



Impact Report 2025

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Covering the 2025 calendar year, this report outlines Ooni’s company-wide impact and target progress. It is published for transparent corporate reporting, not as a consumer product claim.

Introduction from our CEO

Welcome to Ooni's 2025 Impact Report – my first as Chief Executive Officer.

Having stepped into the CEO role in October 2025, I am privileged to lead Ooni through our next phase of maturity and focus. As part of this leadership evolution, our co-founders Kristian Tapaninaho and Darina Garland assumed dedicated roles on our Board, where they continue to provide strategic guidance, brand guardianship, product innovation and an unwavering commitment to our core vision: creating trailblazing cooking products that feed both people and planet.

My focus as CEO is on bringing operational clarity and discipline to how we deliver on that vision. Part of this means continuing to embed our regenerative business strategy more deeply into our daily work – ensuring it isn't managed in a silo, but directly shapes how we design products and run our business.

In 2025, we sharpened our focus on where our regenerative ambitions can have the greatest impact, and moved from planning into active implementation. We continued innovating across our core product range while also stepping into new product categories with the launches of the Volt 2 and Halo Pro – expanding our electric ecosystem to broaden accessibility for indoor and urban pizza makers, while driving energy-efficient engineering across our range.

As we look to 2026 and beyond, our commitment to building a truly regenerative business remains steadfast. We're continuing to deepen our understanding of our impact and refine how we get there, so that our approach stays ambitious, credible, and able to evolve as we learn. This is a long-term commitment, and we'd rather get it right than move fast for the sake of a headline.

This report shares an update on our 2025 carbon footprint alongside our first formal progress update against our validated science-based targets. We hope it offers a transparent view of where we stand, what we're learning, and our ongoing commitment to doing business responsibly.



Karthik Iyer
CEO

Purpose

Trailblazing cooking products
that feed both people and planet.



Refresher of Ooni's regenerative business strategy

Regenerative ambition

Ooni is a regenerative business by 2050

Regenerative business goals



1. Climate

We go beyond net zero to ensure our value chain captures more greenhouse gases than it emits



2. Water

We protect and replenish the water sources we use at our own sites



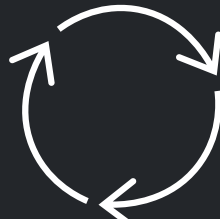
3. Local environment

We enhance the areas around our sites, helping nature, animals and communities to thrive



4. Products

We apply fully circular design principles and processes to ensure our products create zero waste and help the transition to a circular economy



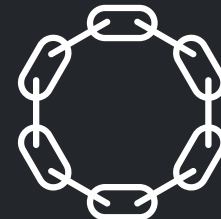
5. Waste and pollution

There is no waste or pollution from any of our sites



6. People

We create diverse workplaces where our teams can thrive and realise their full potential



7. Supply chains

Our supply chains are ecologically restorative, socially just and inclusive



8. Brand voice

We use our voice to help the transition to a future where regenerative mindsets and practices are commonplace



9. Finance

Our investment and tax payments align with our regenerative ambition

Net positive targets

Restorative & regenerative impacts

Break-even

Zero harm targets

- 1.1 We use only renewable energy at all our sites
- 1.2 Our sites emit no greenhouse gases
- 1.3 Our products emit net zero greenhouse gases throughout their life cycle, in line with the Science-Based Targets initiative

- 2.1 All water used in our own sites doesn't harm the environment and is socially equitable

- 3.1 Our physical sites aren't in areas of high social or ecological value
- 3.2 All communities where we operate are covered by policies and mechanisms to pre-empt, identify, assess and mitigate community concerns

- 4.1 Our products are safe to use and don't pollute the environment at end of life
- 4.2 We use only circular inputs and facilitate recovery of product components at end of life

- 5.1 There are no harmful emissions from our sites
- 5.2 There is no waste from our sites

