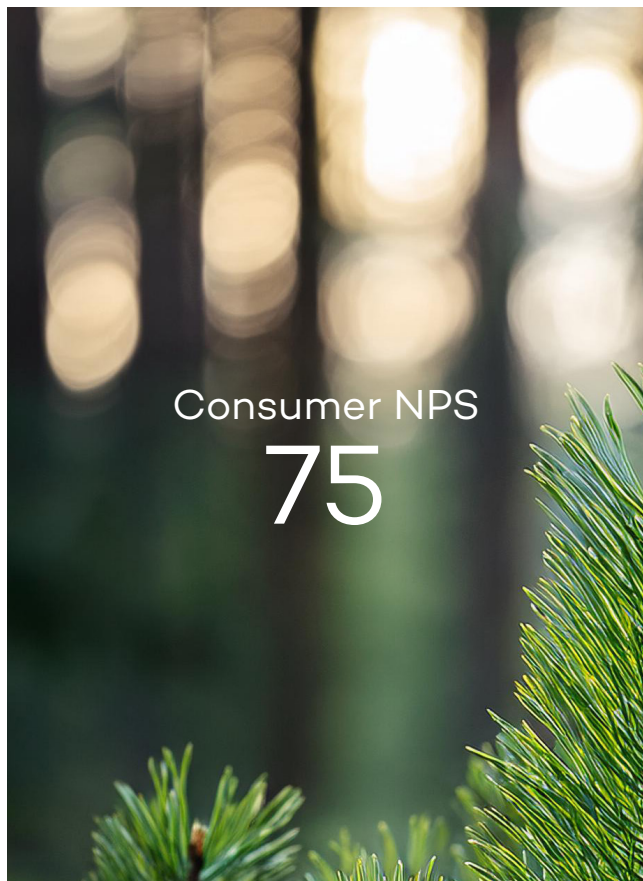




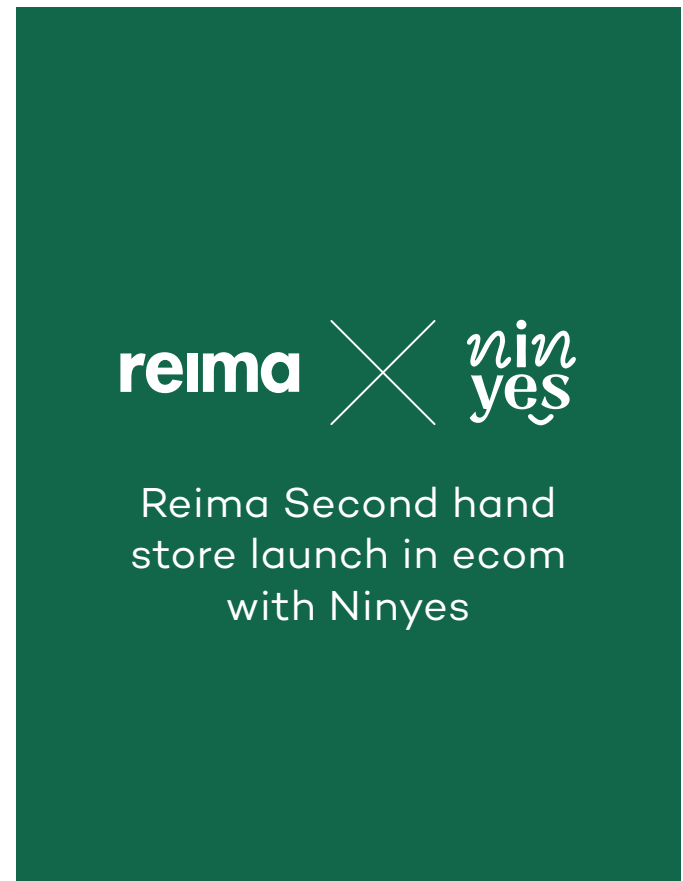
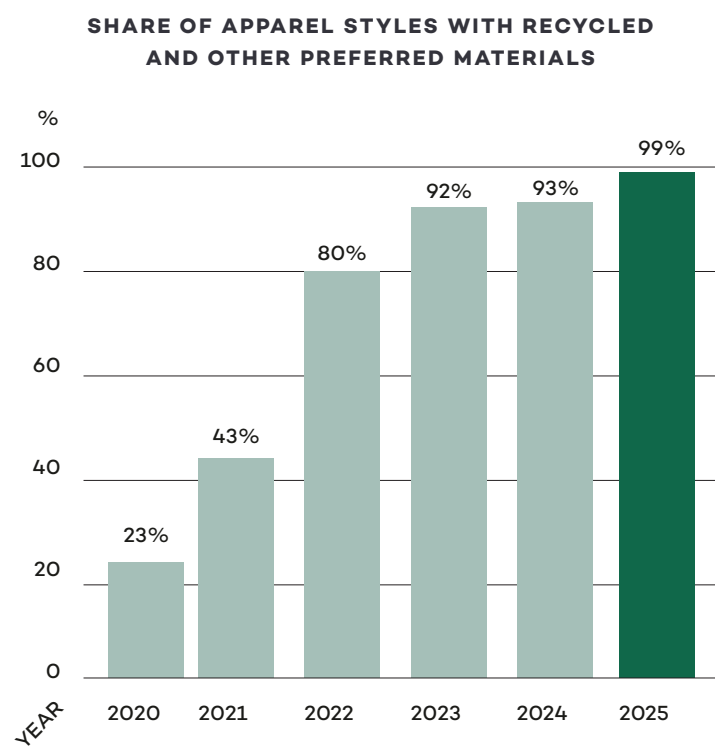
CSR Report 2024

reima

Responsibility highlights 2024

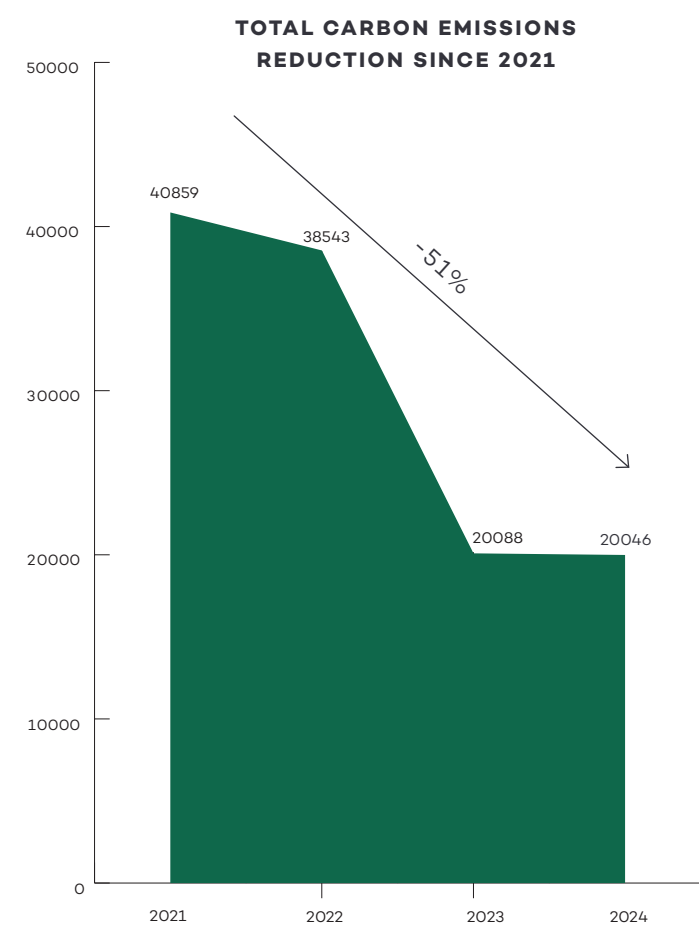


Consumer NPS
75



reima  **nin yes**

Reima Second hand store launch in ecom with Ninyes



8 YEARS

reima



bluesign®
PRODUCT

bluesign® products in 2024 collections:

22



★★★★★

Staff satisfaction at 4.6/5



Moi Dear Friend,

In 2024, we had the privilege of celebrating 80 years of Reima's remarkable endeavors in the apparel business. I couldn't have been happier to start my journey as CEO in this jubilee year. Eight decades in this industry is an achievement to be proud of, and we are committed to ensuring Reima thrives for the next 80 years as well.

A lot has happened since Reima was established in 1944. We began by repurposing old army snowsuits into workwear, and in the 1960s, we developed revolutionary materials that combined durability and water repellence. We also excelled in fireproof clothing and workwear for extremely cold weather conditions. The 1990s brought difficult times and fluctuations in export – Reima has seen it all – but the company persevered. We made strategic choices that led us to focus solely on children's apparel, paving the way for a more sustainable Reima. This journey was showcased in a playful exhibition at the Espoo Museum of Play during the past winter.

We achieved great milestones during 2024 in our ongoing efforts to build a more sustainable company. Reima earned a spot in Sitra's list of circular solutions among the top 30 companies in Europe for its partnership with FabPatch. At year end, we launched a second-hand e-commerce store, allowing Finnish customers to shop both new and recycled products simultaneously in reima.com. To mention a few.

Although we celebrated Reima's long journey, 2024 was a challenging year in the global market. Consumer confidence did not recover as well as expected, and the Russian aggressive war against Ukraine continued. This underscores the importance of maintaining a clear vision and future-proofing the Reima brand. We do this by developing a fresh and more sustainable collection and serving our customers in the best possible way. Thanks

to these efforts, Reima was able to grow net sales and profitability in our key markets, particularly in North America in 2024.

We continue to support the United Nations Global Compact (UNGC), the world's largest corporate sustainability initiative. We are deeply committed to it and its principles on human and labor rights, respect for the environment, and anti-corruption measures in our operations.

Looking ahead to 2025 on the sustainability front, we are working together with our suppliers to reduce carbon emissions and ensure human rights, setting Net-Zero targets for 2050, and preparing for the EU directive on Corporate Sustainability Reporting. There is a lot on the horizon, and we are excited to see what the future holds.

As we keep future sustainability matters in mind, it is essential to remind ourselves why we are doing this and what makes us go forward. Our mission is to champion an active childhood for kids and their families, believing that active kids are happy kids. This is what makes us come to work in the morning, and we believe that by doing so, we have a company that is built to last. C'mon!



SUSTAINABLY YOURS,
Heikki Lempinen, CEO



Report Summary

Reima has stayed true to its mission and principles during uncertain times as we understand that doing the right thing is the most reliable way to navigate through challenges. We are proud of the progress we have made in corporate responsibility over the past few years, particularly our transition towards using recycled and certified fibers. Reima's sustainability strategy for 2023-2026 reflects our aspirations for all stakeholders and highlights our key focus areas. We are dedicated to working towards the successful achievement of these goals.

In 2024, we carried out a Double Materiality Assessment to identify the most important sustainability-related impacts, risks and opportunities. This assessment will work as the starting point for Reima's next sustainability strategy and future targets.

KEY ACHIEVEMENTS

The share of Reima apparel styles incorporating preferred materials has increased from under 5% in 2019 to an excellent outcome of 99% in the 2025 collection. This includes styles with a bluesign® approved main material, styles containing recycled or organic fibers, or with RWS® certified wool. In addition to this, the share of preferred materials by weight rose to 76% of all materials utilized in all products in 2024.

After the approval of our science-based target (SBT) we have worked determinedly on achieving the goals. In 2024, we successfully reduced the emissions from Reima's own operations to 220 tons of CO₂, down from 357 tons in 2021, the SBT base year. This reduction is mostly due to transitioning to renewable energy and implementing a stricter company car policy. Indirect emissions from our supply chain (Scope 3) totaled 19,826 tons in 2024, compared to 19,883 tons in 2023 and 40,502 tons in 2021. This is a slight decrease from the previous

year, after the closure of our Russian operations which reduced Reima's emissions.

