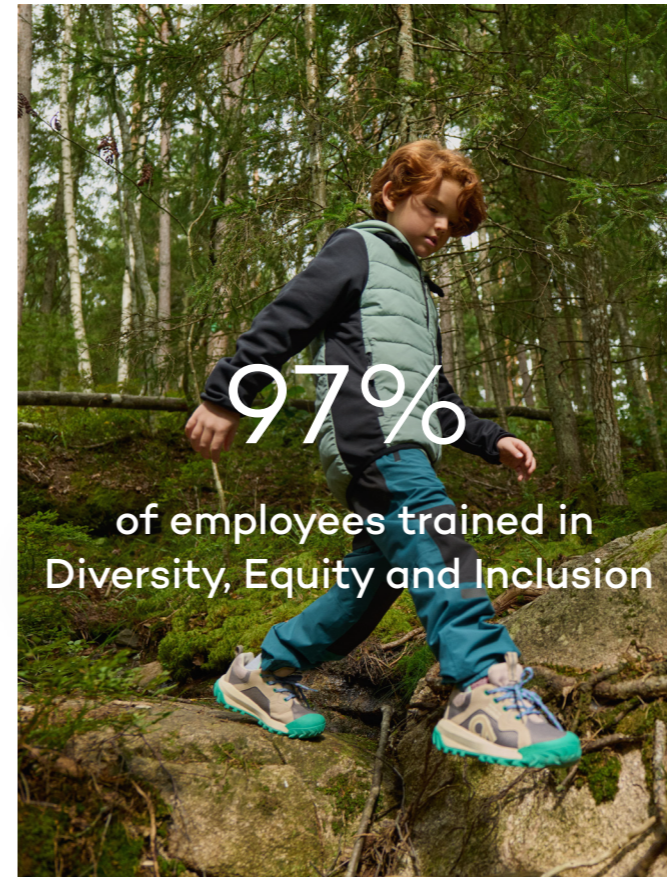
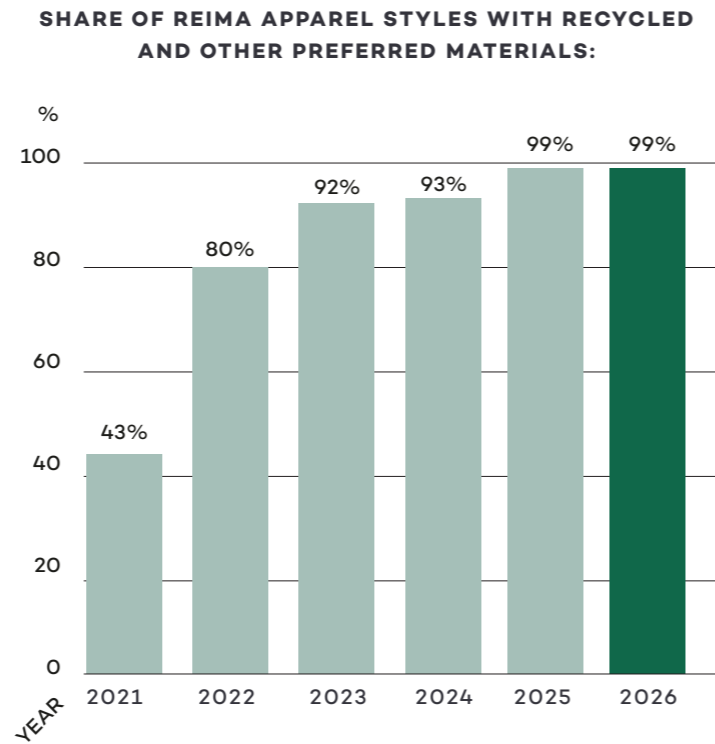


A photograph of two children hiking through a dense forest. They are walking across a narrow wooden bridge that spans a small stream. The child on the left is wearing a green and black jacket and blue pants. The child on the right is wearing a purple jacket, a dark beanie, and a backpack. The forest is filled with tall, thin trees and a ground covered in moss and fallen leaves. The overall atmosphere is serene and natural.

