ACTIVE BRANDS

ESG IMPACT
REPORT 2024

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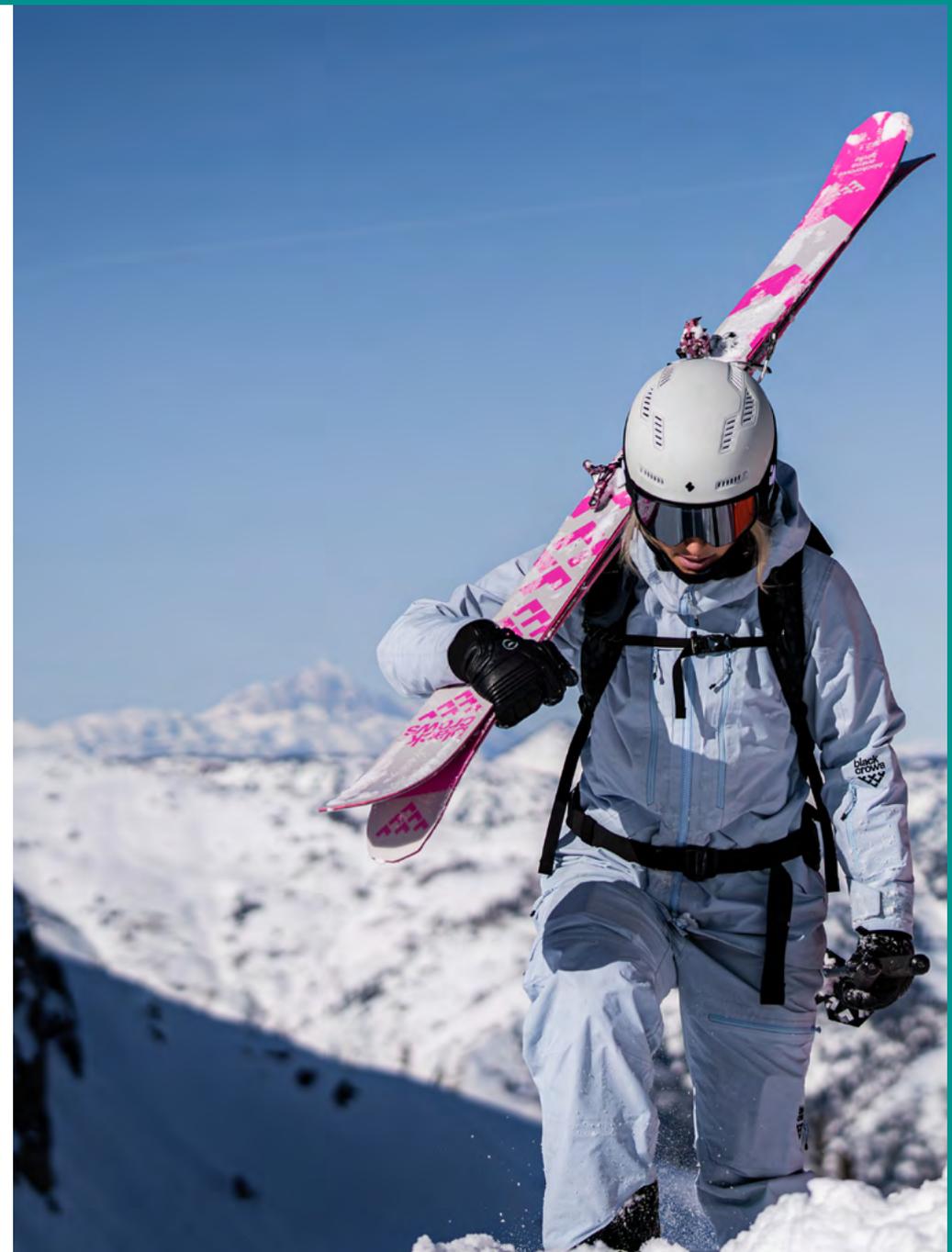
About this report

This Environmental, Social and Governance (ESG) Impact Report outlines Active Brands' progress, priorities, and ambitions across our global operations in 2024. The report is prepared with reference to the Global Reporting Initiative (GRI) Standards (see Appendix 1), it reflects the actions we've taken, the challenges we've faced, and the commitments we continue to build on in our journey to drive positive impact for people and the planet.

The report covers our full operational footprint — from offices and retail stores to e-commerce, manufacturing, and logistics — and includes both performance outcomes and strategic direction. It captures the fiscal year from January 1 to December 31, 2024.

This report complements the Active Brands Financial Statement 2024 and applies to all entities within the group, unless otherwise specified:

Active Brands AS, Active Brands Butikkdrift AS, Nordic Active Brands AB, Active Brands Shanghai Ltd, Active Brands Danmark ApS, Active Brands North America Inc, Active Brands Finland Oy, Active Brands Germany GmbH, Lillesetra AS (51%) and Akbran AS (51%).

Foreword

Dear Stakeholders,

As we enter 2025, the world around us remains turbulent. Geopolitical conflict, economic uncertainty, and a shifting regulatory landscape continue to test global businesses. At the same time, the climate crisis is escalating. In 2024, global temperatures reached a new high—temporarily breaching the 1.5°C threshold. While not yet a permanent crossing, it highlights the urgency for all of us to act.

At Active Brands, we are determined to play our part. In 2024, we saw encouraging developments in our value chain, including increased adoption of renewable electricity by key supply chain partners. We also adopted a new, more rigorous wool standard to strengthen animal welfare and traceability. Throughout the year, we continued engagement with long-standing manufacturing partners while establishing new relationships to support the development of our supply chain. We also sharpened our focus on our product portfolios —ensuring that every product we make serves a clear purpose and delivers value to our business, our partners, and ultimately the end consumer.

We completed our first double materiality assessment in line with the CSRD framework, giving us a clearer view of where we have the greatest responsibility—and the greatest opportunity—to act. Although the Omnibus Directive means we are no longer formally in scope of CSRD as of 2025, we remain committed to best practice. We believe that transparent, comparable, and impact-driven reporting is essential to good business, regardless of size.

Internally, employee engagement remained strong, with our temperature score reaching a new high. At the heart of it all is our mission: to inspire healthier lifestyles and get more people outdoors. Whether through product innovation, brand campaigns, or partnerships, we continue working to make movement and nature more accessible for all.

The progress we made in 2024 didn't happen by chance—it came from clear priorities, consistent action, and strong partnerships. That gives us a solid foundation to build on, and we remain focused on continuing to drive meaningful progress.

Øystein Bråta

Øystein Bråta
Chief Executive Officer, Active Brands
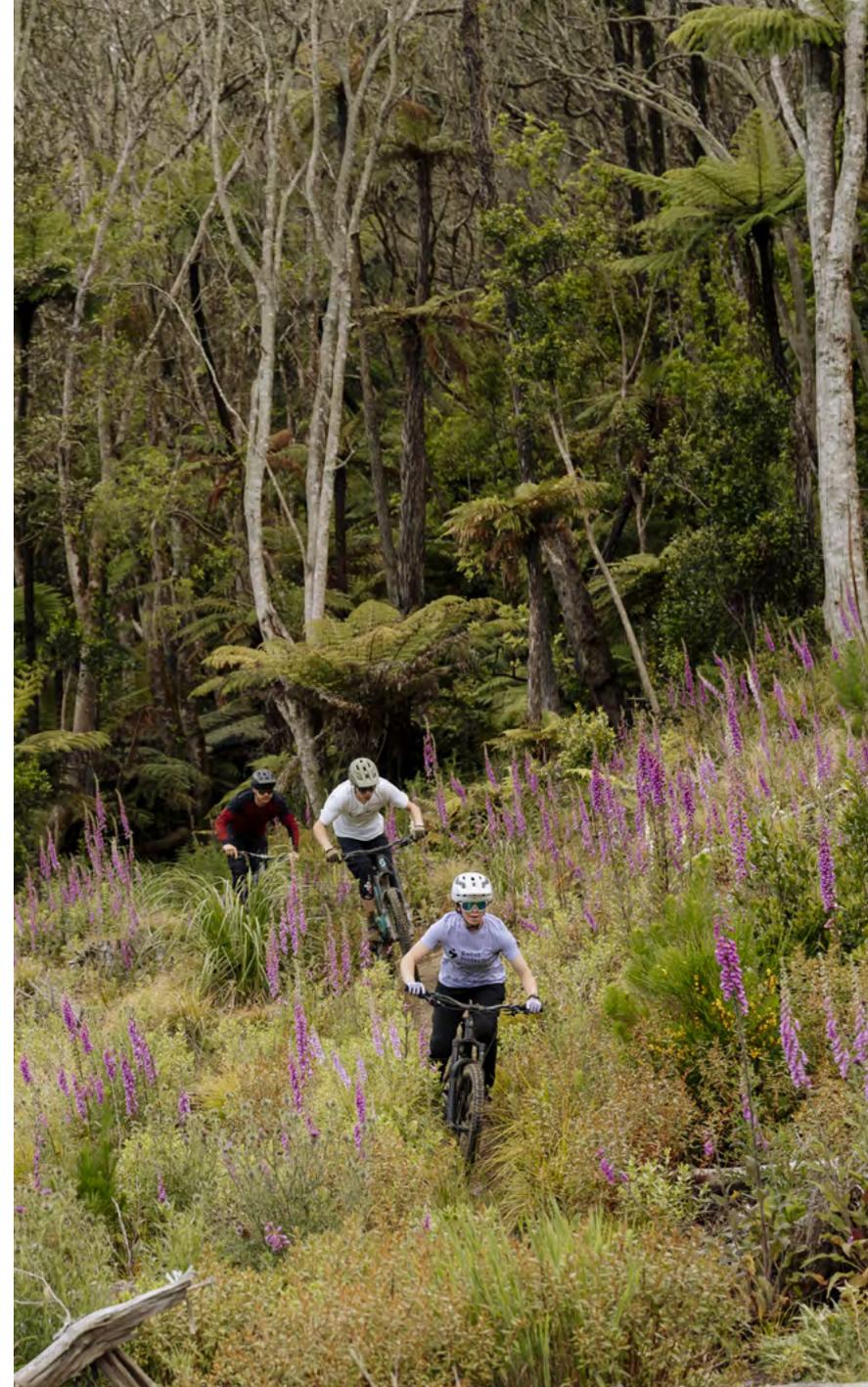
Who we are

Active Brands was founded in 2009 to serve as a platform for incubating and accelerating sustainable outdoor sports brands into global leaders. Our mission is to inspire an active lifestyle in the outdoors for professional and everyday athletes through our brands. We currently have nine brands, that design, develop, and market high-quality outdoor sports products and activewear. As a company from Norway, we are experienced in all types of weather conditions and embrace nature's challenges.

Our largest product category is textiles, which includes a range of products from accessories such as socks and beanies to base layers and outerwear with down jackets and technical shells. Additionally, our brands Åsnes and Sweet Protection focus on hard goods such as skis, poles, helmets, protection, and eyewear in their portfolio.

Active Brands is a non-subsidiary, independent company with our Head Quarters in Oslo, Norway.

The brands in our portfolio includes:

KARI TRAA — Female-only outdoor sports brand founded by Olympic Gold medalist Kari Traa in 2002. The brand makes iconic designs with a strong, authentic purpose to inspire and empower women.

Sweet Protection — Combines industry leading innovation with best-in-class designs since 2000. Makes highly advanced helmets, eyewear and technical apparel for Bike, Paddle and Ski.

johaug — A feminine hardcore training brand founded by elite endurance athlete Therese Johaug in 2012.

DÆHLIE — Leading high-performance endurance sports apparel brand enabling athletes to maximize their performance. Founded by cross-country skiing legend Bjørn Dæhlie in 1996.

åsnes — Leading provider of backcountry skis with over 100-years history and supplier of choice for polar explores.

BULA — Captain of accessories in the Nordics with an attitude and lifestyle to inspire the good life.

PILAGO — Unisex sportswear brand offering value products for the whole family. Targeting the ones seeking a sporty yet affordable look

vossatassar — Brand born in Voss making colorful clothing for active kids

BOUNCE — A women-focused brand that empowers through comfortable, stylish activewear — reflecting feminine strength.

Our purpose

Through our brands, we inspire an active lifestyle in the outdoors for professional and everyday athletes.

Active Brands mission

Active Brands acts as the platform for incubating and accelerating strong and sustainable outdoor sports brands into global leaders.
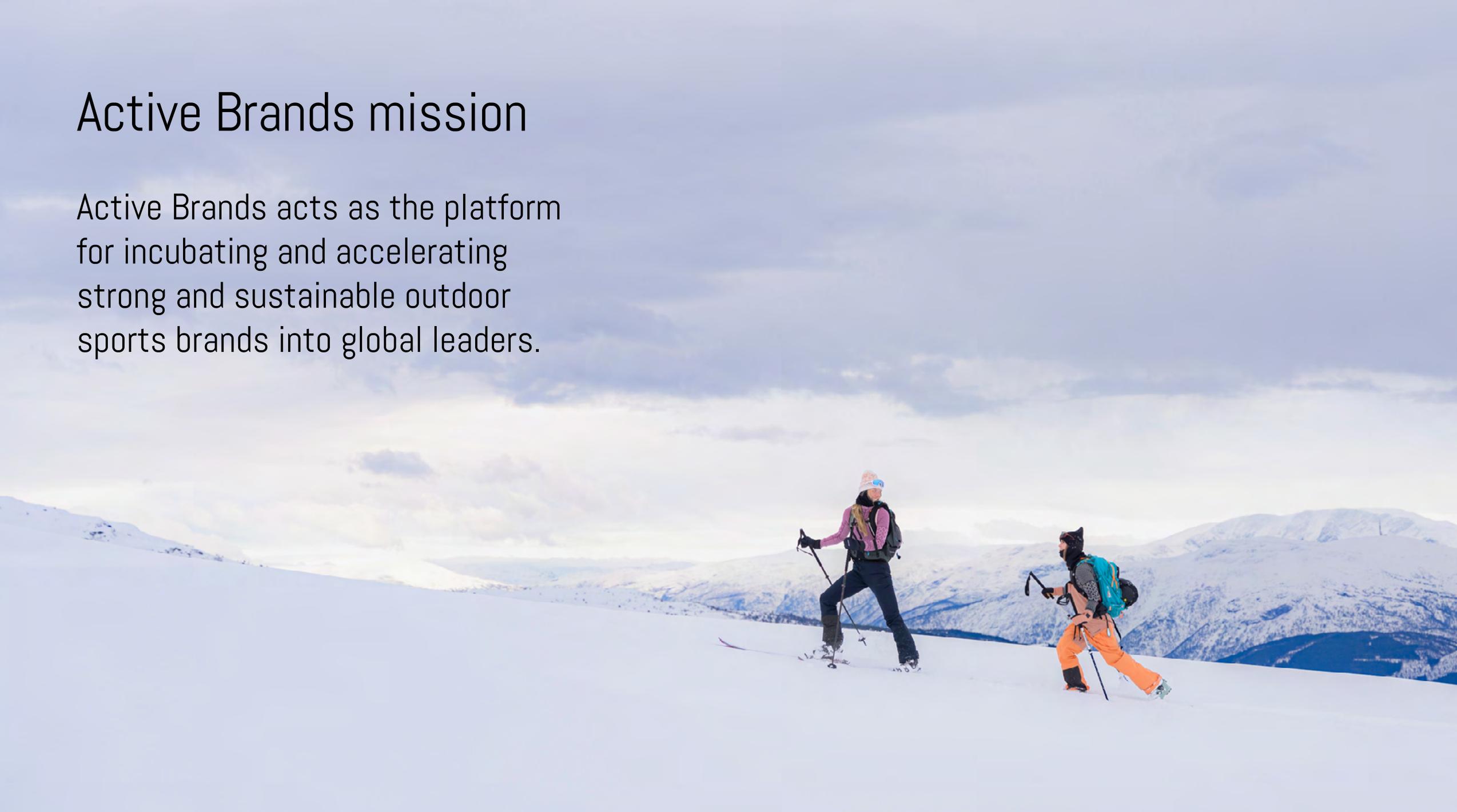
Active Brands at a glance

Active Brands operates across multiple locations to serve our global customer base. Our headquarters is based in Oslo, where most of our main functions are situated, including sales, finance, marketing, and product design and development. Our hardgoods product design and development teams are also located in Trysil and Voss, which includes other functions such as customer service.

In addition to our Norwegian offices, we have a location in Denver, serving both the US and Canada market, with key functions and sales reps working both cross-brand and brand-specific. We also have a location in Munich that handles central Europe and sales offices in Sweden, Denmark and Finland.

Our sourcing office is based in Shanghai and is responsible for overseeing production, development, quality control, and environmental and social areas with our supply chain partners in Asia. All of our products and material manufacturing is conducted by third parties, mainly located in Asia, with some parts in Europe. Our key markets are The Nordics, US and Canada and the DACH region, where we provide our products via distributors, own e-com and own stores.

