmers to take local action to make landscape-level impact.
- In 2024 Asda completed Leaf Marque rollout across 100% of our UK fresh produce growers*. This includes over 500 of our listed UK growers, spanning from Cornwall up to Aberdeenshire.
- Leaf Marque requires farmers to implement a long-term Landscape and Nature Conservation and Enhancement Plan. This rollout marks a significant step forward in improving water, biodiversity, and soil outcomes on Asda fresh produce farms.

* this excludes prepared, organic and tertiary branded produce.



OUR EGG COMMITMENT

Throughout 2025 we will continue to work on phasing out the own brand shell eggs and ingredient egg used in Asda products to deliver our commitment to cage free eggs across Asda brand products by the end of the year.

PRAWN WELFARE

We recognise that decapod crustaceans are sentient animals capable of feeling pain. Working with our suppliers we have made progress with many phasing eyestalk ablation for broodstock out of our prawn and shrimp supply chains. This will continue through 2026 and we aim for all farmed prawns used in Asda products to be from ablation free broodstock by 2027. More broadly we are also engaging with our suppliers to support the trial and adoption of electrical stunning to help drive improved welfare.



**ZERO
waste**



**We Hate
Waste**
of any kind

At Asda, we hate waste of any kind – whether it's operational, food, or packaging waste, which is why reducing it is one of our strategic priorities.

Our approach focuses on three core areas: **reduction**, **redistribution** and **repurposing**. We also offer our customers facilities for collection of hard-to-recycle items, helping customers recycle more and waste less.

87.7%
operational waste
reused, recycled or
redistributed with
no waste to
landfill¹

Pencycle

DID YOU KNOW?

Through **Asda Pharmacies**, every pre-filled **Novo Nordisk EpiPen** can be returned via the PenCycle initiative. These returned pens are recycled into useful new products—plastic is transformed into furniture, while the glass is repurposed into items like lamps.



Battery recycling

Battery Recycling is well established in Asda stores, diverting them away from landfill or domestic incinerators. **In 2024 Asda collected more than 303 tonnes of batteries** which are then broken down into ferrous and non-ferrous metals/ black matter/mass and plastic.



Vape recycling at Asda

By December 2024 Asda collected approximately **60,000** used vapes per month. An important step towards reducing waste.



Recycle your specs at Asda Opticians

Customers can now recycle their old spectacles at Asda Opticians. Traditional recycling struggles with mixed materials, but through our partner **RecycLine**, metal and plastic parts are separated and reused—keeping materials in the circular economy and reducing waste.



1. We have a commitment to reduce operational waste by 90% by 2025. We use a range of methods to keep waste from landfills including: reuse/ repurpose/recycling; anaerobic digestion; incineration with energy recovery; donations to charities; re-sell/ liquidation; animal food production, composting and thermal incineration.

Too Good To Go

We are tackling food waste and supporting communities through our expanded food donation program with **Too Good To Go**. Partnering with **FareShare**, a food redistribution charity, and **Olio**, a food-sharing app, we ensure surplus food reaches those in need. This collaboration allows Asda to donate edible surplus food from its stores, even when local charities are unavailable. Prioritising FareShare, Asda aims to double its food donations, maximising its impact on reducing food waste and supporting those facing food insecurity.



14% reduction on food waste¹



Value for customers

REFURBISHED TVs

In a UK supermarket first, we launched the sale of refurbished TVs—supporting our environmental strategy and circular economy goals by extending product life and incorporating recycled materials. The HD LED Smart Sharp and Polaroid TVs offer a more affordable choice for customers, particularly those shopping on tighter budgets. In selected stores, customers can choose from a range of screen sizes—32”, 40”, and 50”. Each TV comes in clearly labelled, newly repackaged boxes, with energy ratings, barcodes, and images to make it easy for customers to see they’re refurbished. With a recommended retail price of around £240 for a new 50” HD LED Smart Polaroid TV, customers can save up to £80 by opting for the refurbished model at just £160—delivering great value while helping reduce electronic waste.

1. This is a 14% drop in food waste from 2023 and a 7% reduction in food waste from our 2015 baseline of 28,787 tonnes.

Case study

Podback for coffee lovers

In early 2025, we teamed up with Podback to make recycling used plastic and aluminium coffee pods easier, via our Asda toYou parcel returns service offered at 600+ of our stores. The free to use Podback service was set up by Nestle. In their original form the coffee pods can’t be recycled, due to their size and content, however through Podback, the coffee grounds are transformed into renewable energy and soil improver, with the aluminium and plastic from the used pods being used in the manufacture of products such as drink cans, building products and garden furniture.

Find your nearest recycling point: <https://www.podback.org/recycle-checker>

Podback
THE POD RECYCLING SERVICE





RESPONSIBLE BUSINESS FUNDAMENTALS

Our Responsible Business Fundamentals are core to how we operate and integral to our values, ensuring that we not only drive business success but also contribute positively to society, championing fairness, sustainability and social responsibility in everything we do.

We're committed to Health and Safety, Equity, Diversity & Inclusion, Responsible Sourcing, and Human Rights - including taking a firm stand against Modern Slavery. We also proudly support our charity partners and local community outreach.