- 6.1 All our employees are safe and healthy at work
- 6.2 All our employees are paid at least a living wage
- 6.3 All our employees have fair employment terms
- 6.4 We employ people from historically marginalised communities in a way that at minimum represents the regional population
- 6.5 We have no unexplained diversity pay gap, and people from historically marginalised communities feel they belong in our workplace culture
- 6.6 We address any employee concerns fairly and transparently
- 6.7 We anticipate, avoid and spot ethical breaches within our value chain, and raise concerns when they occur

- 7.1 Our indirect procurement emits net zero greenhouse gas emissions
- In our supply chains, we avoid or eliminate all hotspots for:
 - Waste and pollution
 - Energy
 - Environmentally harmful water use and water inequity
 - Harmful waste generation
 - Harm to nature, ecosystems and animals
 - Infringement on areas of high social or ecological value
 - Infringement on human rights

- 8.1 All our product communications are honest, ethical and promote responsible use
- 8.2 We address product concerns fairly and transparently
- 8.3 We don't support laws or policies that undermine social or environmental health

- 9.1 Our tax policy meets high standards on ethics, transparency and disclosure
- 9.2 Our financial assets don't cause harm to people or the environment

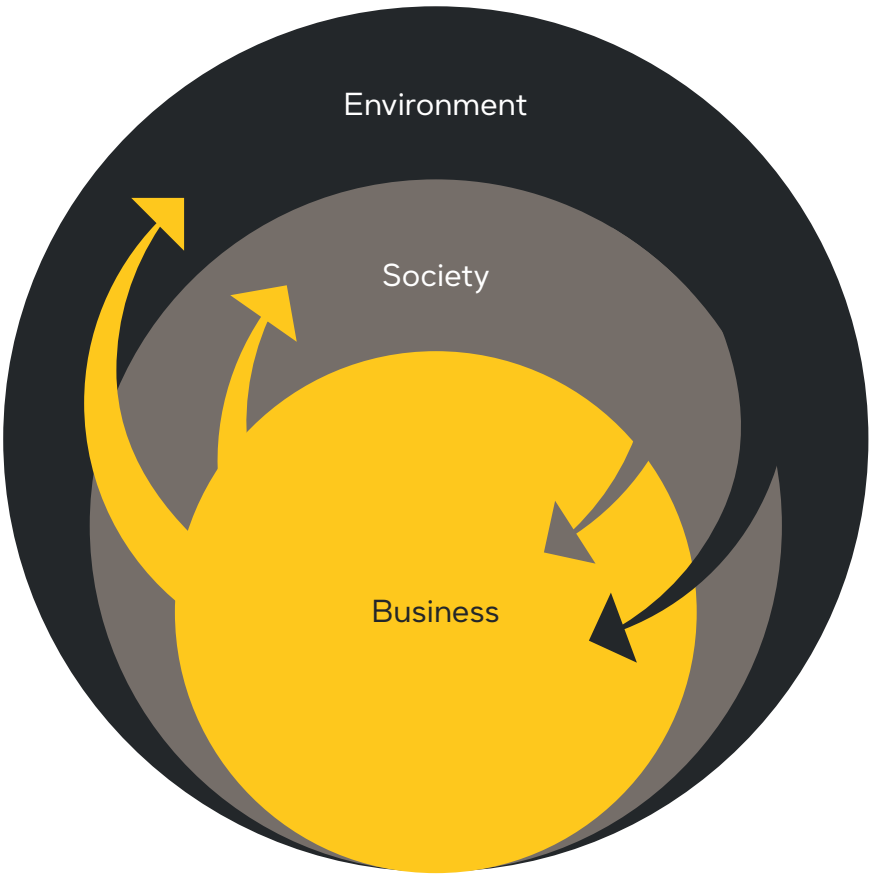
Key 2025 updates

Setting priorities through double materiality

To reach our 2050 regenerative business ambitions, we know we cannot give every goal equal attention and resources at once. In 2025, we completed a Double Materiality Assessment (DMA) to give us an evidence-based rationale to determine which targets to address first.

