



2025 IMPACT REPORT

156,984,983 MEALS SAVED
through our business solutions.

423,859 TONNES / 467,225 US TONS CO2E AVOIDED
by saving food from going to waste.



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Redistributing surplus food is one of the smartest ways to solve an incredibly wasteful problem.



A WORD FROM OUR CEO

The work continues.
The impact scales

2025 was a year that demanded pragmatism. As economic pressure grew and global uncertainty continued, the conversation around sustainability changed too. The world moved away from abstract sustainability goals toward proven, immediate solutions that work for both the planet and our pockets.

Reducing food waste is one of those solutions. It is one of the few climate challenges where simply getting more from what we have delivers a measurable win for consumers, businesses and the environment simultaneously. In 2025, we focused on scaling exactly that.

Lasting Impact

At Too Good To Go, we continued building technology that makes it easier to connect surplus food with people who can use it. And as we grew, one thing became increasingly clear: tackling food waste requires action across the entire food value chain, not just one solution. That belief shaped our year.

We strengthened the foundations of our business, invested in long-term scalability, expanded across Asia Pacific, and continued proving that fighting food waste is not just good for the Planet. It is good for business too.

Here’s what that looked like in 2025:
Real change happens when millions move together.

- **Our community saved just shy of 157 million meals from going to waste**, avoiding 424 thousand tonnes* of CO2e emissions and 127 billion litres** of unnecessary water use in the process.
- **Our community grew to 120 million registered users and 200,000 active partners**, a testament to the power of collective action
- **Too Good To Go expanded our APAC region and launched in New Zealand**, where the response from Kiwis and partners alike was overwhelmingly positive, underscoring the universal readiness

to fight food waste together.

- **In 2025, Too Good To Go became active in all 50 US states**, officially launching in 26 new cities nationwide.
- **We grew our Too Good To Go Parcels offer** enabling manufacturing brands to turn surplus into opportunity across ten countries.

The Direction is Clear

Every meal saved proves the same thing: climate action does not have to mean sacrifice. Often, it simply means making better use of what already exists.

And we are far from done. We will continue scaling the Marketplace, challenging waste across the food system, and proving that redistributing surplus food is one of the smartest ways to solve an incredibly wasteful problem.

Mette

Mette Lykke
CEO, Too Good To Go

THE BIGGER PICTURE

Why it matters

Food waste is a global challenge, but it’s also one we can solve. And the more we understand it, the more effectively we can fight it together. If you want to learn more about the food waste issue, visit toogoodtogo.com.

Let’s see where food waste occurs.

Globally, an estimated

2.5
billion tonnes* of food
are wasted every year**

That’s equivalent to

80,000
meals per second
(assuming one meal is 1 kg of food.)

and a financial cost of around

\$1.1
trillion annually***

* 2.8 billion US tons. **WWF, 2021. *** WWF, 2024

Global average FOOD SUPPLY CHAIN

FOOD LOSS



Production
1.2 BILLION TONNES
1.3 billion US tons
(45%)



Logistics, Processing & Distribution
436 MILLION TONNES
481 million US tons
(16%)

FOOD WASTE



Retail
131 MILLION TONNES
144 million US tons
(5%)



Food Services
290 MILLION TONNES
320 million US tons
(11%)



Households
631 MILLION TONNES
696 million US tons
(23%)

Sources: WWF, 2021; FAO, 2019; UNEP, 2024

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OUR NUMBERS

Since we began in 2016, we've worked alongside our community of users and partners to save as many meals as possible. Thanks to their passion and hard work, we're proud to share that together we've now saved over **600 million meals from going to waste across 20 countries worldwide.**

None of this would have been possible without the people behind the numbers, and there's a truly astounding amount of you:

120+ **MILLION
REGISTERED
USERS**

200+ **THOUSAND
ACTIVE
PARTNERS**

2025

156,984,983

2024

135,451,474

2023

121,683,097

2022

83,582,424

2021

52,554,010

2020

28,615,597

2019

19,126,158

2018

6,497,258

2017

1,956,144

2016

479,454

MEALS SAVED
GLOBALLY
2016 to 2025



NEW ZEALAND EXPANDING OUR FOOTPRINT IN APAC

KIA ORA (kee.ah or.raah)! In 2025, we were thrilled to say *Kia ora* to New Zealand. This Māori phrase is more than just hello. It expresses life, health, and wellbeing, values that sit at the very heart of the Too Good To Go mission.

Waking Up to Waste

New Zealand is a nation of nature lovers, yet many Kiwis were unaware of the scale of the local food waste challenge. Around one third of all food is wasted across the country each year, costing the economy an estimated **\$3 billion** annually (*Rabobank, 2025*).