Image © FairTrade
Ana Inaquiza, flower farm worker from the Ponte Tresa farm, Ecuador.
Credit: Iñiqui Mantz / Martín Jaramillo

Responsible Sourcing and Human Rights

Many millions of people around the world play a part in keeping Asda shelves stocked and we have a responsibility to ensure the dignity of every worker in our supply chain. Across our global supply chains, our focus remains clear: to deliver real-world impact through transparency, prevention, and survivor-centred support. Looking ahead we plan to embed a new Human Rights Steering Committee as a core governance body, continue to prioritise responsible recruitment via policies and collaboration, and expand ethical oversight in our franchise operations.

Case study Asda and Fairtrade: A force for change

Asda has partnered with Fairtrade for over 20 years, Fairtrade sourcing is a global movement which plays a vital role in powering up the efforts of nearly 2 million farmers and workers, to build sustainable livelihoods and strengthen their communities for generations to come.

2024 key stats¹



ASDA 3RD
largest UK grocery retailer of Fairtrade flowers

34 MILLION
cups of Fairtrade coffee sold

Asda's Fairtrade sourcing supported over **31** producer organisations across **6** countries

Modern Slavery

In 2024, we continued to lead with purpose in our efforts to protect human rights and combat modern slavery. Across our global operations and supply chains, our focus remains clear: deliver real-world impact through transparency, prevention, and survivor-centred support.

[Read our 2025 Modern Slavery Statement.](#)

1. [Fairtrade Impact Report: Asda's 2024 Sourcing](#)





At Asda, our colleagues are what make us special

We employ around **140,000 colleagues** across **1,200 stores**, **30 depots** and our **three home offices**. We're committed to fostering an inclusive culture where everyone feels valued and empowered.

Learning and Development

DEVELOPING TALENT DELIVERING IMPACT

Asda early years outreach

This year, our Early Careers team engaged over 400 students through SDG¹-aligned programmes, supporting future talent, employability skills, and social mobility. Students from 10 secondary schools designed a new vegan product for our "Exceptional" range, guided by Asda mentors. The winning idea - a vegan Dreamy chocolate cake - earned the team a visit to a local bakery supplier to explore careers in the food industry. We're proud to continue these programmes next year, helping young

INSPIRING FUTURE TALENT THROUGH INNOVATION AND SUSTAINABILITY



people build skills, discover hidden careers, and contribute to a more sustainable future.

A royal commitment to sustainability

We also offer **apprenticeships focused on environmental responsibility**, as launched by **HM King Charles III**, such as Sustainability Specialist and Corporate Responsibility and Sustainability, which support our sustainability goals and align with customer values.

Apprenticeships

We're committed to creating an inclusive culture where everyone feels valued, supported, and empowered to reach their full potential.



on an apprenticeship
programme in 2024²

Equity, Diversity & Inclusion

Celebrating Pride at Asda

Asda colleagues proudly support Pride events across the UK. In 2024, our George Pride range marked its third year supporting **Diversity Role Models**, raising awareness and funds to help end LGBTQ+ bullying in schools. Since 2019, we've donated over **£400,000** to this vital cause.



Amplifying LGBTQ+ voices through inclusion and creativity

More than 650 colleagues are members of our LGBTQ+ Inclusion Network, working year-round to foster an inclusive environment for both LGBTQ+ customers and colleagues. In 2024, we launched a new Colleague Advisory Panel, inviting representatives from each Inclusion Network to ensure the voices of under-represented and minoritised groups are directly heard by Asda's Executive team.

Expanding opportunities with DFN Project SEARCH

In 2023, Asda became the first UK supermarket to partner with **DFN Project SEARCH**, offering supported internships for young adults with learning disabilities and autism. By 2024, we expanded to 11 stores, supporting over 70 interns with hands-on training and classroom learning. We're proud to champion inclusion and were honoured to be named **DFN's Host Business of the Year**.



1. [The United Nations Sustainable Development Goals](#)
2. Our specialist programmes, such as Dispensing Optician, Customer Delivery Driver, and Business Change Professional, ensure expert advice and efficient service range from Level 2 to Level 7 (GCSE to Master's equivalent).

Health and Wellbeing

Supporting colleague wellbeing

At Asda, we're committed to creating a culture where colleagues can thrive. We offer a range of emotional, physical, and financial wellbeing support — from our Wellbeing Inclusion Network and wide-ranging benefits to award-winning learning resources.

We're also tackling mental health stigma by training line managers and providing all colleagues with free, unlimited support through our Help@Hand service. Our new 'Looking After My Wellbeing' learning content makes it easier than ever to access practical, engaging support.