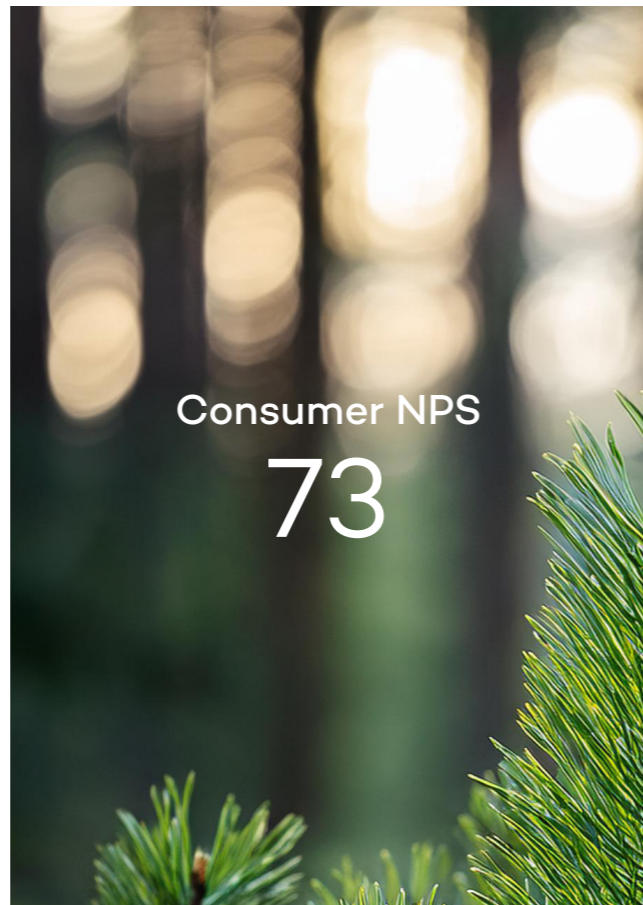
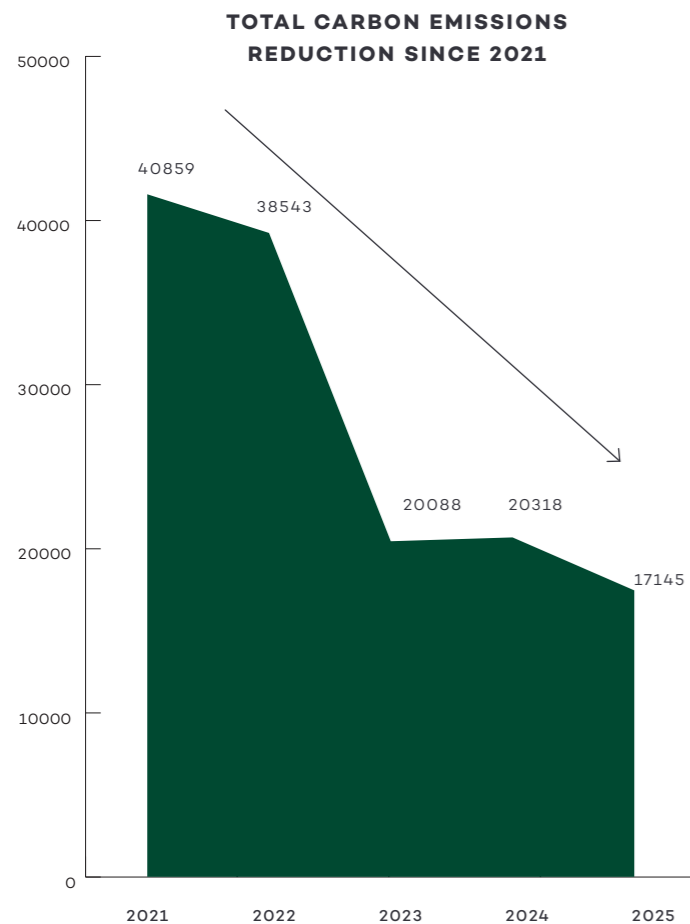
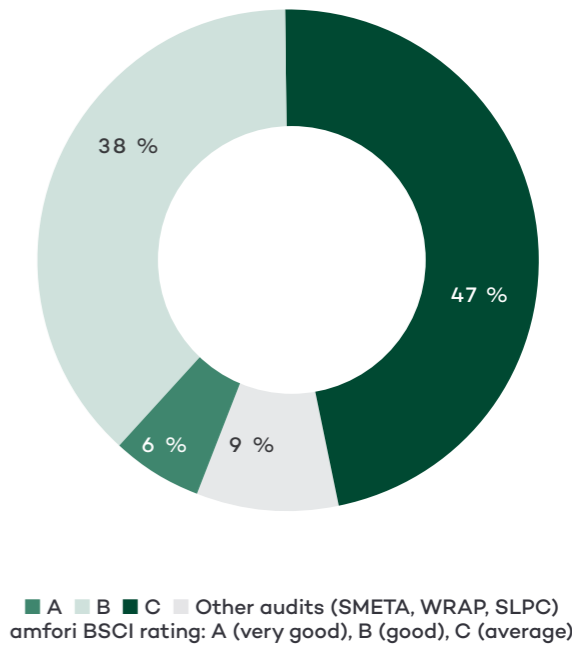
CSR Report 2025

