

IMPACT REPORT 2021

FIRST-EVER
EDITION 



MATSMART 
MOTATOS

WELCOME TO OUR FIRST IMPACT REPORT!

We're overly proud to present our first report on the good we're trying to push in this world. And in all honesty: shed some light on the stuff we can do better.

What this business is trying to do - all our people, together with customers, suppliers and partners - is really a massive thing: taking on the quest of bringing positive change to our food system. It's a very big job. That's why we believe in solutions that can scale. And that's also why we're working so hard to grow fast and reach more markets. But we also know that we're still just a small contributor in the bigger picture. The planet needs a zillion more solution driven individuals and organisations pulling their weight for a better future.

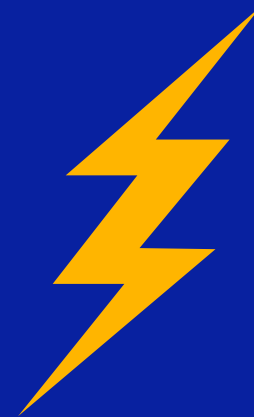
On the pages further down, you'll get to know our business and the impact that it has on the world: positive and negative. We'll show you that bringing more efficiency into the food value chains does a lot of good to fighting climate change. And even as our report leaves room for improvement, we dare to claim that our e-commerce does a lot more good than harm. And that, at the end of the day, is why we're in this business.

Hanna Thofelt Lindström
Head of Communications and Impact





WHAT'S TO COME



CO-CREATING THE FUTURE OF FOOD	4
WHAT WE DID IN 2021	5
2021 IN A BOX	6
THE JOURNEY OF THE BOX	7
AMAZING SAVES	9
DOING IT AND DOING IT RIGHT	12
PLANET	17
PEOPLE	23
POLICY	28
A WORD ABOUT THE FUTURE	30
HOW TO PRONOUNCE MOTATOS?	33

CO-CREATING THE FUTURE OF FOOD



THE START OF A MOVEMENT

Once upon a time, or rather in 2014, three friends (Erik, Kalle and Uffe) saw how large amounts of perfect food were thrown away, for no reason at all. They concluded it was bonkers and decided to do something about it. So, they started an e-commerce platform from a Swedish basement with a simple tool they found online. Soon, they spent days and nights packing boxes, and order numbers started to grow. Their idea had become a movement gathering bargain hunters and climate heroes from all around. And, so far, the movement, known as Matsmart-Motatos, has saved more than 44 000 tonnes of food and consumer products. Over-the-top cool, we know.

TOWARDS A BETTER FUTURE

Food production accounts for 30% of global greenhouse gas emissions.¹ A lot, of course, but still justifiable as eating is a human necessity, you might think? Well, there's a disturbing truth to reveal; the food system could do a lot better.

In fact, it has more holes than Swiss cheese. Not only do practices lead to way too much greenhouse gas emissions. The food system also produces an extensive amount of low-nutritious food, threatens biodiversity and fails to provide food for all, resulting in hunger.² On top of that, one third of all food produced is never eaten and a staggering 8-10% of global greenhouse gas emissions come from food loss and waste.³ The common sense and science community are aligned; we need to fix the food system to tackle the climate crisis.⁴

As always there are no easy solutions to complex problems. Securing a sustainable food future isn't a cakewalk nor a one-(wo)man show. It requires blood-sweat-and-tears work on many fronts and by many people. That's why we're committed to our mission to bring together heroes everywhere to co-create the future of food.



¹ Clark, Michael, Nina Domingo, Kimberly Colgan, et al. 'Global Food System Emissions Could Preclude Achieving the 1.5° and 2°C Climate Change Targets', *Science*, vol. 370/no. 6517, (2020), pp. 705-708.

² Searchinger, Tim, Richard Waite, Craig Hanson, et al.

'Creating a Sustainable Food Future: A Menu of Solutions to Feed Nearly 10 Billion People by 2050', *World Resources Institute*, (2019).

³ United Nations Environment Programme. 'Food Waste Index Report 2021', (2021).

⁴ Clark, Domingo, Colgan et al. 'Global Food System Emissions Could Preclude Achieving the 1.5° and 2°C Climate Change Targets', pp. 705-708.

WHAT WE DID IN 2021

2021 was the year when we took our food saving business to the next level(s). We saved more food than ever, and we also broadened our impact scope by releasing our private label By Motatos and initiating a partnership with The Hunger Project. These action tracks allow us to address more of the food system's challenges. Our private label doesn't only make saving food easier. It also brings plant-based, nutritious and healthy food to people by being affordable, and fights world hunger as one percent of the gross profit is donated to The Hunger Project. That's multitasking at its finest!



2021 IN A BOX

Here comes a summary of our 2021 captured in a box.

Quick recap! During 2021, we operated in four European markets: Sweden, Finland, Denmark and Germany and together, our customers and suppliers, saved over 20 000 tonnes of food and consumer products.

You might wonder how we managed to save all this food and how our business really works? Don't worry. We're happy to explain the journey of our box(es) in the next section.

PEOPLE

Employees:.....190
Hours worked:.....285 104.5



722 MILLION
SEK IN REVENUE
(+47% COMPARED TO 2020)

SUPPLIERS

Suppliers:.....688
Closed deals:.....5347



CUSTOMERS

Active customers:.....1 000 000
Food and consumer goods saved:.....20 929 tonnes
Net Saved tCo2e:.....15 444

YOU ARE A HERO



WAREHOUSES

Packed orders:.....1 483 890
Renewable energy:.....100%



BY MOTATOS

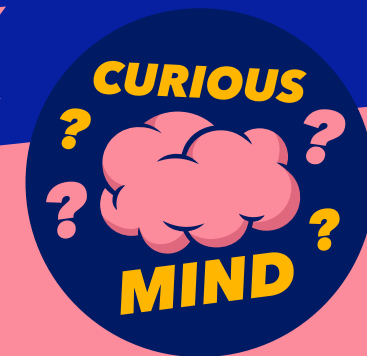
CARRIERS

WTW emissions:.....812tCO2e
Transportation compensated for:.....495tCO2e



The Hunger Project.

THE JOURNEY OF THE BOX



Below follows a detailed explanation of how our business really works. A section particularly dedicated to the curious food saving mind. Here we go!

LET'S TALK ABOUT US

When meeting new people, we introduce ourselves as a different kind of food store; an e-commerce bringing together heroes to shape a waste-free, healthy and connected future of food. Heroes come in all shapes and forms these days. Some are our customers, others work for our suppliers. And a fair number of them work for our company.

STEP ONE. OUR SUPPLIERS

Our business starts with our suppliers. Without them, saving food would be exceptionally hard. Fortunately, they're well aware of the food waste problem and are equally committed to fighting it. So we work closely together to find food waste solutions and our supplier code of conduct serves to establish common ground around what world we want to co-create.

In simple terms, "fight it", from a supplier point of view, means constantly being on the lookout for already produced products that are at risk of being thrown away. And if, or rather when, such

products are discovered, they let us buy them at discounted prices. We buy all kinds of dry goods that don't need refrigeration. Everything from pasta, pesto and soups to baking stuff, protein bars and milk chocolate.