To help change that narrative, we launched in Auckland in October, home to a quarter of the country’s 5 million residents (*World Population Review, 2025*).

The response from Kiwis and our partners was incredibly welcoming, with the community quickly embracing the concept. Fuelled by positive media coverage from *The New Zealand Herald*, *Stuff*, *RNZ*, and *Denizen*, Too Good To Go soared to **number one in the App Store**.



Demand exceeded expectations, with our launch partners selling out entirely during launch week. Just one month later, the momentum continued, with over **10,000 meals** already saved from going to waste.

To further strengthen our commitment to the region, we joined the **Kai Commitment**, a non-profit initiative uniting businesses and government to reduce food waste across the country. Together, we are helping ensure good food continues to be eaten, not wasted.

UNITED STATES CONTINUED IMPACT

In 2025, Too Good To Go launched in **26 new cities** across the country, with this reaching a presence in all 50 states across the US.

Since launching in August 2025, Las Vegas has quickly emerged as a standout leader in our U.S. network. In less than a year, it has already ranked among the top 30 cities for average meals saved – demonstrating how rapidly a high-volume hospitality market can adopt surplus food solutions at scale.

We also further expanded our footprint in the Northeast through a coordinated launch across upstate New York, including Albany, Rochester, Buffalo, and Syracuse. This multi-city rollout brought Too Good To Go to several major university towns and surrounding urban centers at once, tapping into highly engaged student populations, where affordability and sustainability are top of mind.

We’ve also seen strong engagement from users in Nashville, a fast-growing city with a strong restaurant and tourism economy, and Memphis, where community and value-driven consumption play a central role.

This growth momentum is reflected in the numbers. When Too Good To Go first launched in the U.S., it took 15 months to save the first million meals – today, the app helps save more than a million meals every single month.

HOW WE FIGHT FOOD WASTE TOGETHER

- Solution 1

CONSUMER MARKETPLACE

The world's largest B2C marketplace, connecting 120,000,000 registered users with surplus food from 200,000 active partners across 20 countries.
- Solution 2

TOO GOOD TO GO PLATFORM

A modular AI powered end-to-end surplus food management solution that enables grocery retailers, from hypermarkets to convenience stores, to unlock value from excess inventory.
- Solution 3

TOO GOOD TO GO PARCELS

Tackling surplus food from manufacturers, sold and delivered to consumers, now available in 10 countries.
- Solution 4

LOOK-SMELL-TASTE INITIATIVE

Educating households that a product past its Best Before date could still be good to eat. Today, more than 7 billion product packages display the Too Good To Go Look-Smell-Taste label.



OUR PARTNER COMMUNITY

Across stores of all sizes and segments, partners are adopting our solutions to tackle food waste at every stage. From Expiry Date Management and AI-Powered Discounting, to Point-of-Sale integrations and Special Rewards, we're working together to unlock operational efficiencies and create more value from surplus food.

Across all 20 markets, one theme stood out: **Technology accelerates impact against food waste at scale and our partners are leading the charge.**



“

Through our partnership with Too Good To Go, we’ve now helped save more than 6 million meals from going to waste across the UK. What began in 2021 has grown into a strong collaboration that helps us further reduce food waste at scale across our shops, supports our wider redistribution channels, and makes it easier for customers to enjoy good food at great value. Built on the commitment of our shop teams and customers, the partnership with Too Good To Go continues to make a meaningful impact in helping us tackle food waste.

GILLIAN LONG

Retail Operations Director, Greggs

^{*}Based on an economy trip: Frankfurt – New York – San Francisco – Tokyo – Dubai – Frankfurt. (Myclimate, 2025). ^{**}Based on average daily household water consumption of 100 per capita (Water UK, 2020) with a population of 70 million (Worldometer, 2025). ^{***}Royal Parks, 2025.

Meals saved since joining Too Good To Go

6,780,000

Tonnes of CO2e avoided so far

18,306

(20,179 US tons)

Equivalent avoided CO2e emissions of flying 3,181 passengers around the world.*

Liters of water preserved so far

5.5 BILLION

(1.5 billion US gallon)

Almost 50% as much as the UK’s daily municipal water consumption.**

Squaremeter of land use avoided so far

19 MILLION ANNUALLY

(204 million square feet)

A place 13.4x larger than the size of UK London Hyde Park.***

Solution implemented

TOO GOOD TO GO MARKETPLACE

“

At Appleby Westward addressing food waste is a key part of our ongoing commitment to sustainability. It’s not just about reducing costs, it’s about running efficient stores and doing the right thing for the planet and society. For us, Too Good To Go Platform is a no brainer – It’s a smart operational tool that helps store run more efficiently, recover profit from surplus food and reduce food waste at the same time. It’s good for business and good for the planet.