North America

Norway (160 employees)

Finland (21 employees)

Sweden (11 employees)

Denmark (4 employees)

North America (15 employees)

Sold in 57 markets
E-com in 34 markets
Own stores in 3 markets
(Norway, Sweden, Finland)

China

Germany (6 employees)

China (31 employees)

LEGEND

Full scale set-up & Sales Offices

Direct sales & Distribution & agents
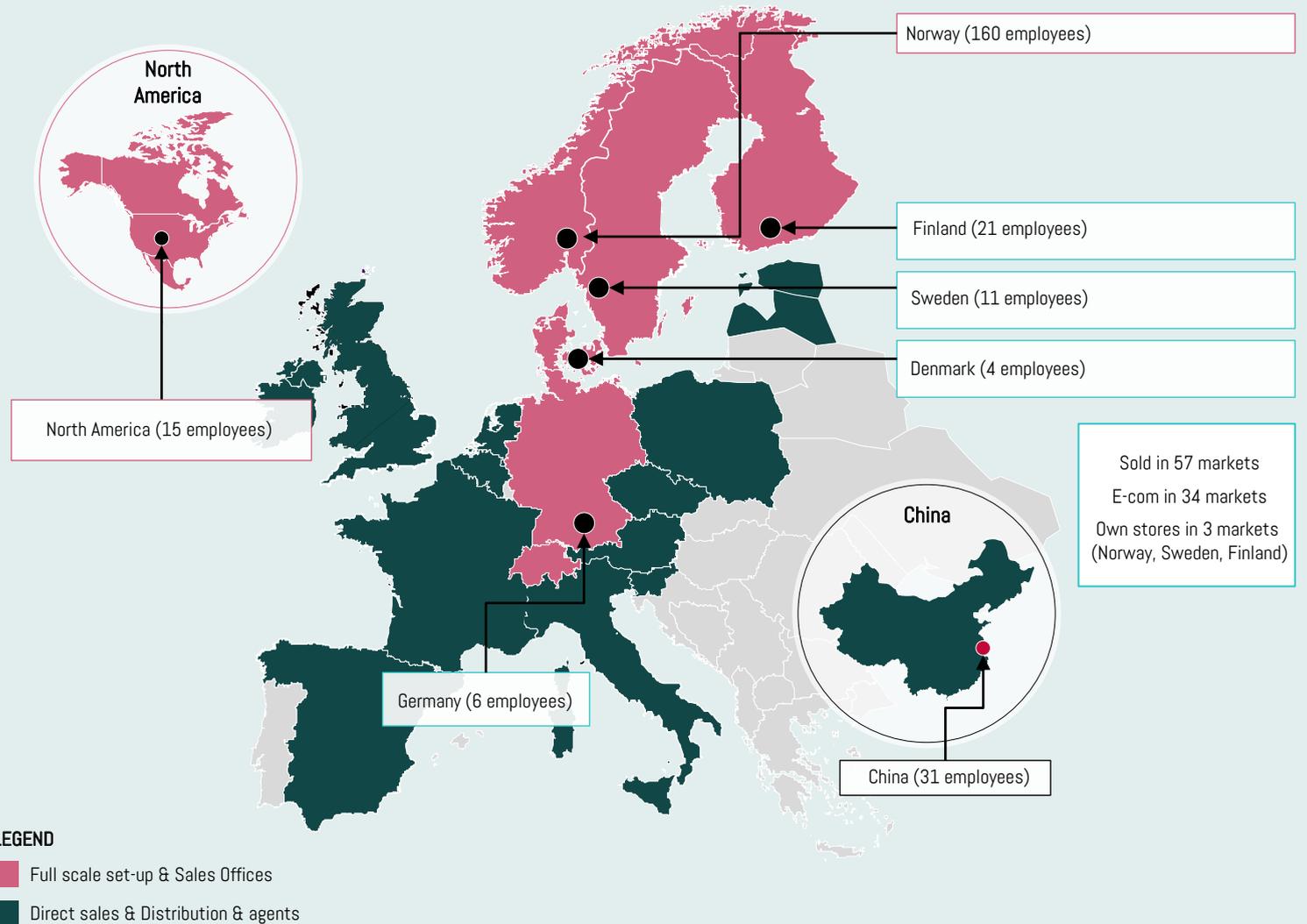
Our approach

Driving a positive impact for people and the environment is at the core of Active Brands' mission. It shapes how our brands build value, earn consumer trust, and act as responsible players in the markets and communities we operate in. We hold ourselves accountable for the environmental footprint we leave behind, and we are committed to improving the wellbeing of those whose lives we touch throughout our value chain.

We strive to ensure that every voice is heard and that our culture reflects shared responsibility — where social and environmental performance goes hand in hand with business success. Our policies are built to reflect our values and to guide decisions with integrity and purpose.

Transparency and collaboration remain fundamental to how we work — both internally and with partners — because meaningful progress requires open dialogue, shared learning, and a continuous willingness to improve.

To make sure our work addresses what matters most, we align our efforts with the United Nations Sustainable Development Goals (SDGs), focusing on those most relevant to our operations and where we believe we can contribute most effectively.

1 Strengthen resilience and adaptive capacity to climate-related hazards & natural disaster in all countries (13.1) Achieve sustainable management and efficient use of natural resources (12.2) and reduce waste generation through prevention, reduction, recycling and reuse (12.5) Protect labor rights and promote safe and secure working environments for all workers (8.8), and facilitate equal pay for work of equal value (8.5). Take measures to eradicate forced labour, end modern slavery and human trafficking and secure the prohibition and elimination of the worst forms of child labour(8.7) Promote mental health and wellbeing (34) End all forms of discrimination against all women and girls (5.1). Ensure women's full and effective participation and equal opportunity for leadership at all levels of decision-making (5.5). Mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the Sustainable Development Goals (17.16).

Our ESG framework

We are setting our northern star towards zero emissions, zero waste and zero inequality. To reach towards these goals we have identified four key pillars as the focus areas for our ESG initiatives. However, we fully recognize the interdependencies between the different areas within each pillar, where improvements and risks can have trickle-down effects across and between them. Therefore, the pillar structure is solely meant to sharpen our focus and efforts towards our ESG priorities. The focus areas within each pillar capture our short-term and long-term targets, with key performance indicators (KPIs) linked to each focus area. At least once a year, we develop and agree on an action plan to ensure that we are tracking towards the targets and continuously improving.

PILLAR	NON-NEGIOTIONABLES	OVERALL TARGET
SUSTAINABLE VALUE CHAIN	We take Climate Action and aspire towards a positive impact in our value chain	Net zero GHG emissions across our value chain by latest 2050 with net zero in own operations by latest 2025 and a 60% reduction per product by 2030
PRODUCTS & SERVICES	We make long-lasting products and take control over our products life cycle – towards full circularity	Incorporate circular principles in every product creation by 2030 and circular models (re-com & repair) in every key market
HEALTH	We encourage and empower towards improved physical and mental health	Active Brands is rated to be among the most attractive places to work in the sporting goods industry and a leader in engaging people towards a healthier lifestyle
EQUITY	We stand up for human rights across our value chain	We remain steadfast in our commitment to uphold and safeguard human rights, prioritizing the empowerment of people, ensuring safe environments, and fair working conditions.

Governance structure

Driving meaningful progress on ESG requires internal engagement and accountability. At Active Brands, ESG is embedded into how we operate — not only as a separate function, but as a shared responsibility across our organization.

Our ESG manager reports directly to the COO, ensuring alignment at the executive level. Locating ESG within our Operations team fosters close collaboration with key departments — including Product Design & Development, Sourcing, Logistics, HR, and Finance — each of which carries direct accountability for advancing our environmental and social commitments within their own areas of work.

Sourcing- and supply chain-related ESG topics are the responsibility of our Sourcing Director, who works closely with the ESG Manager and the wider operational leadership to set strategy, manage our supplier base, and implement responsible business practices. A dedicated ESG representative within the sourcing team helps ensure hands-on engagement with supply chain partners, focusing on improvement, compliance, and progress toward our shared goals.

Each brand's General Manager holds final accountability for brand-specific ESG outcomes, supported by targets, KPIs, and ongoing tracking. This ensures that sustainability is woven into business priorities.

We also expect our leaders to remain informed and engaged on ESG topics. Throughout the year, leadership meetings and owner-led conferences offer platforms for dialogue, learning, and awareness-building around key ESG risks and opportunities. Across the company, people from different functions contribute to the ESG agenda. Whether through specific projects, working groups, or day-to-day decisions, our teams play a vital role in driving change.

Policies and standards

Our commitment to operate responsibly in the way we do business is anchored in our steering documents towards both internal employees and external business partners. We are committed to acting ethically throughout our business and will always view our actions through this lens. All our key steering documents are approved by the board and operationalized through communication, training and utilized in our due diligence assessments. We have policies and standards referring both to our business conduct internally and externally, including what we set as a minimum requirement towards business partners.

There were no new standards introduced in 2024, and only minor updates or adjustments to existing ones.

GENERAL	THEMATIC
Internal Code of Conduct	HR Handbook
	Whistleblowing Policy
Responsible Business Conduct Policy	Internal Routines for Due Diligence
	Corruption and Sanction Policy
	Material Standard
Supplier Code of Conduct	Supplier SAQ
	SOP and agreement Anti-Bribery
	SOP Child Labor
	Quality requirements incl RSL

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Identifying social and environmental material topics

Understanding where and how Active Brands impacts people and the planet — and where we, in turn, are affected — is central to how we prioritize and act on sustainability. In 2024, we updated our double materiality assessment (DMA) to align with the European Sustainability Reporting Standards (ESRS) under the Corporate Sustainability Reporting Directive (CSRD). This process enables us to systematically identify and assess the environmental and social topics that are most relevant to our business and stakeholders — today and in the years to come.

This updated approach builds on our existing due diligence routines and the materiality assessments conducted previously for strategic ESG purposes. It is also aligned with the OECD Guidelines for Responsible Business Conduct, and reflects our ambition to continuously improve how we assess risk, impact, and opportunity across our operations and value chain.

Structure for identifying relevance

We began by building on our existing mapping of Active Brands' business context, value chain, and stakeholder landscape — spanning upstream, downstream, and internal operations. Using both internal insights and external data sources such as industry reports, environmental indices, and risk benchmarks, we identified and assessed a wide range of both positive and negative, actual and potential impacts.

To ensure completeness and structure, each topic was cross-checked against the ESRS long list of ESG matters and assessed in terms of:

- Whether the impact is positive or negative
- Whether it is actual or potential
- Where in the value chain it occurs
- Time horizon (short, medium, or long term)
- Any additional insights or data needs to guide decision-making

Topics deemed irrelevant to our business model or value chain were excluded from further analysis.

TIER 4	TIER 3	TIER 2	TIER 1	TIER 0	CONSUMER USE	END OF LIFE
RAW MATERIAL EXTRACTION	RAW MATERIAL PROCESSING	MATERIAL PRODUCTION	FINISHED PRODUCTION ASSEMBLY	OFFICE, RETAIL, DISTRIBUTION CENTERS	CONSUMER CARE	REUSE, RECYCLE, WASTE HANDLING
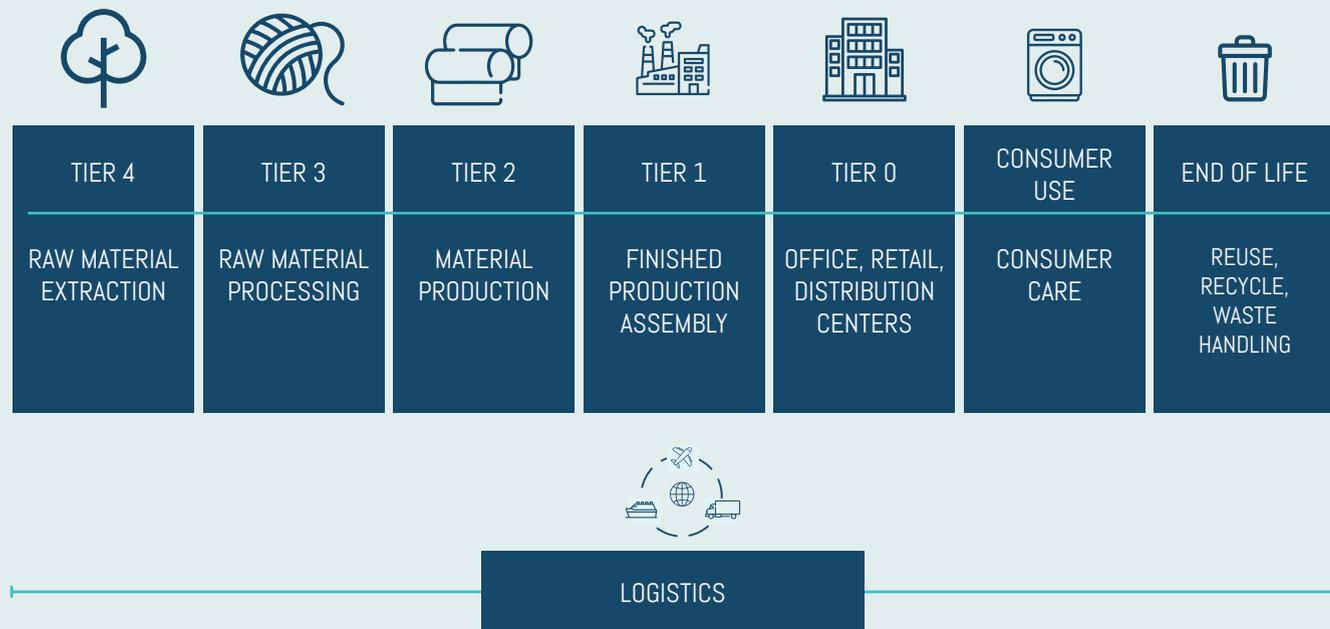
LOGISTICS

A high-level overview of our value chain, spanning from raw material extraction to end-of-life. The illustration outlines key production tiers (Tier 4 to Tier 0), consumer use, and post-use stages, with logistics connecting all phases across the lifecycle.

Stakeholder voices at the core

We see stakeholder engagement as essential to our ESG work and decision-making. We define stakeholders as individuals, groups, or entities who are affected by — or have the ability to influence — our operations. We believe that ongoing, meaningful engagement helps us stay responsive to changing expectations and contributes to more informed, balanced decision-making.

Stakeholder consultations were integrated throughout the materiality process as well as it continues to be a part of how we operate. Specifically for the DMA we drew on a combination of primary data (interviews, surveys, workshops) and secondary sources, and when existing information wasn't sufficient, we initiated additional outreach. This iterative approach helped us refine our understanding of both social and environmental topics and ensured alignment with ESRS expectations — including treating the environment as a silent stakeholder.

Illustrated on the right side is an overview of how we engage with our key stakeholders:

Stakeholder Group	Arena of Engagement
Employees	We track the pulse among our employees on a bi-weekly basis via a short online survey, including opportunity for feedback on work situations, perceived satisfaction, and contribution to sustainability. We also seek feedback and input on ESG specific topics via internal meetings, trainings, and workshops.
Owners	ESG is a topic at every board meeting occurring at minimum quarterly, where the board receives a general update, gives feedback and discusses specific areas to assure ESG maintains central to the company's objectives.
Customers & Consumers	The largest part of our business is B2B where we have a dialogue with our key customers both informally, via surveys and reports. We communicate with end consumers via our consumer excellence team and focus groups.
Regulators	We always aim to stay ahead of upcoming regulations and directives which can impact our business directly or partners we are linked to. We stay informed on regulatory topics via industry organizations, supplier and customer dialogue and official government resources.
NGOs, Industry Interest Groups and Peer-Companies	We are engaging in several multi stakeholder networks and organizations which support us to reflect and consider both current and future relevant ESG topics, as well as seeking advice and feedback on our strategic priorities.
Suppliers and Supply Chain Workers	In our supply chain we are touching the lives of many more people than what we do within our own company and our environmental impact also has its largest footprint here. We rely on close relationships with our supply chain partners and we have an ongoing dialogue directly with factories. We also receive insights via audits, grievance mechanisms, worker interviews and workers' rights organizations.

How we define materiality

We applied a rigorous scoring framework to determine materiality across both impact and financial lenses.

- Impact materiality was assessed using the ESRS-aligned criteria of severity (evaluated by scale, scope, and irremediability) and likelihood. Topics scoring above 17 were deemed material.
- Any topic scoring a 4 or 5 in severity was also considered material, regardless of total score.
- In cases where stakeholder input identified high relevance — even when numerical thresholds were not met — topics were included to reflect stakeholder priorities.

In parallel, financial materiality was assessed using the same structured methodology. We scored magnitude and likelihood to assess risks and opportunities that may significantly impact our financial results or operational resilience. A total score above 17 also qualified a topic as financially material.

Toward better decisions and accountability

This first ESRS-aligned DMA represents an important step forward in our approach. While the Omnibus Directive is placing Active Brands outside the CSRD scope, we will continue to apply relevant elements of the methodology going forward — recognizing the value it brings in terms of strategic clarity, stakeholder relevance, and alignment with emerging best practice.

Material topics identified through this process serve as a key foundation for our ESG strategy, goal-setting, and resource allocation — ensuring that we remain focused on what matters most.

Our material topics

As a result of our DMA, Active Brands has identified a set of environmental and social topics that are considered material due to their impact on people and the environment, and/or their relevance to our long-term business performance. These topics reflect where we have the most significant responsibilities, risks, and opportunities across our value chain.