STEP TWO. OUR PEOPLE

It would be hard to save food without our suppliers. But it would also be hard, or rather impossible, to do it without talented people. We're lucky to have many.

In 2021, our staff consisted of 190 brilliant minds working in either one of our two warehouses located in Örebro (Sweden) and Grossbeeren (Germany), or working in one of our four offices located in Stockholm (HQ, Sweden), Helsinki (Finland), Copenhagen (Denmark) and Berlin (Germany). Our staff isn't only running the whole food saving business but are also the real bearers and practitioners of our core values: courage, commitment and heart.



STEP THREE.

OUR WAREHOUSES

Back to the products. Asking yourself what happens to them once they've been purchased from our suppliers? Well, they simply get transported to one of our two warehouses located in either Örebro (Sweden), serving the Nordic market, or Grossbeeren (Germany), serving the (surprise) German market. At the warehouses, orders are picked and packed by both robots and warehouse staff before they're ready to be shipped to the next kind of heroes in this food saving fairy tale, namely our customers.

STEP FOUR. OUR CARRIERS

As no bullet proof teleportation service exists (yet), shipping the saved food from the warehouses to our customers requires some assistance. For this, we collaborate with helpful carriers.

In Sweden and Denmark, we cooperate with PostNord, Budbee and Airmee, in Finland with Posti and Budbee, and in Germany with DHL GoGreen. As soon as they've accomplished their carrier tasks, our customers will find their box(es) filled with saved stuff either at their doorstep or closest pick-up point (depending on their choice).

STEP FIVE. OUR CUSTOMERS

Last step, our many customers. These superhero-like humans fight food waste 365 days a year by browsing our websites, choosing items they like, putting them in their boxes and clicking "complete order".

Sorry not sorry for a moment of total bragging but we have no less than one million (!) active customers across all markets. That's beyond cool. And what's even cooler is that they've saved over 20 000 tonnes of food and consumer goods resulting in a net carbon save of more than 15 400 tonnes of CO₂e in 2021. If that's not worth a round of applause, we don't know what would be.



AMAZING SAVES



There are plenty of reasons for why products can be at risk of being thrown away. For example, they may have short or past best-before dates, be out of season or have outdated or misprinted packaging. All wrong reasons to throw away great stuff, if you ask us. We say these products deserve second chances. And that's why there were a lot of saves in 2021. Actually, as many as 5 347. Here come some really amazing ones from each of our markets.



SWEDEN

MUSTARD

Björnekulla is a producer of organic mustard (among many other things). One day, when everyone thought it was business as usual, a mistake in the production occurred. Non-organic turmeric happened to replace organic turmeric in two mustard products. That meant the whole batch of perfectly fine mustard could no longer be sold due to its label saying it's all organic. Of course, a silly reason to throw it all away. So, we decided to make a joint effort and save 31 100 jars of mustard. The result? 5 909 kilos of mustard were rescued. High fives all around!

FÄRSKING

In 2014, two high school students (Amanda and Calle) thought it was mad that all granola available in supermarkets contained large amounts of sugar. Junk food for breakfast didn't sound tempting to them, so they decided to change it. They replaced junk for funk, and so Färsking was born - a company offering granola with zero added sugar, only natural ingredients and crazy good taste. To celebrate one million granola packages sold, their old packaging was replaced with new, lower carbon ones. And the old ones? All 10 500 containing 3 937.5 kilos of granola were saved together with us. We wouldn't be surprised if that's a rescue your future grandchildren will read about in the history books. Just remember who said it first.



FINLAND

OUTDOOR MEALS

Leader is a Finnish brand that produces freeze-dried outdoor meals. One sunny day (that's at least how we imagine it), they decided to update their packaging quite a bit. When it was launching time, meals in old packaging were still sticking around. SOS and mayday you might think? Not at all. Thanks to a collaboration between the two of us, all meals got rescued. In the end, happy outdoors people could enjoy 24 000 packages containing 3 360 kilos of perfectly fine outdoor food.

HAPPY SOCKS

Waste doesn't only exist in the food sector. It's present within fashion too. Therefore, we also rescue clothes from time to time. Want an example? Here you go! In 2021, the fashion importer Rogue Agency had an overstock of colourful and patterned Happy Socks. But you know how the story goes, socks that never get worn and just collect dust in warehouses aren't happy. Neither is the planet if they go to waste. So together with Rogue Agency, we decided to turn sad into happy by rescuing all 8 730 pairs of socks. More truly happy socks to the world!

DENMARK

PEBERNØDDER

Have you ever heard about pebernødder? If not, these are really delicious Danish Christmas cookies. In 2021, some of them happened to get green packages instead of red ones. But who cares about colour? We don't. So, we bought a whole bunch of them and soon 800 kilos of yummy Christmas cookies were gone. Or rather in the bellies of happy food savers. That's first-class cookie saving!

AIRPORT SNACKS

No one missed that it was COVID-19 in 2021, right? Copenhagen Airport did for sure not as all travel restrictions kept travellers away. No travellers meant no people to sell snacks to. And that, in turn, meant the snacks were at risk of being thrown away. But that would of course be too sad of a story, so we decided to twist the plot and save it all instead. And just like that, 29 317 kilos of airport snacks were saved. Pretty impressive, huh?



GERMANY

KINDER CHOCOLATE

Think we're all familiar with the yummy Kinder chocolate? In 2021, some of these darlings were packed on pallets that were loaded on a big truck. Nothing strange, all good so far. Unfortunately, the truck ride went a bit sideways as it got involved in an accident. Rest assured - all people were fine. The Kinder packaging cartons got a bit damaged though, making supermarkets refuse the whole truck-load. Bonkers we thought since the chocolate was still flawless. So, we bought all 8 561 kilos and sold it all to Kinder-loving climate heroes.

STRAWBERRY JARS

Who loves strawberries? We do. That's why we couldn't resist (and because we dislike food waste) saving 23 738 strawberry jars. Why they needed to be rescued? Because of a production error. A machine accidentally filled jars with one or two strawberries too few. Hence the printed net weight on the label didn't match the actual weight and therefore they couldn't be sold in regular supermarkets anymore. No problem for us. We're happy to save 2 848 kilos of strawberries. Just imagine all the strawberry pies you can make!

DOING IT AND DOING IT RIGHT

Even if we really really wish, no quick fix to mend the food system exists. Work needs to be done on several fronts. Besides reducing food waste, eating more plant-based and fighting world hunger are two other key aspects.⁵ Based on these facts, our private label was born.

SAY HELLO TO BY MOTATOS

In 2021, we released our own private label By Motatos. The idea behind the brand is threefold. Firstly, our food saving customers have told us they sometimes have a hard time filling up a whole basket when shopping because they miss plain pantry basics. That might leave them not saving any food at all - and also making them miss out on great deals. Not good! We thought a basic pantry assortment would do the trick here. Some great basics to complement the saved assortment and make for a perfect mix - easing saving food and simplifying life.