CHARLES DUTHIE

Retail Operations Director, SPAR UK (Appleby Westward)

^{*}With 280 g CO2e per cup using 18 g of coffee (Nab, C., & Maslin, M. 2020). ^{**}Based on a volume of a pool of 2.5 million litres; 50 meters long, 25 meters wide and 2 meters deep. (Artemis, 2026). ^{***} Royal Parks, 2025.

Meals saved since joining Too Good To Go

8,720,000

Tonnes of CO2e avoided so far

23,544

(25,953 US tons)

Equivalent avoided CO2e emissions of brewing around 84 million cups of coffee.*

Liters of water preserved so far

7.1 BILLION

(1.9 billion US gallon)

Equivalent to filling over 2,800 Olympic swimming pools with water**

Squaremeter of land use avoided so far

24 MILLION ANNUALLY

(263 million square feet)

A place 17.2x larger than the size of UK London Hyde Park.***

Solution implemented

TOO GOOD TO GO MARKETPLACE

EXPIRY DATE MANAGEMENT+

AI-POWERED DISCOUNTING

“

Bakers Delight recognises that there is no single solution to food waste, which is why our partnership with Too Good To Go plays such an important role in helping us work towards our 2030 ambition to reduce Scope 1, 2 and 3 emissions by 30% and divert 80% of food waste from landfill. We now have over 400 bakeries across our network using Too Good To Go to divert perfectly good product from landfill, while simultaneously supporting and delighting their communities. Our partnership with Too Good To Go has proven to be a true win for everyone - a win for our franchisees, a win for our customers and a win for the environment. We remain committed to working together into the future to further reduce waste and create positive impact across our network.

ANDREW PAJIC

Head of Store Solutions & Sustainability, Bakers Delight

^{*}Using Australian average electricity mix (Ember, 2025); (Energy Institute, 2024). ^{**}Based on residential water use of 163 litres per person per day in 2023–24 (Melbourne Water, 2024) with a population of 27 million (Worldometer, 2025). ^{***}City of Sydney, AU Gov (2025).

Meals saved since joining Too Good To Go

941,000

Tonnes of CO2e avoided so far

2,540

(2,800 tons)

Equivalent to the production of 4.6 million kWh of electricity*

Liters of water preserved so far

762 MILLION

(201 million US gallon)

Almost 20% as much as Australia’s daily residential water consumption**

Squaremeter of land use avoided so far

2.6 MILLION ANNUALLY

(28 million square feet)

A place 16.5x larger than Australia Sydney Hyde Park***

Solution implemented

TOO GOOD TO GO MARKETPLACE

POINT OF SALE INTEGRATION

“

I’ve always had a personal aversion to waste, it just doesn’t resonate with me. At Tony Boloney’s, we refuse to reheat day-old slices just to avoid throwing food out, but that commitment to quality created real challenges. Too Good To Go gives us the flexibility we need without compromising who we are. It helps us manage the ‘massively elastic’ nature of our pizza displays, keeps our counters full for customers, and lets our team make better decisions throughout the day. Most importantly, it allows us to reduce waste in a way that aligns with our values and still recover value from food that would have otherwise been lost

MIKE HAUKE

Founder, Tony Boloney’s

^{*}One way trip of 151.4 km (94.1 miles) assuming North American car traffic with average car consumption of ~8.7l/100km (27.1 mpg), and average weight of 2,013kg (4,439 pounds). (EPA, 2024). ^{**}Our World in Data - Clark et al (2022). ^{***}Dimensions (2026).

Meals saved since joining Too Good To Go

15,560

Tonnes of CO2e avoided so far

42

(46 US tons)

Equivalent to the emissions associated with 1,400 car trips between New York and Philadelphia*

Liters of water preserved so far

12.6 MILLION

(3.3 million US gallon)

Equivalent to the water used to produce 52 tonnes (57 US tons) of bread**

Squaremeter of land use avoided so far

43,568 ANNUALLY

(468,962 square feet)

The size of almost 8 times an American football field***

Solution implemented

TOO GOOD TO GO MARKETPLACE



OUR INITIATIVES

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LOOK-SMELL-TASTE BEFORE YOU WASTE

Empowering consumers to trust their senses

Household food waste remains one of the biggest drivers of food waste globally, with 631 million tonnes (696 million US tons) of food waste occurring at households (UNEP, 2024).