Each topic has been analyzed at sub-topic and sub-sub-topic level. Not all sub-topics within each area are considered material. Further details, including specific topics and IRO (impact, risk, opportunity) are outlined in Appendix 2.

Below is a summary of the key material topics and the rationale for their inclusion:

- **Climate change**

  Due to the emissions embedded throughout our value chain and the growing regulatory, operational, and reputational risks, climate change is a material issue. It also presents strategic opportunities through innovation, efficiency, and brand leadership.

- **Pollution**

  While Active Brands has sound processes in place to avoid the use of hazardous substances in our products, the textile industry is considered high-risk for chemical pollution — particularly in dyeing and finishing processes. Managing chemical inputs in manufacturing is essential to prevent pollution, ensure regulatory compliance, and safeguard both people and ecosystems.

- **Water and marine resources**

  Water is used and consumed at several stages throughout the textile manufacturing value chain — from raw material cultivation to dyeing and finishing. When these processes take place in water-stressed regions, they may contribute to local scarcity and pose a risk to long-term resource security. This makes responsible water use and supply chain awareness critical to our sustainability efforts.

- **Biodiversity and ecosystems**

  Raw material extraction, especially cotton and wool, can contribute to land use change, deforestation, and habitat disruption. Protecting biodiversity is essential to ensure sustainable sourcing and future supply chain resilience.

- **Resources and circular economy**

  Resource use and waste generation throughout the product lifecycle contribute to environmental impacts such as resource depletion and landfill. These are most significant during sourcing, production, and end-of-life. Limited recycling infrastructure, especially for mixed materials, increases the risk of waste. Financially, upcoming regulations like Extended Producer Responsibility (EPR) and EcoDesign requirements may drive higher costs if circularity is not addressed. Improving resource efficiency and enabling circular models is therefore material from both an environmental and financial perspective.

- **Own workers**

  Ensuring safe, fair, and inclusive working conditions across all operations is a foundational responsibility and directly impacts company culture, performance, and brand reputation.

- **Workers in the value chain**

  All our production is outsourced, but we still have an influence on working conditions, wages, and labor rights through our sourcing practices. These impacts are most significant in high-risk regions where protections may be limited. This area also presents financial risks and opportunities — with strong labor practices supporting quality, stability, and supplier relationships.

- **End users and consumers**

  Transparency, data privacy, product safety, and inclusive communication are essential to building and maintaining trust with our customers and end-users. Clear product information, responsible marketing, and attention to safety also support brand loyalty and help manage reputational and regulatory risk.

- **Business conduct**

  Ethical governance, anti-corruption efforts, supplier management, and whistleblower protections are fundamental to operating responsibly and maintaining credibility with all stakeholders.

These topics will continue to inform how we prioritize our efforts, shape our strategic roadmap, and structure our disclosures. Our aim is to ensure that our sustainability work addresses the areas where we have the most impact — and where we can drive the greatest value. A detailed overview of our material topics, along with corresponding actions, can be found in Appendix 3.

Sustainable value chain

The environmental impacts linked to our value chain are central to our sustainability agenda. Under this chapter, we address the key environmental dimensions of our operations and supply chain— including greenhouse gas (GHG) emissions, water use, chemical safety, packaging materials, and biodiversity.

At Active Brands, we are working to build a more comprehensive understanding of the environmental impacts associated with the full lifecycle of our products. While this work is still evolving, we have taken important steps to improve data quality and identify key impact areas, particularly within material sourcing, manufacturing, and logistics.

We began measuring GHG emissions from our own operations in 2019 and expanded our accounting to include full value chain (Scope 3) emissions from 2021. We have since adopted science-based targets and committed to a net-zero ambition approved by the Science Based Targets initiative (SBTi).

In addition to climate action, we are advancing our work on water-related risks and biodiversity impacts across the value chain. In 2024, we conducted our first water risk mapping and initiated biodiversity-related assessments linked to land-based emissions and raw material sourcing. These efforts mark a growing focus on integrating water and biodiversity considerations into our supplier engagement, data collection, and future policy development.

Much of our environmental footprint occurs beyond our direct operations. As such, collaboration with suppliers and partners remains essential to our approach. We continue to focus on certified materials, responsible chemical management, packaging optimization, and improved data collection throughout the value chain.

This chapter outlines our progress and key initiatives within our value chain work, with dedicated sections on climate impact, product emissions, logistics, packaging, chemical and water management, animal welfare, and our approach to assess and further integrate biodiversity-related risks.

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Climate impact

Tackling climate change is a key priority for us and we are committed to do our part when it comes to limiting global warming in line with what science says is necessary. 2024 is the first year where global average temperature reached more than 1.5°C above the pre-industrial level, urging all to action on addressing our emissions. Active Brands has committed to near-term company-wide emission reductions in line with climate science with the Science Based Target initiative (SBTi).

Our net-zero target has been approved by the SBTi, and we are committed to reach net-zero across our value chain by latest 2050.

Active Brands is according to SBTi considered to be a SME and therefore must submit our Net-Zero Science Based Target via SBTi's streamlined process, however when reviewing the sources of our emissions, we wanted to be more ambitious for our own operations and now aim to reach net-zero already in 2025.

We are committed to reach net-zero GHG emissions across our value chain by latest 2050 with net-zero in own operations by latest 2025, and 60% reduction per product by 2030.

60% reduction per product by 2030

Net-Zero in own operations by 2025

Net-Zero across our value chain by 2050

2021

Unavoidable emissions neutralized by CO2e removal

2030

2040

Unavoidable emissions neutralized by CO2e removal

2050

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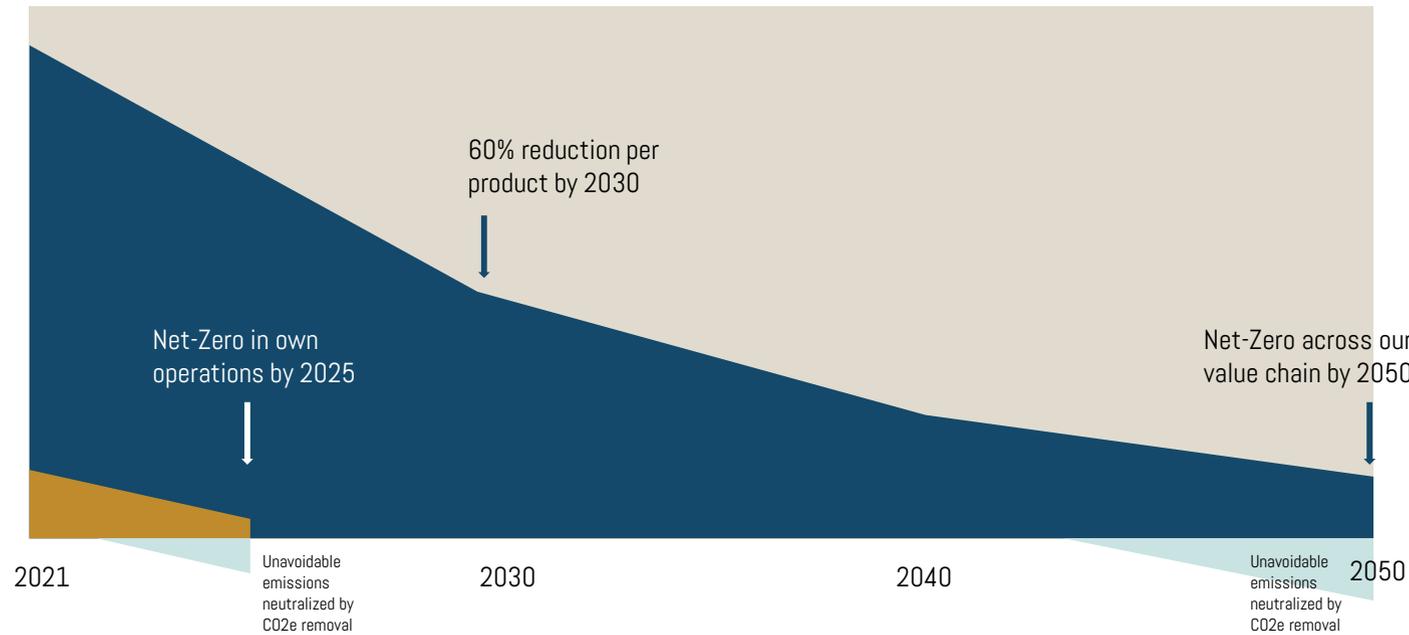
Our carbon footprint

We are utilizing the GHG Protocol for our GHG emissions. The GHG Protocol is the leading international standard describing how GHG emissions should be quantified and reported as CO2 equivalents under three different types of emissions, referred to as Scope 1, 2 and 3.

Scope 1: indicates direct emissions from our own operations. Primarily from offices, stores and company cars.

Scope 2: indirect emissions from supplied energy – primarily from purchased electricity, district heating and cooling.

Scope 3: includes indirect emissions related to the value chain, both upstream and downstream.

Scope 3 includes several different categories where not all will be relevant for all companies. Active Brands have included 4 out of 15 categories, where the ones included are the categories driving our emissions, and therefore where emission reductions will have the largest impact. In below sections we provide more details on each of the largest Scope 3 categories, as well as our own operations, Scope 1 and 2.

At Active Brands, we calculate our carbon footprint annually and continually strive to enhance access to primary data throughout our entire value chain. Moreover, we refine our datasets to enhance accuracy year by year. In 2024 our carbon footprint amounted 29 517 tCO2e, with scope 3 emissions accounting for over 99% of the total. Our 2024 carbon footprint increased 17% compared to last year while it's reduced 32% compared to our 2021 baseline year. The reduction is primarily due to a decrease in total products purchased. Additionally, the increased adoption of renewable energy across our value chain and enhanced data accuracy further contributed to the reduction. In the sections that follow, we provide a more detailed overview of the main components of our carbon footprint, including emissions from our own operations, transportation, and product-related activities across the value chain.

The table below shows the development of our carbon footprint across Scope 1, 2, and 3 from our 2021 baseline through 2024. It reflects both progress made and areas where further reductions are still needed.

	2021 tCO2e	2022 tCO2e	2023 tCO2e	2024 tCO2e [1]
SCOPE 1:	106	75	80	69
SCOPE 2:	236	262	16	16
SCOPE 3:	42,779	43,432	25,149	29,432
Category 1: Purchased Goods & Services[2]	41,511	41,928	23,359	28,115
Category 3: Fuel & Energy related activities	41	38	34	37
Category 4: Upstream Transportation[3]	1,575	1,798	1,641	1,226
Category 6: Business Travels	-	51	78	55

[1] Changes for 2024 carbon accounting;
-    Data from two key supplier was adjusted, including historical data, impacting Scope 3
-    Outbound airfreight was adjusted, including historical data, impacting Scope 3
-    Scope 2 2023 and 2024 data was adjusted due to updated energy data.
[2] Åsnes hardgoods raw material category is not included
[3] Includes inbound-, outbound transportation and energy consumption in leased warehouses

Own operations

Although our own operations contribute less than 1% to our total GHG emissions footprint, we have the greatest degree of control over this part, making it the quickest area for us to effect change and deliver on our commitment on climate action.

We have adopted a market-based approach to electricity use, which in our base year accounted for the largest portion of GHG emissions we generate.

In 2024 we linked 100% of our electricity consumption in Scope 2 to renewable energy sources.

The second-largest source of GHG emissions in our own operations, in our 2021 base year, comes from company cars. For the past few years, we have been transitioning from combustion to electric vehicles. In Norway, where the charging infrastructure is well developed, 85% of kilometers driven in 2024 were covered by fully electric cars. Globally, 50% of the kilometers driven were by fully electric cars, with an additional 10% by hybrids. We remain committed to increasing the share of electric vehicles in our company fleet in the coming year, which is our key action the coming year to meet our 2025 climate target for own operations.

	2021	2022	2023 [1]	2024
Electricity [MWh]	598	622	553	697
District Heating [MWh]	282	312	437	372

[1] 2023 data was adjusted in 2024 based on correction of energy data from one of our offices

Logistics

Our company's transportation activities—including the movement of products from manufacturers to warehouses and, ultimately, to end consumers—account for approximately 5% of our total carbon footprint. These activities are divided into two main segments: inbound transportation, which moves products from manufacturing sites to our facilities, and outbound transportation, which delivers them to customers and end consumers.

Inbound transportation, covering longer distances, accounted for 32% of our total transportation footprint in 2024.

Despite transporting over 40% more weight than the previous year, our footprint increased by only 5%, thanks to improved energy sources among our transportation suppliers and a reduction in air freight.

Outbound transportation mostly relies on road transport for smaller shipments to customers and end consumers. However, air freight—despite being used less frequently—has much higher emissions and still accounted for 45% of our total outbound emissions.

In 2024, we reduced our total carbon footprint from inbound and outbound transportation by 25% compared to the previous year—even with an increase in products shipped. This was driven by cleaner and more efficient transportation modes. Compared to our base year, we have reduced our logistics-related emissions by 17%.

Transportation footprint split on modes of transport
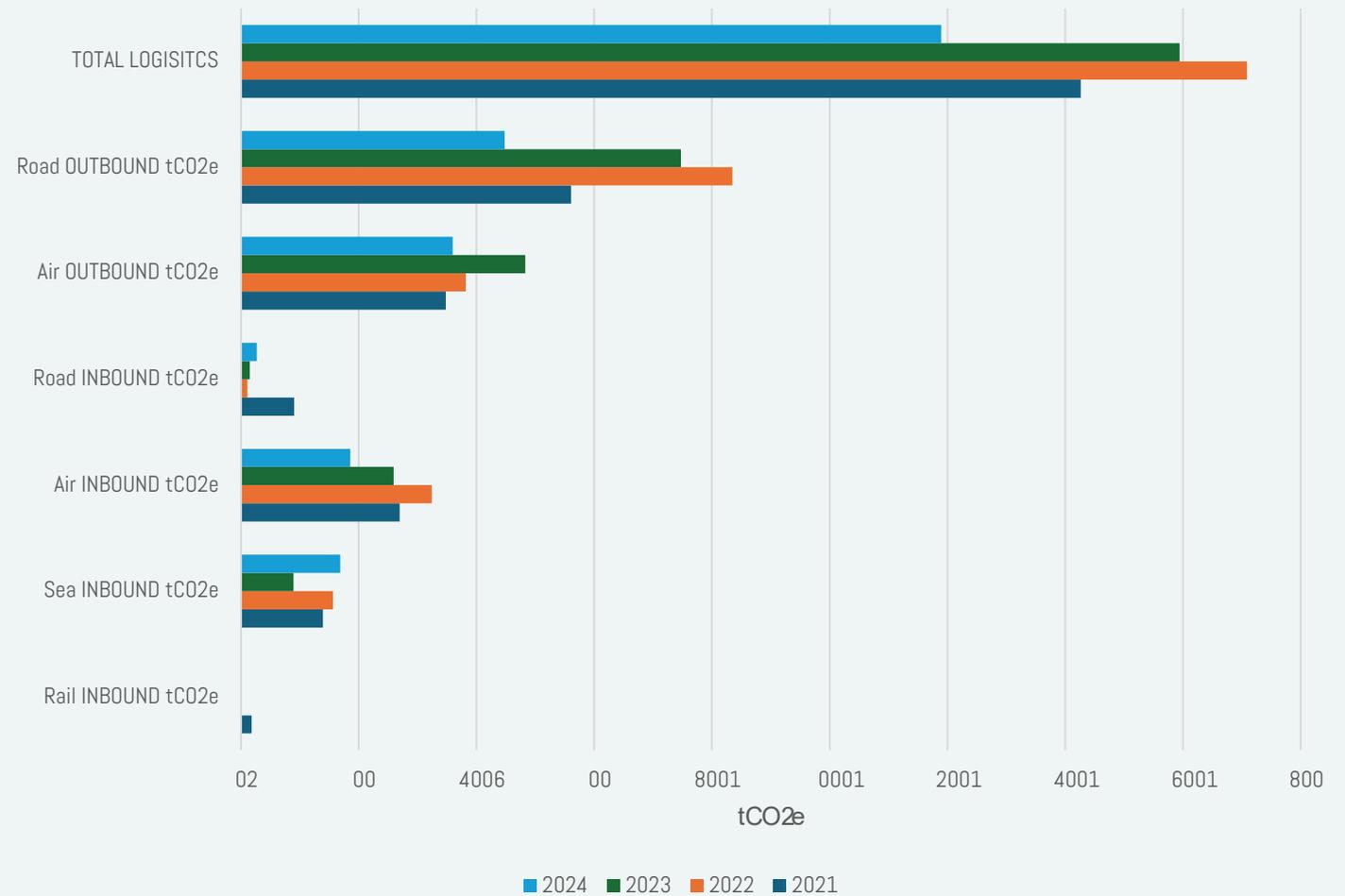
Products

Our products are the cornerstone of who we are as a company. Considering the various production phases and diverse raw material types required, it is not surprising that this is where we find the largest environmental and social impacts. To account for our climate impact linked to products, we continue to rely largely on global average emission factors. However, we are gradually improving our datasets. We already record most raw material types, usage, and weight, which allows us to calculate the climate impact at this stage of our value chain with reasonable accuracy—despite not yet having access to primary emission factors for each individual material.