Secondly, By Motatos offers people an affordable way of eating more plant-based. The assortment consists of, guess what, plant-based pantry-basics like pasta, canned beans, tomatoes, olive oil and many more to come. That's our way of saying; more greens to the people!

Lastly, By Motatos contributes to fight world hunger. How? By collaborating with The Hunger Project, a non-profit organisation working to end world hunger through mobilising change at grassroot level. Rather than handing out donations, they offer tools and resources that help people help themselves. In 2021, their efforts reached 11.9 million people in 13 countries in Africa, South Asia and Latin America.⁶ Very impressive, is what we think. Therefore, we've decided to donate one percent of the gross profit from all By Motatos-sales, or a minimum of 100 000 SEK per year. In 2021, 100 000 SEK were donated. Next year we aim to at least double that.

⁵ Searchinger, Waitem Hanson et al. 'Creating a Sustainable Food Future: A Menu of Solutions to Feed nearly 10 Billion People by 2050'.

⁶ The Hunger Project. 'Our Impact In 2021, the Hunger Project's Work Reached 11.9 Million People', (2021) <<https://thehungerproject.org.uk/our-impact/>>.

The Hunger Project.



BY MOTATOS

OUR PANTRY BASICS

The
Hunger
Project.



BUT HEY, WAIT A SECOND. WHAT ABOUT WASTE?

Isn't it contradictory to produce more food at the same time as billions of tonnes of food is thrown away every year? We hear you. The current food system is certainly not well-functioning, and we need to reduce waste. But we also need to produce stuff without creating overstock or waste in our supply chains. And that's where By Motatos, being an online only brand, comes in. By sourcing products and distributing them through central locations only, and by selling everything we source down to the last product, the By Motatos brand will have zero-waste. Not rocket science. But how food distribution can work.



CARBON FOOTPRINTS

We say our plant-based by Motatos products have low carbon footprints. But you might not believe us? Good! Critical thinking is a must these days. Let us back up our claims with some numbers showing you our products' carbon footprints. These have been verified by a research-based food-tech start-up called **14** CarbonCloud. Please have a look.

0.35 kg CO₂e/kg



0.98 kg CO₂e/kg



0.77 kg CO₂e/kg



0.63 kg CO₂e/kg



1.9 kg CO₂e/kg



3.0 kg CO₂e/kg



1.8 kg CO₂e/kg



1.8 kg CO₂e/kg



1.9 kg CO₂e/kg



1.9 kg CO₂e/kg



NEXT STEPS IN THE BY MOTATOS WORLD

*In 2022, we released By Motatos' cousin **SAVED By Motatos**. And yes, we know it happened in 2022 and not 2021, which this impact report covers. But let's just sneak peek into the future for a tiny moment. Ok? Great.*

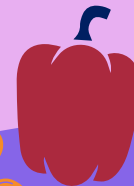
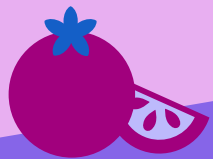
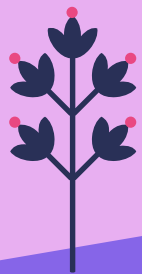
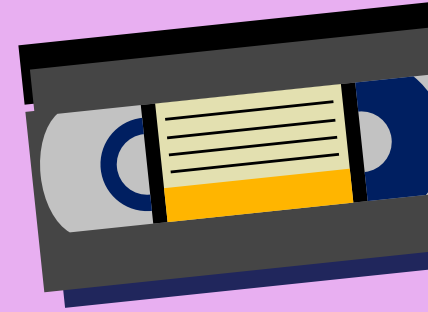
SAVED By Motatos is our brand-new product range made from saved produce. That's a way for us to step up our food saving game from only saving readily produced food and consumer products to saving produce and making new products from it. The new product range consists of ten different vegetarian products including chocolate, vegetable spreads, pestos,

vegetable soups and pasta. And what's common for all products is that they're using saved produce as their main ingredients.

What's even better is that the products don't only save produce (and thereby food). Just like By Motatos, the SAVED product range has a zero-waste policy and a giveback element. One percent of the gross profit from the label goes to The Hunger Project. Great stuff all around!

BACK TO 2021

Ok, enough said. More about SAVED later. Let's roll back the tape and return to 2021 again.



OUR SAVED INGREDIENTS RANGE



PLANET



LET'S TALK ABOUT OUR CLIMATE FOOTPRINT

When talking about a company's climate footprint, the greenhouse gas emissions are often divided into categories, or rather scopes. Scope 1 covers all direct emissions that arise from a company's operations through its owned or controlled sources.⁷ Scope 2 on the other hand, covers indirect emissions generated from a company's purchased and acquired energy such as electricity, steam, heat or cooling.⁸ To get things right, the calculations of scope 1 and 2 presented in this report have been conducted by IVL Swedish Environmental Research Institute, who are experts within the field. Lastly, scope 3 includes all other indirect emissions that are produced within a company's value chain, either downstream or upstream.⁹

In addition to the three scopes, a fourth scope is sometimes added to account for avoided emissions resulting from the use of certain products.¹⁰ That's a relevant scope for us as saving food clearly avoids some emissions. Measuring saved emissions can be a bit tricky though. That's why we once again called in our experts at IVL to help us get things right.

On the following pages, an outline of Matsmart-Motatos' emissions for each scope in 2021 is to be found.

⁷ Greenhouse Gas Protocol. 'Faq', <https://ghgprotocol.org/sites/default/files/standards_supporting/FAQ.pdf>.

⁸ Sotos, Mary. 'GHG Protocol Scope 2 Guidance: An Amendment to the GHG Protocol Corporate Standard', Greenhouse Gas Protocol, (2015).

⁹ Greenhouse Gas Protocol. 'Faq'.

¹⁰ Draucker, Laura. 'Do we Need a Standard to Calculate "Avoided Emissions"?', (updated Nov 5, 2013)<<https://ghgprotocol.org/blog/do-we-need-standard-calculate-%E2%80%9Cavoided-emissions%E2%80%9D>>.



SCOPE 1

Climate calculations are generally hard, but this is an easy one! Since we don't own any facilities (like offices and warehouses) or vehicles, no direct emissions that normally adhere to scope 1 exist. That doesn't mean our operations don't produce any emissions. We are responsible for indirect emissions from suppliers. Move on to scope 2 to read more about them.

SCOPE 2

In scope 2, all indirect emissions generated from purchases of electricity, steam, heat and cooling are to be accounted for. Since we rent our headquarter office in Stockholm and our Nordic warehouse situated in Katrineholm in 2021 (moved to Örebro in 2022), all emissions generated from operations within these facilities fall under this category.