Double materiality looks at impact from two directions: how our business affects people and the planet, alongside how environmental and social factors present financial and operational risks or opportunities back to Ooni.

While all nine goals remain vital long-term ambitions, the DMA results showed that our most immediate focus must sit within Climate, Products, Supply Chains and People (goals 1, 4, 7 and 6). Specifically, our highest priorities centre on net-zero life-cycle emissions (our SBTi climate target), product circularity and ethical oversight across our value chain. Guided by this evidence, we are directing our energy to these key areas, laying the groundwork for how we organise our work for the road ahead.



Integrating product and regenerative business

Guided by these DMA insights, we evolved our internal setup in 2025 by moving our dedicated Regenerative Business team directly into our Product Programme Management function. Recognising that our product lifecycle and supply chain hold our greatest environmental impact, we made the conscious choice to anchor this team where the work has the greatest leverage. Building full operational ownership across every team is an active long-term process, but this shift puts regenerative priorities directly into the hands of the teams building products and managing our supply chain.

B Corp

As our recertification window approached under B Corp’s new V2 standard, we made the strategic decision not to pursue recertification. The updated standard has rightly raised the bar for global business – a shift we strongly support. However, given the significant operational capacity required to navigate the new framework, we chose to focus our energy where it yields the most tangible results: delivering our regenerative business strategy and progressing our validated science-based net-zero target (SBTi). Operating responsibly remains fundamental to Ooni. We have kept the B Corp commitment in our Articles of Association to consider wider stakeholders in our decision-making,

and we will continue holding ourselves accountable through science-backed goals and transparent reporting.

Supply chain

For details on our supply chain governance, human rights risk management and ethical standards, please see our [2025 Modern Slavery Statement](#).

Impact Fund

In 2025, we continued to support local causes with product donations and backed key charitable partners – contributing to emergency disaster relief with the **Central Texas Food Bank** and supporting the work of **Second Harvest** and **Slice Out Hunger**. In 2026, we’ll be rolling out major donations to support organisations driving long-term, systemic change – those tackling the root causes that our regenerative business strategy seeks to address.

Volunteering

We are proud to give every employee five paid volunteer days each year to support causes close to their hearts. In 2025, our team lent their time and professional skills to support a wide range of initiatives across their local communities. Looking ahead to 2026, we’re focusing on championing this benefit across the business and making it easier for employees to connect with impactful local causes.

Key causes:

Hunger relief & homelessness: Teams prepared and served meals at the Caritas Community Kitchen in Austin, Texas and the Cyrenians food depot in Edinburgh, Scotland while others supported the West Lothian Foodbank and hosted pizza sessions for local carers.

Youth, education & inclusion: Employees mentored young people through surf therapy sessions with The Wave Project Scotland and supported events with Art Spark Texas and Aberlour Children’s Charity.

Local community support: Whether running pizza-making workshops for hospitality students, fundraising at local markets, or supporting the River Kids annual Christmas toy appeal, our team gave back right where they live and work.

Climate and SBTi progress update

Climate introduction

2025 marked an important step for us: the Science Based Targets initiative (SBTi) formally validated our climate targets. This formalises our commitment to drive down absolute emissions across our entire value chain over the next 25 years and gives us a clear baseline to measure our progress against.

To turn these targets into action, we moved our Regenerative Business function directly into Product Programme Management (as highlighted in our [2025 key updates](#)). Grounding our climate strategy right inside the teams designing and building our products puts our decarbonisation effort where we have the greatest operational leverage.

While we have previously calculated our full carbon footprint and reported our operational emissions in line with SECR¹ requirements, this report marks our first formal progress update against our validated SBTi targets.

Going forward, we will publish our full GHG inventory and target progress annually. Our reporting period covers a financial year running from 1st January to 31st December.

This report covers two years:

- **FY24 emissions** – extrapolated from FY23 figures using turnover as a scaling factor.
- **FY25 emissions** – calculated in full using primary activity data. As such, this report’s analysis and narrative focuses primarily on FY25 performance.