In 2024, we calculated the carbon footprint of 98% of our textile apparel products using actual material and product data. For hard goods, we used material-specific data for a similar proportion of helmets, protective gear, and eyewear. Skis, however, were excluded from our T4 product calculations. This is due to the complexity of combining several material types in ski construction, along with the relatively low share skis represent in our total product volume compared to other categories.

A key focus in reducing Scope 3 emissions is collaborating with supply chain partners who are actively addressing emissions at their manufacturing sites. In 2024, we accessed primary data from approximately 90% of our direct suppliers. Among these, 68% of Tier 1 suppliers operated on renewable energy. As a result, Scope 3 emissions from Tier 1 decreased by 14% compared to 2023, despite higher volumes, and by 65% compared to the base year, 2021.

We directly engage with most of our material suppliers. In 2024, we obtained energy and GHG data from key suppliers covering approximately 45% of our textile volumes. Allocating data for Tier 2 suppliers remains a challenge due to the number of facilities typically involved in textile processing. For vertically integrated suppliers, we included their energy data in our calculations, covering about 20% of our Tier 2 data. Since material manufacturing accounts for roughly one-third of our product-related emissions, gaining access to actual data and tracking reduction efforts in this segment is essential to achieving our climate targets.

Throughout the year, we promoted climate action across our supply chain. Through our membership in STICA (Scandinavian Textile Initiative for Climate Action), we participated in supplier webinars, learning sessions, and collaborative projects to drive progress.

Transitioning to low-impact raw materials is a major priority, as raw materials represent over 50% of our total product footprint. While reductions can already be achieved by adopting currently available lower-impact options, reaching our targets will also require scaling up materials not yet widely available and driving innovation across the supply chain. Across all brands, ten raw material types account for about 97% of our product-related emissions, including upstream (T4–T2) processes. While this distribution varies between brands, we pursue shared initiatives to address these emission drivers collectively.

Many of our brands—particularly the largest—use wool extensively due to its performance in cold, high-activity environments. However, wool carries a high emission factor, primarily due to methane emissions from sheep. Wool accounts for approximately 60% of our raw material emissions, making it a significant contributor to our overall footprint.

Despite its current impact, wool has potential as a more sustainable option. Unlike synthetics, it is part of a natural carbon cycle. Grazing lands can act as carbon sinks, and responsible, regenerative grazing practices may support soil health, biodiversity, and carbon sequestration—helping offset part of wool's emissions in the future.

FLAG (Forest Land Agriculture) screening

As part of our commitment to science-based climate action, we conducted a FLAG (Forest, Land, and Agriculture) screening in 2024. This assessment is a required step under the SBTi FLAG Guidance and the GHG Protocol Land Sector and Removals Guidance, which mandate that companies with material land-related emissions define separate targets for these emission sources.

Given that a significant share of our emissions originates from wool and other natural materials, it is important to distinguish emissions from energy and industrial processes from those linked to land use, forestry, and agriculture. The FLAG framework provides a methodology to identify and quantify emissions associated with deforestation, land management, and biogenic carbon flows—enabling alignment with current scientific standards.

Our initial FLAG screening showed that 32% of our total emissions are FLAG-related, all arising at the raw material stage. Of these, wool accounts for approximately 80%, highlighting both the material's impact and its potential role in driving future emissions reductions within our value chain.

We will continue to integrate FLAG emissions into our carbon accounting in 2025 and will ensure that our climate targets and action plan are fully aligned with the FLAG standard in the coming years

Fossil Emissions vs. FLAG Emissions by Product Stage

Product Stage	
Raw Materials	
Packaging	
Material Manufacturing	
Assembling	
Transportation	
Trim	

x-axis: tCO2e — labels: 02, 0004, 0006, 0008, 0001, 0000, 120001, 4000, 16000

Legend: ■ FLAG emissions ■ Energy/Industry emissions

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Key focus areas in our climate roadmap

While we recognize that our GHG emissions accounting may not be flawless, we consider it robust enough to identify key hotspots across our value chain. These insights allow us to target the most impactful reduction opportunities and implement meaningful climate actions. Our climate roadmap remains a crucial tool in guiding our efforts—both internally, across all our brands, and externally, in collaboration with our suppliers.

In 2025, we will focus on the following key initiatives:

- Deepening collaboration with value chain partners to drive GHG reductions, with a focus on energy efficiency, renewable energy adoption, and emissions from raw materials.
- Strengthening partnerships with transportation suppliers to mitigate outbound emissions, leveraging optimized logistics and low-carbon transportation modes.
- Shifting our material portfolio toward lower-impact, high-quality certified materials that address both raw material sourcing and manufacturing emissions.
- Investing strategically in carbon removal initiatives in partnership with specialized organizations, ensuring we meet our 2025 Scope 1 and 2 reduction targets.
- Accelerating the transition to an electric vehicle fleet, replacing combustion-engine cars in our company car pool.

High level reduction plan SCOPE 3 VALUE CHAIN

2021

29% — Low impact raw materials

10% — Clean energy & phase out coal in material manufacturing

7% — Renewable Energy in Assembling

2.5% — Energy Efficiency in material manufacturing

2% — Material Efficiency

2% — Reduce Fossil Fuels in transportation

7% — Innovation Gap

2030
60%

ACTIVE BRANDS CARBON FOOTPRINT per PRODUCT

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Raw materials

Both our raw materials and material manufacturing processes make up an essential part of the products we make and are crucial in determining the longevity of our products and their environmental impact. Because the decisions we make regarding material use and design have a significant impact on our ability to achieve our sustainability targets, we devote considerable effort to ensuring that we make the best possible choices from the perspectives of sourcing, performance, and durability.

Three years ago, we launched our material standard which is a reference and requirement document mainly towards sourcing, design and development for which raw materials we mostly prefer, prefer and least prefer, including specific raw material adoption targets. In addition to preferred materials, we also have banned ones, or banned regions we do not allow souring from. Some risk materials, for example conventional cotton, are always followed up with declaration forms throughout the supply chain to ensure we know the origin of the material and its region.

Raw Material	KG	% of total
Polyester	549,178	26%
Cotton	425,397	20%
Merino Wool	281,633	13%
Polyester, recycled	161,939	7.6%
Packaging - Paper	150,832	7.1%
Packaging - Plastic LDPE, recycled	113,802	5.3%
Acrylic	92,214	4.3%
Nylon	80,659	3.8%
Packaging - Cardboard	50,295	24%
Elastane	48,940	2.3%
Expanded Polystyrene (EPS)	32,997	1.5%
Polycarbonate	25,107	1.2%
Viscose	17,159	0.8%
Plastic (PVC)	13,145	0.6%
Polyester (trim)	12,579	0.6%
Plastic, ABS	11,928	0.6%
Polyamide	11,762	0.6%
Polyurethane	10,928	0.5%
Lyocell	8,950	04%
Down insulation	7,244	0.3%
Nylon, recycled	4,824	0.2%
Thermoplastic	3,427	0.2%
Polyurethane	3,240	0.2%
Packaging - Plastic (LDPE)	2,581	0.1%
Leather	2,092	0.1%
Packaging - EVA	1,655	0.1%
Modal	1,575	0.1%
Brass	1,227	0.1%
Rubber, SBR	1,209	0.1%
Silicone	1,127	0.1%
Polypropylene	772	0.04%
Carbon Fiber (PAN)	729	0.03%
Steel, stainless	609	0.03%
Epoxy resin (liquid)	596	0.03%
EVA	322	0.02%
Glass fibre	243	0.01%

- Raw material use includes textile, hard goods, packaging and trims. Skies, poles and skins are excluded.
- Total material use in 2024 was 2132 tons.

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Animal welfare

At Active Brands, we are committed to improving animal welfare practices across our value chain. Our goal is for all animal-derived materials to be certified, traceable, and aligned with the Five Freedoms for animal welfare as defined by the World Organisation for Animal Health (WOAH).

The most commonly used animal-derived materials in our products are merino wool and down. In 2024, merino wool accounted for over 13% of our total raw material usage, and 17% of our textile-specific material use.

Some of our merino wool is sourced from Australia, where the practice of mulesing is still present. Active Brands strongly opposes all forms of mulesing, including freeze branding. We ensure that none of the merino wool used in our products originates from sheep subjected to this procedure. All our merino wool is either declared non-mulesed through IWTO certifications and tracked via declaration forms across our supply chain, or, as of 2024, certified under the Responsible Wool Standard (RWS).

Active Brands became RWS certified in 2024. The RWS addresses animal welfare and land management practices, ensuring that wool comes from farms with a progressive approach to grazing, a holistic respect for animal welfare, and fair treatment of workers. We are actively working to transition all merino wool to RWS-certified in the coming years.

We also maintain a strong stance against live-plucking and force-feeding of birds. Since 2018, 100% of the down used in our products has been certified under the Responsible Down Standard (RDS), which ensures animal welfare practices are upheld at the farm level.

Packaging and packaging materials

Packaging plays a critical role throughout the journey of our products—from protecting them during long-distance transport to supporting storage, picking, and in-store presentation. During transit, packaging shields products from humidity and temperature fluctuations. In warehouses, it facilitates logistics operations, while at point-of-sale, it serves for both merchandising and communication purposes.

However, packaging also contributes to waste, and we are committed to minimizing its environmental impact. Our primary focus has been to develop packaging solutions that are easily recyclable. This includes increased use of mono-material packaging and a continued phase-out of laminated or coated papers, which are more difficult to recycle. These changes require close attention to design elements such as colors and finishes to maintain both recyclability and brand expression.

We continue to explore opportunities to reduce packaging volume and eliminate unnecessary components. Efficient design, including the removal of excess space, supports both material reduction and transportation optimization.

We are participants in industry initiatives such as the Green Dot "Plastic Promise," and maintain collaboration with relevant organizations to advance best practices in sustainable packaging.

Where packaging is necessary, we focus on optimizing the design to avoid using more material than needed, and we prioritize materials with a lower environmental footprint—such as recycled plastic or FSC® certified paper. All paper used in our garment packaging, and the majority used in our hardgoods packaging, is now FSC® certified, supporting responsible forestry and enhancing traceability in our packaging value chain.

		TEXTILE PRODUCTS	HARD GOODS
RECYCLED PLASTIC PACKAGING	POLYBAGS	ALL	FEW < 25%
	PRIMARY PACKAGING	SOME 25%-75%	SOME 25%-75%
RECYCLABLE PACKAGING	PRIMARY PACKAGING	MOST >75%	MOST >75%
	E-COM PACKAGING	ALL	ALL
	CARDBOARD BOXES	ALL	ALL
FSC® CERTIFIED PAPER	PRIMARY PACKAGING	ALL	MOST >75%
	E-COM PACKAGING	SOME 25%-75%	FEW < 25%
	CARDBOARD BOXES	FEW < 25%	FEW < 25%

ALL   MOST >75%   SOME 25%-75%   FEW < 25%
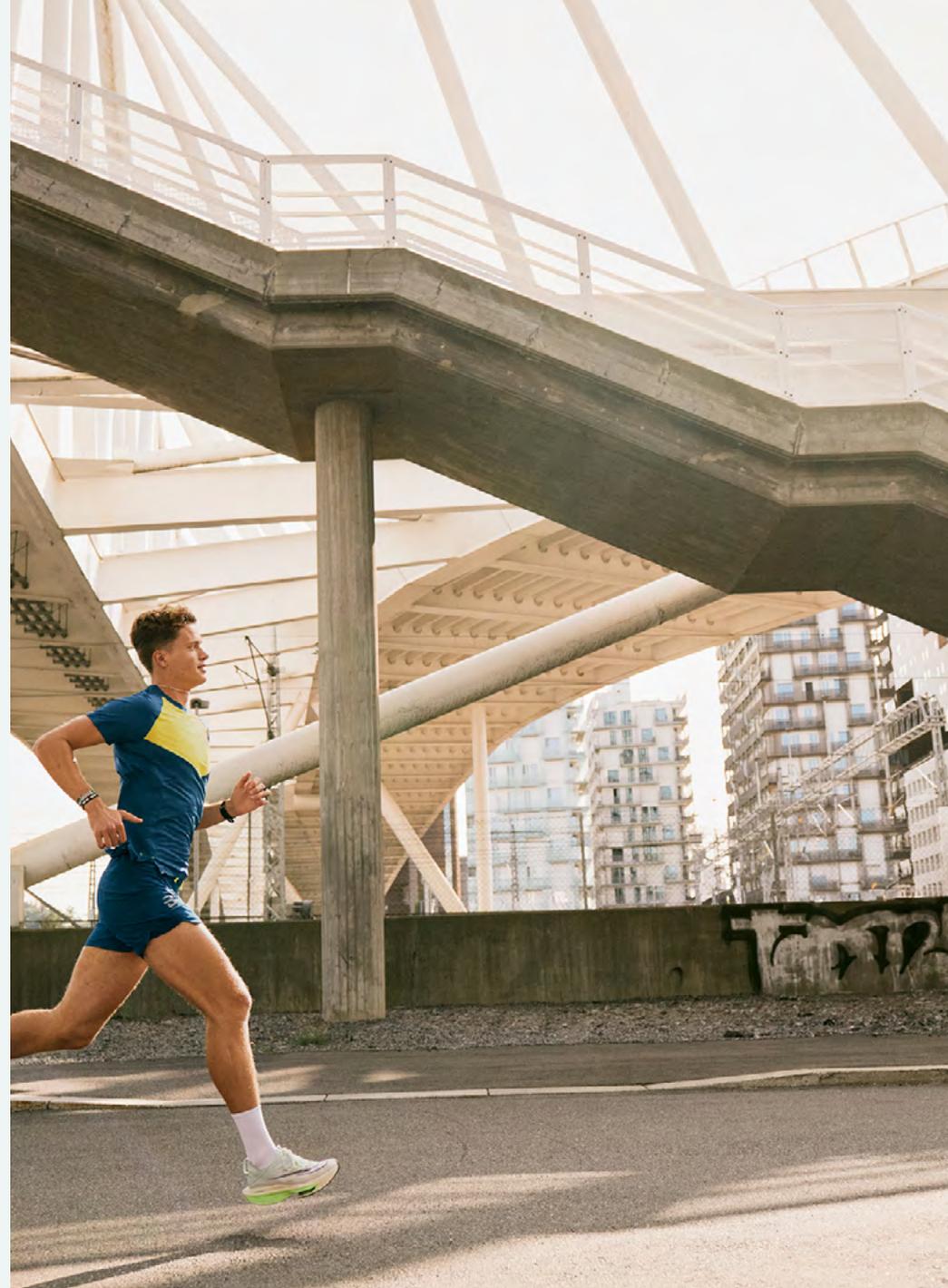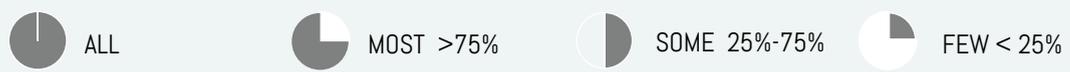
Chemical management

Active Brands applies a structured approach to managing hazardous substances across its supply chain, with requirements anchored in international regulations and industry standards. The cornerstone of our chemical management framework is our Restricted Substances List (RSL), which outlines substance limits aligned with regulations such as REACH, the Stockholm Convention on POPs, and California's Safer Clothes and Textiles Act. Compliance with the RSL is mandatory for all Tier 1 and Tier 2 suppliers and is embedded in our Minimum Requirements for new Suppliers.

The most significant pollution risks in our supply chain are associated with the use of chemicals in textile processing, particularly in dyeing. Given that the textile sector accounts for approximately 25% of global chemical use, the presence of restricted substances in finished products represents a risk to both environmental and human health. To mitigate this, we conduct chemical testing across all product categories and prioritize certified materials, including bluesign® approved and Oeko-Tex® Standard 100 certified fabrics. Over 80% of our apparel materials are currently Oeko-Tex® certified.

We apply a comprehensive chemical management approach across all brands and product categories, including:

- Mandatory chemical compliance through supplier agreements covering international and national chemical regulations and incorporating our RSL, which is based on the bluesign® standard.
- Preferred use of certified materials that demonstrate responsible chemical handling, reducing the need for additional testing.
- A 24-month testing cycle for non-certified or higher-risk materials, ensuring ongoing compliance through risk-based sampling and analysis.

We have also taken targeted action on specific chemical groups. Antibacterial and biocidal treatments, often used for odor control, have been banned across all brands for over a decade. Another area of focus is the elimination of PFAS (per- and polyfluoroalkyl substances), traditionally used for water and stain repellency. Since initiating our phase-out in 2013, all brands now exclusively use PFAS-free durable water repellents in textile products, such as BIONIC-FINISH® ECO by Rudolf. As PFAS can still appear in components such as membranes and zippers, we maintain supplier communication and continue testing to ensure full PFAS phase-out across both soft and hard goods.