One of the key contributors to household food waste is confusion around date labelling.

To clarify the difference between the two most common labels:

- **Use By** dates relate to **food safety**. After this date, food may no longer be safe to eat and should be consumed or frozen by the date shown.
- **Best Before** dates relate to **food quality**, not safety. They indicate how long a product is expected to stay at its best. Many foods are still perfectly good to eat after this date.

Confusion between these labels has a real impact. Misunderstanding Use By and Best Before dates accounts for around 10% of avoidable household food waste in the EU (European Commission, 2018), 20% in the US (FDA, 2024) and 25% in Canada (Second Harvest, 2026).

Startling facts like these inspired us to take action. In 2019, we launched the **Look-Smell-Taste** initiative to empower people to trust their senses and make confident decisions about the food they have at home.



NEW

LOOK-SMELL-TASTE TALK

Our “Let’s Talk Dates: UB and BBD on Dairy” webinar raised awareness on date labelling to cut food waste and boost donations.

The discussion, co-hosted by Danone, Global FoodBanking Network, and FEBA and attended by brands, policymakers, and NGOs, focused on how date label confusion impacts waste and highlighted best practices for dairy date changes and consumer education.

Fighting food waste takes more than technology alone.

Alongside our business solutions, we invest time and resources in initiatives that support education, help shape policy, strengthen communities, and improve access to food. These programmes help us extend our impact beyond our core operations.

THE NUMBERS

480

Brands are currently using the 'Look-Smell-Taste' label on their products of which 45 we welcomed in 2025.

8,976

SKUs* now carry the 'Look-Smell-Taste' label - a 23% increase on last year.

7 BILLION+

Estimated yearly product packages carrying the 'Look-Smell-Taste' label.

15

Countries represented by the brands - across Europe: Austria, Belgium, Denmark, France, Germany, Ireland, Italy, Poland, Portugal, Spain, Sweden, Switzerland, The Netherlands, United Kingdom; and in North America: Canada.

* Stock Keeping Unit, which is a combination of letters and numbers that businesses assign to products for internal tracking.

HOW DOES THE LOOK-SMELL-TASTE LABEL PERFORM?

Our annual brand tracking survey gives us valuable insight

WHAT WE DISCOVERED

35%

of people report having seen the label.

75%

believe the label is clear.

76%

stated that after seeing the label, they used their senses to assess a product past its Best Before date.

(Kantar Insights, 2025)



Our senses are powerful tools, and often the best guide we have in the kitchen. So before throwing food away, why not look, smell, and taste? You might be surprised by how much good food can still be saved.

NEW RESEARCH

Confusion around date labels remains a challenge

Despite our ongoing efforts, the latest research shows that confusion around date labels remains a challenge and continues to deserve our full attention.

New research from *Opinium* (17,500 respondents across 10 markets) and

Dalhousie University (Canada) show that consumers themselves recognise there is room to improve when it comes to food habits at home. Most people know they should check food before throwing it away, but most still default to the date on the label.

DR. SYLVAIN CHARLEBOIS

Senior Director at Dalhousie's Agri-Food Analytics Lab

This research helped quantify for the first time the annual cost of food waste related to Best Before dates confusion in Canadian households. The Best Before date remains the primary factor for consumers in deciding whether food is eaten or discarded – which shouldn't be the case for products carrying this label. Educational initiatives like 'Look-Smell-Taste' are essential to help consumers move from knowledge to action and reduce avoidable food waste.



WHAT PEOPLE SAY

73%

report using their senses to assess food.*

64%

agree that people are not sufficiently educated about date labels.”

WHAT PEOPLE DO

63%

still rely solely on Best Before dates to decide whether a product is safe to eat.*

50%

have thrown away food because they were unsure whether it was still safe to eat.”

23%

often threw away food once it has passed the Best Before date.”



PUBLIC AFFAIRS

Working with policymakers, businesses, and civil society is essential to driving lasting change

Throughout the year, we actively contributed to key policy discussions across Europe and the UK - helping shape legislation and building coalitions to accelerate food waste reduction.

France

We reached a major milestone with the official launch of the National Food Waste Summit at the French Parliament, originally championed by Too Good To Go and led by Guillaume Garot. The event brought together over 200 stakeholders, including the Minister of Agriculture and Environment. Too Good To Go was appointed co-head of the first working group, leading contributions from 40 experts to help shape future food waste regulations.