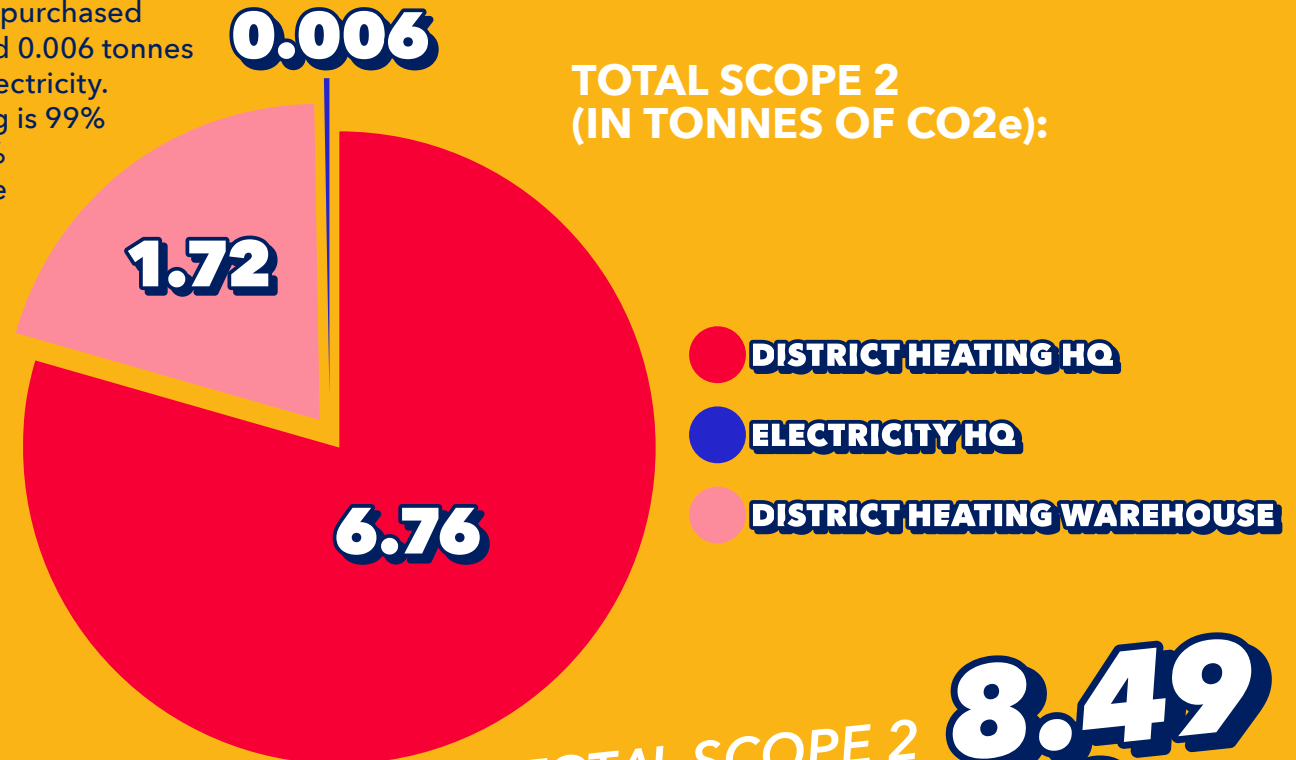
According to the GHG Protocol, calculations for Scope 2 should be performed as location-based whilst the market-based approach is a voluntary addition. The difference between the two is that the location-based approach reflects the average grid-mix (for the country), while the market-based approach reflects the emissions generated by our energy suppliers.

We've only applied the market-based approach in our first attempt and will strive to also add the location-based approach for next year's impact report.

Looking at scope 2 in its entirety, a total of 8.49 tonnes of greenhouse gas emissions have been emitted. Out of these, 6.77 tonnes adhere to the consumption of energy at the Stockholm office where 6.76 tonnes come from purchased district heating and 0.006 tonnes from purchased electricity. The district heating is 99% fossil-free and 83% renewable, and the electricity comes from wind power and is thereby 100% renewable. The remaining 1.72 tonnes are connected to the consumption of district heating from renewable energy sources at the Nordic warehouse.



Wait! Didn't we buy any electricity for our operations in the Nordic warehouse? Of course we did. However, this electricity came from 100% renewable energy sources that don't emit any greenhouse gases at all. That's what we call planet-sweet electricity.



**TOTAL SCOPE 2
(IN TONNES OF CO₂e):**

**TOTAL SCOPE 2
EMISSIONS: 8.49
tCO₂e**

SCOPE 3

Scope 3 is usually the biggest but also hardest one to capture as it includes all emissions resulting from activities that aren't owned or controlled by us, but that we indirectly impact in our value chain. For example, business travels, employee commuting and waste disposals are dimensions that should be covered. This scope typically stands for the majority of an organisation's total emissions, and so it's super important to measure it to understand the full corporate climate footprint.

We're new to the impact-reporting business and our measures within this scope are limited. Seeing things from the bright side; there's lots of room for improvement. We'll get better at this and more measures within scope 3 will be included in the future. This year, we're proud presenters of three measures for 2021: (1) tracking the emissions stemming from the third-party carrier services we buy, (2) the waste generated in our operations and (3) the climate footprint from all our By Motatos products sold in 2021.

Looking at the emissions associated with our carrier services, based on a well-to-wheel analysis, they generated a total of 812.07

tonnes of greenhouse gas emissions. These are divided between carrier services performed on behalf of the Nordic warehouse (537.37 tonnes) and the German warehouse (274.70 tonnes). Out of these emissions, 495.37 tonnes were compensated for with carbon offset projects by our carriers.

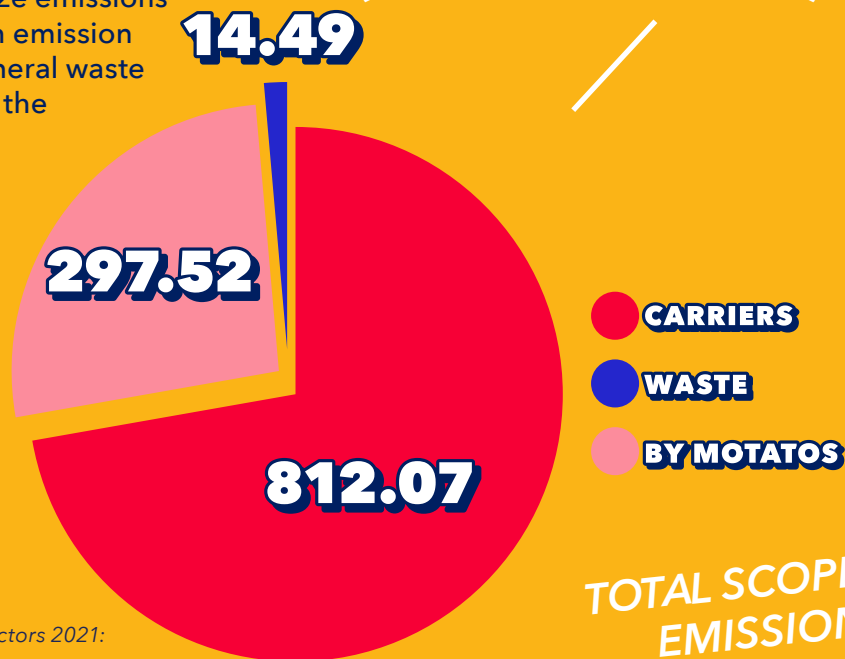
Moving on to waste generated in our operations, it adds up to a total of 680.40 tonnes. Out of these, 582 tonnes were produced in the Nordic warehouse and the remaining 98.40 tonnes in the German warehouse. Further, 608.40 tonnes of the total waste were sent to recycling, while 72 tonnes weren't recycled. In total, all waste together equals 14.49 tonnes of CO₂e emissions - based on an emission factor for general waste produced by the

UK government's *Department for Business, Energy & Industrial Strategy* in 2021, ¹¹ recommended to us by our partner WorldFavor.