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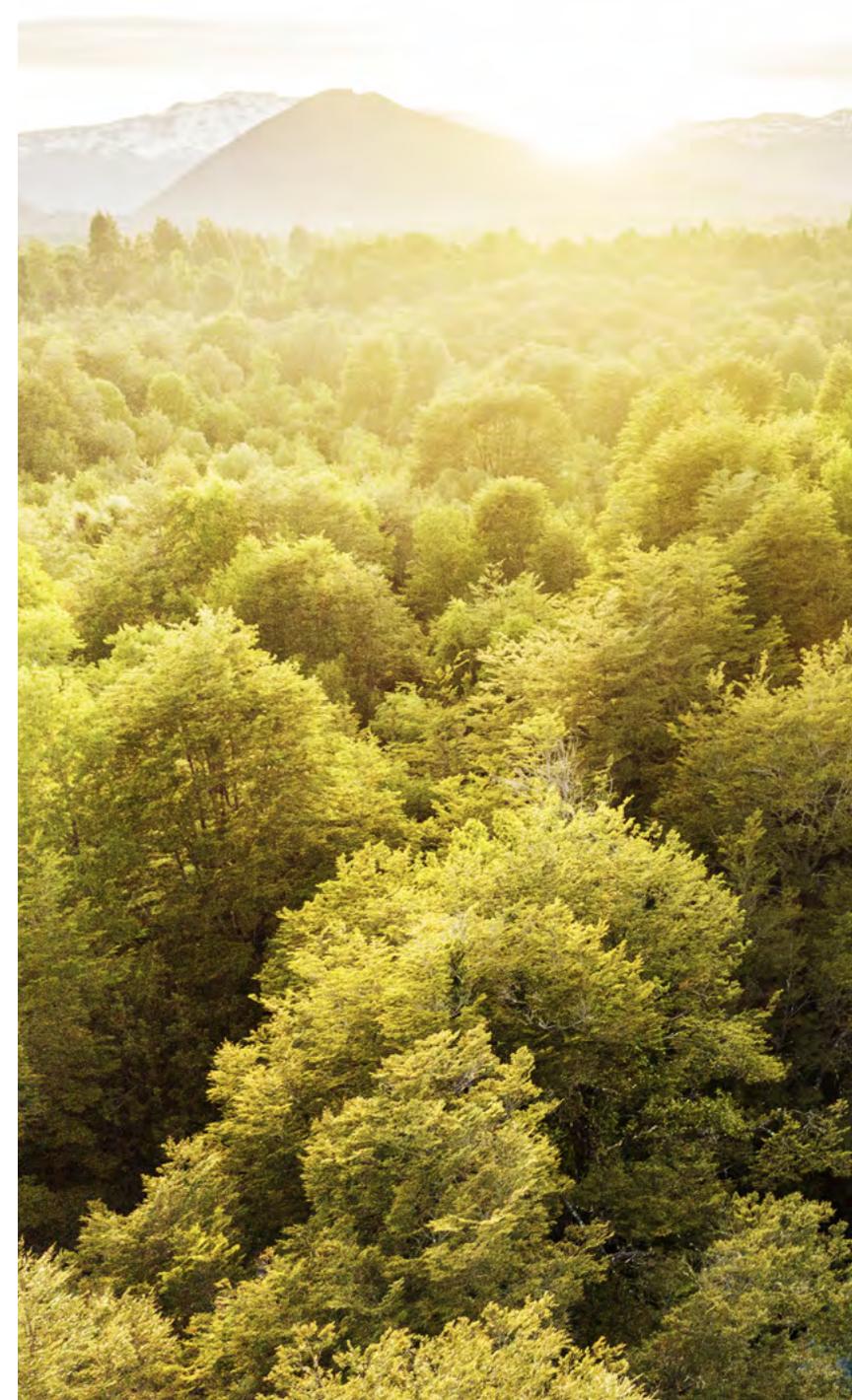
Water

Water is a critical resource in the textile value chain, particularly during material processing stages such as dyeing, equipment cleaning, and cooling. While some of this water is returned to the watershed, improper handling can lead to local water scarcity and pollution risks, impacting both communities and ecosystems. Given Active Brands' relatively low use of water-intensive raw materials such as cotton, our primary focus is on water use and pollution during the manufacturing stage. We work closely with nominated suppliers and prioritize bluesign® system partners, who are required to systematically monitor and control environmental parameters, including water use and effluent quality.

In 2024, we conducted a water risk mapping using WWF's Water Risk Filter, covering approximately one-third of our supplier dyehouse locations. The assessment revealed that around 45% of these facilities operate in regions with medium water risk, while over 50% are located in high-risk areas—mainly due to flooding and poor water quality, rather than water scarcity. These insights will inform our future supplier engagement and policy development.

We aim to strengthen our approach to water risk management by:

- Promoting the use of low-water or waterless dyeing technologies
- Tracking supplier wastewater treatment capacity and discharge quality
- Collaborating with industry initiatives focused on water stewardship

Water risk is inherently local and cannot be addressed with a uniform approach. Unlike greenhouse gas emissions, which have global impacts, water-related impacts must be assessed within the context of local watershed conditions. Moving forward, our strategy will emphasize regional differentiation, supplier collaboration, and the development of meaningful KPIs to track performance and guide action.

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Use of certified textiles

To further strengthen environmental performance in the supply chain—particularly related to chemical safety and water use—Active Brands prioritizes certified materials. Both bluesign® and Oeko-Tex® 100 certifications are indicators of responsible chemical management and compliance with stringent environmental and human health criteria.

The table to the right shows the share of our textile volumes certified under these standards over the past four years. The slight decrease in bluesign®-approved volumes in 2024 is primarily due to growth within a partner program brand, where a key supplier is not yet bluesign® approved.

	2021	2022	2023	2024
volume bluesign® approved textiles	19%	18%	23%	18%
volume Oekotex® approved textiles	75%	70%	84%	83%

bluesign® System Partner

Active Brands is a bluesign® system partner since 2023. Bluesign® system partners are responsibly acting parties of the textile value chain committed to applying the bluesign® system. They aim to continuously improve their environmental performance and are focused on a sustainable future. Bluesign® system partners are committed to applying the bluesign® system which unites the entire textile supply chain to jointly reduce its impact on people and the environment. The Input Stream Management ensures that bluesign® approved chemical products and raw materials are used in all steps of the manufacturing process. Substances posing risks to people and the environment are hence eliminated from the very beginning. On-site inspections verify the proper application of such chemical products and raw materials in controlled processes and ensure the responsible use of resources.

Biodiversity and ecosystems

While Active Brands' own operations do not involve land use or activities with direct biodiversity impacts, our supply chain plays a significant role in ecosystem pressures—particularly through raw material sourcing and land-based production.

Biodiversity and ecosystem risks in our value chain are linked to land-use change, climate change, water and pollution. Wool production, primarily in Australia and New Zealand, can lead to overgrazing and soil degradation. Cotton cultivation can contribute to habitat loss, deforestation, and freshwater stress. Synthetic materials also carry biodiversity risks due to fossil fuel extraction and refining. Furthermore, pollution from agricultural runoff and dyeing operations may impact aquatic ecosystems.

To mitigate these risks, we are transitioning to certified and recycled materials where feasible. Our adoption of the Responsible Wool Standard supports better land stewardship and animal welfare, and aligns wool production with biodiversity conservation efforts. Farmers often rely on ecosystem health for grazing viability, creating an opportunity for shared incentives.

In 2025, we will focus on deepening our understanding of biodiversity impacts in the value chain, engaging with peers and initiatives to identify best practices. This foundation will support the development of policies, targets, and KPIs tailored to material biodiversity risks in our supply chain. As our knowledge grows, we will translate it into measurable actions that support nature-positive outcomes alongside emissions reduction.

Products and services

At Active Brands, making high-quality, long-lasting products continues to be a focus for all our brands. Longevity and durability are the result of thoughtful design, smart material choices, and consistent testing throughout the development process.

We typically begin planning our collections about two years ahead of launch. During this period, we carry out research to understand customer needs, preferences, and usage situations. The goal is to create products that are fit for purpose, comfortable, and visually appealing—so that customers will want to use them for years to come.

Many of our products are intentionally designed to stay in the assortment over multiple seasons, with a significant share of our offering consisting of long-standing carry-over styles. This reflects our commitment to developing products that can live with our consumers over time, rather than being replaced from one season to the next.

To ensure physical durability, we test and refine both materials and construction techniques. Our products go through quality checks at several points in the development process. More technical products, such as protective gear, require more advanced testing than simpler items like textile accessories. In many cases, we also conduct field testing to see how products perform under real-life conditions, with insights from users helping us improve both function and fit.

Our in-house testing lab in Shanghai plays a key role in validating textile quality, while our hardgoods testing is handled at our development locations in Trysil. Certified protective gear is also tested at third-party labs to meet safety standards.

We continue to work closely with our manufacturers during production to ensure our quality standards are met. Our internal teams also conduct sample testing on key quality parameters throughout the production phase.

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Our product quality development cycles in general, applicable for the majority of our products, are described as the following

- Product Creation Approach
- Material Screening and Selection
- Initial Testing
- Sample laboratory Testing and Field Testing
- Production control and testing
- Technical material and product review
- Market feedback
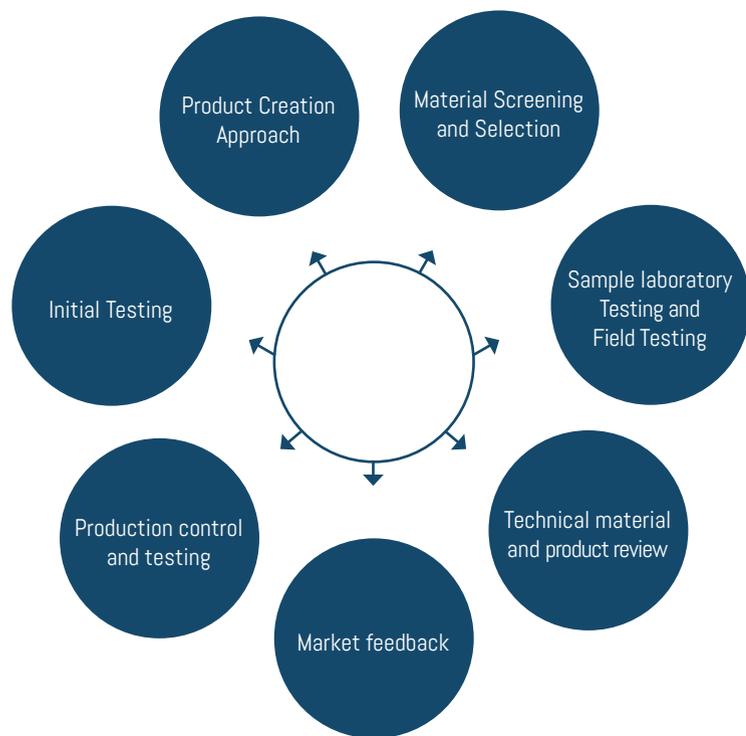
In 2024, we increased our focus on how to structure and provide spare parts to end-users. This is an important step in helping customers extend the life of their products.

Although we do not have an in-house repair service, we work with local expert partners who can restore and repair products when needed. Our collaboration with the Norwegian Textile and Fashion Agenda's Repair Project continued in 2024, offering valuable insights and helping reduce barriers for customers looking to repair their gear.

Circularity is another focus area. Many products that are no longer in use still hold value and functionality. Through our ongoing partnership with Tise® and their "Second Chance" platform, we have given a new life to over 750 items in 2024. Four of our brands now have their dedicated site at "Second Chance" Ensuring our products are used for as long as possible—and then reused whenever viable—is a key part of our ESG strategy. Our goal is to make it easier for customers to make sustainable choices, without compromising on quality, performance or style.

Norwegian Fashion & Textile Agenda

Active Brands is a member of the Norwegian Fashion & Textile Agenda (NF&TA) which is an industry organization driving the transformation in Norway towards a more sustainable textile sector. The organization's strategy is anchored in a circular model and they focus on facilitating projects and collaboration within the Norwegian textile sector between a variety of actors spanning from recyclers, brands and technology providers.

NF&TA

SECOND CHANCE

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Health

Our company consists of brands that encourage people to get outside, enjoy themselves, and stay active—whether they're pushing their limits or simply exploring nature. With deep roots in Norway, a country shaped by mountains, fjords, and shifting seasons, we know the value of outdoor life in supporting both physical and mental well-being.

For us, the outdoors is more than a surrounding; it's a place to recharge, set personal goals, and connect with others. Through our brands, we aim to make the outdoors more accessible so more people can experience the positive impact nature can have on overall health and quality of life.

Female empowerment and inclusive outdoor communities

In 2024, Kari Traa placed a strong focus on creating inclusive spaces where women can thrive through outdoor experiences. The brand has worked with a growing network of female-focused partners, events, and communities across Europe and North America to further this mission.

Kari Traa was once again the title sponsor of Boot Tan Fest, the largest ski and snowboard festival for women, and continued its involvement with Sister Summit, a women-only backcountry event supporting collaboration and advocacy in the industry. New this year, Kari Traa became the title sponsor of Girl Get After It (GGAI), a community-driven initiative encouraging women to try new activities and meet others through local events in 21 major U.S. cities. In addition to these in-person events, GGAI offers a virtual wellness platform with webinars, fitness challenges, and adventure-based retreats centered around skiing, hiking, running, and more.

In Europe, Kari Traa maintained its role as a strong advocate for health, empowerment, and community through a series of targeted initiatives. In Norway, the brand once again supported the Pink Ribbon Run, raising awareness and contributing proceeds from related product sales to breast cancer causes. The brand also partnered with Hanan Abdelrahman, an advocate for greater diversity in outdoor activities, to inspire women from underrepresented backgrounds to connect with nature and foster cultural belonging through outdoor experiences. In line with women's health, Kari Traa sponsored Core & Floor training programs, with a specific focus on pre- and post-pregnancy physical wellness.

In Germany, the brand hosted a Forest Bathing Event, encouraging participants to disconnect from technology and reconnect with nature as a tool for improving mental health. Partnerships with female-led communities such as Grl Shred in Norway and Jenter på Eventyr in Denmark continued, promoting active lifestyles and inclusivity. Trail running events like Tjeimilen Salen in Sweden and Trysil Rypa in Norway brought together thousands of women for shared outdoor experiences. Across the Nordics, Kari Traa also hosted Polar Plunge events, encouraging women to embrace the mental and physical health benefits of cold water exposure.

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Inclusive sports and mental well-being

Beyond our female-only-focused brands, Dæhlie continued to champion equal opportunity and inclusivity in sports. Their "Beyond Consent" initiative promotes the idea of one team, united by shared goals regardless of age, gender, ability, or nationality. In 2024, this message was supported by local club and team sponsorships aimed at enabling grassroots recruitment and encouraging more young people to stay active through sport.

Dæhlie also ran a December Challenge Campaign, which encouraged people to manage everyday stress by getting outside. Alongside the campaign, they provided accessible tips for mental well-being through nature—from improved sleep and focus to reduced anxiety and a stronger sense of presence.

Polar exploration and inspiring role models

Our brand Åsnes supports expeditions and individuals who redefine what's possible in the outdoors. In 2024, we proudly sponsored:

- Karen Marléna Kyllesø, the youngest person ever to ski to the South Pole, becoming a powerful role model for perseverance and exploration.
- Polarjenter, an all-female expedition team pushing boundaries in extreme environments.
- Multiple events and programs that connect youth, schools, and communities to nature through skiing and adventure.

Across all brands, we believe in the outdoors as a platform for physical health, mental clarity, and human connection. Our mission remains to support our communities in finding strength, balance, and inspiration through nature—wherever they are on their journey.

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Equity

At Active Brands, we are committed to upholding human rights across our entire value chain and fostering a workplace where everyone has the opportunity to thrive. We recognize that achieving fairness is not always about treating everyone the same, but about ensuring individuals have access to the resources, support, and opportunities they need to succeed—based on their unique circumstances. This commitment extends to how we engage with workers in our value chain, where we strive to promote equitable treatment and access to rights, regardless of background or location.

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Our people

People are the foundation of Active Brands, and the driving force behind our growth, innovation, and performance. Our success is built on the dedication and talent of our employees, and we are committed to fostering a workplace where everyone feels valued, supported, and empowered to succeed.

We aim to create an environment that promotes collaboration, inclusion, and personal development. This includes structured processes such as our coaching and development framework (ACT/ Ambition, Collaboration & Targets) which supports employees in setting and tracking individual growth goals through regular performance assessments. The ACT process is live throughout the year, and includes focus on collaboration and working environment conversations, in addition to the target setting.

Our internal Code of Conduct defines expectations for ethical behavior and fair working conditions and applies to everyone across the company, regardless of role or location. To complement this, our Human Resource Handbook provides practical guidance on daily responsibilities, benefits, and workplace rights.

We are committed to increasing gender diversity across all levels of the company, particularly relevant at the leadership level. This is supported by inclusive recruitment practices and targeted outreach to ensure we attract and retain top talent from a broad range of backgrounds.

We often talk about our people as a professional sports team—where everyone plays a key role, brings their best, and contributes to shared wins. It's not about individual stars, but about how we perform together. That spirit guides us how we build our culture, support each other, and move forward as one team.