We continued to achieve 100% social compliance audits in finished goods factories, i.e. our Tier 1 suppliers. Furthermore, we maintained our practice of publishing factory lists for Tier 1 and Tier 2 (fabrics and trimmings). However, there is still work to be done around responsible supply chain to reach the goals we have set, for example related to energy efficiency and living wages. This challenge only motivates us to work even harder to achieve them.

Employees are the heart and soul of Reima, and we are happy that the staff engagement remained at 82% throughout the year. Our target for 80% of staff being trained for diversity, equity and inclusion came closer as already 66% of the staff had taken the training by the end of 2024.

Direct-to-consumer sales grew to Reima's largest sales channel in 2024. Customers appreciate our high-quality products, which is visible both in the continuously high customer NPS and all the awards our products have received also in 2024.

ABOUT THIS REPORT

Reima's responsibility reports cover the activities and financials of Reima Group and are published on an annual basis, with the reporting period for this report covering the calendar year 2024. We adhere to fundamental CSR reporting practices, such as conducting stakeholder analyses and materiality assessments, to maintain structure in our corporate endeavors. Furthermore, we align with the GRI (Global Reporting Initiative) standards to ensure reliability. As for previous reports, an external expert from Ratkaisutoimisto Vinha has verified that this report was prepared in reference to GRI standards.



Introduction to Reima

Reima is a globally leading brand in kids' activewear. It is known for its award-winning innovation and high-quality clothing and footwear. Reima offers a 'tip-to-toe', year-round collection for active kids aged 0 to 12 years. In addition to outdoor clothing and innerwear, the offering includes a wide range of footwear and accessories as well as solutions and services for families.

Reima products are available in almost 50 countries across the world. Reima employs around 350 people globally, with offices in Finland, Sweden, Norway, Germany, USA, China, and Sri Lanka.

FINANCIAL PERFORMANCE

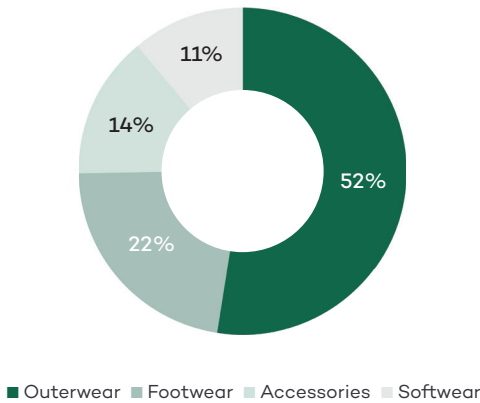
2024 was Reima Group’s first financial year fully without operations in Russia, which were sold in February 2023. The Group’s net sales were 84.1 million euros (90.7 million). The comparable growth, excluding net sales from Russia, was 5%. The increase was particularly due to good development in North America. The Group’s adjusted EBITDA was 4.6 million euros (4.0 million). Profitability improved both in Europe and in North America, thanks to improved product margins and despite of high logistics costs.

Reima sells its products and services through several wholesale partners and directly to consumers. In 2024, the direct-to-consumer (DTC) business grew to the largest sales channel and its share was 51% of the total revenue.

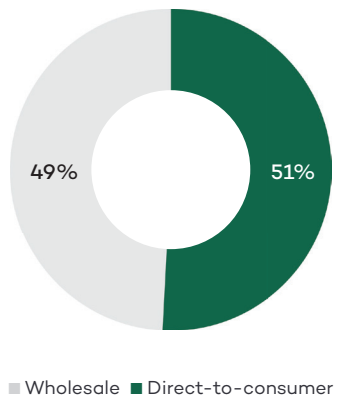
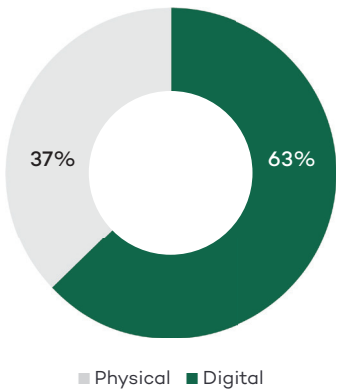
DTC consists of Reima e-commerce stores serving 38 countries globally, 39 retail stores in Nordics and in China, and several marketplaces where Reima sells its products directly to consumers. Stores operated by franchise partners in Ukraine, Latvia, China, Kazakhstan, and Mongolia, a total of 37 stores at year-end 2024, are also included in the direct-to-consumer business. Particularly digital DTC sales grew well, by 16% compared to the previous year, with North America doubling its e-commerce revenue to over 10 million euros.

Wholesale includes third party retailers such as specialty stores, e-tailers and department stores as well as distributors of Reima products to certain countries. In 2024, wholesale customers remained cautious due to general market situation. However, wholesale pre-orders for all 2025 collections have grown compared to the previous year, providing Reima with a solid starting point for growth in the financial year 2025.

NET SALES BY PRODUCT CATEGORY 2024



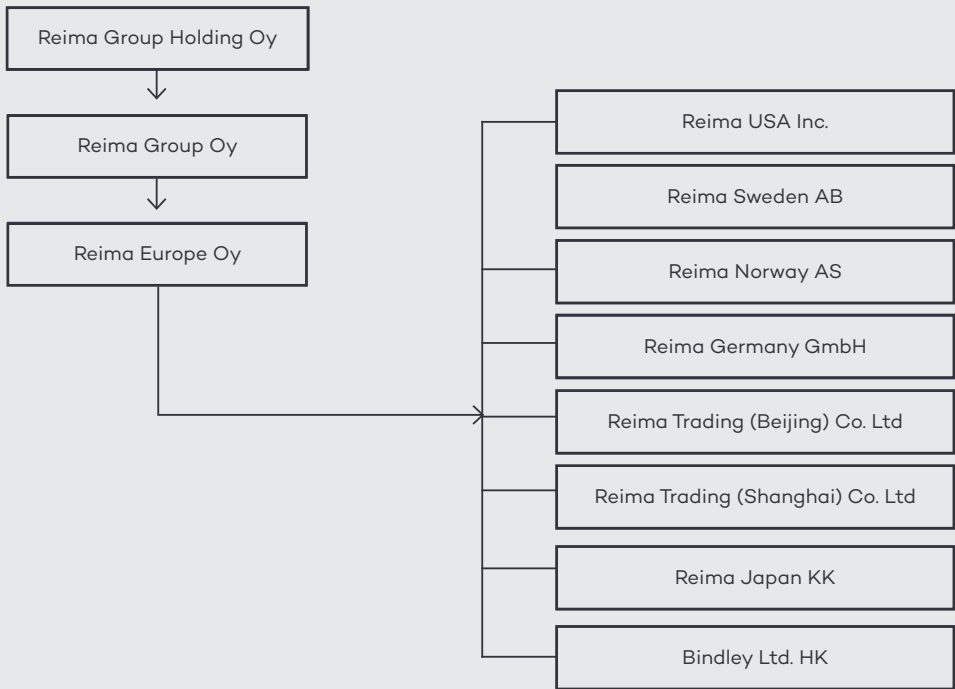
NET SALES BY CHANNEL 2024



REIMA GROUP BUSINESS OPERATIONS



REIMA GROUP STRUCTURE





Sustainability strategy 2023-2026

Sustainability is at the heart of Reima's strategy and operations. Our sustainability strategy reflects this, including all our stakeholders and with particularly ambitious goals for all our most material topics. Reima's business strategy sets out the high-level goals and priorities of the company, while the sustainability strategy allows us to focus on operationalizing them in the context of sustainability.

In this chapter, we talk about our strategic sustainability targets, key achievements in 2024 and the extensive double materiality assessment which we carried out during the year.

CORPORATE RESPONSIBILITY GOVERNANCE

Reima's Code of Conduct is the foundation of our commitment to human and labor rights, environmentally sound operations, good business relations, conducting ourselves with integrity, and respecting the law as well as our competitors. All Reima employees are expected to commit to the Code, and it is part of our mandatory learning in our internal training hub, Reima Academy, which you can read more about in the Stakeholders chapter.

As with other topics of strategic value for the company, Reima's Board of Directors has ultimate decision-making power, as well as continuing oversight over sustainability and social responsibility. In 2022, Reima's Board of Directors approved the Sustainability strategy for 2023-2026.

Reima's Leadership Team, chaired by the company CEO, is responsible for strategic decision-making on sustainability. Reima's Innovation and Sustainability Steering Group (ISSG) oversees the corporate responsibility activities and officially approves plans and action points. The steering group consists of the heads of different functions, usually leadership team members, to ensure company-wide understanding of and agreement on sustainability work. The Chief Commercial Officer, who also leads the planning and implementation of daily corporate responsibility work, chairs the ISSG. The steering group convenes four times a year.

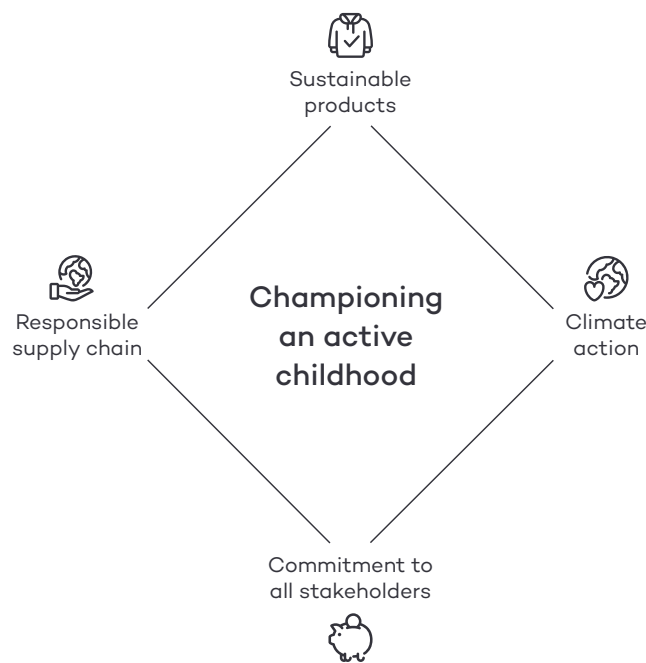
In addition to the ISSG and the Leadership team having executive decision-making power, the day-to-day oversight and execution of work related to human and labor rights at Reima is largely the responsibility of the Sustainability team, the human resources team (especially concerning own employees' rights), and the sourcing team (especially concerning human and labor rights in the supply chain). In terms of labor rights, freely elected personnel representatives in the company are also in a key and protected position.

The day-to-day oversight and execution of work related to environmental protection and climate action is

largely the responsibility of the Sustainability team, the product, R&D, and sourcing teams (especially concerning material and supplier selection and collaboration) and the Customer experience team (especially concerning support for the repair and resell of Reima products).

To strengthen the governance of ethical conduct and in line with legal requirements, Reima set up internal and external whistleblowing channels and procedures in 2023 and the whistleblowing channel is now in use globally. The cases are received by the CFO and Chief Commercial Officer. Managers and department heads are tasked with implementing follow-up and corrective measures as directed by the CFO or CEO. These channels and procedures help us identify and investigate potential cases of misconduct fairly. Whistleblowers will always be protected from retribution in any form such as dismissal, degradation, and other forms of discrimination. In 2024, Reima did not receive any complaints through the whistleblowing channel.