United States

In Colorado, we helped create a first-of-its-kind state law recognising markdown sales apps as a tool for food waste reduction. The legislation

draws on insights we shared from California, where mandatory donation requirements alone have struggled to keep surplus food out of landfill. The new law directs the state to offer training resources to businesses and to work with industry associations on prevention-first solutions aligned with the EPA's food waste hierarchy.

Spain

After more than two years of legislative work, Spain's first food waste law was approved in April. Too Good To Go actively participated throughout the process, contributing to the development of the food waste hierarchy and advocating for prevention as the top priority. We helped ensure the final framework offered flexibility for businesses rather than mandating food donation as the sole solution.

United Kingdom

At the UK Parliament, we convened

businesses, NGOs, and policymakers as part of the United Against Food Waste Alliance, reinforcing a shared commitment to tackling food waste. The event featured inspiring contributions from Rami Baitiéh, CEO of Morrisons, and Mary Creagh MP.

Portugal

We co-organised an event with APED, Portugal's main retail association, for an open dialogue on the retail sector's role. The event featured a fireside chat with the National Commission for Action Against Food Waste (Comissão Nacional do Combate ao Desperdício Alimentar), highlighting vital public-private collaboration.

We continue working with policymakers and partners to ensure wasting food becomes the exception, not the norm.

EDUCATION

Education is one of the most powerful tools for change. When it comes to fighting food waste, it’s also where the future begins. From classrooms to universities, we work with educators to inspire the next generation of changemakers and show that doing good and doing business can go hand in hand.



TOO GOOD TO GO NEXT GEN

Too Good To Go Next Gen is a collection of playful, educational activities for children ages 6 to 11. Suitable for classrooms and home, the materials encourage learning through doing and make food waste a topic easily digestible for kids. They are available in 12 languages.

Since launch, the materials have been adopted by influential public institutions working on food waste. In the United States, they feature in the **U.S. Environmental Protection Agency’s “Educating Youth About Food”** resource library. In Europe, they are shared through the **European Commission’s EU Food Loss and Waste Prevention Hub** and **Belgium’s OVAM’s Kostwinners platform**.

They have also been featured in publications including **Vanity Fair Italy**, **Avantages France**, and **TIME for Kids** in the United States.

You can explore and download the materials directly from toogoodtogo.com.

BUSINESS CASES

Alongside our educational work with younger audiences, we also support higher education through in-depth business cases that explore Too Good To Go’s business model and real-world impact. To date, dedicated cases have been developed in collaboration with **Copenhagen Business School** and **INSEAD**. These have been widely used by educators and students around the world, with downloads spanning regions from Hong Kong to Peru.

In 2025, a third case was added to this collection. Developed by **HEC Paris**, “*Too Good To Go: Fighting Food Waste with a Platform Model*” invites students to explore how Too Good To Go has helped shape the surplus food market. Through the case, learners examine our competitive advantages and consider whether our current pricing strategy supports both long-term growth and lasting impact.

All business cases are available to download via *Harvard Business Publishing* and the *Case Center*. Look for the direct links on our new *Education Hub* on toogoodtogo.com.



LIVE Q&A STUDENT SESSION

We regularly hear from students and universities who are eager to engage with Too Good To Go. While we’re not always able to respond to every request individually, we’re committed to staying open and accessible. In 2025, we hosted **two live Student Q&A sessions** with our CEO, Mette Lykke, one in June

and one in October. The October session was co-hosted by Robert Strand, Executive Director of the **Nordic Centre at the University of California**, Berkeley. Recordings of the sessions are available to watch online on the *Education Hub* on toogoodtogo.com.

Co-hosting the live Student Q&A with Too Good To Go, alongside CEO Mette Lykke, gave students a rare, unfiltered look at how purpose-driven businesses work in practice. Their questions were met with honest, real-world answers that underscored the need for business to develop profitable solutions to tackle our greatest challenges. These sessions matter because they turn classroom ideas into action for people and planet.

The live student Q&A was an inspiring and genuinely engaging session. Hearing directly from the CEO brought Too Good To Go’s mission to life – not just as a platform to reduce food waste, but as a movement reshaping the food ecosystem. The clarity of vision and ambition for future impact made the session both motivating and memorable.



PROFESSOR ROBERT G. STRAND
UC Berkeley



PITCHAYA PAIROJANUN, MBA ALUMNI
University of Oxford

FOOD INSECURITY INITIATIVE

Access to good food should
not be a privilege

In 2025, we funded and piloted a **Food Insecurity Initiative**, providing free vouchers that allowed people experiencing food insecurity to access meals through the Too Good To Go Marketplace at no cost.