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Our values

Our core values are fundamental to creating a culture where everyone feels empowered, valued, included, and respected. We strive to embody these values every day and ensure that they remain an integral part of our identity:

We serve and inspire the professional and everyday athlete. No matter which function we are in, we listen to our consumers and put them at the center of all our ambitions and processes.

We are one team, chasing gold medals, because we know that you can't win without the full team's support. And we win and lose as one team. Our team is our biggest asset and we put our people first. We are empowered and responsible, we rely on each team member and care for one another.

We dream big for our business, ourselves and as a team. Every win and accomplishment opens the door for a new challenge, as the only way to continue to develop and grow. We are agile and challenge the establishment in our pursuit of awesomeness.

We act professionally and are serious about having fun in the process and believe we are at our best when we combine professionalism and some craziness. We always aim for the best and most efficient solutions. Speed matters and we seek solid progress over perfection.

We seek sustainable innovation and constantly strive for sustainable solutions positively impacting our world.

We have integrity in everything we do and always play by the rules. We trust our colleagues and partners and keep our organization authentic and reliable. We are focused on providing an equal playing field, speaking up when that is not the case.

Our employee statistics

Globally, we had a team of 248 employees at the end of 2024.

Across the company, 72% of our employees are women. While we have a high representation of women overall, we are glad to report that in 2024 we reached full gender balance in key leadership roles in our Norwegian organization (where almost 60% of our employees are located), where women now make up 50% of both management positions and the CEO's direct reports. This reflects our ongoing work to ensure equal opportunities at all levels of the company. At board level, the gender balance is currently 40% women and 60% men. Most employees work full time (87%) and on permanent contracts (90%), showing that we are largely built on long-term employment relationships. Part-time roles and temporary contracts remain a small portion of our structure, but play a role in supporting flexibility in certain functions, such as for the employees in our stores.

When it comes to age distribution, the largest group of employees is between 30 and 50 years old, followed by those under 30. This mix of experience and fresh perspectives contributes to a dynamic company culture. Age and gender representation are relatively balanced across groups.

Gender Distribution in the Organisation

Legend: Female, Male

Categories: All employees, Management Positions*, Direct CEO reports, Board of Directors**

Contract Type & Gender Distribution

Legend: Female, Male

Categories: Full Time, Part Time, Permanent, Temporary

Age & Gender Distribution

Legend: ■ Female ■ Male

Age group	Female	Male (total)
Age <30	~24%	~30%
Age 30-50	~42%	~59%
Age >50	~6%	~11%

Y-axis: 0%, 10%, 20%, 30%, 40%, 50%, 60%, 70%

X-axis categories: Age <30, Age 30-50, Age >50
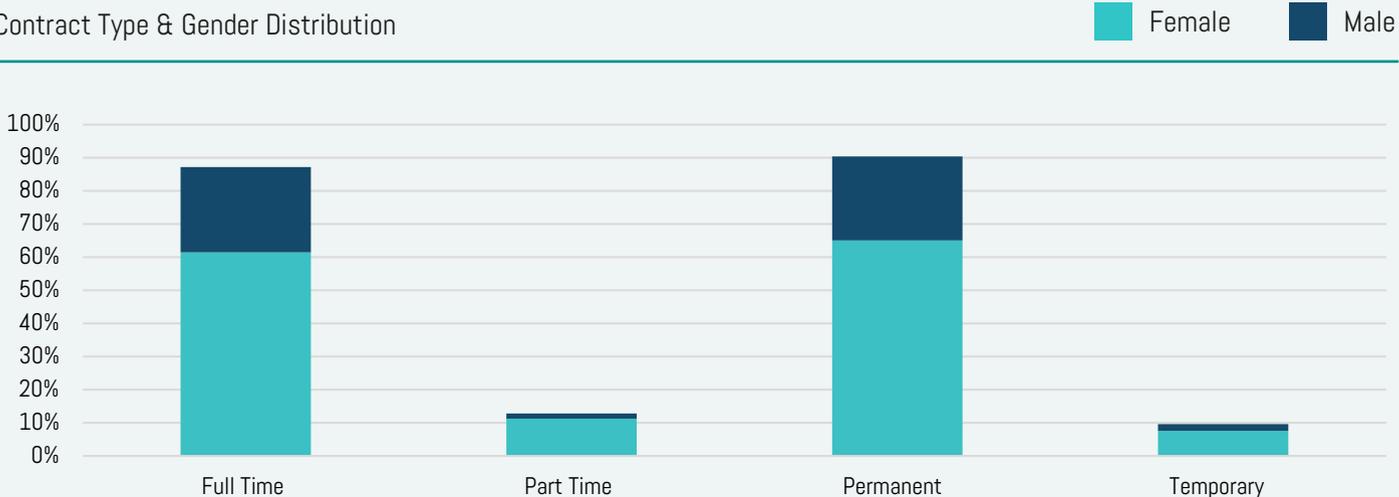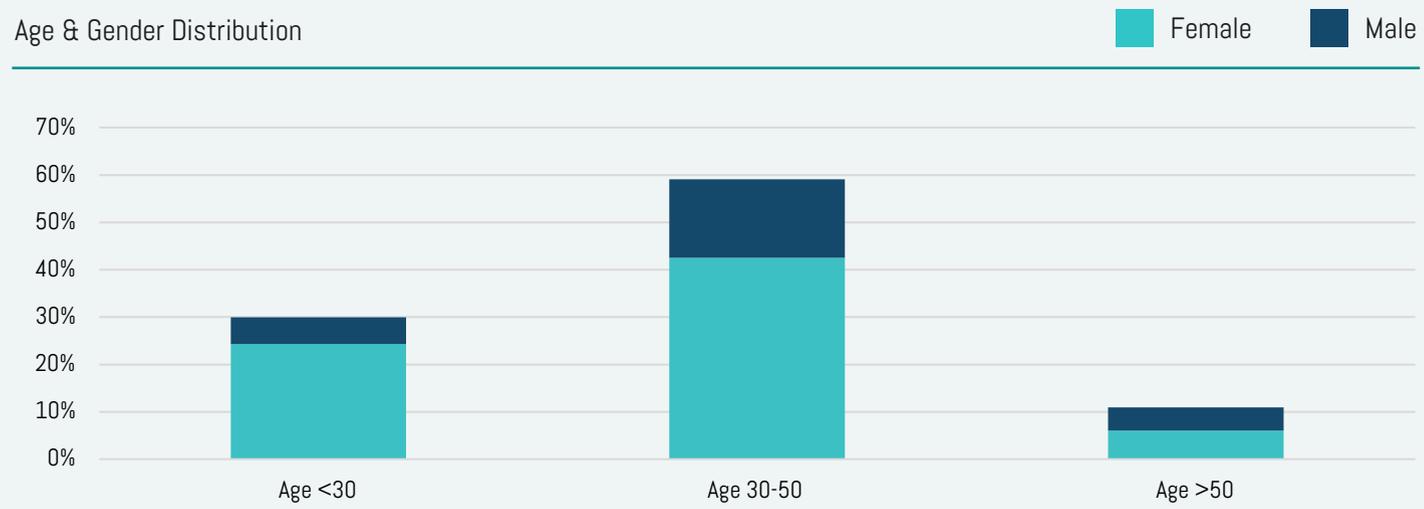
The pulse on internal engagement

At Active Brands, we recognize that employee engagement is crucial for fostering a positive workplace culture and ensuring organizational health. Our bi-weekly temperature surveys provide valuable insights into employee satisfaction and overall engagement levels, guiding our continuous improvement efforts.

In 2024, we have seen a positive trend with our Employee Temperature Score rising to 7.7, marking the highest recorded level. While this increase indicates improvement, we view it as part of our ongoing journey to create an engaging and supportive work environment.

As we look toward 2025, we remain committed to using insights from our temperature scores to further improve our workplace culture. We will actively seek feedback to identify and prioritize initiatives that enhance engagement and inclusivity, ensuring that Active Brands continues to be a supportive environment for all employees.

EMPLOYEE TEMP SCORE

ACTIVE BRANDS

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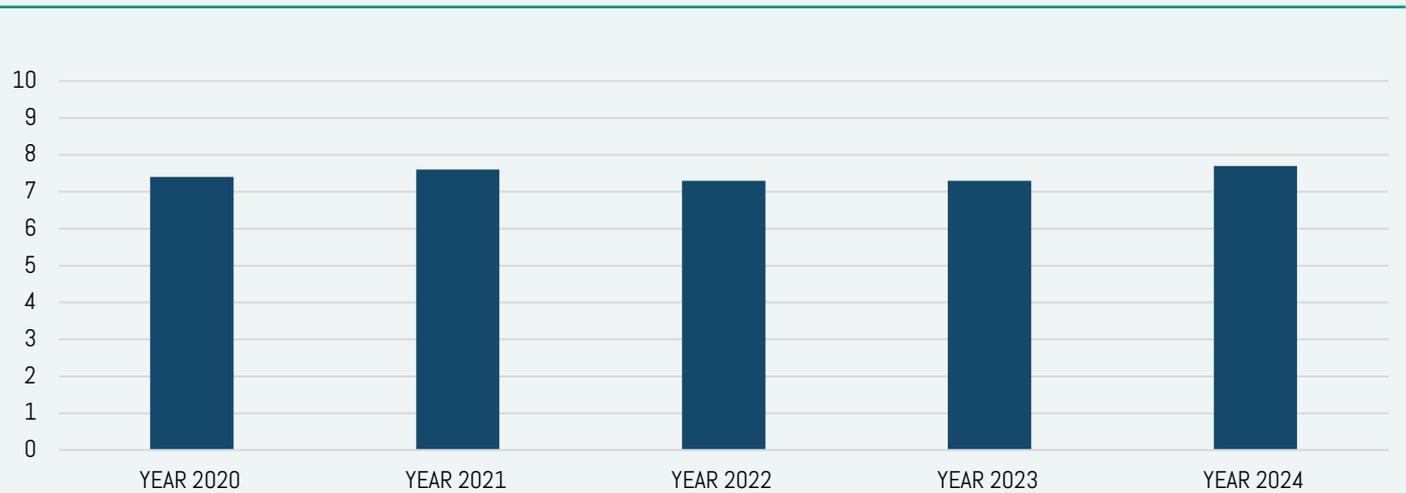
Whistleblowing

At Active Brands, we have a separate whistleblowing policy that is a sub-document to our internal code of conduct. The whistleblowing policy outlines channels through which concerns regarding unethical behavior or other serious issues should be reported. Additionally, we offer a digital and anonymous whistleblowing channel through our Winningtemp platform, providing easy access for everyone to report any matters of concern. This enables us to take prompt action to address them.

Environment, health and safety

Maintaining a safe, secure, and healthy work environment is crucial for the well-being of all employees. At our company, we have established a safety-representative group to ensure that the best practices are in place to achieve this goal. The group consists of two employees elected representatives and two management employees.

The safety representative group covers various areas related to physical security and health in the workplace. It also addresses potential organizational changes and serves as a forum for discussing topics relevant to employees. To ensure that the group is equipped to fulfill its responsibilities, we provide the participants with training by external experts. This training gives them a solid foundation to maintain high internal standards for health and safety.

Training and knowledge sharing

Continuous learning and growth remain essential for both individual and organizational development at Active Brands. We are committed to providing employees with opportunities to enhance their skills and knowledge.

In 2024, we continued our focus on personalized development through one-to-one coaching and tailored development sessions, ensuring that these opportunities align with individual aspirations and career goals. We also focused on enhancing internal knowledge by identifying key areas for improvement and facilitating relevant learning opportunities.

We incorporate ESG topics into our initiatives, fostering collaboration among teams to share insights and contribute to our strategies. In 2024, ESG training included updates to our strategy, allowing employees to actively participate in refining our sustainability approach. We also integrated ESG discussions into our seasonal kick-off meetings, focusing on current opportunities and challenges. Feedback from these discussions is tracked and followed up with targeted sessions to maintain alignment and support ongoing progress.

Social crew

We highly value the perspectives and ideas of all our employees, regardless of their position or function. We believe in creating an open and established channel that encourages new ways of working and fosters engagement within the workplace.

It's crucial for us to empower our employees to take the initiative and suggest activities that support employee engagement, and for this reason, we have a dedicated crew, called "Social Crew" in our headquarters.

"Social Crew" is a team of four-six employees from diverse functions who serve as key representatives for crowd sourcing and initiating activities and initiatives related to employee engagement. They organize various activities within and outside the office and provide valuable suggestions and feedback on building a strong and positive workplace culture. We believe that this team will help us maintain a high level of employee engagement, and we encourage all employees to share their ideas and perspectives with "Social Crew", HR, People Engagement Manager or their line Managers.

People in our supply chain

The journey from raw material to finished product in the apparel and hard goods industry spans several phases, ranging from highly automated manufacturing to labour-intensive processes that rely heavily on manual work. Particularly in the textile and apparel sectors, stages like cotton harvesting and garment assembly require significant human labour.

Globally, the apparel supply chain is a vital source of employment—especially for women, who represent a large portion of the workforce in garment production. It's estimated that 80% of workers in garment manufacturing are women. This makes the industry not only a major employer but also a powerful force for advancing gender equity and social inclusion.

However, the sector is also associated with persistent challenges, including poor working conditions, limited labour rights, and exposure to systemic risks. At Active Brands, we are highly aware of both the positive potential and the human rights risks embedded in global supply chains. We are committed to working with supply chain partners who uphold high standards, and continuously strengthening our practices to protect and promote the rights and well-being of the people behind our products.

We believe that ensuring decent working conditions and fair treatment for all workers is both a moral obligation and a business necessity—critical for long-term success, brand trust, and shared value creation.

Our policies and governance framework

Active Brands has made a clear commitment to respecting and promoting human rights, decent working conditions, and ethical business practices across its value chain. This commitment is reflected in our policies, governance structures, and practical implementation routines. Our key policy documents are board-approved and provide a shared reference point for both internal functions and external partners. These policies are operationalized through business routines, training, assessments, and collaboration across various teams.

On the next page is a summary of our core policies and governance mechanisms that guide our work with suppliers and lay the foundation for our approach to responsible business conduct.

Supplier code of conduct

Our Supplier Code of Conduct outlines our expectations for all suppliers and business partners. It requires compliance with international labour standards and local laws, and covers critical issues such as forced and child labour, working hours, fair wages, health and safety, and freedom of association. The Code is grounded in internationally recognized frameworks, including the Universal Declaration of Human Rights, ILO Core Conventions, the UN Guiding Principles on Business and Human Rights, and the UN Convention on the Rights of the Child.

Suppliers must sign and comply with the Code as a mandatory condition for doing business with us. We require them to cascade these principles to their subcontractors, and we monitor implementation through audits and assessments. To reinforce high-risk areas like anti-corruption and child labour, we have developed supporting standard operating procedures (SOPs) that establish strict requirements and steps for mitigation and remediation.

Responsible business conduct policy

Our Responsible Business Conduct Policy reflects our commitment to conducting business in a manner that aligns with internationally recognized standards for ethics, fairness, and environmental responsibility. The policy lays out our responsibilities related to people, society, and the planet. It reinforces the importance of conducting regular risk assessments and taking proactive steps to stop, prevent, or mitigate negative impacts.

The policy is developed with reference to the OECD Guidelines for Multinational Enterprises and aligned with the UN Global Compact Principles. We update the policy regularly to reflect regulatory changes and evolving industry best practices.

Governance and implementation

The responsibility for implementing these policies lies with the operations team led by the Chief Operations Officer, including the ESG Manager and Sourcing Director, as well as with the specific brand representatives. The policies are supported by structured routines, including supplier onboarding protocols, due diligence practices, internal and third-party audits, and worker engagement mechanisms.

We support internal alignment on ESG through training and cross-functional collaboration, including onboarding sessions and ongoing dialogue across departments. Our ESG Manager coordinates internal follow-up, action plans, and reporting, while brand representatives and sourcing teams take active ownership of supplier- and product-related ESG activities.

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Due diligence and risk management

We are strengthening our internal processes to uphold responsible practices throughout our operations, interactions with business partners, and supplier relationships via internal routines aligned with the OECD's six-step due diligence framework.

Our due diligence routine incorporates relevant policies, standards, and supporting sub-policies that provide a clear foundation for responsible conduct. It defines responsibilities across teams and outlines procedures for identifying and managing risks, engaging stakeholders, implementing actions, and remediating issues when required.

These routines help ensure clarity and consistency in how due diligence is applied across the organization—clarifying who does what, how, and when. This also allows us to respond effectively to external inquiries, including those related to the Norwegian Transparency Act. To maintain and answer such external inquiries related to the information requirements imposed by the Transparency Act, we have established our ESG Manager as the first point of contact (contact details are outlined on the final page of this report).

This model outlines the internationally recognized approach for identifying, preventing, mitigating, and accounting for adverse impacts in business operations and value chains. Active Brands follows this framework as a foundation for its responsible sourcing practices.