REIMA'S SUSTAINABILITY FRAMEWORK



SUSTAINABLE DEVELOPMENT GOALS

Reima is committed to the UN's Sustainable Development Goals, created to make our shared world better for everyone. Although our operations touch nearly all the goals one way or another, we've narrowed our focus to the five most crucial ones below.

 <p>3 GOOD HEALTH AND WELL-BEING</p>	 <p>6 CLEAN WATER AND SANITATION</p>	 <p>8 DECENT WORK AND ECONOMIC GROWTH</p>	 <p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p>	 <p>13 CLIMATE ACTION</p>
<p>3 GOOD HEALTH and Well-being: Reima's mission is to promote an active lifestyle for children of all ages in all weathers. Adequate physical activity enhances overall health, fostering long-term well-being from childhood into adulthood.</p>	<p>6 CLEAN WATER and Sanitation: Textile manufacturing uses significant amounts of water. Reima restricts use of chemicals in its production by e.g. partnering with bluesign® and designs dirt- and water-resistant products to reduce the need for washing to conserve freshwater.</p>	<p>8 DECENT WORK and Economic Growth: Reima is committed to international human and labor rights across its value chain. We conduct compliance assessments and third-party audits to ensure fair pay and collaborate with amfori to strengthen global social responsibility.</p>	<p>12 RESPONSIBLE Consumption and Production: Reima designs long-lasting clothing for durability so that each garment can be used by several kids. We support reuse by including second-hand products as part of the e-commerce store and provide repair kits to extend product lifecycle.</p>	<p>13 CLIMATE Action: Reima is committed to the Science Based Target initiative and conducts a comprehensive carbon accounting in line with the Greenhouse Gas Protocol every year. Our target is to reduce carbon emissions in line with the Paris climate agreement.</p>

DOUBLE MATERIALITY ASSESSMENT

European Union (EU) legislation for corporations is introducing numerous new directives and regulations in the coming years. While some are already in effect, others are still being finalized. The most recent and potentially the most impactful is the Corporate Sustainability Reporting Directive (CSRD). The first reports according to the directive were released in early 2025 by large companies that previously reported under the Non-Financial Reporting Directive (NFRD), covering the year 2024.

In preparation for the widening CSRD reporting, Reima took proactive steps in 2024, starting with conducting a Double Materiality Assessment (DMA) to identify the most important sustainability-related impacts, risks and opportunities. This assessment was carried out in collaboration with the Swedish consulting firm 2050.

We conducted the Double Materiality Assessment to lay the foundation for Reima’s sustainability disclosures required by the directive. During the process, Reima’s impact on people and the environment was evaluated, as well as the financial implications of sustainability risks and opportunities. It also considered the impact of Reima’s value chain. The analysis, in line with European

Sustainability Reporting Standards (ESRS), involved both quantitative and qualitative methods, including data analysis, stakeholder input, workshops with representatives from different functions within Reima, and sector-specific proxy data. The final assessment identified 7 key material topics and 14 sub-topics.

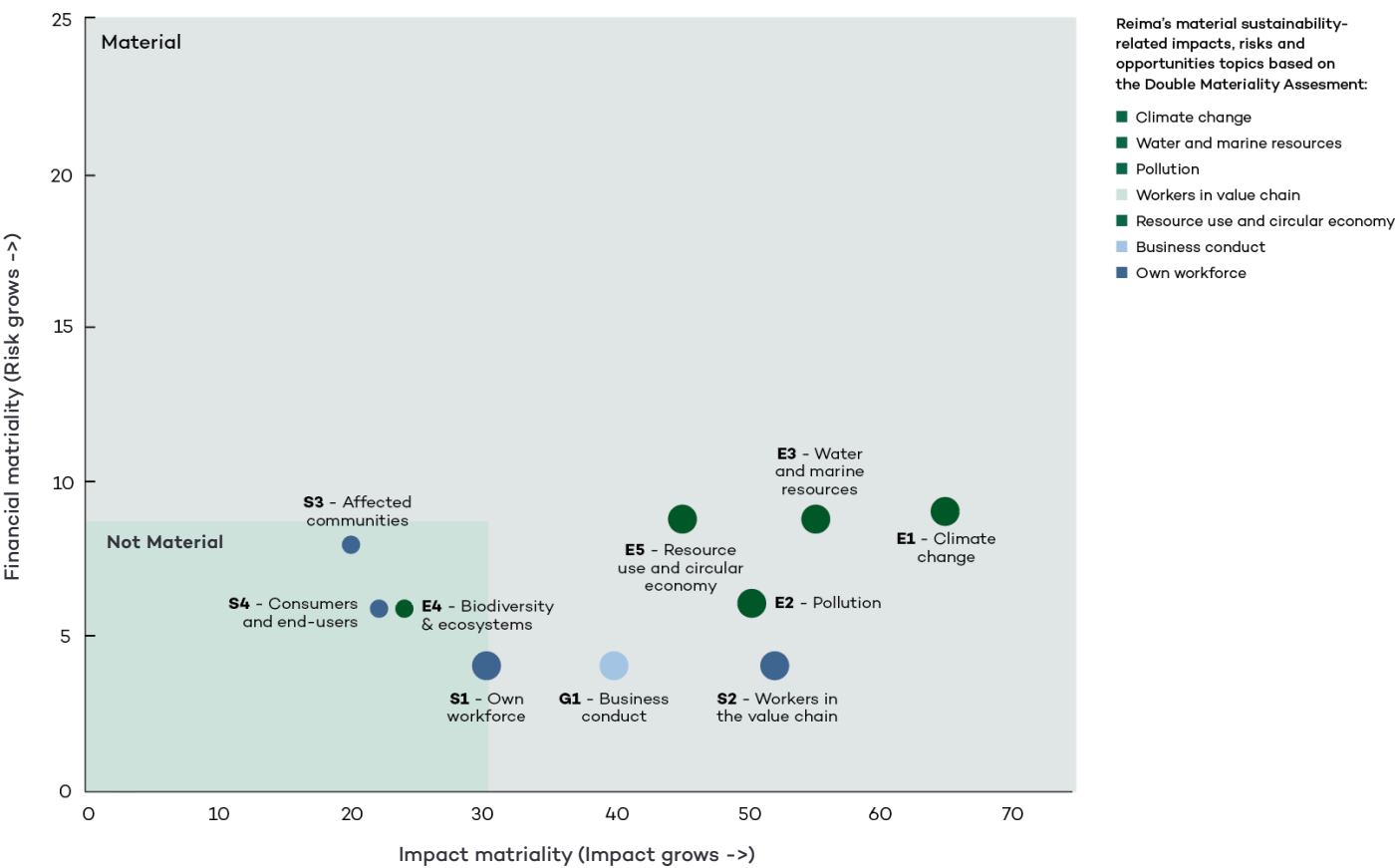
For the DMA process, it was recommended to include stakeholders’ perspectives in assessing impact and financial materiality, as well as validating sustainability topics. Reima maintains regular communication with key stakeholders through customer service and supplier site visits, though these engagements have not always been fully documented. To address this, relevant employees acted as proxies to ensure input from customers, employees, suppliers, and investors.

Stakeholder engagement focused on confirming material topics, gaining insights into potential topics, tracking changes, and identifying actions to achieve sustainability targets. This engagement included surveys with employees and suppliers and an interview with Reima’s largest credit investor.

Due to challenges in direct consumer dialogue, earlier consumer and customer surveys were used. Stakeholders



DOUBLE MATERIALITY ASSESSMENT



validated material topics and provided Reima with valuable insights to guide future sustainability decisions.

Reima’s sustainability impact assessment covered all ten ESRS topics, broken down into 37 sub-topics, including both negative and positive impacts across the entire value chain, from production to end-of-life. In cases where data was unavailable, qualitative descriptions based on industry averages and NGO reports were used, with a recommendation to update these as better data becomes available.

Impacts were assessed using indicators such as scale, scope, irremediable character, and likelihood, and summarized on a 1-5 scale. Positive impacts focused on improvements to people’s lives or the environment. The materiality threshold was set at a score of 30 for both negative and positive impacts. Higher-risk regions, particularly in Asia, were considered in the assessment, especially regarding human rights. The final materiality thresholds balanced topic focus, follow-up capacity, stakeholder interest, and environmental and social impact.

Risks and opportunities relevant for financial impact were identified for each sub-topic, considering both

general risks in the apparel and footwear sector and Reima’s specific business conditions. Each risk and opportunity were described in terms of consequences and dependencies, with a focus on short, medium, and long-term relevance. The list was reviewed with Reima’s project leader for alignment.

To identify material matters, risks and opportunities were assessed based on their likelihood and potential financial impact. Reima’s project team assessed each through an online survey, and the results were calculated using a formula (Final score = Magnitude Score * Likelihood Score). The outcomes were then presented in a workshop, with adjustments made based on discussions. The initial assessment focused on the medium term (5 years), but short and long-term impacts were also considered.

Following the assessment, a gap analysis was conducted to compare Reima’s current sustainability reporting with the ESRS standards. The analysis identified the areas where Reima needs to focus its efforts to meet the new reporting requirements. The Double Materiality Assessment will work as the starting point for Reima’s next Sustainability strategy and future Key Performance Indicators, from 2026 onwards.

SUSTAINABILITY KEY PERFORMANCE INDICATORS

The table below summarizes Reima’s progress towards the sustainability goals 2026, and any deviations are commented on.

KPI	2026 TARGET	2024 SITUATION	2023 SITUATION
SUSTAINABLE PRODUCT			
Synthetic materials clothing & accessories: Share of styles containing minimum 50% recycled fibers in the main material	100%	86%	77%
Footwear styles containing recycled materials	50%	39%	39% (2024 collections)
Share of recycled fibres of total synthetics by weight (clothing & accessories)	80%	63%	59%
Natural fibres clothing & accessories: organic or recycled cotton	100%	96%	91%
Safety: Product recalls for safety reasons	Zero	Zero	Zero
Safety: 100% of synthetic wadding and lining, as well as Reimatec fabrics are bluesign® approved	100%	Wadding & main lining 100%, Reimatec 88%	Wadding & main lining 100%, Reimatec 65% in 2023
Reuse: Our outerwear is used by several kids	>80% (Global)	>80% (Global, based on a study in Jan 24)	>80% (Global)
Quality: Product reclamations in direct-to-consumer channels	<0.1%	0.36%	0.24%
CLIMATE ACTION			
Carbon footprint reduction in supply chain / scope 3:	25% reduction per piece	9% reduction per piece achieved since 2021	13% reduction per piece achieved since 2021
Carbon-neutral own operations through reduction and offsetting	100%	100%	100%
RESPONSIBLE SUPPLY CHAIN			
Social compliance audits: All Tier 1 suppliers and sub-suppliers have an up-to-date audit	100%	100%	100%
All shipping and consumer packaging containing recycled materials	100%	100% shipping packaging with recycled materials and consumer packaging in Europe and North America but not yet in China	100% shipping packaging with recycled materials and consumer packaging in Europe (missing North America & China)
Tier 1 suppliers representing 80% of purchase volume have a living wage program	100%	Information not available (please see Supply chain chapter)	Information not available
Tier 1 suppliers representing 80% of purchase volume meet living wage level according to social compliance audit	70%	13% (amfori BSCI)	12%
COMMITMENT TO ALL STAKEHOLDERS			
Anti-corruption training taken by % of staff	100%	78%	75%
Employee engagement in Pulse surveys	> 80%	82%	81%
Ethics & Anti-corruption: Global whistleblowing mechanism (ethics/anticorruption measure)	Global	Global	Taken into use
Global Diversity, Equity and Inclusion (DEI) policy and training	> 80% staff trained	66% trained	40% trained



Sustainable Products

Product sustainability means that the product is safe, durable, and made from more sustainable materials. We have a specified list of preferred materials that have been selected for their environmental benefits in the supply chain.