This section outlines our validated SBTi targets and tracks our FY23–FY25 emissions. It also details recent methodology refinements, key progress to date and our 2026 priorities for delivering on our science-based net-zero pathway.

Our validated SBTi targets²

These science-based targets are measured against our validated FY23 base year and define our climate action going forward.

View our validated targets on the official SBTi dashboard [here](#).

Direct and value chain emissions (Scopes 1 & 3):

- **Near-term:** Reduce absolute GHG emissions by 54.6% by 2033.
- **Long-term:** Reduce absolute GHG emissions by 90% by 2050.

Purchased electricity (Scope 2):

- **Near-term:** Source 100% renewable electricity by 2030.
- **Long-term:** Maintain 100% renewable electricity sourcing through 2050.

Overall Net-Zero Target:

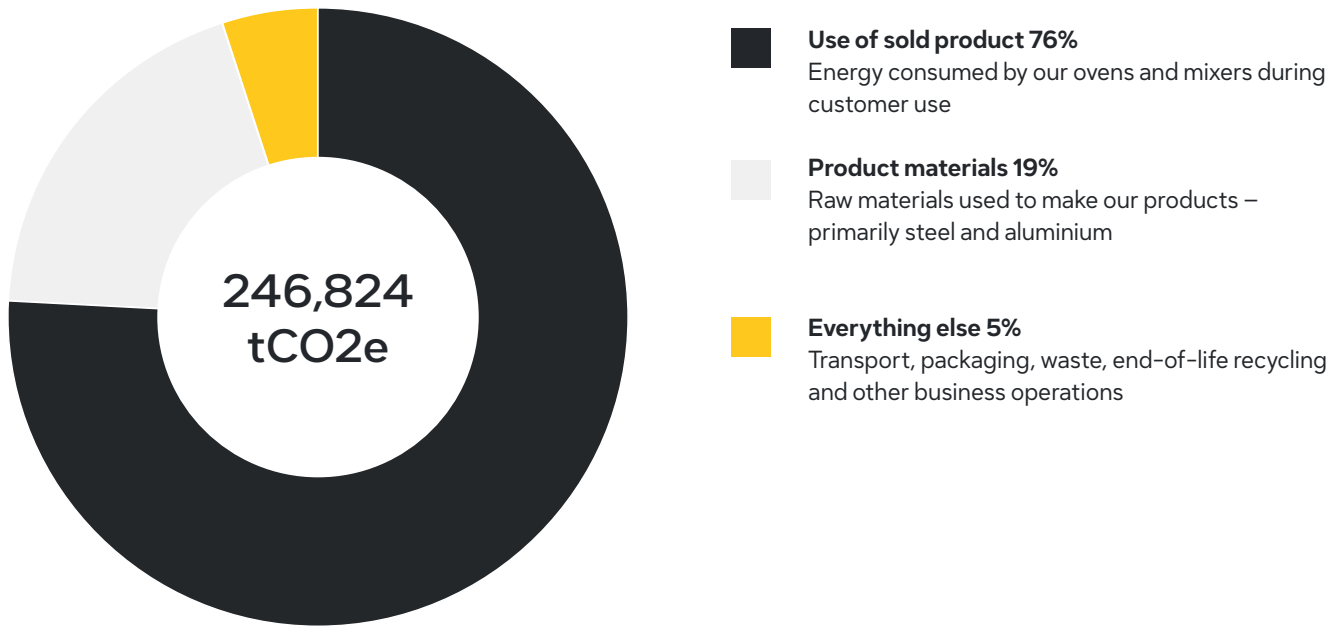
Reach net-zero GHG emissions across our entire value chain by 2050 (this includes the removal of residual emissions via carbon removals at the point of net-zero).