To assess the climate footprint of our private label By Motatos, we've used the CarbonCloud platform to model and validate our life-cycle assessments of all the products. These calculations show that the total amount of 396 240 products sold in 2021 generated 297.52 tonnes of CO₂e*.

In total, all three measures within scope 3 sum up to a total of 1 124.08 tonnes of CO₂e.

TOTAL SCOPE 3 (IN TONNES OF CO₂e):



*Packaging Disclaimer

In 2021, the packaging of our chopped tomatoes was updated. We proudly said goodbye to the old aluminium cans and hello to new tetras with a lower carbon footprint. Some time later, climate calculations for all By Motatos products were performed. Little did we realise it would be smart to calculate the footprint for the old packaging too. To work around this blunder, the carbon footprint for the tetras have been used to estimate the impact of the aluminium cans too. That means these calculations should be seen as guiding numbers rather than exact ones.



¹¹ Department for Business, Energy & Industrial Strategy. 'Conversion Factors 2021: Condensed Set (for most Users) - Revised January 2022', (2021).

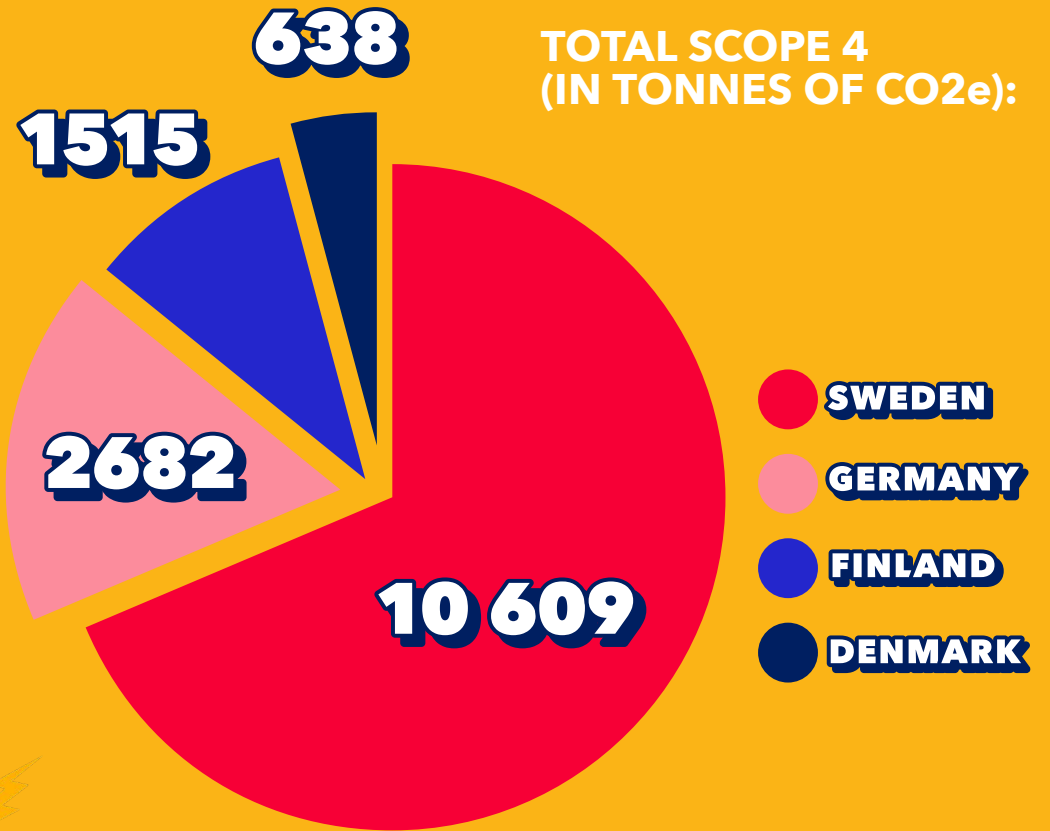
SCOPE 4

This scope is one of a kind. Why? Because it deals with avoided emissions as a result of the use of a certain product instead of emissions produced (scope 1-3). We'd say it's relatively easy to understand that saving food and reducing food waste is a great deal for the planet. What's a bit more challenging to grasp is how good saving food really is and what climate impact it has.

To solve this challenge, we contracted IVL to find a way to measure the climate impact that we, and our customers, contribute to by saving food. In short, the formula used by IVL is based on available research that suggests that buying a recycled item or an item at risk of going to waste eliminates the need to buy a newly produced item. So, Instead of buying one new and discarding one old and recovering some energy from the waste process, only the old one is needed and the production impact of one product is saved. Or. Almost saved, as we must deduct the energy that can be recovered if the product is burned or anaerobically digested.¹²

Reached from the above logic, IVL performed life cycle analyses on average orders from each of our markets in 2021 to conclude the climate effect of saving food. The results show that the net average savings per order varies between the countries. 6.6 kilos is the net saved CO₂e per order in Germany. 8.8 kilos CO₂e are saved per order in Finland, 9.1 kilos in Denmark and 12.7 kilos in Sweden.

Based on these numbers and the amount of orders sold in each country, the total net savings of all orders containing saved food and consumer products are over 15 400 tonnes of CO₂e. A huge amount to say the least. It's actually what it takes to charge 1 873 296 753 smartphones, or the annual electricity consumption of 2 996 homes.¹³ A big high five to all the climate heroes out there who made it happen!