In this chapter, we explain how we ensure safety with chemical restrictions in the supply chain, bluesign® approved materials, as well as clever design principles such as detachable hoods for physical safety. We measure the durability and quality of fabrics with standardized tests and select the best quality trimmings.

Our criteria for sustainable products are chosen and measured, because the most sustainable product is one that is fit for purpose, and therefore in use for as long as possible, as well as made respecting humans and the environment. Material production causes Reima’s biggest impact on the environment and shifting material choices to more sustainable options has been a huge focal point in the past few years. In this chapter we delve deeper into what we mean by more sustainable materials and what that shift has meant in practice.

SUSTAINABLE USE

The most sustainable product is one that is already in someone’s wardrobe and in continuous use. Although many people know that Reima gear can be worn by many kids, it is also our duty to support families in taking diligent care of their Reima products and to encourage them to pass them on. Reima is working hard to promote and safeguard longevity.

To see how well we succeed in making long-lasting products and supporting families with their appropriate care, repair, and reuse, we annually measure how many Reima clothes people pass on, or sell, to the next family or user. In our consumer surveys conducted in January 2024, we found that Reima’s global reuse rate exceeded our target of 80%. Broken down by markets, we find a 90% reuse rate for outerwear in Europe, 85% in North America, and 59% in China. We measure this with a simple online survey, with just two questions: what percentage of Reima clothing do you pass on, hand down, or sell to the next user, and for the clothes you don’t, why? The latter question allows us to determine whether and how Reima as a brand could support the longer use of our gear.

Over half, 57%, of North American and European respondents said the first kid was still actively using the Reima gear, in China 45%. However, 18% said that the clothes were broken beyond repair and 10% that they could be repaired, but they did not have the skills, time, or money to do so. These are issues that Reima could easily help families with, through repair products, tutorials, and services.

We support the reuse of Reima wear by reminding people to pass them on and by providing care and repair products such as the Repair Kit. To keep the clothing in use for as long as possible and to help consumers do so, we did a little extra in 2024 and opened Reima Rescue, a care and repair site in our Finnish and international ecom. The site provides video guides on easy repairing and changing spare parts. There are also instructions

on how to take care of one’s clothes. In addition, we are partnering with organizations for resell and repair, such as Emmy, Ninyes and Menddie in Finland.

LAUNCHING REIMA SECOND HAND STORE

As a new step forward in promoting Reima’s commitment to circular textile economy, Reima’s own online second hand store was successfully opened for the Finnish market in December 2024, in partnership with Ninyes, a Finnish second hand clothing trade expert. The second hand store was integrated into Reima’s e-commerce making it easier to buy both new and second-hand goods online at once. The collaboration and the opening of the online second-hand store highlighted Reima’s 80-year anniversary.

Ninyes is a resale platform service which enables easy recycling and additional turnover for its partners. The service is used by several clothing brands in Finland and Europe. It was launched in 2021 and is now rapidly growing internationally. Reima also has plans to extend the online second-hand store in 2025 to enable more Reima products to be resold and reused.

Before launching Reima Second hand online store, Reima co-operated with Emmy, the largest Finnish second-hand online store for brand clothes, for over six years to provide consumers with reused Reima gear. During the time of cooperation, roughly 3000 Reima pieces found a new user through the Emmy platform each year.

PRODUCT QUALITY AND SAFETY

Product safety is non-negotiable for us, which is why we always aim for zero product recalls caused by safety concerns. In 2024, we indeed had no product safety recalls. We also annually update our Restricted Substances List (RSL), which sets out Reima’s chemical safety requirements for products. It is aligned with the bluesign® system and goes beyond EU’s REACH regulations. Reima’s RSL is available on our company website.

Reima is also renowned for its quality, which we ensure by clever design, careful material selection and testing, working with trusted supply chain partners, as well as with material certificates. We test the fabrics for durability (e.g. Martindale testing), pilling, and functional properties such as water-proofness. You can read more about our durability criteria in our design principles in the Appendix.

We want to help families keep Reima gear in good condition for longer and offer detailed care instructions, hand-picked care products and Reima’s own repair kit.

The care label QR code helps provide more detailed care instructions conveniently for families.

Of course, sometimes things do not go as planned and faulty products slip through our quality inspection. In 2024, our reclamation rate in direct-to-consumer channels was 0.36%, which was a slight setback in reaching our target of <0.1%. It is reasonable to assume that this figure represents wholesale channels as well, since the products are the same and made by the same suppliers.

The setback is explained by a low-quality metallic loop in the fastening of one of our winter boots. The loop broke easily into pieces, rendering the shoe difficult to use as the fastening mechanism no longer worked properly. Fortunately, the issue was quickly resolved by replacing the broken loops, allowing the shoes to be put back up for sale. Although routine quality inspections are conducted, such issues can still arise. For these situations, Reima has established procedures to address various quality concerns.

PREFERRED MATERIALS

We have worked to increase the amount of recycled and other preferred materials in Reima clothing and accessories throughout the year. In 2024, the amount increased to 93% and in the year 2025 it will be 99%, indicating a major leap towards our target of 100%. Additionally, for the first time, preferred materials represented over 70% of our total material use by weight, including all products.

To be preferred by Reima, a main material should fulfil at least one of the following criteria:

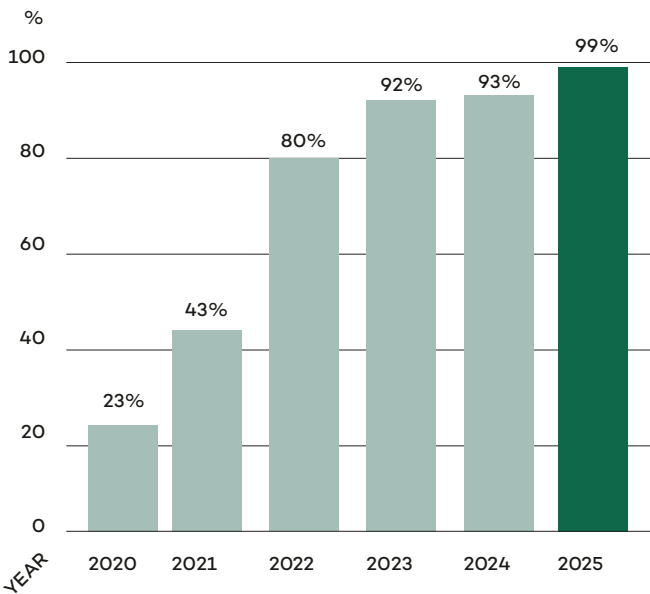
- 1. bluesign® approved (additional chemical safety),
- 2. polyester/polyamide in a synthetic material is at least 50% certified recycled origin,
- 3. cotton is 100% certified organic, or
- 4. wool is Responsible Wool Standard® (RWS) certified

The share of preferred materials in Reima clothing and accessories has grown rapidly. This is something we have worked diligently towards and are proud of. We are using more sustainable materials and fibers in insulation and lining as well, a matter which is often overlooked in the discussion of clothing materials. By 2023, we had already achieved 100% coverage of bluesign® approved wadding and lining in clothes, making it easy to continue along the same path in 2024.

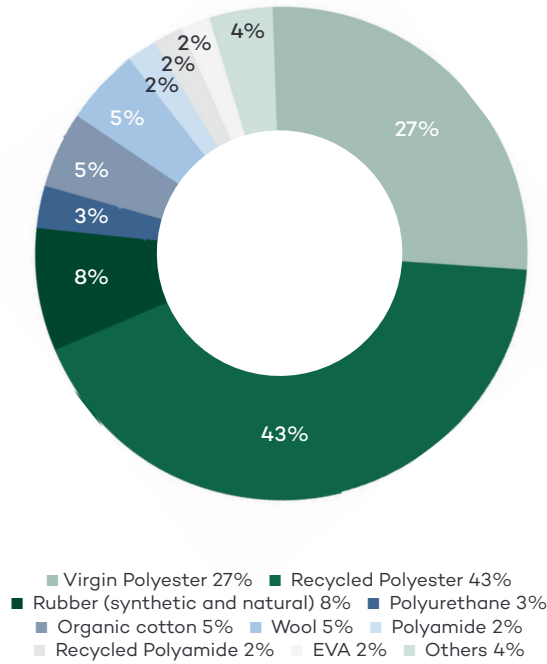
IMPROVING FOOTWEAR

The demand for Reima footwear is growing rapidly and along with this, the demand for barefoot shoes has

SHARE OF APPAREL STYLES WITH RECYCLED AND OTHER PREFERRED MATERIALS



MATERIAL CONSUMPTION BY WEIGHT 2024



The category “Others” includes down, cotton (non-organic), elastane, polyacrylic, lyocell, viscose, hemp, down and leather.

increased. Out of the ten most selling footwear styles in Reima e-commerce, six were barefoot styles in 2024.

There have been some great achievements too as the barefoot style Tallustelu won both the Scandinavian Outdoor Award and the ISPO Award in 2023 for Spring/Summer 2024 in kids' categories. It gained positive feedback for enabling natural posture and being PFAS-free and waterproof.

The key to healthy growing feet is ensuring a natural gait and sufficient shock absorption. At Reima, we have been developing our footwear collections since 2004, also developing our own lasts in collaboration with our suppliers. After the launch of our first barefoot style in 2023, the barefoot family grew fast expanding to winter boots in the Autumn/Winter 2024 collection.

We have also more than doubled the share of footwear styles containing recycled materials within just two years: in 2024 collections, already 39% of footwear styles included recycled materials, meaning we are on track to meet our 2026 target of 50%. This is a result of finding and nominating our preferred materials suppliers for footwear just like we do for apparel, which we will continue to do in the coming years.

While the numbers are promising and the targets seem within reach, we need to assess and refine the sustainability criteria and metrics related to footwear in the near future.

INNOVATING SUSTAINABLE SOLUTIONS

Reima is always looking for the most exciting and sustainable new material innovations for our collections. Collaboration with like-minded organizations is key to providing innovative childrenswear. Our key R&D highlights from 2024 were the knit fleeces containing recycled oyster shells (Seawool®), and expansion of our barefoot shoe collections, as well as laboratory testing the insulation power of our footwear.

In 2024, we strengthened our commitment to sustainability by focusing on circularity in textiles. We conducted extensive modelling to enhance our understanding of circular economy principles and initiated textile-to-textile fabric development to introduce more sustainable materials into our products.

Additionally, we continued our transition from virgin materials to recycled alternatives while expanding our Seawool® collection—an innovative and highly sustainable material made from recycled oyster shells and PET bottles.

Further advancing our sustainability efforts, we conducted R&D on a 100% organic, plant-based insect repellent technology for upcoming seasons. Moreover, we partnered with the Telavalue project, a public research initiative led by VTT, which provided valuable insights into building sustainable and circular textile value chains.

TELAVALUE PROJECT

Reima participated in the Telavalue research project, funded by Business Finland, which aimed to build value chains for sustainable textile production, use, and recycling in Finland. It was conducted from 2022 to 2024, bringing together VTT, Turku UAS, LAB UAS, and 17 industry partners to strengthen the circular textile ecosystem. The project focused on the application of bio-based and recycled fibers, circular business models, and advanced textile recycling technologies—addressing social, environmental, and economic impacts of transitioning from linear to circular systems.