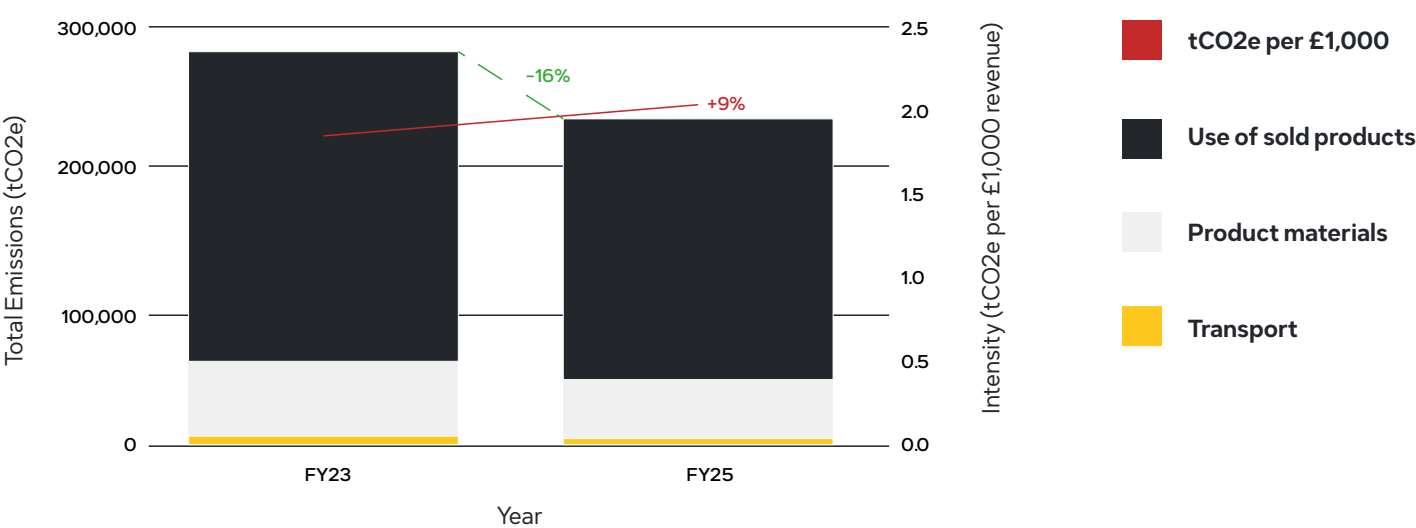
¹ UK Government’s Streamlined Energy and Carbon Reporting (SECR)
² Net-zero and long-term targets were set according to the SBTi Corporate Net-Zero Standard Version 1.2 and Net-Zero Tool Version 1.1, consistent with the Pathways to Net-Zero: SBTi Technical Summary Version 1.0.

2025 Progress Summary

FY25 total emissions breakdown



FY23 to FY25 total emissions and intensity metric



Note: Absolute emissions decreased by 16% primarily due to changes in overall unit output and market demand, whilst carbon intensity rose (+9% per £1k revenue) due to product mix shifts.

Use of sold products (“use-phase”) – which includes the energy consumed by customers using our ovens and mixers – remains our largest emissions category at 76%. This is followed by the raw materials used in our products (18%) and transport (2%).

Overall, total GHG emissions decreased by 16% (from 294,341 tCO₂e in FY23 to 246,824 tCO₂e in FY25). This absolute reduction was primarily driven by changes in total product volume and unit delivery rather than product decarbonisation. This is reflected in our carbon intensity metrics, which increased (+4% per oven/mixer sold, +9% per £1,000 revenue) due to a product mix shift toward larger gas-powered oven models – though this was partially offset by our growing electric lineup. Because the vast majority of our impact sits within our products, reaching our 2033 SBTi targets requires active product-level decarbonisation – which we are directly addressing through new product design targets.

Sharpening our footprint: 2025 data progress

2025 was a big year for improving our data. By switching from broad estimates to real-world tracking, we now have a much clearer map of our footprint to drive our ongoing reduction work across the business.

1. A more realistic use-phase model

Modelling our product use – we updated our calculations from a conservative assumption – which treated every oven as running at full power for a full hour – to a real-world “Cooking Event” model. This reflects actual cooking stages (heat-up, active use, stone recharge) and each product’s specific energy consumption.