We are all colleagues
ONE TEAM

Case study

Mental health learning for leaders

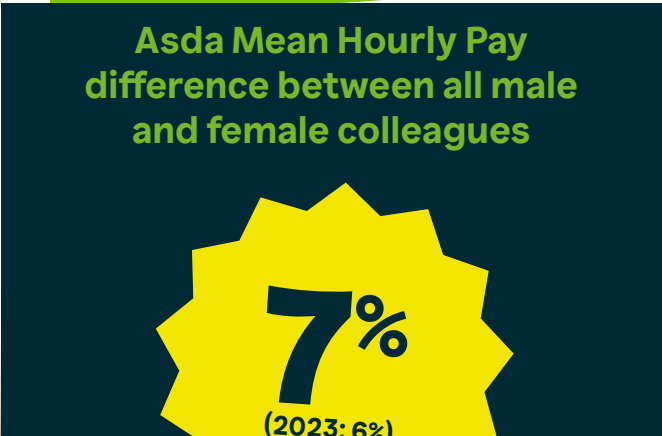
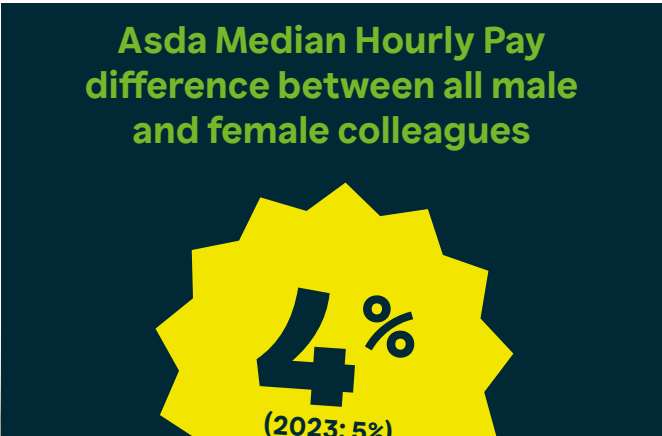
Launched in 2023, our 90-minute 'Leaders - Supporting Colleague Mental Health' session equips line managers with the knowledge and confidence to support colleagues facing mental health challenges. It focuses on understanding the impact of poor mental health, recognising early signs, and providing meaningful support.

We're proud that this initiative earned the "Employee Wellbeing Award" from the Institute of Leadership in May 2024, further validating our commitment to colleague wellbeing.



Measuring the gap

Asda's Gender Pay Report 2024 provides our data across our retail and logistic sectors and demonstrates a year-on-year reduction in its median pay gap.



Supporting local communities

In 2021, we set out our five-year community strategy with the aim of delivering meaningful benefits to the communities we serve. We're proud of the everyday ways our colleagues support their communities through volunteering, fundraising, and local engagement, reflecting Asda's strong community spirit, and we're already planning new activities and commitments to ensure our support evolves with community needs to create lasting, positive impact for years to come.



In 2024, the Asda Foundation committed **£1.2 million** through its Investing in Spaces and Places programme to improve 65 community spaces. **Grants of £10,000–£25,000** supported renovations, repairs, and transformations of indoor and outdoor areas where communities gather and grow.

[Asda Foundation Impact Report 2024](#)

£3,229,392
awarded throughout 2024 via
2,603 GRANTS
to local community groups

Case study

Newport Youth Cafe Project

£23,202

The **Newport Youth Café Project** in **Shropshire** received a **£23,202** grant to renovate its hub and carry out essential repairs, ensuring continued vital services for local young people.

This community project supports the educational, developmental, and leisure needs of young people in Newport and surrounding areas, while also providing training and work experience through its community café.

With funding from the Asda Foundation, the café will improve safety and accessibility by replacing windows, repairing guttering, and addressing electrical and door issues, enhancing the space for all who use it.

"We want to do more to support our community, but our hub building is really in need of repairs. Asda Foundation is really going to help us future-proof and help us to grow as a charity. I am absolutely chuffed to bits!"

**Joanna, Community Officer,
Newport Youth Café Project**



NEW IN 2024

£265,500

Foodbank fundamentals grant

In response to the growing need for food support in communities across the UK, the Asda Foundation launched the new Foodbank Fundamentals grant. This grant is specifically aimed at organisations whose core purpose is to distribute food and alleviate food poverty. Through this initiative, a total of **£265,500** was awarded to support 271 community groups across the UK, with individual grants of **£500 or £1,000**. This targeted funding has helped organisations to continue providing essential items and services to individuals and families facing food insecurity.

Asda Community Champions

Our network of 390 dedicated Community Champions, based in stores across the UK, are at the heart of Asda's local engagement, and play a vital role in connecting with local people and delivering support where it's needed most.



Case study

Community Rooms and Café space

Asda Community Spaces are a central aim of our community strategy creating safe, inclusive spaces for people to connect and support each other. As part of this, Asda provides 29 community rooms across its stores, used by local groups, charities, and organisations for activities such as meetings, events, support sessions, and workshops.

Tiny Happy People have used our community rooms and café space to hold events for around 1,000 children and parents throughout 2024.

"We have been working in partnership with Asda community for the last 18 months to introduce Asda customers and colleagues to Tiny Happy People activities and advice. Access to the wide variety of different spaces across Asda stores is key to engaging with communities across the UK, a direct artery to families for whom which Tiny Happy People was created for. We are thrilled to continue our work with Asda Community with lots of exciting opportunities ahead."