To reach people who could benefit most, we partnered with universities in the United States, local councils and charities in the United Kingdom and France, and a charitable organisation in the Netherlands. These partners distributed the vouchers within their communities.

Of those who received a voucher,

78%

went on to redeem it, resulting in

5,740

MEALS SAVED

at no cost to the people
who needed them

Feedback from our follow-up survey

100%

Reported the initiative
is simple to use

90%

Had a very positive
experience

75%

Said the vouchers indeed
increased their sense
of food security

These insights show that inclusive, dignity-first approaches can meaningfully support access to food while preventing waste. The pilot has given us a clearer understanding of how our platform can serve communities beyond our core user base. It's learning we'll carry forward as we continue to evolve our social impact work.

OUR ENVIRONMENTAL IMPACT

Understanding the environmental impact of saving food is a key part of our work at Too Good To Go

In 2023, we partnered with **Mérieux Nutrisciences | Blonk** to conduct a robust, independent study to qualify the environmental benefits of preventing food waste. To ensure accuracy and credibility, the results were further reviewed and validated by expert researchers at **Oxford University** and **WRAP**.

This study forms the basis of our **environmental impact calculation**. It helps us understand what it means for the environment when surplus food is saved rather than wasted, in other words, the environmental impact avoided by rescuing food.

2.7 KG
6.0 LBS
of CO2e emissions
as producing and disposing
of replacement food is no
longer necessary

*The same as running a
TV for around 106 hours**

810 LITRES
214 US GALLONS
of water use
as growing and
processing food uses
a lot of water

*Equivalent to almost five
bathtubs full of water***

2.8 M²
30.1 SQ FT
of land use per year
as land is needed to produce
new food to replace
wasted food

*Over half the size of
a ping pong table****

If you'd like to dive deeper, click [here](#) for the full report, or read the summary under the *ESG Hub* on [toogoodtogo.com](#).

*Based on the power consumption of a Samsung Smart TV using European electricity mix. Samsung (2024); Ember (2025); Energy Institute (2024)
Based on a bath of 161 litres/ 42.5 US gallons. (EcoRise, 2022) *Based on a standard ping pong table of 4.2m2/ 5.02 yd2. SummitSport (2024)

Let's look at how the

600+ MILLION
MEALS SAVED

with our community translates into
avoided environmental impact

1,638,713
TONNES
(1,806,371 US tons)
of CO2e emissions

*The same as flying 284,795
passengers around the world.**

492
BILLION LITRES
(130 billion US gallons)
of unnecessary water use

*That's 196,646 Olympic
swimming pools worth***

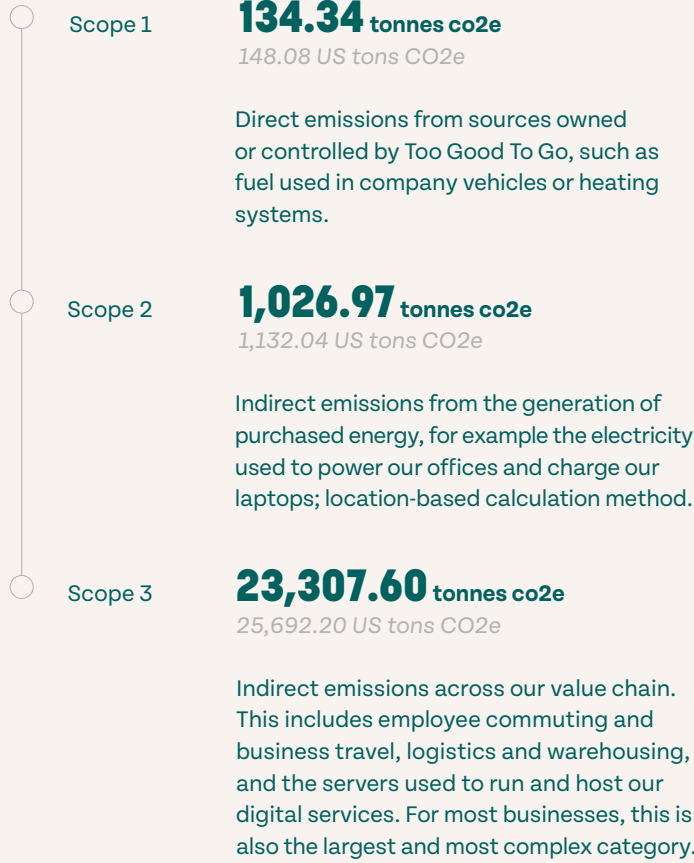
1,699
MILLION M²
(18,269 million sq ft)
of land use per year