Capturing product innovation – this shift allows us to quantify the benefits of engineering advances across our range, including our Volt 2 electric oven. Powered by Pizza Intelligence™ – our most advanced oven control system yet – the oven dynamically adjusts power draw rather than running continuously at full load. Measuring energy input across typical use cycles gives us a much more accurate measure of actual energy consumption and use-phase emissions in our footprint.

Enhanced multi-fuel tracking – for our multi-fuel ovens, we now use regional gas burner sales data to better estimate how often customers cook with gas versus wood.

Regional electric grid factors – we started tracking where our electric products are actually used, so we can factor in the carbon intensity of local power grids and capture savings as electricity becomes greener over time.

Refining our baseline

Carbon reporting will always rely on estimates, but refining our approach gives us a truer picture of real-world use. The above shifts reflect both improved data accuracy and tangible engineering improvements. In total, the updated model reduced use-phase emissions by 43,655 tCO₂e, bringing our overall carbon footprint down by 13%.

As part of our SBTi targets, we have a recalculation policy where any methodological change altering baseline emissions by 5% or more triggers an official restatement. Because this update reduced our baseline emissions by 13%, we recalculated both FY23 and FY24 to ensure clear, like-for-like comparisons across all years. We reviewed this update against the latest SBTi guidance and confirmed that our validated targets remain active and unchanged.

2. Product-specific material insights

We shifted toward tracing raw materials down to individual products rather than relying solely on company-wide totals. This gives our Product team the insight needed to target carbon hotspots in future product updates – including using primary data from key suppliers to model the potential savings recycled metals can deliver.

3. Transport

We upgraded from broad estimates to shipment-level tracking using actual carbon data from key carriers. Alongside this better data, we continued prioritising sea freight for inbound logistics to avoid high-emission air freight.

Full GHG inventory FY23-FY25

Here is our full GHG inventory and progress from FY23 to FY25:

		tCO2e (tonnes of carbon dioxide equivalent)			
Scope	Emissions scope	Base year FY23	Rebaselined FY23 ³	FY24 ⁴	FY25
1	Stationary combustion	18	18	14	20
	Mobile combustion	No emissions in this category			
	Process emissions	No emissions in this category			
	Fugitive emissions	20	20	65	46
2	Electricity (market-based)	245	250	73	81
	Electricity (location-based)	269	286	241	213
3	3.1 Purchased goods & services	61,556	61,551	46,101	51,795
	3.2 Capital goods	642	642	519	627
	3.3 Fuel & energy related activities	86	86	73	68
	3.4 Upstream transport & distribution	3831	3831	2740	2177
	3.5 Waste	8	8	6	16
	3.6 Business travel	360	360	265	444
	3.7 Employee commuting	507	507	375	376
	3.9 Downstream transport & distribution	2293	2293	1702	2150
	3.10 Processing of sold products	No emissions in this category			
	3.11 Use of sold products	265,943	222,288	165,027	187,189
	3.12 End of life treatment of sold products	2463	2463	1829	1826
	3.13 Downstream leased assets	No emissions in this category			
	3.14 Franchises (licensing partners)	No emissions in this category			9
	3.15 Investments	No emissions in this category			
Total	Scope 1, Scope 2 (market-based) & Scope 3	337,972	294,341	218,796	246,824

³FY23 restated to reflect updated methodology and better data quality.
⁴FY24 Scope 3 extrapolated from FY23 using turnover.
Note on verification: our GHG inventory is calculated in partnership with an external consultancy, but it is not currently verified by a third-party verification body.