For Reima, this project was especially important in supporting our sustainability strategy by providing insights and solutions to integrate circularity into product development and supply chains, reinforcing the company's commitment to responsible innovation and long-term environmental impact reduction.

BLUESIGN® PRODUCTS

As a bluesign® system partner we keep increasing the number of bluesign® products in our collections. The first 9 bluesign® certified Reima products were launched in 2023 collections. The number has already increased to 22 products in 2024. This of course does not tell the whole truth as Reima also uses bluesign® approved materials in many products. For example, in ReimaTec fabrics the increase has been from 65% in 2023 to 88% in 2024.

The brands and manufacturers working with bluesign® must meet strict criteria to protect the water, air, and soil, as well as the people working with textiles. Bluesign® traces each textile's path along the manufacturing process and looks at all the input streams – from raw materials to chemical components and water and energy resources.





Climate action

Reima was the first Finnish clothing company to sign a commitment to Science-Based Targets initiative (SBTi) in 2022 and our goals were validated in 2023. By 2030, Reima targets to decrease Scope 1 and 2 emissions by 90% and Scope 3 emissions from Purchased Goods and Services as well as Upstream Transportation and Distribution by 51.6% per product, compared to the 2021 base year.

This chapter will report on our carbon footprint from 2024, and how it compared to our 2021 base year's carbon footprint. Additionally, as the textile industry most impacts natural systems globally through climate change, we also include biodiversity as a theme under climate action.

In 2024, Reima’s total carbon footprint was 20,046 tons of CO2e in total. Of this, 220 tons, or 1% were our own operations, i.e. Scope 1 and 2, and 19,826 tons, or 99% Scope 3 emissions. Compared to 2021, the baseline year for our SBTi target, our total emissions decreased by 51%.

CARBON FOOTPRINT OF OWN OPERATIONS (SCOPE 1-2)

In 2024, 79% of Reima’s scope 1 and 2 emissions were caused by energy use in stores and offices, and 21% by fuels used in company cars. After a first full year of closed subsidiary in Russia, the carbon emission results have decreased compared to last year’s results. At same, the decrease compared to the year 2021 was 39%. There is also the yearly examination of emission factors which has led to increases in some of the activities and materials. The updates are due to more accurate data.

In scope 1, the company car policy follows the preference of hybrid and electric cars to keep the discharge of emissions low. Due to this Reima has managed to decrease its emissions by 14% compared to 2023. Some adjustments were made to the emission factors to the 2023 carbon footprint analysis in scope 1 after the publication of the 2023 report. In 2026 the emission factor will rise for plug-in hybrid cars due to the decision in EU to update the method for calculating emission values. This means Reima needs to review the car policy and make changes to keep the emissions low.

The decrease in scope 2 emissions has been smaller than expected and compared to 2023 the figures have increased a little due to an increase in energy consumption. 2024 was the first year the new office in Sri Lanka was taken into full use which has had an impact on the emissions in scope 2.

To further reduce these emissions, Reima is working on increasing the use of renewable energy. When choosing renewable energy is not possible – either because Reima can’t choose the energy provider, like in some malls or shop-in-shops, or renewable energy is not available – Reima plans to purchase Renewable Energy Certificates (RECs) to reach its target of 90% emissions reduction by 2030.

Reima has compensated for all emissions from its own operations since 2020. The emissions caused in 2024 will be offset by investing in high-quality carbon removal projects. Reima will tell more about the compensation projects on its company website during spring 2025.

CARBON FOOTPRINT OF PRODUCTS AND SUPPLY CHAIN (SCOPE 3)

Other indirect emissions, or scope 3 emissions, account for 99% of Reima’s carbon footprint. These emissions are caused in different stages of the value chain. Reima has calculated these emissions since 2020, following the world’s most widely used carbon accounting standard, the Greenhouse Gas (GHG) protocol.

Scope 3 emissions are generally harder to control and measure than scope 1 and 2 emissions. Reima is constantly developing its calculations to reflect the full value chain more accurately. The 2021 figures are included in the table on the following page, and these emissions are also considered in the 2024 analysis, for accurate comparability.

The GHG Protocol divides scope 3 emissions into 16 categories. Like for most brands that don’t own the production facilities, the category Purchased Good and Services is the biggest source of emissions for Reima, accounting for 91% of Reima’s total carbon footprint in 2024. This includes the materials used in our products and packaging, as well as the services we buy from our suppliers – i.e., the cutting, sewing, and assembling of our products.

Within the Purchased Good and Services category, a vast majority of emissions are caused by the production and processing of fabrics and other materials. For the carbon footprint analysis, we measure the consumption of materials by weight. This consumption includes the fabrics, yarn, and insulation used in Reima clothing, and the outsole, insole and lining materials used in Reima footwear.

During recent years, Reima has made a remarkable shift towards more sustainable materials, especially in Reima brand clothing. In 2024 the use of recycled polyester increased by weight from all the material consumption was 43% and virgin polyester 27%. Whereas clothing materials have long been the focus, we are now starting to concentrate more on footwear materials to better meet the requirements of preferred materials. Currently, we have managed to add more precise emission factors for footwear materials such as natural and thermoplastic rubber.

Using more sustainable raw materials – such as recycled instead of virgin synthetics – does reduce emissions, but we also need to look at how the materials are processed. For example, are fabric mills energy-efficient and what energy sources do they use? What dyeing techniques are used? So far Reima has used industry averages (Higg

Material Sustainability Index) to calculate the emissions of material production, but we are developing our calculations and plan to start collecting primary data from selected key material suppliers. In 2023, we decided to leave trimmings out of the scope due to differences in units between our data and availability on trimmings and the Higg MSI emissions factors. Overall, the estimation of the impact of the trimmings in materials was less than 1%. However, we are developing our trimmings data to match the standardization requirements of the emission factors.

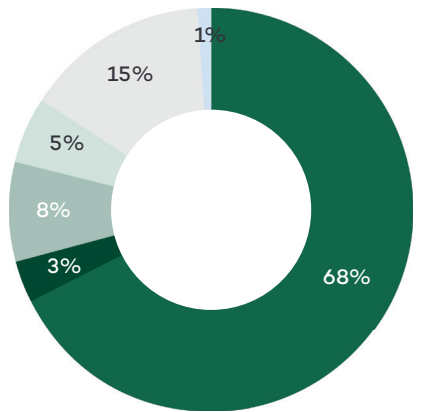
Our Tier 1 suppliers turn fabrics and other materials into finished products. We calculate the emissions of product assembly by collecting data directly from the suppliers. In 2024, this stage accounted for 8% of our total carbon footprint, and the reported supplier emissions decreased from the previous year. Many of the suppliers have ongoing energy development projects and many of them already have installed solar panels from which they take electricity. Going forward, we plan to develop our data collection process with respect to our Tier 1 suppliers as well as collaboration efforts with them to ensure data quality and to support suppliers in their decarbonization efforts.

Packaging materials include shipping packaging as well as consumer packaging. Although the emissions from packaging account for only 3% of Reima’s total carbon footprint, we are working on reducing that as well by switching to recycled materials and using fewer materials when possible. As a challenge for keeping the emissions low for the packaging material, the emission factors increased during 2024. The update increased paper and cardboard materials emission factors by 45% and 9% for plastic (LDPE) compared to factors in 2023. We have also

received more accurate weight data of the materials and revised the figure for the emitted emissions for 2023.

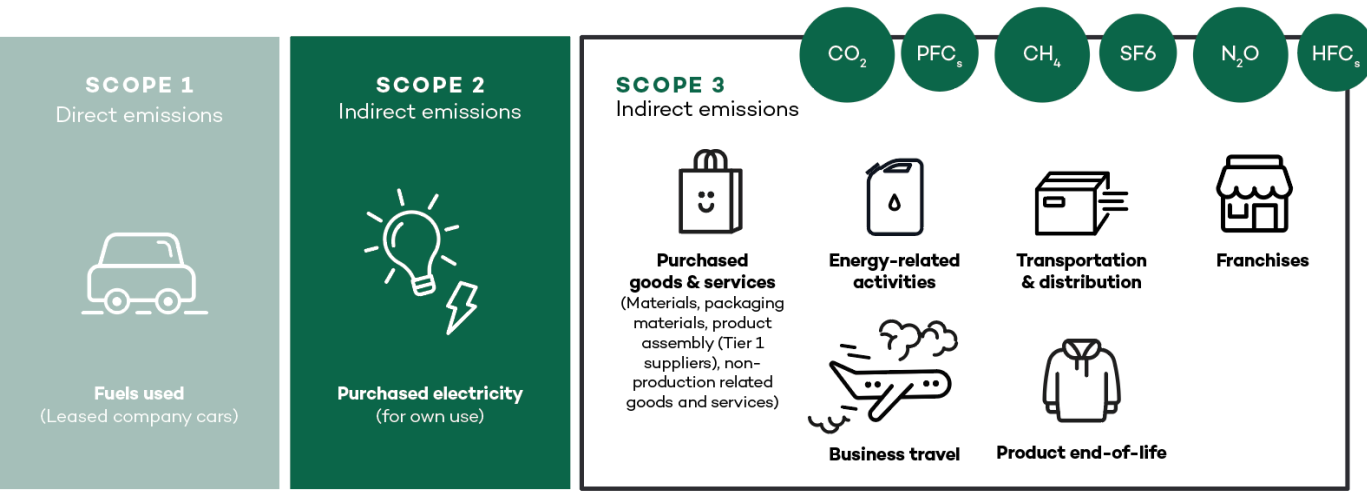
Based on the SBTi’s comments, we have also estimated the emissions from non-production-related purchased goods and services, such as marketing, IT, and consulting services. To do this, we used a spend-based method which provides a very high-level estimation and does not consider the differences between services and suppliers. We find it important to take environmental issues into account in all our purchases – whether materials for our products or cleaning services or IT equipment for our offices. However, in our carbon accounting and target setting, we have decided to focus on the most relevant sources of emissions, and the non-production related purchased goods and services are excluded from our science-based target.

SHARE OF GREENHOUSE GAS EMISSIONS BY SOURCE 2024



Materials Packaging Product assembly Transportation Other Own operations

GHG SCOPE



REIMA GROUP GHG EMISSIONS		2024 (TONNES OF CO ₂ E)	2024 SHARE OF TOTAL	2021 (TONNES OF CO ₂ E)	CHANGE 2021-2024
DIRECT (SCOPE 1)					
Fuels used	Leased company cars	47	0,2%	59	-21%
INDIRECT (SCOPE 2)					
Purchased electricity (market-based)		173	0,9%	298	-42%
Finland		25	0,1%	38	-35%
Russia*		0	0%	101	-100%
China		133	0,7%	149	-11%
Other countries		15	0,1%	10	50%
Purchased electricity (location-based)		165	0,8%	301	-45%
INDIRECT (SCOPE 3)					
Purchased goods and services		17 948	90,5%	37 237	-52%
Materials		13 646	68,8%	31 110	-56%
Packaging materials		675	3,4%	894	-25%
Product assembly (Tier 1 suppliers)		1 467	7,4%	3 824	-62%
Non-production related goods and services		2 160	10,9%	1 445	49%
Energy-related activities		168	0,3%	96	75%
Transportation and distribution		1 075	5,4%	2 218	-52%
Business travel		206	1,0%	28	637%
Product end-of-life		226	1,1%	623	-64%
Franchises		185	0,9%	264	-30%
TOTAL		20 046	100%	40 859	-51%

*The sale of the Russian subsidiary was completed in February 2023

After Purchased Goods and Services, the second biggest scope 3 category for Reima is Transportation and Distribution, which in 2024 accounted for 5% of our emissions. Our inbound logistics – from factories to warehouses – is mostly rail and sea freight (although some air freight is also used occasionally) while our outbound logistics – from warehouses to customers – is mostly handled by trucks. Going forward, we aim to avoid air freight and focus on finding more climate-sound options together with our logistics partners. Many of our logistic partners have their own science-based targets and emission reduction programs, which will also help us reduce emissions from transportation.