*An area 16 times the
size of Paris.****

* Based on an economy trip: Frankfurt - New York - San Francisco - Tokyo - Dubai - Frankfurt. (Myclimate, 2025)
** Based on a pool volume of 2.5 million litres/ 660,502 US gallons. (Artemis, 2026) ***Based on a size of 105 km2/ 1,130 sq mi. (Happy City Index, 2025)

OUR FOOTPRINT

To align with the globally recognised Greenhouse Gas Protocol, our emissions, including those across our wider value chain, are categorised into three distinct scopes:



Taken together, these scopes result in total emissions for 2025 of:

24,468.91 tonnes CO2e
26,972.32 US tons CO2e

WHERE DO OUR EMISSIONS COME FROM?

While Too Good To Go operates within the food system, we are not a production company. Many of our solutions are technology-driven, designed to efficiently connect consumers and partners through our app. As a result, a significant share of our emissions sits within Scope 3, driven primarily by data centre usage required to operate our digital services.

- A larger share of our emissions comes from **Too Good To Go Parcels business**. Through Too Good To Go Parcels, we purchase surplus food directly from FMCG partners and arrange warehousing, logistics, and last-mile delivery. It is therefore expected that this solution contributes the majority of our emissions, again largely within Scope 3.
- As our **delivery business** continues to grow, associated needs such as packaging, storage, and transportation will also increase. At the same time, we are actively working to explore opportunities to optimise our footprint. This includes collaborating with partners to improve data quality, exploring more sustainable packaging options, and identifying lower-impact delivery solutions.



As we scale our impact, we remain committed to continuously improving how we measure, understand, and manage our emissions.



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WHO WE ARE

Too Good To Go is powered by

more than
1,300
**EMPLOYEES ACROSS
20 COUNTRIES**

united by a shared belief that good food
should be eaten, not wasted.

WE EMPLOY

56.81%
Women

41.90%
Men

0.49%
Non-binary/gender
non-conforming

0.81%
Not specified

Four **Employee Resource Groups** - *Pride, Women in the Workplace, Racial and Ethnic Diversity, and Functionally Diverse* - ensure that the diversity within our teams is represented, heard, and supported.

DIVERSITY, EQUITY & INCLUSION

Diversity, equity and inclusion are at the heart of who we are and what we do

As part of this commitment, we have set clear and ambitious goals to guide our progress.

By 2026, we're committed to:

- Having at least 40% of board members from **under-represented backgrounds**.
- Increasing the percentage of **female senior leaders** to at least 50%.
- Increasing the percentage of **senior leaders from ethnically and racially diverse groups** to at least 10%.
- Increasing the percentage of **employees from ethnically and racially diverse groups** to at least 15%.

WHERE WE'VE MADE PROGRESS

In 2025, we met or exceeded our diversity targets in several areas. Ethnically and racially diverse employees now represent **15.8%** of our workforce, ahead of our 15% target. Among senior leaders, that figure stands at **14.3%**, also above our 10% goal. Additionally, we embedded DEI into management training at every level, made Unconscious Bias training available company-wide, and welcomed new members to our DEI Taskforce. Our annual engagement survey returned an **inclusion score of 77%**.

WHERE WE'VE FALLEN SHORT

Gender representation targets

Management Level	Status 2025	Target
Board of Directors	28.5% female (Number of Board members: 7)	40%
First level of Group* Management	28.5% female (Number of Board members: 7)	40%
Second level of Group* Management	36.5% female (Number of people that report to C-level: 113)	50%

Looking ahead to 2026, we're shifting towards more local, action-focused DEI goals, shaped in close collaboration with cluster and function leaders. This approach will help ensure our efforts reflect the realities of our teams and lead to meaningful, lasting change.

*Group is defined as Too Good to Go Holding ApS and subsidiaries. There are no employees in the Parent Company, consequently no reporting is made for Management on status and target.



SHAREBACK

Our culture in action

The same values that drive us to fight food waste shape how our teams show up beyond their day jobs. Through our Shareback initiative, employees are encouraged to take one paid workday each year to volunteer with organisations tackling food insecurity. For volunteering done in their own time, we match it with up to three additional paid days. In 2025, teams across our 20 countries rolled up their sleeves and gave their time where it mattered most.



SORTING WITH

Team Italy

Our team sorted surplus produce at Milan’s Ortomercato alongside Associazione Recup, redistributing it to local organisations supporting people experiencing food insecurity.



DISTRIBUTING WITH

Team Belgium

Employees partnered with Cultureghem to distribute food boxes made from 3–4 tonnes of unsold fruit and vegetables rescued from Brussels’ Abattoir market.