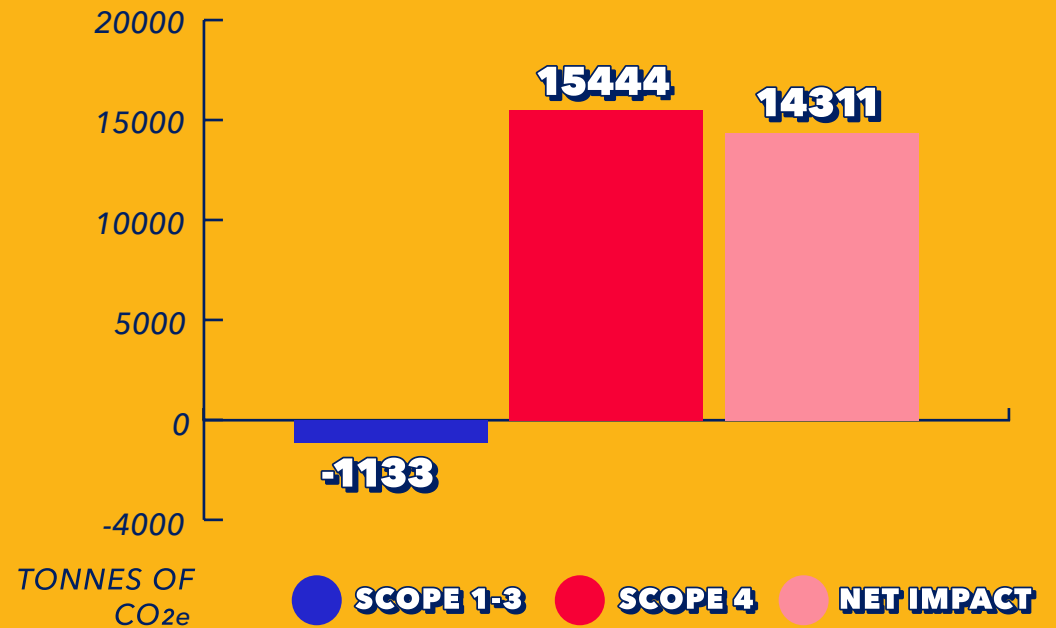
TOTAL SCOPE 4 SAVED EMISSIONS:
15 444 tCO₂e

¹² Wranne, Jonatan. 'Produktdatabaser: Miljöfördelar Med Återbruk', IVL Svenska Miljöinstitutet, (2020).

¹³ US EPA, OAR. 'Greenhouse Gas Equivalencies Calculator', (updated March, 2022) <<https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator>>.

PLANET CONCLUSION

So, time for a planet conclusion? Based on the stuff we've included in our climate calculations our business emits a total amount of 1 133 tonnes of CO₂e. And thanks to all food and consumer products rescued, 15 444 tonnes of CO₂e were saved. That means our food saving business helps way more than it harms as the positive net impact is over 14 000 tonnes of CO₂e. And that in turn shows how good saving food really is.



POSITIVE NET IMPACT IN
TONNES OF CO₂e:

14 311

PEOPLE



WE OWE IT ALL TO OUR PEOPLE

Well done! You arrived at the people section. Which is a really important one. Cause, you know, it all really starts with people. Thanks to them, dreams turn into reality, and we're forever thankful for that.

The people section is divided into three parts: employment practices, diversity and non-discrimination, and health, safety and well-being. Let's go!



**YOU
ARE
HERO**

EMPLOYMENT PRACTICES

We're lucky to have many brilliant minds at Matsmart-Motatos. Actually, as many as 190 in 2021. Out of these, 42 started working for us during the year, of which 22 (53%) identified as males, 19 (45%) as females and one (2%) as non-binary. We also had to say goodbye and see you later to 25 heroes, out of which 17 (68%) identified as males and the remaining eight (32%) as females. That gives us an employee turnover rate of 13%. A somewhat high number without knowing the circumstances. The explanation lies in the move of our Nordic warehouse from Katrineholm to Örebro. All people working in the warehouse were offered to join the move but 30% chose not to. Or wait a second. Let's turn it around. 70% chose to move with us. How good of a number isn't that?

190
EMPLOYEES

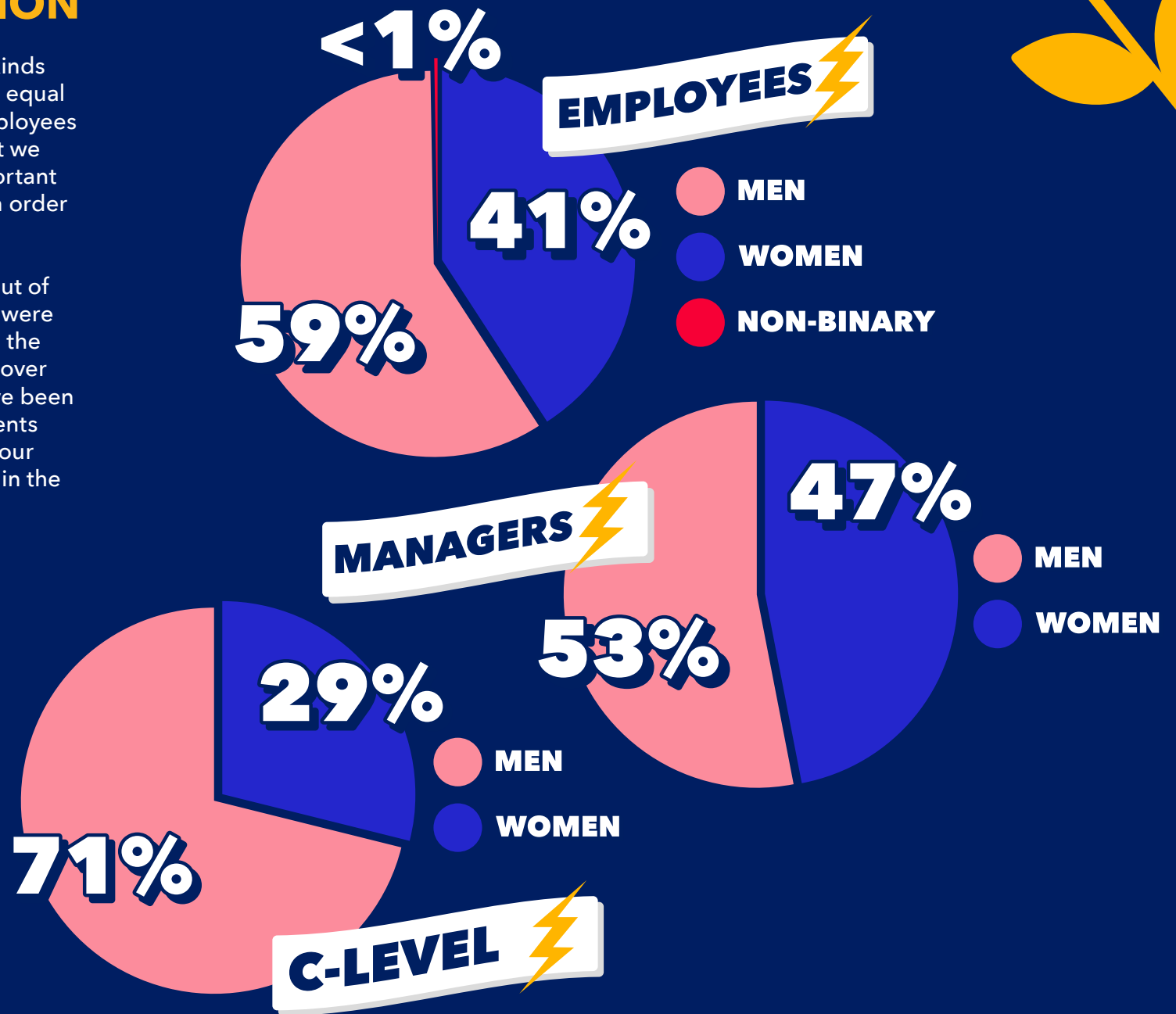


DIVERSITY AND NON-DISCRIMINATION

It's a cliché to say we want all different kinds of people to work for us, give all people equal opportunities and make sure all our employees feel like home at Matsmart-Motatos. But we really do and that's exactly why it's important for us to measure how diverse we are, in order to be able to improve it.