Put together, Purchased Goods and Services (excluding the non-production related goods and services described above) and Transportation and Distribution account for over 87% of Reima's carbon footprint. These are also the two categories that are included in Reima's scope 3 science-based targets. We decided to focus on these categories in our target setting, because they are evidently the most relevant in terms of emissions, so that's where we can make the biggest difference. With some other scope 3 categories, such as End-of-life Treatment of Sold Products, the problem is also that we don't have access to primary data and therefore proving any improvements would be very difficult. That's why we decided to exclude them from our target scope and focus on the categories where we have more possibilities to measure progress. As per our SBTi target, we aim to reduce our emissions per piece by 50% between 2021 and 2030. In 2024, our emissions per piece were reduced by 4% as compared to the 2021 baseline.

We are taking constant steps to develop our calculation processes to be as comprehensive as possible. To develop our processes, it's also important to have primary data. There is development towards this as many

of our partners are on a path to reducing their carbon emissions. In relation to this, we received more accurate data from them this year as compared to before. Hence, we were able to get more accurate calculations. Even so, most of the data in this category, like in the end-of-life calculations, is still difficult to consolidate, but we have plans on how to develop our data accuracy.

BIODIVERSITY

Based on the Double Materiality Assessment conducted in 2024, biodiversity issues are not considered material for Reima. However, this does not mean we neglect biodiversity concerns, as we know reducing climate change supports biodiversity globally.

In 2024, Reima signed the Code of conduct of amfori Business Environment Performance Initiative (BEPI). The initiative helps companies, and their business partners recognize and tackle sustainability challenges, directing improvement efforts towards the areas most relevant to their operations. It contains eight key performance areas including Environmental management system, Energy & Climate, Water & Effluents, Emission to Air, Waste, Chemicals, Biodiversity, and Nuisances.

Amfori BEPI is based on values established by the environmental and due diligence frameworks such as UN Sustainable Development Goals, the UN Guiding Principles on Business and Human Rights and the OECD Guidelines for Multinational Enterprises on Sustainable Business Conduct.

Biodiversity issues were also raised when Sitra (The Finnish Innovation Fund) nominated Reima's collaboration with FabPatch to its list of circular solutions addressing biodiversity loss and driving business growth. For more information, check the Awards 2024 section in the Commitment to Stakeholders chapter.





Responsible supply chain

Reima focuses on transparency and longstanding partnerships with our suppliers, who make the Reima quality our customers know and trust. As in the previous years, we continued our 100% audit coverage for our finished goods suppliers in 2024.

In this chapter we, tell about our collaboration with both our finished goods suppliers (Tier 1) and our material and trimmings suppliers (Tier 2).

Reima’s collaboration with its suppliers plays an important role in ensuring successful production. Many of our biggest suppliers have been our long-term partners, fostering a deep mutual understanding. This long-standing relationship is also vital when it comes to reducing production’s impact on the climate and nature, as well as addressing human rights concerns.

Reima’s supply chain consists of Tier 1 or finished goods suppliers (which typically sew clothing, or assemble footwear), Tier 2 or materials and trimmings suppliers, and Tier 3 and beyond are yarn and fiber producers. We are well acquainted with the first two Tiers. We strive for long-term relations with our Tier 1 suppliers, and in clothing and accessories we nominate our Tier 2 suppliers, to ensure we get the world-class quality of materials we need. As an increasing share of our materials are certified, such as Global Recycling Standard recycled polyester, the traceability and origin of products all the way down to raw material level is improving.

As Reima is committed to upholding human and labor rights, it is crucial to integrate these values throughout the supply chain. To support this, Reima has an established Supplier Code of Conduct (available on our website) that aligns with the amfori BSCI Code of Conduct. This ensures that, regardless of the auditing system used, all suppliers comply with the same principles. In addition to social compliance audits, many Tier 1 and Tier 2 suppliers also hold environmental certifications and participate in material certification programs, such as GOTS (for organic cotton), which include human rights standards.

In 2024, we maintained our goal of achieving 100% audit coverage for our Tier 1 suppliers, and we plan to continue this commitment each year. Through our partnership with the bluesign® system, we also mapped all our Tier 2 fabric suppliers, ensuring full traceability of our fabrics. We have published the lists of both our Tier 1 and Tier 2 factories and will keep them updated on an annual basis.

FINISHED GOODS SUPPLIERS

In 2024, Reima’s Tier 1 manufacturing included 35 factories, including a handful of sub-suppliers. In addition to these, Reima worked with two supply chain agents in China. Approximately 20 of the biggest suppliers represent around 80% of purchase volume. The charts provide a geographical breakdown of all our factories by number of suppliers and by production value.

Reima established a sourcing office in Sri Lanka in 2023, and during 2024 our operations and number of employees in Sri Lanka expanded. The aim with the new office is to be closer to our suppliers in Southeast Asia where we produce a growing share of Reima products. At the same time, we reorganized our merchandising and buying teams in our office in Shanghai, China, now focused on serving mainly the China supplier base.

Of all Reima’s Tier 1 suppliers, 94% are in medium risk classified countries according to the World Governance Indicator (WGI), a classification also used by amfori BSCI. However, all of them were audited for respect of human and labor rights, and the breakdown of those results can be seen in the BSCI amfori audit chart. Although almost all factories got an A in 10/13 performance areas, there was now one more performance area, “Fair remuneration”, which caused a drop in the overall result. At the start of 2023, amfori revised the classification of remuneration, which caused the overall drop. Two other performance areas that caused the result C were “Social management system” and “Decent working hours”. These results are often correlated, as workers’ overtime hours can be caused e.g. by lack of sufficient planning by factory management. To improve these results, Reima will continue open discussions, especially with our suppliers, on the working conditions.

Many Tier 1 suppliers participate in several environmental and social sustainability initiatives or certifications. For example, many use the amfori Business Environmental Performance Initiative (BEPI) self-assessment, or the Higg Facility Environmental Module (FEM) for environmental management.

LIVING WAGES

In the spring of 2023, Reima adopted a living wage target. We set an ambitious target to increase the share of factories paying living wages to 70% of our major suppliers, and to have 100% of them establish a living wage program or roadmap. The target seemed attainable at the time. 50% of the largest suppliers had already met this standard according to BSCI audit reports. After amfori BSCI clarified their criteria of fair remuneration against Global Living Wage Coalition’s estimates, only 12% of Reima’s key apparel suppliers were paying a living wage, with some suppliers’ data unavailable due to their exclusion from the BSCI system. At the start of 2024, 13% of the suppliers had achieved a living wage target according to amfori BSCI.

Achieving living wages across the whole supply chain is a time-consuming process. Reima has started working towards ensuring fair remuneration in its supply chain. We will assess and target to improve our purchasing practices to support the timely and predictable payment of living wages across the supply chain. We have started to collect information from two of Reima’s key Tier 1 suppliers by requesting information which can be used in the process. This approach allows us to partner with those most motivated to improve conditions while also creating a broader impact throughout our supply chain.

Living wage in mind, Reima applied to a Business and Human Rights Accelerator training organized by UN Global Compact in the end of 2024. The training started in the beginning of 2025, and it will take six months to complete. The goal of the training is to strengthen Reima’s work for human rights, and particularly towards fair remuneration.

MATERIAL AND TRIMMINGS SUPPLIERS

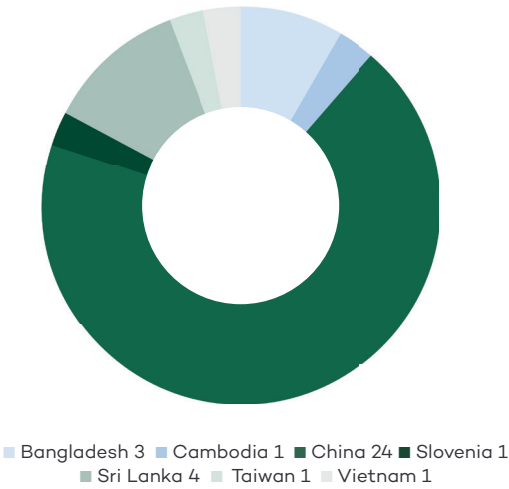
In 2024, Reima had 67 material and trimming suppliers, or so-called Tier 2 suppliers, of significant purchase volumes. These include suppliers of fabrics, yarn and insulation as well as of most trimmings, e.g., zippers and snap buttons, used in Reima clothing and accessories collections.

Having Tier 1 and 2 suppliers close to each other helps avoid long-haul shipping of materials. As with Tier 1 suppliers, we have worked with our most important Tier 2 suppliers for many years. The traceability of our fabrics has been high due to us nominating most fabric suppliers ourselves.

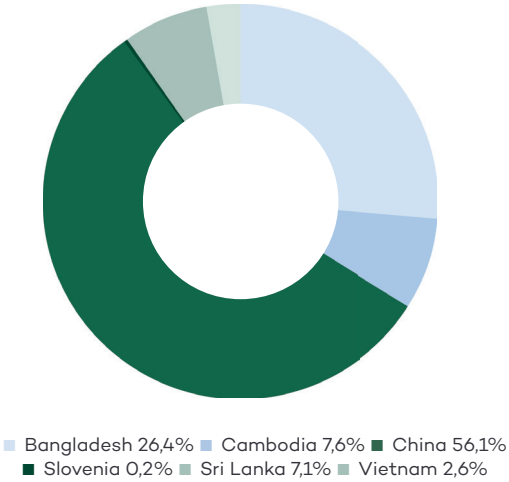
As part of our bluesign® system partnership, we are working on aligning our supply chain more closely with bluesign® as well. 22% of Tier 2 suppliers are bluesign® system partners, which stayed the same when compared to 2023. Furthermore, our Reima Restricted Substances List (RSL) is aligned with bluesign® requirements, which means we require at least the same level of chemical safety from all suppliers.

Additionally, 18 Tier 2 suppliers conducted the Higg FEM (facility environmental module) assessment in 2023. The deadline for the assessment was in spring 2024 and the results were gathered during 2024. Eight of the 18 Tier 2 suppliers completed the assessment on time. The assessment helps suppliers improve their environmental management.