SBTi near-term targets progress table

Scope	Baseline year FY23	Current year FY25	% Change	Target goal	Target year	Target completion %	Actions taken to date	Next steps (2026 priorities)
Scope 1 <i>Direct operations</i>	37 tCO2e	66 tCO2e	+ 76%	- 54.6%	2033	Off track	UK workshop refurbishment: Removed gas heating and new electric product launches spread testing fuel mix across electricity, wood and gas. Key driver: Growth in US office gas use.	International offices: Partner with global offices to audit gas usage and apply UK learnings.
Scope 2 <i>Purchased electricity - % renewable</i>	25.8%	70%	+169.2%	100%	2030	60% complete	Renewable tariffs: Secured 100% renewable electricity sourcing across both UK offices. Key driver: UK office tariffs.	- International offices: Work with landlords to switch remaining global office tariffs to 100% renewable electricity. - Scope categorisation: Review site categorisations (Scope 1 & 2 vs Scope 3 leased assets) per GHG Protocol accounting standards.
Scope 3 <i>Value chain</i>	294,058 tCO2e	246,677 tCO2e	-16.10%	- 54.6%	2033	30% complete	- Halo Pro and Volt 2 launches: Expanded electric product offerings, growing the proportion of lower-carbon options in our portfolio. - Use-phase data improvements: Transitioned to an activity-based 'Cooking Event' model to capture real-world usage and smart oven efficiencies (see here), while integrating regional grid factors and gas burner sales. - Product materials data: Identified carbon hotspots and verified recycled metal savings in key product lines through component-level data. - Shipment-level transport data & sea freight: Upgraded to primary carrier tracking data while prioritising sea freight over high-emissions air freight. Key drivers: reduction driven by wider market dynamics and unit output, whilst carbon intensity increased (+4% per oven/mixer unit) due to shift toward larger, heavier ovens.	- Product regen targets: Set 'Regen' decarbonisation targets for all new products launching from 2028 - focusing on fuel efficiency, electrification, recycled metals and circular design. - Regen champions: Develop dedicated product team members focused on key decarbonisation target areas. - Low-carbon & circular design training: Upskill product teams to integrate low-carbon and circular principles into early product development. - Roadmap alignment: Reforecast SBTi 2033 pathway against our product roadmap to to map decarbonisation timelines and address target gaps.

Note: FY24 emissions were calculated using extrapolation rather than a full GHG inventory assessment and have been omitted from this table to maintain data comparability between full inventory cycles. We track progress against our near-term targets here, as delivering on these directly drives our broader 2050 net-zero pathway.

Appendix

Data exclusions, methodology and future frameworks

Category	Summary and approach
Exclusions and data limitations	• Franchises / licensing partners (category 3.14): due to a lack of data, two licensing partners have been excluded from our GHG inventory. The impact is considered to be minimal. We will continue to engage with them to gather activity data for future inventories. • Data gaps: minor gaps across remaining categories are estimated using suitable proxies. • Irrelevant scope 3 categories: the following are not relevant for our business and therefore have been excluded from our GHG inventory: » Upstream Leased Assets » Processing of Sold Products » Downstream Leased Assets » Investments
Carbon offset credits and avoided emissions	We do not currently purchase carbon offset credits outside our value chain.
Planned milestones for residual emissions & neutralisation	Following our FY23 rebaselining and FY25 inventory, we will update our net-zero model in 2026 to project residual emissions for our 2050 target year. This will inform our long-term carbon removals strategy.
Beyond value chain mitigation (BVCM)	Formal BVCM activities were not claimed for FY25. However, we have a history of supporting broader climate action through charitable funding for environmental groups - a commitment continuing in 2026. We will formalise our long-term BVCM framework in 2027.
Climate transition information and progress	Governance and roadmap alignment: in 2026, we will integrate sustainability metrics into our early-stage product design while updating our net-zero model against our 5-year product roadmap. Future frameworks: we will use 2026 to evaluate internal governance structures and decarbonisation levers, which will inform our long-term transition approach. Reporting note: as internal indicators and product-level metrics are defined through these 2026 processes, relevant updates will be shared in future annual reports.
Ecodesign (ESPR) disclosure	We are currently assessing the applicability of the EU Ecodesign for Sustainable Products Regulation (ESPR) regarding disclosures on unsold consumer products and will provide an update in our next Impact Report once our review is complete.





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