Diversity numbers for 2021 tell us that out of all 190 employees, 72 (38%) employees were under the age of 30, 114 (60%) between the ages of 30 and 50, while four (2%) were over 50. Further, discrimination incidents have been measured but fortunately no such incidents have been recorded. Wondering about our gender diversity? You find the numbers in the charts to the right.

GENDER DIVERSITY:



HEALTH, SAFETY AND WELL-BEING

We don't need to say we want our employees to be healthy, safe and happy. That's a no-brainer. Looking at the numbers for 2021, the total sick leave among employees in percentage was 20%. The number was low for people working in offices but high for those working in warehouses. The reason is spelled COVID-19. Due to the pandemic, we introduced new ways of working, encouraging employees to stay home at the slightest symptom. As a result, sick days increased for people working in the warehouses as physical presence is needed to perform work tasks, while the opposite occurred for people working in the offices as remote work is possible.

In regard to incidents and injuries, eight events were recorded but no working days were lost due to this. Overall, our professional food savers (also known as employees) worked 285 104.5 hours all together throughout the year.

To prevent work-related injuries and accidents, we provide different kinds of training. During 2021, training has been arranged within CPR (cardiopulmonary resuscitation), ergonomics, fire evacuation and truck safety upon introducing new staff. Additionally, all our truck drivers

have received weekly truck safety reminders to promote additional safety to and from our warehouses.

As we all know, the COVID-19 pandemic shaped all people's lives quite a bit in 2021. To help our people feel the best they could give the circumstances, we organised activities to promote both physical and mental well-being. In regard to the first one, walking challenges among employees involving all our offices were arranged as well as weekly online training sessions. To promote mental well-being, teams were encouraged to organise virtual lunches and breaks together as well as creating room for employees to have one-to-ones with their managers. There were also regular check-ins with teams to ensure that employees didn't feel lonely or neglected during the pandemic.



285 104.5
HOURS WORKED



20%
SICK LEAVE



POLICY



Black Beans
BY MOTATOS

PREPARED SALSAS

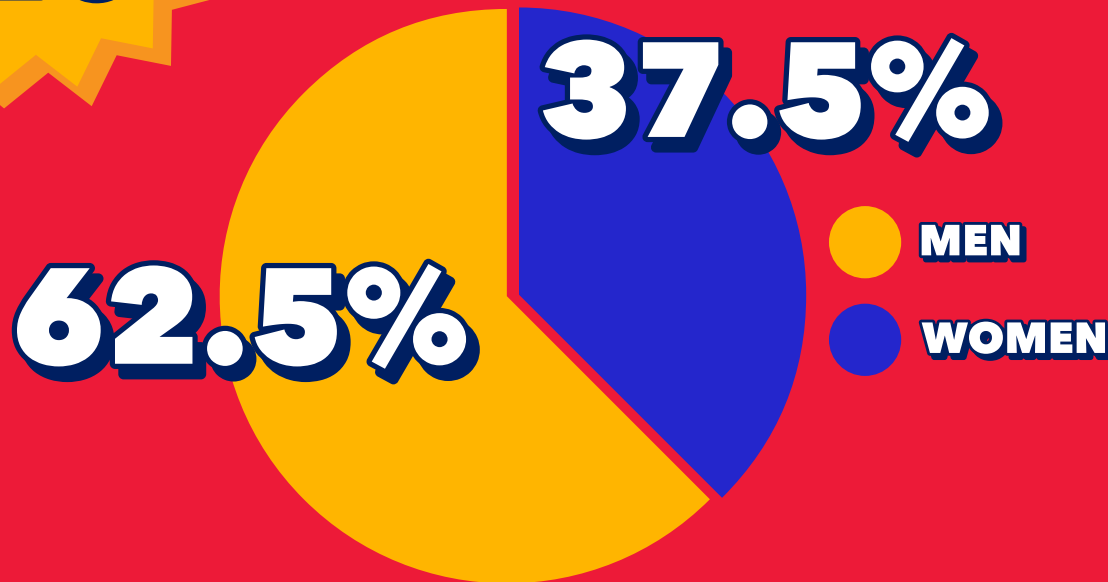
HOW WE RUN THINGS MATTER

The last section is the policy section, which covers two topics: governance body composition and customer privacy and data security. Could be topics that won't give you a rabbit pulse, but don't rejoice over the briefness of this chapter just yet; a sound backbone in the business is important and we'll keep digging a little deeper in this section in our coming reports.



Governance Body Composition

During 2021, our board consisted of eight board members. Out of these, five (62.5%) identified as males and the remaining three (37.5%) as females.



Customer Privacy and Data Security

Our customers' privacy and data security are of great importance to us. That's why we always keep a close eye on legislation pertaining to those areas. In order to ensure that data privacy is protected, we've employed rigorous internal processes where data is kept from leaking both internally and externally. And fortunately, we didn't have any data breaches during the year.

Also, we ensure that only a narrow group of employees can access customer data and that no unnecessary data is collected. And we have agreements in place that secure that personal data is deleted on a continual basis.