TIER 1 SUPPLIERS BY COUNTRY



PURCHASE VOLUME % BY COUNTRY 2024

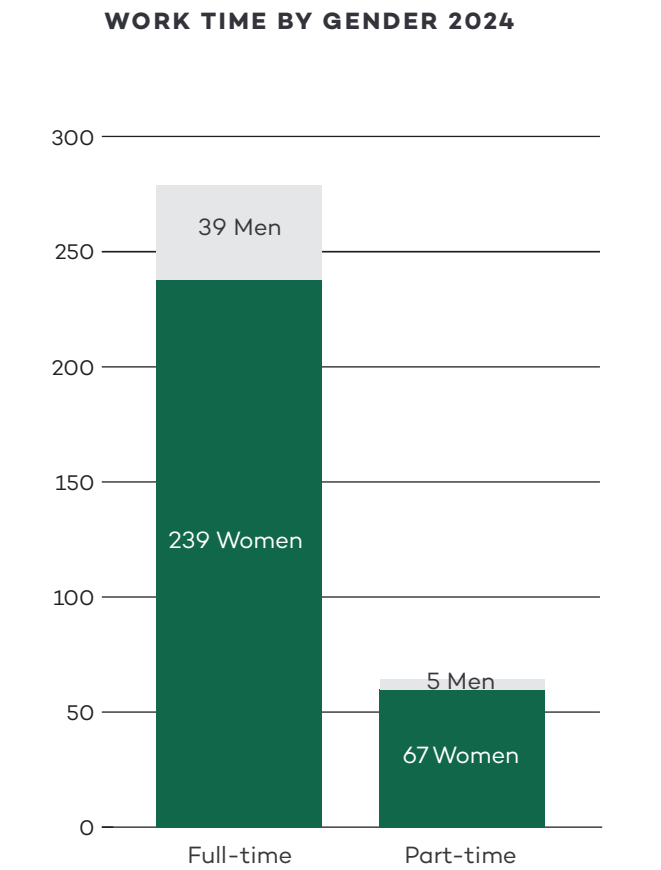
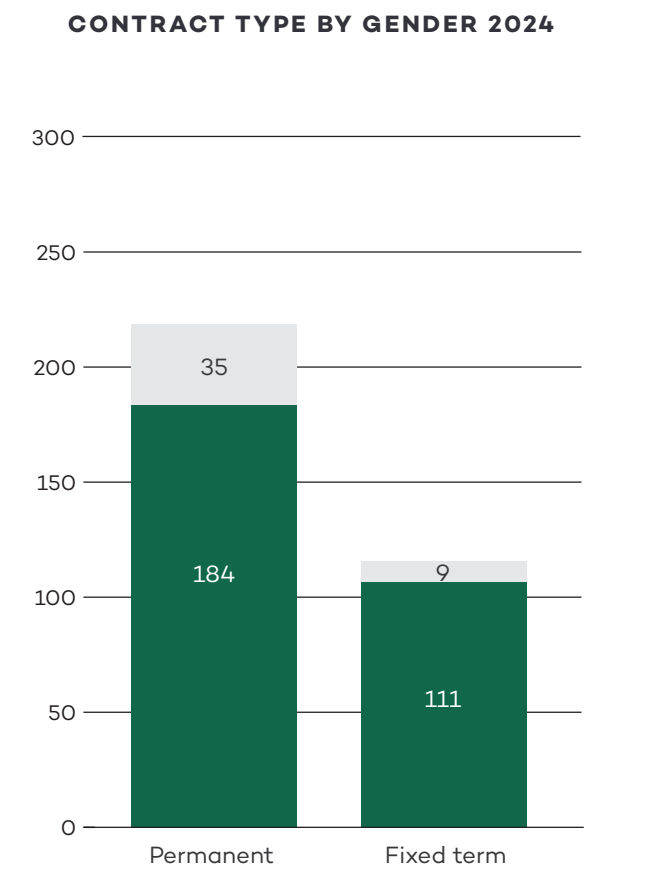
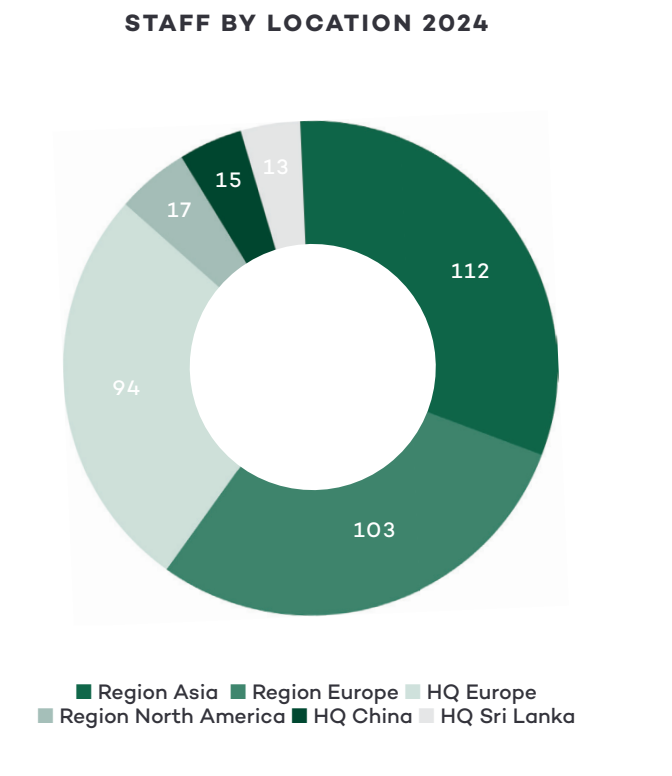




Commitment to our stakeholders

We commit to creating value for our stakeholders: consumers and customers, employees, suppliers, communities, and shareholders. Our employee Net Promoter Score (eNPS) and employee engagement both remained on a high level in 2024, eNPS being 41 and engagement over 80%.

In this chapter we focus especially on employees and consumers as well as the awards our products received during 2024.



EMPLOYEES

Reima’s people are Reima’s heart and soul. Because of them, our products are outstanding, and our overall customer experience is fantastic. Their passion for our mission and drive to make it a reality amaze year after year. Even then when times are hard, there’s always mutual support both within and across teams to weather the storms.

Reima’s global headcount has remained fairly stable. At the end of the year, 355 personnel translated into full-time equivalents (FTEs) of 316 globally. The difference is mainly caused by part-time store personnel in Europe. Reima does not use the workforce without employment contracts.

REMUNERATION

All employees are entitled to an annual bonus or a sales incentive paid more frequently. For store staff, the bonus is tied to store sales, and at offices, the payment of the bonus depends on Reima as a whole reaching pre-determined performance targets. You can read about management remuneration in the Appendix.

WELLBEING AND OCCUPATIONAL HEALTH AND SAFETY

Our goal is to enable an active and happy childhood for all children so they can then grow into healthy adults. To make that happen, we also need a healthy and happy staff. To ensure this, we offer a range of tools from flexible working hours to workout breaks and to training managers in leadership skills. We measure our progress with biannual Pulse surveys in which we ask a range of questions on employee satisfaction and wellbeing. Information workers’ psychosocial load can sometimes get quite high, and we offer tools and encourage staff to manage their time use and wellbeing at work, such as the Cuckoo app, which features break exercises, mindfulness, etc.

Office work mainly causes mental load and physical ailments related to excessive sitting and immobility. Additionally, our store personnel may have to lift things, use sharp objects to open shipping packaging, and carry out other manual tasks. Staff are always instructed to take care when performing their tasks. There were only two work-related accidents reported in 2024, neither of which led to serious injury. There have not been any serious work-related injuries at Reima for years.

CONTINUOUS LEARNING

Reima Academy, our global, internal learning platform includes a wide variety of readily accessible information and training, including onboarding materials, as well as more in-depth information for those interested. The academy also includes a Business Ethics online training module which covers business ethics, code of conduct, anti-corruption, and Diversity, Equity, and Inclusion (DEI). The Business Ethics training was launched in 2023. By the end of the year 2024, 66% of the staff had completed the training.

STAFF SATISFACTION

The Pulse wellbeing and work satisfaction survey is conducted online twice a year for all our offices. It consists of questions concerning wellbeing, leadership, teamwork and engagement. Each question or statement can be answered 1-5 (1 disagree completely, 5 completely agree), and the average of the results is the total score out of five. In 2024, the average score of all questions remained on a high level, at 4.6 out of 5.

Our most important metric is staff engagement (“I can see myself working at Reima in three years’ time”), as this captures several factors ranging from wellbeing to subjective experience of career prospects. The engagement rate was 82%, growing by a notch from the previous year’s 81%. It also surpassed our KPI goal of above 80%. Additionally, the employee Net Promoter Score (eNPS) measures how likely the employee is to recommend Reima as a place to work. It stayed the same as last year’s, an impressive score of 41.

The employee turnover in offices globally was 22% and in stores 30%. Compared to last year the office turnover stayed the same but in stores the turnover grew by 5%.

DIVERSITY, EQUITY AND INCLUSION (DEI)

Diversity, Equity and Inclusion mean that staff and leadership include people with varied backgrounds and views, that they all have fair access and opportunities, and that they feel a sense of belonging at Reima. We are committed to nondiscrimination in recruitment and management.

As part of the DEI policy, Reima commits to training staff, and in particular supervisors on DEI topics. They are included in the new Business Ethics online training as DEI holds utmost importance for us. Through our DEI

policy, our purpose is to ensure that all staff members feel respected and appreciated both for their work and values, as well as for who they are as people. We aim to achieve this goal by, e.g., embracing differences of any dimension of diversity, by ensuring equal opportunities for all, and by creating and upholding an inclusive work environment.

CONSUMERS

The involvement of Reima families is essential to our existence and to who we are. As such, making sure both parents and children are happy with their experience using our products is an indispensable indicator of our success.

In 2024, Reima’s global consumer Net Promoter Score (NPS) in direct-to-consumer channels, including both physical and online stores, achieved a respectful 75 with nearly 27 thousand respondents taking part.

The loyalty of our consumers is likely the most reliable indicator of the extent to which families adore Reima. As of the conclusion of 2024, Reima Friends, our worldwide Reima community, consisted of 1.3 million members, among whom 210 000 were active purchasers in Reima online stores throughout the year.

An addition to other direct-to-consumer channels, Reima app was launched to the North American market in October 2024. The launch was successful with over 3500 downloads in the first weekend. By the end of the year, the app had been downloaded 16,000 times.

COLLABORATIONS

Collaboration stands as one of Reima’s five company values. In the preceding sections, you’ve learned about our collaboration efforts, such as those with our suppliers. Now, we’d like to highlight some of our consumer-oriented and philanthropic collaborations from 2024.

REIMA 80 YEARS AT ESPOO MUSEUM OF PLAY

Reima collaborated with Espoo Museum of Play for Reima’s 80th anniversary exhibition. The mini exhibition

told the captivating story of our company: from creating family clothing using recycled army snowsuits to becoming the world’s leading brand of functional children’s wear. The display featured rare vintage clothing as well as timeless favorites. The museum of Play is a dedicated museum of childhood. The exhibition was open from autumn 2024 to spring 2025.

JOY OF PLAY PROJECT

The “Joy of Play” project, led by the Hartwall family and their team, focuses on supporting wellbeing of Ukrainian children. The war started in 2022 has lead a generation of children to experience violence, fear and tragedy, and the aim of the project is to give children hope for the future. Reima joined the project and helped in opening the first playground 2023 in Lviv.

In 2024, a second playground by the project was opened in Ukraine to Kyiv’s Shuliavka Park with celebrations in May. The playground was co-funded by Reima, Lappset, Hartwall and Danish Nilpeter. Reima was honored to be part of this cooperation which enables joyful and care-free moments for the children and their families despite the war.

The playground was designed for children of different ages and supports Reima’s mission in promoting active childhood.



SITRA’S CIRCULAR SOLUTIONS FOR NATURE CORPORATE LIST

Reima’s long-standing collaboration with FabPatch, a Finnish company known for its versatile clothing mending patches, was recognized in 2024. The partnership earned a spot on the Finnish Innovation Fund Sitra’s list of circular solutions addressing biodiversity loss and driving business growth. The list featured 30 top European companies from eight countries, showcasing pioneering initiatives.

The collaboration with FabPatch began in 2021, with Reima stores in Finland becoming some of the first retailers to offer FabPatch™ patches. Additionally, FabPatch co-created a product featuring Reima’s own pattern. The adhesive used in these patches is free from harmful substances and solvents, promoting more environmentally responsible production.