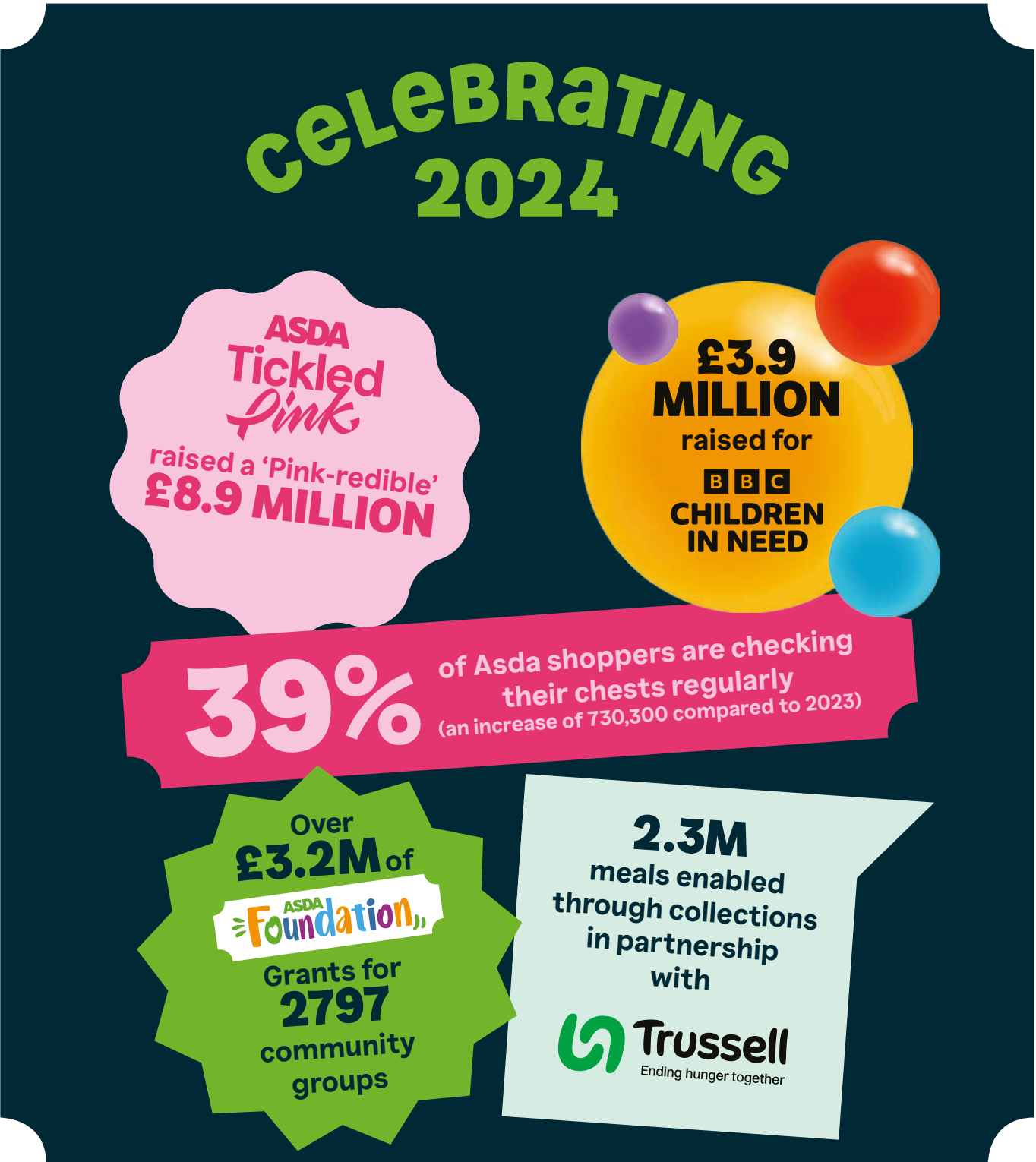
**Gemma Peakall,
Tiny Happy People,
Partnership Producer**



Charity partnerships

It's been a milestone year for our charity partnerships

We're incredibly proud to have won the **Business Charity Award for Best Charity Partnership in Fashion & Retail**—and even more honoured to be named **Overall Business of the Year**. These recognitions reflect the dedication of our team and the powerful impact we can create when business and charity work hand in hand.



Good governance

Asda has a range of committees with board-delegated authority which meet, typically each month, to manage day-to-day operations and decision-making on behalf of the Board.

Committees are chaired and attended by members of the Board and Executive Committee as appropriate, and other relevant members of senior management. These committees operate under clearly documented terms of reference and the remit of each is regularly reviewed and updated as and when required. For more information on our corporate governance, please see our FY24 Annual Report and Accounts.