OECD's Six Step Due Diligence Framework

COMMUNICATE
HOW IMPACTS ARE ADDRESSED

5

IDENTIFY & ASSESS ADVERSE IMPACTS
IN OPERATIONS, SUPPLY CHAINS & BUSINESS RELATIONSHIPS

2

1
EMBED RESPONSIBLE BUSINESS CONDUCT
INTO POLICIES & MANAGEMENT SYSTEMS

6
PROVIDE FOR OR COOPERATE
IN REMEDIATION WHEN APPROPRIATE

4
TRACK
IMPLEMENTATION AND RESULTS

3
CEASE PREVENT OR MITIGATE
ADVERSE IMPACTS

Due diligence forms the basis for supplier assessment and onboarding. We assess all new suppliers via a pre-sourcing risk assessment, social audit, and internal assessments.

Follow-ups are carried out through regular worker interviews, factory visits, and third-party assessments. These practices are further detailed in "How we engage with value chain workers", where we describe how we engage with workers and ensure their voices are integrated into our continuous improvement efforts. Key data points are collected on wages, hours, grievances, and representation structures. These indicators are reported further in this chapter.

Understanding our value chain and labour risks

At Active Brands, we recognize that the people who make our products are at the core of our value chain. Understanding and influencing labour risks as well as our positive impact is not only a regulatory obligation—it's a responsibility we take seriously. The conditions under which apparel and our hard goods are produced vary across the world, and some production settings carry higher risks to workers' rights and well-being.

Our global supply chain is concentrated in countries across Asia, including China, Vietnam, Bangladesh, and Myanmar. These regions are essential to our sourcing model, but they also present systemic risks such as excessive overtime, restricted freedom of association, limited wage progression, and gender-based

inequalities. These risks are complex and require deliberate attention and continuous action from our side.

To proactively manage these risks, we carry out regular risk assessments, incorporating national risk indices, human rights reports, and feedback from local stakeholders. These assessments are combined with internal mapping of supplier performance and third-party audit findings. In our 2024 double materiality assessment, several key labour-related topics emerged as material from CSRD ESRS S2 to both our business and the people in our supply chain:

Employment Security and Working Conditions: Fluctuating order volumes and limited transparency in the deeper tiers of production can create insecurity for workers and lead to long hours during peak seasons. In markets such as China, this can manifest in overtime beyond legal thresholds. We are working to reduce these pressures through more stable purchasing practices and foreseeable order placements.

Social Dialogue and Worker Engagement: In countries where trade union rights are restricted, we emphasize alternative forms of worker representation, such as worker committees. We provide guidance to suppliers on how to ensure these structures are inclusive, effective, and not influenced by factory management.

Health and Safety: We go beyond minimum legal compliance by encouraging suppliers to implement higher occupational health and safety standards, particularly related to fire safety, chemical handling, and machine operation. We also encourage that training reaches all workers—not just management.

Labour Rights and Safeguards: We uphold a zero-tolerance approach to forced labour, child labour, violence, and harassment. These are enforced through a mix of on-site audits, worker interviews, and grievance mechanisms.

Wages and Living Standards: We monitor wages in our Tier 1 suppliers and have started benchmarking them against living wage references. While we do not control wages directly, we acknowledge our potential influence through responsible product price and supplier partnerships.

The insights on both the importance of our business and our impact on people in the supply chain shape how we work with suppliers, assess risks, and prioritize improvements. We integrate these insights into our sourcing decisions and collaboration models to help reduce risk and support stronger, more resilient workplaces. Our approach focuses not only on avoiding harm but also on creating positive change where we can.

We believe that ongoing engagement and responsible purchasing practices can improve the conditions of thousands of workers across our supply chain. This commitment guides us to set priorities and apply our efforts.

As of 2024, approximately 14,500 people were employed across our Tier 1 garment assembly factories. Around 76% of these workers were women, and 49% of factory management positions were held by women. Because women make up most of the workforce, we are especially mindful of gender-specific risks such as wage inequality, limited career advancement, and exposure to harassment and continue to identify ways to promote fair representation and safer, more inclusive workplaces.

Transparency and supplier engagement

Knowing where our products are made, including facility locations, is a prerequisite for both monitoring and improving the social and environmental performance of our value chain. At Active Brands, we do not own any manufacturing facilities ourselves. However, we have direct relationships with key manufacturing partners who together represent 99% of our production volume.

This direct relationship allows for strong transparency and accountability. Our sourcing office in Shanghai plays a central role, with a team who manage much of the daily dialogue with suppliers throughout the year. The same team is also involved in following up on our social and environmental expectations and engaging suppliers in improvements.

Beyond Tier 1, we also nominate most of our materials directly and have mapped over 80% of the material manufacturers we work with. This helps us gain visibility into upstream value chain practices and take responsibility beyond final assembly.

We publish the full list of our Tier 1 assembling partners and Tier 2 material manufacturing partners on our website and share supplier site locations via Open Supply Hub to promote cross-industry transparency.

Assembling Suppliers	40
Material Suppliers	24
Assembling Facilities	46
Material Manufacturing Facilities	42

Vietnam

Taiwan

Lithuania
TEXTILE 1

Vietnam
TEXTILE 3

Taiwan
HARD GOODS 1

Bangladesh

China
TEXTILE 25
HARD GOODS 5

Bangladesh
TEXTILE 1

China

Czech Republic
HARD GOODS 1

Myanmar

Switzerland
HARD GOODS 1

Turkey

Turkey
TEXTILE 1

Myanmar
TEXTILE 1

LEGEND

TEXTILE

HARD GOODS
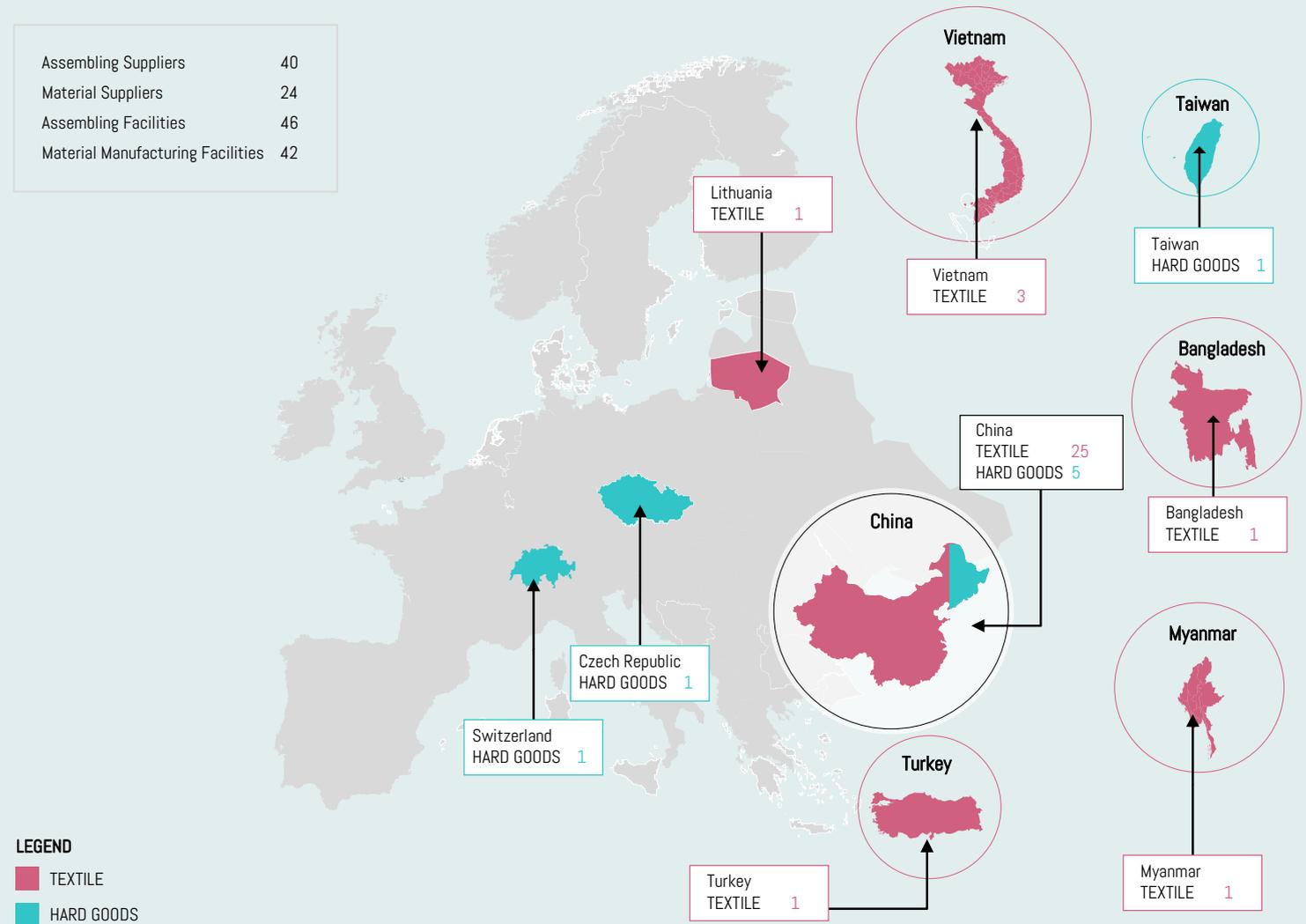
As part of our broader transparency and accountability efforts, we work actively with a range of multi-stakeholder industry collaborations. These partnerships play a key role in building capacity, strengthening due diligence, and addressing systemic challenges that extend beyond what any one company can achieve alone.

Ethical Trade Norway is a resource center and driving force for promoting sustainable business practices that safeguard human and worker rights, society, and the environment. Active Brands has been a member since 2014 and submits an annual report on responsible business practices, now integrated into our annual ESG Impact reporting. The organization offers valuable feedback, training, and working groups, including on topics like Living Wage and responsible sourcing in Myanmar.

Amfori is a global business association for sustainable trade. As a member since 2014, Active Brands has worked to roll out Amfori's Business Social Compliance Initiative (BSCI) standard across our suppliers. By 2024, 89% of our partners were enrolled on BSCI or a similar social & labour standard. BSCI provides structured audits, data-sharing, and a platform for ongoing supplier performance monitoring.

Accord is a legally binding agreement between over 200 brands and global trade unions to ensure safe workplaces in Bangladesh. In 2023, Active Brands joined Accord upon starting production in the country. Our supplier had already been a long-standing Accord member and had achieved a 100% remediation progress rate following inspections. We require any new supplier we consider in Bangladesh to be a member of the Accord and to have reached a certain remediation progress rate under its inspection and follow-up programme.

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How we engage with value chain workers

Ensuring that workers in our value chain are heard, protected, and supported is central to our due diligence efforts. Our engagement aims to go beyond compliance and assessments. We seek to maintain regular follow-up with our suppliers through internal visits, third-party audits, dialogue, and joint improvement activities where possible.

Before entering any new supplier partnership, we conduct a thorough ESG assessment to determine whether the supplier meets our minimum requirements and aligns with our values. This process includes site visits and a detailed review of certifications, management systems, and labour practices. In 2024, we evaluated five potential suppliers and onboarded two of them based on approved ESG performance and compliance with all other onboarding requirements we have in our assessment.

Once partnerships are established, we conduct regular on-site follow-up, either internally or via third-party partners. In 2024, 89% of our business volume was with suppliers who completed a BSCI or equivalent third-party social audit. All of these passed with at least an acceptable grade. The remaining 11% of suppliers not audited were primarily assessed as low-risk based on their geographical location, or represented a very small share of our purchase volume. In these cases, we have still conducted initial ESG screenings to ensure basic compliance with our standards.

The audits conducted review performance across 13 performance areas including working hours, wages, grievance systems, and worker involvement. In line with BSCI's zero-tolerance protocols, we received no alerts in 2024.

BSCI performance areas

Social Management System	Workers involvement and Protection	The Rights of Freedom of Association and Collective Bargaining	No Discrimination
Fair Remuneration	Decent Working Hours	Occupational Health and Safety	No Child Labour
Special Protection for Young Workers	No Bonded Labour	Protection of the Environment	Ethical Business Behaviour

In 2023, worker interviews conducted during internal audits highlighted the need for improved understanding around social insurance, safety equipment usage, and the role of worker committees. These findings directly informed our training focus for 2024.

During 2024, a total of 55 trainings were conducted by 17 of our suppliers, focusing on safe working conditions, grievance mechanisms, and worker representation. We aim to build internal capacity on these topics within factories to support longer-term improvements in working conditions and worker understanding.

We require all suppliers to maintain functioning grievance mechanisms and support their workers in raising concerns safely and anonymously. These include in-factory channels and third-party systems. In 2024, all our audited Tier 1 suppliers confirmed having grievance mechanisms in place.

We continue to promote the establishment of functioning and democratic worker committees, especially in countries where freedom of association is limited. These structures are vital for creating channels for meaningful worker voice. According to BSCI records, all audited suppliers met at least the minimum acceptable grade, although not all facilities have yet reached the highest scoring levels. We continue working with partners to support continuous improvement in these areas.

Our due diligence framework also includes a clear remediation approach. If we are found to have caused or contributed to negative ESG impacts, we act to stop and remedy them. If a supplier is responsible, they are expected to remediate, with our support where necessary. If negative impacts are identified, we work collaboratively with suppliers to define Corrective Action Plans (CAPs). These plans include clear timelines and follow-up checkpoints. We do not immediately terminate relationships unless suppliers fail to demonstrate willingness to improve. Even in disengagement cases, we assess our responsibility to ensure appropriate remedy.

Through a combination of structured monitoring, worker feedback, capacity building, and strong supplier dialogue, we continue to evolve our approach to protecting and empowering the people in our value chain. Beyond audits and assessments, we prioritize direct engagement with workers to understand their needs, challenges, and perspectives.

Our focus areas and path forward

In 2024, we continued to advance key social topics in our supply chain based on our double materiality assessment and ongoing risk evaluation. Our efforts are focused on five core areas that we have identified as essential for safeguarding worker rights and driving meaningful, long-term improvements:

Responsible Purchasing Practices: We emphasize timely order placement and transparent forecasting to reduce last-minute pressure on suppliers. In 2025, we will continue strengthening our internal planning routines to improve predictability and reduce unnecessary sample development — minimizing the risk that suppliers invest time and resources into products that are not taken forward. We are also increasing our focus on refining the assortment, ensuring that only strategically relevant products progress to development and production. This contributes to greater efficiency and supports suppliers with improved planning and resource allocation.

Occupational Health & Safety (OHS): In 2024, 70% of our Tier 1 assembling suppliers achieved an A-grade in OHS. Our target is to reach 100% A-grade compliance among all audited suppliers. In 2025, we will continue working closely with our partners to strengthen OHS management systems, and we will expand our assessments to include key Tier 2 suppliers to ensure consistent safety standards across our supply chain.

Workers' Committees & Collective Bargaining Agreements (CBA): We promote the formation and functioning of democratic worker committees, especially in sourcing regions where access to trade unions is limited. In 2025, we will place stronger emphasis on ensuring these committees are not only in place, but also meet high functional standards—being inclusive, independent, and well-understood by the workforce. Our objective is to support all audited suppliers in reaching at least a B-grade on the BSCI performance area 'Workers Involvement & Protection,' with a long-term ambition of moving more partners toward A-grade performance. In 2024 59% of audited suppliers reached an A-grade, 5% a B-grade and 22% a C-grade in this performance area.

Effective Grievance Mechanisms: All audited Tier 1 suppliers in 2024 confirmed having grievance mechanisms in place. In 2025, we will incorporate grievance mechanism checks into our internal worker interview routines and promote supplier-led improvements to increase awareness, trust, and use among workers.

Decent Wages: We collected wage data from 89% of Tier 1 suppliers and benchmarked this against living wage references. All suppliers from whom we collect data were paying at least the legal minimum wage, and 20% of suppliers had reached a living wage. The living wage data was gathered using a combination of methods, including GLWC Anker methodology, third-party audit data, and manual collection with support from auditors. In 2025, we will continue this work and further explore how to address wage gaps through supplier engagement, including further understanding of gender-related wage disparities.

In addition, we are reinforcing our commitment to worker-centered due diligence. We will continue conducting worker interviews as part of our internal audit process and ensure worker perspectives will help inform follow-up and action planning. We also aim to improve how we assess and support worker representation structures across suppliers and use those insights to guide training needs and collaborative improvements.

Furthermore, we will examine how gender is addressed across our due diligence processes—both in terms of risk identification and remediation—and assess whether there are gaps in how we evaluate gender-specific challenges within supplier operations. This includes considerations to how gender factors are integrated in wage analysis, training access, and grievance follow-up.

Additional 2025 actions include updated country risk mapping, and continued engagement through collaboration with MADE, Accord, and Amfori networks.

Through structured action and ongoing dialogue with our supply chain partners, we will continue to build on these focus areas to create meaningful and measurable improvements for the people who make our products, we aim to advance long-term improvements in transparency, supplier accountability, and the rights and well-being of workers in our value chain.

Spotlight:
Myanmar and our high-risk country engagement

Active Brands continues to maintain a long-standing relationship with a single supplier located in Myanmar. Following the military coup in 2021, the country remains classified as high-risk according to our Code of Conduct. As such, we continue to implement heightened human rights due diligence to monitor conditions and ensure our supplier aligns with our standards.

We have a clear policy of not entering new supplier relationships in Myanmar. Our presence in the country is based on a principle of continued, carefully managed engagement. We believe that by staying involved under strict due diligence conditions, we are better positioned to monitor and support working conditions than we would be by withdrawing entirely.