BRAND OF THE YEAR 2024

Reima was selected as one of the three finalists for the Brand of the Year 2024 award, an award conducted by Finland Chamber of Commerce. As part of the competition, the Chamber of Commerce opened a voting channel for the public through which people could suggest their favorite brand. This recognition highlighted Reima’s success as a notable brand.

PRODUCT AWARDS 2024

	ReimaTec barefoot shoe Tallustelu wins Scandinavian Outdoor Award in kids’ category for Spring/Summer 24. The shoes already won the ISPO Award in 2023.
	ReimaTec snowsuit Tromssa wins Bäst i-Test in kids’ snowsuit test.
	ReimaTec jacket Soutu came second in Bäst-i-Test kids’ jacket test and wins the Best Budget Choice award.
	ReimaTec gloves Skimba were awarded the Best Premium Choice award in Bäst-i-Test gloves test.
	Reima softshell jacket Vantti (in picture), was awarded as Best in test by the Danish outdoor experts’ site Friluftsmagasinet.





Appendix

In this section you can find out more about Reima's governance structure and management, as well as the social and environmental principles that guide our work.

THE BOARD OF DIRECTORS AND LEADERSHIP TEAM

The Board of Directors and the CEO’s responsibility for the administration and management of the company is regulated in the Finnish Companies Act. Reima’s Board of Directors is ultimately responsible for Reima’s strategic direction and the implementation of its vision, including sustainability strategy and its implementation.

Reima Group Oy’s Board of Directors consisted at the end of 2024 of seven people: a female chairperson and six members all of whom were male. The Board members were from Italy, Germany, The Netherlands, Denmark, Sweden, and Finland. Three members of the Board were employed by Reima’s largest shareholder The Riverside Company, one member was appointed by Reima’s credit investor and financial sponsor P Capital Partners, the Chairperson of the Board was the former CEO of Reima, and two members were independent. The independent board members were selected for their experience and expertise in retail and branded consumer goods. Only the members of the Board not representing the largest shareholder Riverside were compensated for their services. In 2024, these compensations totaled 122,500 Euros.

The CEO is in charge of the day-to-day management of the Reima Group, in accordance with the Companies Act and the instructions given by the Board of Directors. Heikki Lempinen has served as the CEO as of January 1st, 2024. The CEO’s compensation consists of fixed pay including taxable fringe benefits (car and mobile phone) and bonus scheme earned annually based on the criteria set by the Board of Directors. The maximum bonus can be six months’ fixed salary. The retirement age is determined in accordance with the Finnish Employees’ Pension Act. No complementary pension plan exists for the CEO or other employees within the company. The notice period for both parties, the CEO and the Board of Directors, is six months. In the event of termination of the contract by the Board, the CEO is entitled to severance pay equal to six months’ fixed salary.

The Leadership Team assists the CEO in leading Reima’s operations and sustainability work. Reima’s leadership team, including the CEO, at year end consisted of six people: four were women and two men; two were 50 years old or over, four between 30-49; five were Finnish and one German. The Leadership Team members’ compensation consists of fixed pay and annual bonus scheme, which is based on the criteria set by the Board of Directors and tied to the fulfillment of financial targets in 2024.

HUMAN AND LABOR RIGHTS PRINCIPLES

Reima is committed to upholding ILO Conventions on labor and human rights, including but not limited to labor standards on working hours, the Universal Declaration of Human Rights and Convention on the Rights of the Child, UN Global Compact’s principles, as well as following the UN Guiding Principles on Business and Human Rights and the OECD Due Diligence Guidance for Responsible Business Conduct, throughout our own operations and supply chain. These rights include but are not limited to the right to freedom of association, the right to collective bargaining, and the rights not to be subject to forced labor or child labor or discrimination in respect of employment and occupation, or their health and safety.

Reima assessed human rights risks as part of the Double materiality analysis done in 2024. As part of the analysis, the likelihood and severity of human and labor rights violation risks were assessed with particular consideration for the geographical location of factories, subcontracting, the vulnerability of workers and communities, and social compliance audit performance. Reima stands with those seeking to defend their own or others’ human and labor rights, and will not tolerate nor contribute to threats, intimidation nor attacks (physical nor legal) against human rights defenders related to our operations or supply chain.

MEMBERSHIP IN AMFORI AND INTERNATIONAL ACCORD

Reima has been a member of amfori, the world’s leading business association for open and sustainable trade, since 2010. We are committed to amfori’s vision for better and fairer trade, and especially the 11 principles laid out in the amfori BSCI (Business Social Compliance Initiative) Code of Conduct. Reima and amfori’s work is guided by the United Nations Guiding Principles on Business and Human Rights (UNGPs) as well as a commitment to work towards the UN Sustainable Development Goals (SDGs). The amfori BSCI Code of Conduct refers to international conventions such as the Universal Declaration of Human Rights, the Children’s Rights and Business Principles, UN Guiding Principles for Business and Human Rights, OECD Guidelines, UN Global Compact and International Labour Organization (ILO) Conventions and Recommendations relevant to improving working conditions in the supply chain.

Reima is a signatory of the International Accord, a legally binding agreement for health and safety in the garment industry. The agreement was originally signed in the immediate aftermath to the Rana Plaza accident in 2013, to

improve fire and building safety in Bangladesh. Reima took part in the original Bangladesh Accord, as well as the Transition Accord in 2018. In 2021, Reima was one of the first brand signatories of the new International Accord. As a signatory, Reima continues supporting improvements in garment worker safety in Bangladesh.

ENVIRONMENTAL PROTECTION PRINCIPLES

Material manufacturing causes a major share of the environmental impact of the textile supply chain, and this is also the case for Reima. It is also directly related to the chemical safety of the products, the occupational safety of the workers in the factory as they are exposed to different chemicals, and environmental protection in the manufacturing area. The environmental impact is produced through water and air pollution, as well as the solid waste generated. Although we often choose the most environmentally sound method in manufacturing, it doesn’t guarantee the elimination of these problems. We believe that safe chemistry is the basis for environmental integrity of product safety and human health. Besides restricting the use of harmful chemicals through Reima Restricted Substances List (RSL) in our material manufacturing, the bluesign® System partnership helps us continually improve the chemical safety of our fabric and trimming production. Our Restricted Substances List (in English) is publicly available on our website.

SUSTAINABLE DESIGN PRINCIPLES

Safety is the foremost priority for Reima products, so it is crucial to not only comply with regulations but to exceed them.

Chemical safety

Our Restricted Substances List (RSL) defines our chemical safety framework for material manufacturing, and we prefer bluesign® compliant material suppliers.

We do not use nanomaterials in our materials and products. They can be toxic and bio accumulative and their impact on human health and especially children is still underexamined and tested. E.g. nano silver, the most common nanotech in textiles, can be toxic to aquatic life.

Our clothing and accessories products are free from all types of PFAS (per- and polyfluoroalkyl substances) since 2017 and from 2023, all our shoe styles as well.

PVC was banned in Reima products over a decade ago due to phthalates. In textile industry, phthalates can be used in PVC materials, in printing, and in manmade

leather. Phthalates are known hormone-disruptors that can be absorbed through the skin.

Physical and mechanical safety

This is critical for protection against injury and even deaths. We follow several regulations and recommendations to ensure the best safety features on our products.

Appropriate and safely designed cords and drawstrings are critical for preventing strangulation. We avoid any unnecessary decoration on our products, but when included, we are stringent about ensuring the safety of straps, attached belts or sashes, toggles, loops, zip pullers, and so on. Small parts and sharp edges can be injurious for small kids. We follow CPSIA requirements (USA) and other relevant standards.

Durability

The Martindale rub test requirements demonstrate our commitment to quality: The results are measured every 5,000 rubs, and for example our best snowsuits have a Martindale value of 80,000. Reima’s required minimum values vary by age group and price point, but across these categories, for jackets the minimum value is 15,000 and for shell and wadded trousers 30,000. Only products that don’t get a lot of hard use, such as baby snowsuits (when the baby mostly just lies in the pram or sits in a stroller), can have lower Martindale values than these.

ANIMAL ORIGIN MATERIALS FROM RESPONSIBLE SOURCES ONLY

We do not use real fur as there are synthetic alternatives available to clothing kids warmly and fashionably without harming animals.

When using merino wool, we prefer Responsible Wool Standard (RWS) certified, mulesing-free wool. RWS aims to ensure that the sheep are treated humanely. Mulesing is a painful removal of strips of skin from a sheep’s backside, resulting in scar tissue that doesn’t grow wool.

We only use Responsible Down Standard (RDS) certified down and feather. RDS aims to ensure that they are only produced as a by-product of food production, and that the waterfowl are treated humanely, i.e. they are not force-fed, nor live-plucked.

We only use real leather in footwear when it is functionally the best choice for the style. Any leather we use is certified, which means it is a by-product of food production and treated and dyed in a more environmentally sound manner.

VOLUNTARY EXTERNAL INITIATIVES AND MEMBERSHIP ASSOCIATIONS

INITIATIVE OR ORGANIZATION	RELEVANCE TO REIMA	GEOGRAPHIC LOCATION
FINNISH WORK (SUOMALAINEN TYÖ RY)	Association that promotes Finnish work and manages the Design from Finland label	Finland / Global (for the Design from Finland label)
FINNISH TEXTILE AND FASHION (STJM)	The trade association that negotiates collective labor agreements on behalf of Reima. Also a valuable source of industry information and networks.	Finland
SVENSK HANDEL	The trade association that negotiates collective labor agreements on behalf of Reima.	Sweden
FASHION AND SPORT COMMERCE ASSOCIATION (MUOTI-JA URHEILUKAUPPA RY.)	Industry association for fashion and sport retail	Finland
BUSINESS FINLAND	Governmental innovation and export fund. Reima participates in numerous networks and projects funded by Business Finland and has also received direct innovation and business development funding.	Finland / Global impact
AMFORI	Global business association for ethical trade, manages the BSCI social compliance program.	Global
SCANDINAVIAN OUTDOOR GROUP	Business network. A joint venture for promoting Scandinavian outdoor brands. Reima's Business Director is a member of the Board.	Scandinavia
EUROPEAN OUTDOOR GROUP	Business network. Coalition for promoting an active and outdoorsy life.	Europe
SWEDISH STANDARDS INSTITUTE (SIS)	Governmental agency. We participate in working groups concerning standardization development for children's clothing.	Sweden

INITIATIVE OR ORGANIZATION	RELEVANCE TO REIMA	GEOGRAPHIC LOCATION
TEVASTA	Governmental agency. We participate in working groups concerning standardization development for children's clothing.	Finland
INTERNATIONAL ACCORD	A governmental venture to improve the fire and building safety in the Bangladeshi textile industry.	Bangladesh
FIBS	Leading Corporate Responsibility network in Finland	Finland
TELAVALUE	Business Finland co-innovation project until 2024 which consisted of a public research project and six company projects.	Finland
EETTI (ASSOCIATION FOR ETHICAL TRADE)	An NGO promoting ethical supply chain operations and sourcing practices. Reima is not a member but is in frequent dialogue with Eetti.	Finland
FINNWATCH	NGO promoting ethical supply chain operations and sourcing practices. Reima is not a member but is in frequent dialogue with Finnwatch.	Finland
UN GLOBAL COMPACT	UN partnership for ethical business. Reima is a member company.	Global
SCANDINAVIAN TEXTILE INITIATIVE FOR CLIMATE ACTION (STICA)	STICA supports apparel companies to reduce their climate impact by offering ongoing education, training and tools.	Nordics

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**WE WELCOME ANY QUESTIONS OR
COMMENTS ABOUT THIS REPORT
OR OUR SUSTAINABILITY WORK!**

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