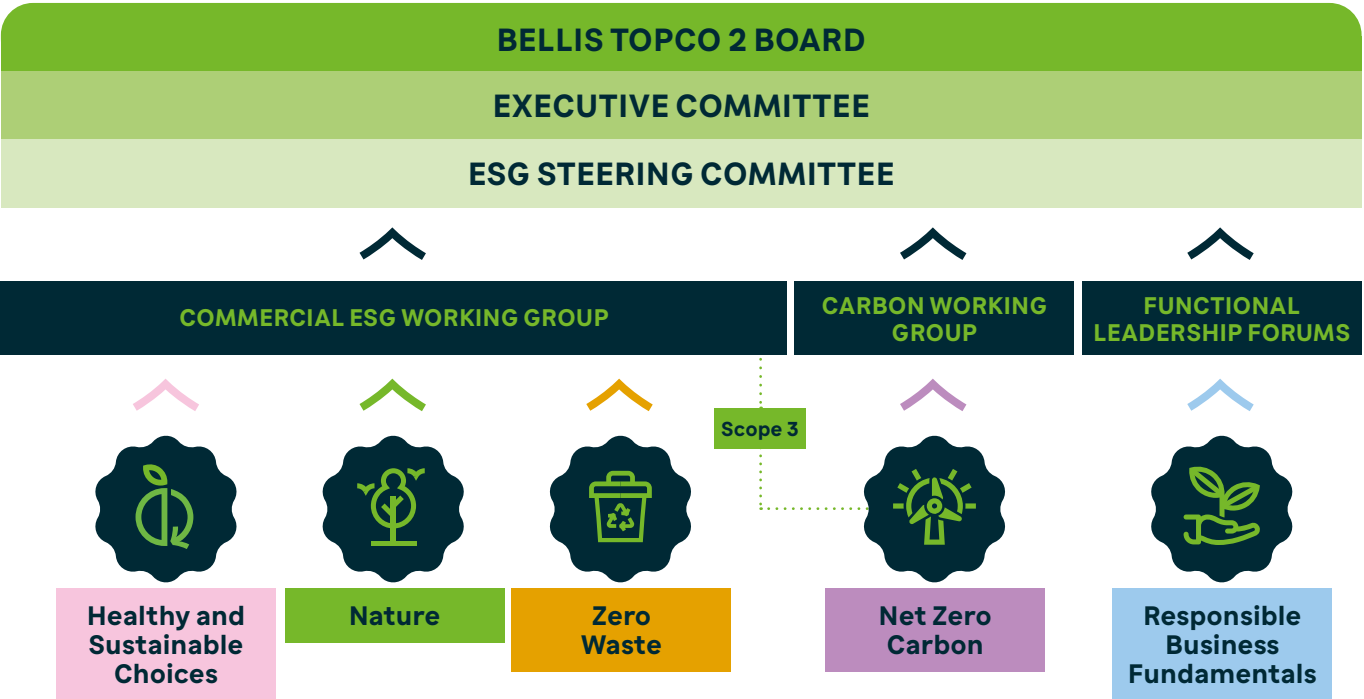
Asda's ESG programme is managed by the ESG Steering Committee, on behalf of the Executive Committee and with oversight by the Board.

The ESG Steering Committee is responsible for:

- Oversight of the definition, direction and progress against Asda's ESG strategic priorities and targets
- Review and approval of disclosures including the annual ESG Report
- Oversight of the management of the Climate Change enterprise risk

In 2024, ESG Steering Committee agenda items included:

- Responsible sourcing and human rights
- ESG Report 2023
- Governance and programme management
- Zero waste strategic priorities, including food waste, eBay partnership, and Leeds Community Shop opening
- Net zero carbon transition plan and target setting
- Climate risk and climate-related financial disclosure
- Zero deforestation policies





COMMITMENT	TARGET DATE	BASE LINE	2023	2024	COMMENTS
HEALTHY AND SUSTAINABLE CHOICES					
Improve the average sales weighted health score of our products year on year	2030	1.83	1.83	1.77	In 2024, the business's overall Health Score improved from 1.83 to 1.77, reflecting a positive shift in the nutritional profile of products sold. This was driven by gains in healthier departments such as Dairy and Salads, alongside reduced volumes in less healthy categories like Beverages & Sugar and Desserts. Enhanced data quality has also enabled more accurate tracking and analysis of health performance across the portfolio.
20% reduction in total (branded and own brand) primary packaging tonnage on food per 1% of market share	2030	36,970 *(previously 27,902)	36,970 *(previously 27,902)	35,185 (YOY: down 3%)	For 2024, performance stands at 35,185 MT of primary packaging per 1% market share, down 3% from the revised baseline of 36,970 MT. This reduction is driven by changes to sales volumes and packaging improvements, including lightweighting initiatives. *Revised baseline has been updated to reflect the 2025 market situation, which includes discounters and a revised market share of 12% in 2023 (the base year). The previous value used for market share in 2023 was 15.9% (Source : Nielsen IQ).