PACKING WITH

Team Netherlands

Together with Stichting Eerlijke Start, our team packed around 800 Christmas food parcels for pupils at four Amsterdam primary schools.

OUR MOMENTUM

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GROWING VISIBILITY

In 2025, our work to fight food waste reached more people than ever, bringing the conversation to global media and international stages

RECOGNITION

At the inaugural **Global Zero Waste Forum in Istanbul**, Too Good To Go received a **Global Zero Waste Award** for its *Outstanding Contribution for a Global Zero Waste Business*. Too Good To Go also earned **national and regional recognitions** for its contribution to sustainability and responsible business practices in **Germany, Spain, Portugal** and **Italy**.



GLOBAL MEDIA PRESENCE

CEO Mette Lykke was featured in the US in **Fortune**, and joined **NBC News** live from New York. She was also interviewed by **Forbes** and **La Repubblica** in Italy, **Le Figaro** in France, **Forbes** in Czechia, and featured in broadcast coverage across **ZDF** in Germany, **ORF** and **3sat** in Austria and Germany, and **Sky Italy**.

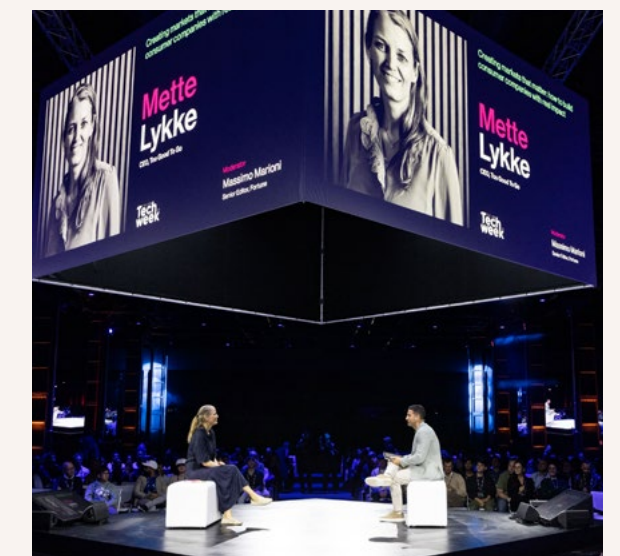
Our leaders were also profiled across international publications such as **Nikkei** in Japan and **National Post** in Canada, as well as **De Volkskrant** in the Netherlands, **De Morgen** in Belgium, and **BBC One** and **BBC Radio** in the UK.

In North America, Too Good To Go appeared on **Good Morning America**, **CNBC**, **Washington Post**, **NPR**, **USA Today**, **Univision's** prime-time evening news. In Canada, Too Good To Go partnered with Dalhousie University's Agri-Food Analytics Lab on the first anniversary of the Look-Smell-Taste initiative and garnered widespread national coverage.

SHAPING THE CONVERSATION AT GLOBAL EVENTS

At **Italian Tech Week**, an event that also welcomed speakers such as Jeff Bezos and Ursula von der Leyen, CEO Mette Lykke took the main stage and explored the role of Too Good To Go in creating meaningful change. Mette Lykke also delivered a keynote on the main stage at **OMR Festival in Hamburg**, one of Europe's leading digital and business innovation events, which also welcomed Dirk Nowitzki and ChatGPT CPO Nicholas Turley.

In the U.S., VP of Operations Chris MacAulay spoke at **Fast Company's Innovation Festival** in a session on the future of the food economy. At the **European Tech Summit in Brussels**, we joined leaders from Trustpilot, Vinted and Delivery Hero on scaling purpose-driven European tech.



LOOKING AHEAD

The impact shared in these pages is proof of a single, powerful truth: **waste is not inevitable, it's the result of systems we can change together.**

The challenge of food waste is deeply ingrained and complex. Food waste is accountable for 10% of all greenhouse gas emissions globally (WWF, 2021).

The scale of the crisis is staggering, but it also reveals an opportunity: we don't need to find new resources to protect our planet; we simply need to get more from what we already have. This is why we cannot afford to slow down.

With every business that joins our platform and every user who saves a meal,

we prove that a planet without food waste is a smart choice rather than an unlikely aspiration. It is a better, more logical future we are constructing together.

We are far from done. But the direction is clear: scale what works, challenge what doesn't and continue to prove that a resourceful solution will always outperform a wasteful problem.

I hope to see you on the app soon.

Mette

Mette Lykke
Chief Executive Officer



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TOGETHER,

let's save good food
from going to waste.