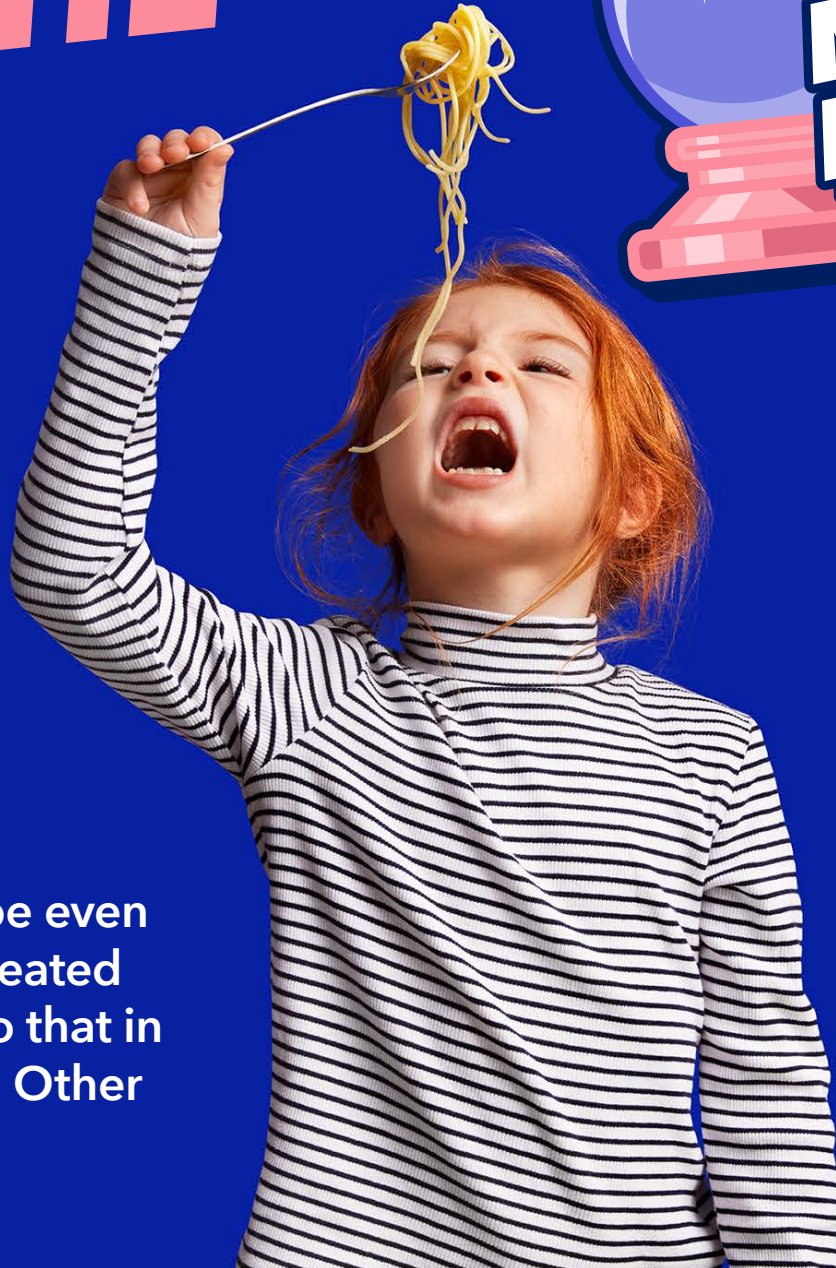
Want to know more about how our customers' integrity is protected?



Read our privacy policy that can be found on all our sites.

A WORD ABOUT THE FUTURE

2021 was the year when we broadened our impact scope. Adding to our food saving business, By Motatos was launched and our collaboration with The Hunger Project was initiated. And on top of that we saved more food than we ever did before. But we can't wait to improve further and broaden our impact scope even more. And you know what? We've created a threefold master plan for how to do that in 2022. Some things are already done. Other things are to come.



MASTER PLAN PART 1

As the attentive reader already knows, **SAVED** by Motatos is our new product range made from saved produce. What's so brilliant about it is that it helps us step up our food saving game, moving further up the value chain by upcycling produce at risk of being thrown away. And guess how happy that makes us?

SAVED by Motatos was already launched in May 2022. The launch included ten vegetarian products, but there's ongoing product development and more products to come. Just a while ago, a little bird told us saved granola is around the corner.

So, prepare yourself for a year full of planet-pleasing breakfasts. And we almost forgot - all **SAVED** products will also get climate labels.



MASTER PLAN PART 2

The second part of our master plan for 2022, was to launch in the United Kingdom. And so, we did. And suddenly four markets turned into five. Now we're present in Sweden, Finland, Denmark, Germany and the UK.

The reason for launching in the UK isn't only because of their lovely afternoon tea. It's also because we believe in scale. To have a real impact on the global food system, scale is needed. It's a volume game that requires global reach. So, promise to not be surprised if we'll expand even further in the future. It's all part of our well-thought-through master plan.



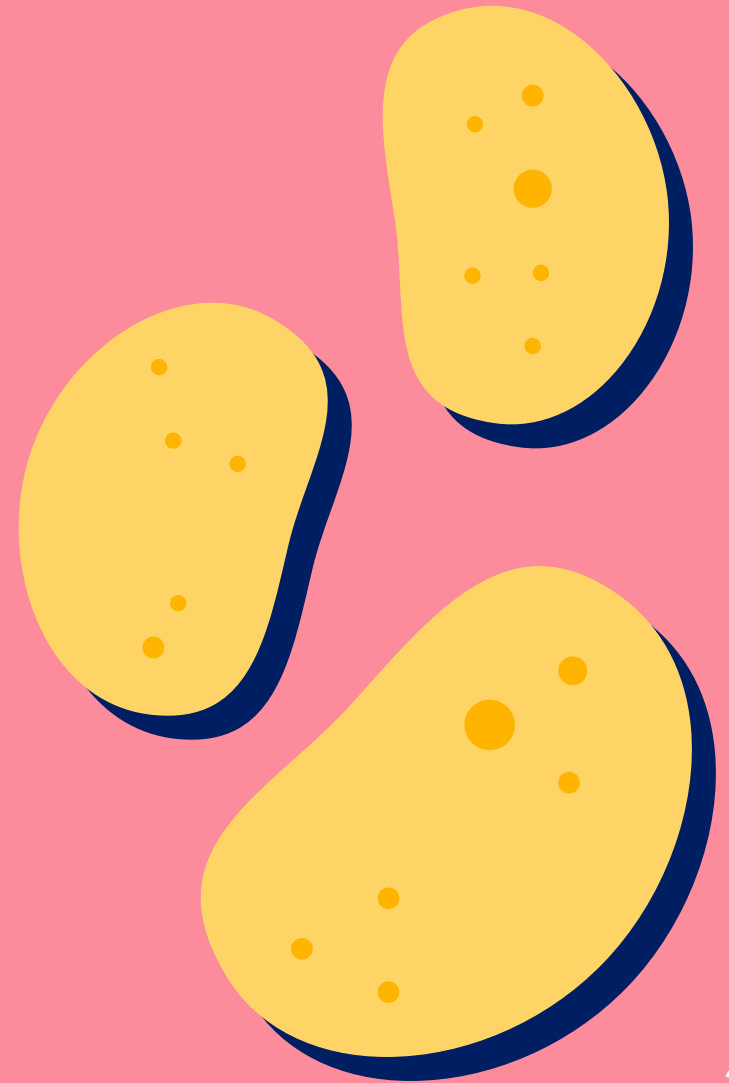
MASTER PLAN PART 3

Hey you, time for confetti and sprinkles! You made it all the way to the end of our first impact report (ever). Impressive! We're happy and proud. But we also know there's a lot of room for improvement. A first step in the doing-better direction was to release our first impact report. The second step is to improve it. Expand our scope 3 measures, explore more topics related to governance, work more with our people metrics, refine our scope 4 calculations and much more. So, get ready for 2022's impact report. It will be the best one we ever released. That's a pinky promise.



LAST BUT NOT LEAST. HOW TO PRONOUNCE MOTATOS?

Many have been wondering. Many have been longing for an answer. Rumours even say some have suffered sleepless nights. Why? No one knows how to pronounce Motatos. But hey, it's easier than expected. Just think about potatoes and then apply the same logic to Motatos. Simply replace the p for an m and there you go. Easy peasy lemon squeezy.





BY POSTMAN ON FOOTPATH

MOLTAROS

SAVE IT

NO WASTE

RECYCLE IN A BIN OR OTHER CONTAINER
NEVER IN A BIN OR OTHER CONTAINER
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BY POSTMAN ON FOOTPATH

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