COMMITMENT	TARGET DATE	BASE LINE	2023	2024	COMMENTS
NET ZERO CARBON					
Reduce GHG emissions (Scope 1 & 2) by 50%	2025	957,918 tCO2e -2015	41% reduction on baseline (562,309 tCO2e) Full Scope 1 & 2 including acquisitions - 606,754 tCO2e	48% reduction on baseline (493,031 tCO2e) Full Scope 1 & 2 including acquisitions - 533,633 tCO2e	Our commitment is to reduce the carbon impact of our operational emissions (scopes 1 and 2 as defined within the GHG protocol) by 50% from a 2015 baseline by 2025. Doing so will contribute towards a reduction in the impact and atmospheric pollution of our operational activity. We aim to achieve our target through improved efficiency (energy use and consumption in sites and stores and through logistics) and reducing fugitive emissions production through electrification and fridge doors. Owing to a lack of baseline data, we report progress towards this target excluding the 2023 convenience acquisitions; however, for transparency we also publish our full scope 1 and 2 footprint including these sites. We will include these sites in any future carbon reduction targets. *2023 full estate footprint (including acquisitions) has been restated to include an estimate for fugitive emissions and fleet vehicles which were not included in last year's reporting owing to a lack of available data.
Develop measurement of total value chain emissions (including scope 3), and establish reduction targets	2025	35,399,799 tCO2e -2021	Scope 3 measured: 25,639,199 tCO2e* Original targets validated, but plan to resubmit following business change	Scope 3 measured: 31,976,936 tCO2e	We have a commitment to set a target for ongoing reduction in the carbon footprint of our total value chain emissions in line with the principles of the science based targets. We previously committed to establish a target in 2023, but while we undertook external validation to deliver this target in 2023 with the SBTi, and received validation, we did not publish the targets. Our rapid growth into the convenience market has significantly changed the shape of our business and means the targets we submitted in 2023 no longer accurately reflect the size and shape of our carbon footprint. In 2024 reporting we have worked to integrate and establish Scope 3 reporting for our acquired ASDA express assets and rebaselined our 2021 footprint, which are both published in this report. While in the process of clarifying targets we are cracking on with delivery through supply chain engagement and through our delivery of sustainable choices activity (product, marketing, ranging). *Our 2023 figure does not include Asda Express acquisitions. Our 2024 figure does include our Express acquisitions, and is 9.7% lower than our updated 2021 baseline of 35,399,799 emissions.

COMMITMENT	TARGET DATE	BASE LINE	2023	2024	COMMENTS
NATURE					
50% of fresh food to be sourced from areas with sustainable water management	2030	N/A	2 x catchment projects	2 x catchment projects	As part of our commitment to the UK Food and Drink Pact we aim to help deliver 50% of fresh food in the UK from areas with sustainable water management. This target aims to increase the holistic management of water within our fresh food supply chains, especially those that are large land users, to improve resilience. We aim to achieve our target through collaboration with industry partners & suppliers, prioritisation of catchments and build on programmes of work we are already involved in, such as the WRAP collective actions projects in Spain & South Africa. We are also working to improve the quantification of water catchment status across our supply chains like beef, dairy and lamb to help shape further UK catchment level activity.
Reduce water consumption in our operations year on year	2030	2,372,196 m3	N/A	2,574,390 m3	Reducing water consumption is good for our business and lowers our use of a key natural resource. We aim to reduce our overall water consumption by using water more efficiently across our operations, for example, in a number of our depots we have deployed rainwater harvesting systems and implemented waterless urinals and low usage taps in our stores and offices. Our 2024 water consumption reading reflects the full Asda estate with the exception of our IPL sites. This includes convenience store acquisitions made in 2023, for which we did not have full data to report in our 2023 ESG Report. As such, our overall consumption has increased against our 2023 figure. On a like-for-like basis and based on available data, water consumption decreased by c.175,118 m3. Owing to not all sites having automated meter readers and the inclusion of some estimated meter readings, data for this target is unlikely to be completely accurate, but we report it in the interest of transparency. We continue to look to roll out automated water meters across our estate, after which we will be able to more accurately report on our total water consumption figures.

COMMITMENT	TARGET DATE	BASE LINE	2023	2024	COMMENTS
NATURE					
Fresh food sourced from farms with Biodiversity Improvement Plans in place: (100% produce, 50% beef, dairy, lamb)	2030	N/A	Produce UK 75%**	Produce UK 100%** Global 25%**	Our commitment is focussed on sourcing more of our fresh food from farms working closer with nature by having long term land management plans in place to support biodiversity and habitat improvement. In our produce supply chains we do this via LEAF certification, an integrated farm standard in which a fundamental pillar focusses on long term biodiversity and habitat management. Throughout 2024 we have trialled the use of Land App across our beef, lamb, and dairy supply chains (page 19) to help us understand and develop the right way to support farmers and we will continue to review our approach into 2025. *In 2023, we committed to obtaining the global LEAF Marque Environmental Assurance System across all our fresh produce (UK and Global) by the end of 2025. We have made fantastic progress by the end of 2024, achieving certification across our UK supply chain. Following consultation with LEAF and our supply chain we have extended the deadline for rollout across our global supplier base to 2026, as we work to address nuances in application of the standard across different geographies. At the end of 2024 global uptake stands at 25%.
Zero deforestation forest risk commodities	2025				Removing deforestation from commodity supply chains through risk based sourcing, third party assurance (certification), or demonstrable monitoring, reporting and verification systems. We are working to achieve our overall deforestation targets by establishment through clear sourcing standards, engagement and collaboration.
Certify cocoa in all Asda Own Brand products to Asda standards by 2025	2025	46% (2020)	90%	90%	In 2024, 90% of our entire Asda branded cocoa footprint was Rainforest Alliance Certified, Barry Callebaut's Cocoa Horizons, Fairtrade certified or Cargill's Cocoa Promise, as per our Cocoa Policy. Achieving zero deforestation in our supply chains means working towards no legal or illegal deforestation. Achieving this plays a critical role in reducing Asda's value chain carbon footprint in line with developing science-based targets and allows us to have a positive impact on global biodiversity, ensuring integrity and resilience within our supply chain both economically and environmentally.
All own brand wild caught fish species from MSC certified fisheries or those progressing to MSC certification via a Fisheries Improvement Project by 2025	2025	98% (2020)	99%	99%	Asda aims to source wild caught fish species from Marine Stewardship Council certified fisheries (or those progressing to achieve MSC certification via a Fisheries Improvement Project registered on FisheryProgress.org). MSC certification is a multistakeholder approach to sustainably managing fisheries. The certification is independent against the MSC Fisheries Standard. In 2024 94% of wild caught fish sourced for sale in Asda stores is from MSC certified fisheries, or within an active Fishery Improvement Project. A further 5% of our wild caught fish has previously completed a Fishery Improvement Project, but has stalled in progressing active MSC certification.