In 2024, we continued our participation in the EU-funded MADE SMART Factory Program. Through this partnership, the factory was assessed three times by the MADE team, with ongoing follow-up actions to support continuous improvement. In addition, there was a wage negotiation round between factory management and worker representatives, resulting in an agreement to increase wages—an encouraging step towards enhanced social dialogue and worker participation.

We also remain in regular contact with our supplier, as well as with stakeholders such as Ethical Trade Norway, Amfori, and other brands sourcing from the same factory. The factory is audited annually under our BSCI programme, while additional customers conduct more frequent audits. We conduct dialogue with the factory between audits to stay informed on evolving risks and working conditions.

We have also verified that our supplier has no direct or indirect ties to the military authorities in Myanmar, and we maintain this verification as part of our ongoing due diligence.

Our engagement in Myanmar is subject to continuous review. Should conditions deteriorate or our ability to perform meaningful due diligence be compromised, we are prepared to reassess our presence and take appropriate action in line with our commitment to human rights.

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Active Brands AS has reported the information cited in this GRI content index for the period 1 january-31 December 2024 with reference to the GRI Standards

GRI content index	Disclosure No.	Description	Page	Notes
GRI 2: General Disclosures 2021				
The organization and reporting practices	2-1	Organizational details	3, 5, 8	
	2-2	Entities included in the organization's sustainability reporting	3	
	2-3	Reporting period, frequency and content point	3	
	2-4	Restatement of information		N/A
	2-5	External Assurance		No external assurance. The report is approved by the highest governance body and senior executive team.
Activities and workers	2-6	Activities, value chain and other business relationships	8, 13, 49	
	2-7	Employees	41-42	"Partly reported 2-7b There are no significant variations in number of employees over the reporting period."
	2-8	Workers who are not employees	48	
Governance	2-9a	Governance strucutre and composition	11	
	2-12	Role of the highest governance body	11, 45-46	
	2-13	Delegation of responsibility for managing impacts	11, 47	
	2-14	Role of the highest governance body in sustainability reporting	11, 14, 60	
	2-16a	Communication of critical concerns	44, 47	no critical concerns were communicted to the highest governance body during the reporting preiod.
	2-17	Collective knowledge of the highest governance body	11	
Strategy, policies and practices	2-22	Statement on sustainable development strategy	9-10	
	2-23	Policy Commitments	12, 45-46	
	2-24	Embedding policy commitments	44, 47-53	
	2-25	Process to remediate negative impacts	47-48	
	2-26	Mechanism for seeking advice and raising concerns	44, 47	
	2-27	Compliance with laws and regulations		No significant instances of non-compliance with laws and regulations during the reporting period.
	2-28	Membership associations	22, 26-27, 31, 34. 50, 54	

GRI content index	Disclosure No.	Description	Page	Notes
Stakeholder Engagement	2-29	Approach to stakeholder engagement	14	
	2-30	Collective bargaining agreements		The company doesn't have signed union agreement but employees are members of unions and are not in any way restricted in engaging with unions.
GRI-3: Material Topics 2021				
Material Topics	3-1	Process to determine material topics	13-16	
	3-2	List of material topics	15-16, Appendix 2-3	
	3-3	Management of material topics	17-34, 39-54	
GRI 205: Anti-corruption 2016				
Anti-Competitive Behaviour	206-1	Legal actions for anti-competitive behaviour, anti-trust and monopoly practices		No legal actions raised during the reporting period
GRI 206: Anti-Competitive Behaviour				
Anti-Competitive Behaviour	206-1	Legal actions for anti-competitive behaviour, anti-trust and monopoly practices		No legal actions raised during the reporting period
GRI 301: Materials 2016				
Materials	301-1	Materials used by weight or volume	25	
	301-2	Recycled input materials used	25	
GRI 302: Energy 2016				
Energy	301-2	Energy consumption within the organization	22	
GRI 303: Water and Effluents 2018				
Water and Effluents	303-1a	Interactions with water as a shared resource	30	
GRI 305: Emissions 2016				
Emissions	305-1	Direct (Scope 1) GHG emissions	19	
	305-2	Energy indirect (Scope 2) GHG emissions	19	
	305-3	Other indirect (Scope 3) GHG emissions	19, 21, 23	
	305-4	GHG emissions internsity		Emissions per product produced: 3.73 kgCO2e/product (Scope 3 divided by number of products included)
	305-5	Reduction of GHG emissions	19	
GRI 308: Supplier Environmental Assessment				
Supplier Environmental Assessment	308-1	New suppliers that were screened using environmental critera	51	

GRI content index	Disclosure No.	Description	Page	Notes
GRI 403: Occupational Health and Safety 2018				
Occupational Health and Safety	403-1	Occupational health and safety management system	44, 53	
	403-4	Worker participation, consultation and communication on occupational health and safety	44, 53	
	403-5	Worker training on occupational health and safety	44	
	403-7	Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	50, 53	
	3-3	Management of material topics	17-34, 39-54	
GRI 404: Training and Education 2016				
Training and Education	404-2	Programs for upgrading employees skills and transition assistance programs	44, 52	
GRI 406: Non-discrimination 2016				
Non-discrimination	406-1	Incidents of discrimination and corrective actions taken		No reported incidents of discrimination during the reporting period
GRI 407: Freedom of Association and Collective Bargaining 2016				
Freedom of Association and Collective Bargaining	407-1	Operations and suppliers in which the right to freedom of associtaion and collective bargaining may be at risk	51-54	
GRI 408: Child Labor 2016				
Child Labor	408-1	Operations and suppliers at significant risk for incidents of child labour	51	Part of zero tolerance issues
GRI 409: Forced or Compulsory Labor 2016				
Forced or Compulsory Labor	409-1	Operations and suppliers at significant risk for incidents of forced or compulsary labor	51	Part of zero tolerance issues
GRI 414: Supplier Social Assessment 2016				
Supplier Social Assessment	414-1	New suppliers that were screened using social critera	51	
GRI 308: Supplier Environmental Assessment				
Supplier Environmental Assessment	308-1	New suppliers that were screened using environmental critera	51	
GRI 416: Customer Health and Safety 2017				
Customer Health and Safety	416-2	Incidents of non-compliance concerning the health and safety impacts of products and services		No cases reported during the reporting period

Environment

E1 - Climate change

Sub-Topic	IRO
Climate change mitigation	🔴 Negative impact
Climate change adaptation	🟢 Positive impact
Energy use	🔵 Opportunity
	⚪ Risk

E2 - Pollution

Sub-Topic	IRO
Substances of concern and substances of very high concern	🔴 Negative impact
	⚪ Risk

E3 - Water and Marine resources

Sub-Topic	IRO
Water withdrawal	🔴 Negative impact
Water discharges in water bodies and in the ocean	⚪ Risk

E4 - Biodiversity and Ecosystems

Sub-Topic	Sub-Sub Topic	IRO
Direct impact drivers of biodiversity loss	(i) Climate change	🔴 Negative impact
	(ii) Land-use change, freshwater-use change and sea-use change	
	(v) Pollution	

E5 - Resources and Circular Economy

Sub-Topic	IRO
Resource inflows, including resource use	🔴 Negative impact
Resource outflows related to products and services	🟢 Positive impact
	🔵 Opportunity
Waste	⚪ Risk

Social

S1 - Own workers

Sub-Topic	Sub-Sub Topic	IRO
Working conditions	(i) Secure employment (ii) Working time (iii) Adequate wages (iii) Adequate wages (iv) Social dialogue (vii) Work-life balance (vii) Work-life balance	🔴 Negative impact
		🟢 Positive impact
Equal treatment and opportunities for all	(i) Gender equality and equal pay for work of equal value (ii) Training and skills development (iv) Measures against violence and harassment in the workplace (v) Diversity	🔵 Opportunity ⚪ Risk

S2 - Workers in the value chain

Sub-Topic	Sub-Sub Topic	IRO
Working conditions	(ii) Working time (iii) Adequate wages (iv) Social dialogue (v) Freedom of association (vi) Collective bargaining (viii) Health and safety	🔴 Negative impact
		🟢 Positive impact
Equal treatment and opportunities for all	(ii) Training and skills development (iv) Measures against violence and harassment in the workplace	⚪ Risk
Other work-related rights	(i) Child labour (ii) Forced labour (iv) Water and sanitation	

S4 - End users/consumers

Sub-Topic	Sub-Sub Topic	IRO
Information-related impacts for consumers and/or end-users	(i) Privacy (ii) Freedom of expression (iii) Access to (quality) information	
Personal safety of consumers and/or end-users	(i) Health and safety	🔴 Negative impact 🟢 Positive impact
Social inclusion of consumers and/or end-users	(i) Non-discrimination (iii) Responsible marketing practices	🔵 Opportunity ⚪ Risk

Governance

G1 - Business conduct

Sub-Topic	Sub-Sub Topic	IRO
Corporate structure and business conduct policies		
Protection of whistle-blowers		🟢 Positive impact
Animal welfare		⚪ Risk
Management of relationships with suppliers including payment practices		
Corruption and bribery	(i) Prevention and detection including training (ii) Incidents	

ACTIVE BRANDS

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Area	Impact	Value chain location	Geographical Location	Description	Mitigation Action	Short Term Focus
Climate	GHG emissions / Energy use	Upstream value chain / Own operations / Downstream value chain	Across global operation	Most emissions (>99%) are embedded in the value chain, from all phases in the value chain, with significant emission hot spots in raw material extraction and material manufacturing. In own operations (scope 1-2) main sources include energy usage in offices, stores, and company-owned cars.	Address GHG emissions through material choices, electric vehicles, manufacturing requirements, and collaboration across the supply chain. Engage partners and adopt solutions that align with our 2030 and 2050 climate targets	• Transition to an electric vehicle fleet Continued and deepened collaboration with transportation and manufacturing partners • Shifting our material portfolio toward lower-impact, high quality certified materials
Pollution	Substances of concern and substances of very high concern	Upstream value chain	Manufacturing Locations (mainly China)	Textile industry is a significant consumer of global chemical production (est 25%), with a risk to contribute to pollution from hazardous substances, particularly in the dyeing and finishing process.	Adoptation of certified materials, including Oekotex®-100 and bluesign® certified materials. Ensuring maintainence of a stringent RSL and ensuring that suppliers upstream the supply chain are following this, as well as complimenting with chemical testing.	• Expand sourcing of bluesign® approved fabrics. • Maintain compliance with OEKO-TEX® Standard 100 across key material categories. • Ensure upstream suppliers align with our RSL through clear requirements and ongoing monitoring.
Water	Water Consumption and Withdrawal / Water Discharge	Upstream value chain	Manufacturing Locations and Raw Material extraction and harvesting	Significant water usage during the dyeing process. Water is also extensively used for cotton production, although cotton constitutes a smaller portion of the collection historically its portion has increased last year. Discharges carry the risk to include chemical and microplastic pollution from dye houses and agricultural runoff from cotton fields. Discharges are however heavily regulated for dyehouses in our supply chain, and wastewater treatment plants (WWTPs) are mandatory.	Work towards increased awarness for water risks and situation of where our dye houses are located. Adopt certified materials from bluesign® system partners, who has stringent requirements on water use and discharge.	• Expand water risk mapping to include additional key suppliers and regions. • Engage in industry collaborations to identify shared risks and effective mitigation practices. • Continue sourcing from bluesign® system partners with strong water discharge controls."
Biodiversity & Ecosystems	Direct impact drivers of biodiversity loss	Upstream value chain / Downstream value chain	Manufacturing Locations and Raw Material extraction and harvesting	Biodiversity loss is linked to land use, farming, fossil fuel extraction, and pollution. Wool, cotton, and synthetics each present distinct ecosystem risks. Understanding and mitigating these impacts is increasingly important as part of nature-conscious business practices.	Promote greater awareness of biodiversity risks associated with raw material sourcing and land use in our supply chain. Increase use of certified and recycled materials, including the Responsible Wool Standard, which supports improved land management and biodiversity conservation at the farm level.	• Deepen internal understanding of biodiversity risks linked to materials and sourcing locations. • Join industry platforms and engage with peers to identify and apply best practices. • Begin laying the groundwork for future KPIs and policy commitments.
Resource use and circularity	Raw materials and resource use / Resource outflows across the value chain / Generation of waste across the value chain	Upstream value chain / Downstream value chain	Across Global Operations	Resource inflows (materials, water, land) and outflows (waste, emissions) span the full product lifecycle. Mixed materials and infrastructure limitations make recycling a challenge. Longevity, circular design, and upstream waste reduction are key strategies.	Design and develop products with longevity in mind, ensuring durability through rigorous testing and quality assurance. Actively consider each product's intended use and expected lifetime to guide material and design choices, balancing durability with recyclability where trade-offs are necessary. Explore and implement circular business models such as repair and reuse to extend product life. Collaborate with peers and supply chain partners to reduce material waste and improve resource efficiency early in the value chain	• Strengthen collaboration with peer companies and supply chain partners to address upstream waste and improve material efficiency. • Increase guidance and availability of care and repair options at the brand level to support product longevity. • Continue collaboration with reuse partners to extend product life and explore circular models. • Maintain rigorous product testing to ensure durability and performance. • Improve tracking and documentation of test data to meet evolving regulatory requirements on product lifetime and recyclability

Area	Impact	Value chain location	Geographical Location	Description	Mitigation Action	Short Term Focus
Own Workforce	Working conditions Equal treatment and opportunities for all	Own operations	Local office locations	This topic addresses the rights, conditions, and well-being of employees within Active Brands. It covers employment terms, health and safety, diversity, and engagement. Ensuring fair, inclusive, and transparent practices across all sites is key to long-term resilience.	Foster an inclusive and supportive workplace by upholding strong internal policies and applying the ACT framework to support individual growth and team collaboration. Strengthen diversity through inclusive recruitment and leadership balance. Maintain open engagement via regular feedback and employee-led initiatives. Continue building a values-driven culture where people thrive—both individually and together	• Maintain strong employee engagement by continuing bi-weekly temperature surveys and using insights to guide initiatives on culture and well-being. • Support consistent implementation of the ACT framework across all teams to reinforce collaboration, development, and clear target-setting. • Continue focusing on inclusive recruitment and gender balance across the organization. • Promote workplace well-being and inclusivity, and ensure all employees are aware of ethical reporting channels.
Workers in the value chain	Working conditions Equal treatment and opportunities for all Other work-related rights	Upstream value chain	Manufacturing Locations and Raw Material extraction and harvesting	Workers in our supply chain face risks tied to wages, working hours, safety, and freedom of association. Our impact lies in purchasing practices, planning, and the expectations we set for suppliers to uphold fundamental labor rights	Ensure fair and safe working conditions across the supply chain through regular supplier assessments, worker interviews, and third-party social audits. Promote functioning worker representation through democratic committees and collective bargaining where trade unions are restricted. Strengthen supplier partnerships by embedding responsible purchasing practices that support stable order volumes, fair lead times, and predictable production flows. Engage in dialogue and training to build supplier capacity and support improvements in areas such as health and safety, wages, and grievance systems	• Deepen engagement on worker voice by strengthening worker committees, promoting collective bargaining practices, and integrating grievance mechanism checks into worker interviews. • Continue monitoring and benchmarking wages against living wage references, with a focus on identifying and addressing gender-related pay gaps. • Strengthen internal planning routines and assortment strategy to improve supplier predictability. • Continue collaboration in multi-stakeholder initiatives such as MADE, Accord, and Amfori to promote worker rights and supply chain accountability.
Consumers and end-users	Information-related impacts for consumers and/or end-users Personal safety of consumers and/or end-users Social inclusion of consumers and/or end-users	Downstream value chain	All Markets	Covers consumer safety, data privacy, and representation in marketing. Relevant to how we design, label, and communicate about products—especially protective gear and children's items—and how we manage consumer interactions across digital platforms.	Ensure accurate product information, promote responsible marketing, protect user data, and support inclusive engagement across brand channels and markets.	• Continue improving sustainability communication across brand channels to support more informed consumer choices. • Continue providing clear product guidance on care, repair, and performance to enhance product longevity and user safety. • Promote inclusive marketing campaigns that reflect diverse user groups and encourage participation in outdoor activities. • Ensure secure handling of consumer data on digital platforms and strengthen internal awareness of data protection requirements.
Business Conduct	Corporate culture Protection of whistle-blowers Animal welfare Management of relationships with suppliers including payment practices Corruption and bribery	Own operations	Local office locations	Covers governance, ethics, whistleblower protection, supplier integrity, and animal welfare. Business conduct ensures accountability across operations and sourcing, especially in relation to corruption, transparency, and ethical treatment of animals.	Apply strong policies and governance practices to ensure ethical conduct, including anti-corruption, supplier screening, secure reporting, and animal welfare requirements for sourced materials	• Continue delivering training on anti-corruption, sanctions, and responsible business conduct to strengthen internal awareness and compliance. • Update supplier risk screening as part of our bi-annual due diligence process and follow up on identified risks through appropriate action. • Maintain consistent application of whistleblowing procedures across all locations and ensure that all employees are aware of and have access to secure reporting channels.

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