COMMITMENT	TARGET DATE	BASE LINE	2023	2024	COMMENTS
NATURE					
Certify (through mass balance, segregated or identity preserved supply chains) all palm oil used in Asda own brand products to RSPO standards by 2025	2025	99.6% (2020)	99.98%	99.49%	In 2024, 99.49% of our Asda branded palm oil footprint was RSPO physically certified through mass balance, segregated, or identity preserved supply chains. 0.49% was covered by credits. This is a 0.49% decrease from 2023, however our segregated footprint has increased from 2023 by 2%. Achieving zero deforestation in our supply chains means working towards no legal or illegal deforestation. Achieving this plays a critical role in reducing Asda's value chain carbon footprint in line with developing science-based targets and allows us to have a positive impact on global biodiversity, ensuring integrity and resilience within our supply chain both economically and environmentally.
Source all soy used in ASDA own brand supply chains from low risk origin or standards meeting defined FEFAC requirements on deforestation by 2025	2025	74% (2021)	81%	68%	In 2024, 68% of our Asda branded soy footprint was certified to mass balance and segregation schemes benchmarked against the FEFAC sourcing guidelines (2021), sourced from low-risk origins, or covered by regional or standard credits. This is a 13% decrease from 2023, this has been driven by a reduction of overall volumes of soy use. Achieving zero deforestation in our supply chains means working towards no legal or illegal deforestation. Achieving this plays a critical role in reducing Asda's value chain carbon footprint in line with developing science-based targets and allows us to have a positive impact on global biodiversity, ensuring integrity and resilience within our supply chain both economically and environmentally.
Certify all timber, paper and pulp used in our non-edible own brand products to FSC or PEFC standards by 2025.	2025	98.6% (2020)	98.79%	99%	In 2024 we achieved >99% Forest Stewardship Council (FSC) or Programme for the Endorsement of Forest Certification (PEFC) in ASDA non-edible grocery timber, paper and pulp products. Note: the 2024 data does not include George general merchandising or homeware.
Develop a natural resources stewardship programme	2025	N/A	N/A	Complete	This has now been completed with the introduction of the new nature strategy in 2024 through which we seek to ensure we have a more resilient value chain, driving a positive impact on key natural resources such as water, biodiversity and soil.
ZERO WASTE					
90% operational waste reused, recycled, redistributed with no waste to landfill	2025	88% (2020)	86.7%	87.7%	At Asda we hate waste of any kind, so reducing operational waste is one of our strategic priorities. We focus on three areas: reduction, redistribution and recycling. Reducing our operational waste is a key part of our Zero Waste strategy to reduce our impact on our environment, retain valuable resources and to increase operational efficiency. We are a zero waste to landfill business since 2019 and continue to move waste up the waste reuse/repurpose/recycling; anaerobic digestion and minimising the waste sent for energy recovery. Recycling or repurposing existing materials also creates less need to extract and produce new materials. We aim to increase all our methods of reducing waste to energy recovery throughout our operations by 2025.

COMMITMENT	TARGET DATE	BASE LINE	2023	2024	COMMENTS
ZERO WASTE					
Reduce food waste by 20%	2025	26,826 tonnes (2015)	29,413 tonnes (+9.6%)*	24,984 tonnes (-7%)	At Asda we hate waste of any kind, so reducing food waste is one of our strategic priorities. Food loss and waste can happen at every stage of the supply chain and as a large retailer we recognise the vital role we play in addressing this issue. Reducing food waste can lower greenhouse gas emissions from food production, transportation and decomposition, and it can also save water, land and energy that are otherwise used to produce food that is never consumed. The reasons for food waste occurring are complex, based on things like forecasting, weather, sales, types of products left unsold and suitability for redistribution. Our strategy focuses on three areas: reduction, redistribution and repurposing. Our 2024 data shows a reduction in food waste of 15.1% YOY and 7% against our baseline. *In 2023 we became aware of industry-wide issues relating to the processing of food waste for animal feed and the possibility that this was being sent to anaerobic digestion. As a result, in 2023 we restated our 2022 figure from 27,836 tonnes to 28,308 tonnes. 2024 data does not include animal feed redistribution but we have restarted animal feed redistribution in 2025. In future reports we will report against the Food and Drink Pact commitment to reduce food waste by 50% by 2030.
100% recyclability of own brand packaging	2025	N/A	88% Recy-clable at Kerbside 7.8% Recy-clable in large stores Total: 95.8%	87.8% Recy-clable at Kerbside 9.7% Recy-clable in large stores Total: 97.5%	The shift toward mono-material, recyclable plastics has improved overall recyclability. Additionally, better data quality on polymer types now allows for more accurate classification.
Use an average of 30% recycled content across all our own brand plastic packaging	2025	24.8% (2019)	28.5%	21.58%	Inflationary pressures and regulatory factors have affected availability and flow of high-quality recycled plastic, limiting suppliers' ability to sustain previous recycled content levels. This challenge is likely to persist through 2025 and beyond. Asda remains committed to working closely with suppliers to understand barriers and support progress toward recycled content goals.

COMMITMENT	TARGET DATE	BASE LINE	2023	2024	COMMENTS
RESPONSIBLE BUSINESS FUNDAMENTALS - SUPPORTING LOCAL COMMUNITIES					
Support children and young people in every Asda community through Asda Better Starts*	2026	0	Target re-evalu-ated	7,070,963 m	In 2024, the number of children and young people supported across our Asda communities was driven by several key initiatives, some of which are high impact and some less so: Café Meal Offers: meals provided to approximately 2.06 million children. Asda Foundation Under 18s Grant: 224,130 beneficiaries between Q1 and Q3. Cashpot for Schools: 4.764m children The Children's Book Project: through our partnership, we collected over 45,666 new and used books in stores, redistributing them to 50 primary schools, with each child receiving two books, reaching approximately 22,833 students.
Boost community wellbeing by providing a safe, inclusive place to meet in Asda communities	2026	N/A	18 Com-munity Rooms 9,174 donations of space in Asda stores	29 Com-munity Rooms 10,000+ donations of space in Asda stores	We opened 11 new community rooms in 2024 giving us a total of 29 community rooms. We have further community rooms planned in 2025. The provision of rooms, alongside additional store space, helped us deliver over 10,000 space donations.
Raise £30m for Asda Tickled Pink over the next five years, bringing our total fundraising to £100m over 30 years	2026	£76.8m (2021)	£7m £90m total	£8.9m £98.9m total	Over the last 29 years our customers, colleagues and suppliers have helped us raise £98.9m (end of 2024) for Tickled Pink. From turning iconic products pink to hiking the highest hills, we do it to raise important funds and awareness for our charity partners. You can now donate at Asda Express locations.
1 million more women from the Asda community regularly checking their breasts by 2026 [Encourage at least 100,000 women from the Asda community, who have never previously checked, to start this important habit.]	2026	0	684,638*	730,000	In November 2024, the annual Great British Check* in survey estimated that 730,000 people checked their chest as a result. Through our Asda Tickled Pink partnership we work with our partners, Breast Cancer Now and CoppaFeel! We aim to drive behavioural change and want everybody to get in the habit of regularly checking their boobs, pecs or chest (52% of Asda shoppers who are women are checking regularly**). Each year we hold a Breast Cancer Awareness month in October when we turn household products that are available to purchase pink. Sales of the products help raise vital funds supporting new breast cancer treatments, education and life-changing support, as well as on pack breast cancer awareness on a range of products. We also encourage everyone, regardless of age, gender, ethnicity to become Real Self-Checkers and establish a regular breast checking routine. *Data is provided by the Great British Check In, customer research run twice per year, pre and post the Breast Cancer Awareness Month campaign. **45% of women as a national average are regularly checking.

COMMITMENT	TARGET DATE	BASE LINE	2023	2024	COMMENTS
RESPONSIBLE BUSINESS FUNDAMENTALS - SUPPORTING LOCAL COMMUNITIES					
Empower 8,000 community groups per year to tackle issues in their local community through Asda Foundation	2026	N/A	5,000	2,603	The original target of empowering 8,000 community groups was set during an exceptional period marked by the pandemic and the cost-of-living crisis. In 2021, our focus was on broad community engagement through accessible, low-value, high-volume funding initiatives such as Green Token Giving and monthly supermarket donations. Residual funds from 2020 were also allocated due to prior delivery challenges resulting from the pandemic. From 2022, our strategy shifted to address rising living costs and evolving community needs. We phased out Green Token Giving, and supermarket donations returned to Asda's remit. Our current approach emphasises greater community impact through higher value grants. Programmes like Grassroots Grants and Investing in Spaces and Places delivered funding to strengthen community groups across the UK. Both concluded their three-year funding cycles at the end of 2024. In 2025, our approach has further evolved to introduce theme-based grants, enabling us to deliver more focused and meaningful impact in communities.
RESPONSIBLE BUSINESS FUNDAMENTALS - COLLEAGUES					
Increase percentage of female General Store Managers to 30%	2025	2021 (24%)	23%	22.2%	Efforts continue to ensure a steady supply of potential leaders into successor positions. We are reviewing our policies and initiatives to drive a more inclusive workplace that ensures our female colleagues can flourish. These include our Intentional Allyship and Activate development programmes, Women in Asda Inclusion Network, flexible working trials, and commitment to being a Menopause Friendly employer.

Find out more about our ESG progress and stories at:
corporate.asda.com/esg-homepage



facebook.com/Asda



x.com/Asda



instagram.com/Asda