reima

Responsibility highlights 2025



SOCIAL COMPLIANCE AUDITS OF TIER 1 SUPPLIERS: 100% COVERAGE





#MoreHoursOutdoors

Moi Dear Friend,

Year 2025 called for an activist mindset. We drove key initiatives successfully while staying true to our purpose and moved forward even when conditions were not easy. Throughout it all, our team has shown resilience and strong commitment.

We know the global decline in children's physical activity calls for broader action. That's why we launched the Reclaim Childhood commitment together with UNICEF Finland, Suomen Latu - The Finnish Outdoor Association, the Finnish Olympic Committee and the We Foundation. The initiative invites everyone to help create a society where every child has freedom to play, move, and simply be a child. It invites everyone to help build a society where childhood is protected and full of joyful movement.

We made important progress in circularity. Building on previous year's Second hand launch in our ecom in Finland, we opened second-hand pop-up stores and expanded our Second hand online store to Germany and Austria. These initiatives extend product lifecycles and offer families more sustainable ways to enjoy Reima quality—something we're truly proud of.

While Reima's global business developed favorably and grew from 2024, especially thanks to strong performance in North America, the year also brought challenges. Operational issues at our European partner warehouse created delays during the busiest season. We also decided to close retail stores in China, Finland, and Sweden

due to focus on improving efficiency and sustainable, profitable growth. At the same time, new ownership and refinancing of the company last spring bring a long-term perspective and stability into our business. While ownership has changed, our values and commitment to responsible business remain the same.

Looking ahead to 2026, our focus is clear: reducing carbon emissions with our suppliers, strengthening human rights practices across our value chain, and continuing dialogue with our customers, employees and all other stakeholders. We continue to stand firmly behind the United Nations Global Compact and its principles on human rights, fair labor, environmental responsibility, and anti-corruption, which guide our daily work.

Above all, our mission - to champion an active childhood - keeps us moving forward. We believe active kids are happy kids, and that belief drives us every day. C'mon!



SUSTAINABLY YOURS,
Heikki Lempinen, CEO

Report Summary

Despite the global turbulence and issues affecting the company, Reima has remained resilient and continued to advance its sustainability work. Reima's sustainability strategy for 2023–2026 reflects our ambitions for all stakeholders and highlights our key focus areas. We are truly proud of the progress made we have made on many frontiers. In 2025, we reached our KPIs in several areas, and in others we are on track to achieve them in 2026. All this is achieved by the dedicated work towards these goals.

KEY ACHIEVEMENTS

Through the diligent work of material management, Reima has succeeded in growing the number of preferred materials, not only in apparel but also in footwear. Footwear styles with recycled materials grew to 46% in 2025, close to the target set for 2026. All cotton used in clothing and accessories is now 100% organic or recycled, reaching its target already. We are also proud to have increased the number of bluesign® products in our collections.

Reima is working hard towards its SBTi targets. In line with the targets, Reima successfully reduced its total emissions in 2025 by 58% compared to the base year 2021. To strengthen this work, Reima made a commitment towards Net-Zero in 2025. This means Reima needs to work consistently achieving the goal of reducing its carbon emission by 90% by 2050.

Publishing both our Tier 1 and Tier 2 factory lists has become a well-established part of our transparency efforts. We are also proud of the continuation of achieving the 100% coverage on social compliance audits in our finished goods factories, i.e. our Tier 1 suppliers. At the same time, it is important to support our suppliers and to work advancing responsible supply chain practices and reach the goals we have set—particularly in areas such as energy efficiency and living wages.

Reima took a big leap on our target of 80% of staff being trained in diversity, equity and inclusion as the percentage jumped in 2025 to a whopping 97% thanks to the persistent work of HR management. As employees are the heart and soul of Reima, we were also happy that the staff engagement remained over at 80% throughout the year.

Our Net Promoter Score (NPS) reached a delightful score of 73, showing that most of our customers appreciate our high-quality products and are highly likely to recommend Reima to their friends. This and winning product awards show that we are doing something right.

ABOUT THIS REPORT

Reima is a Finnish outdoor brand that designs, develops, produces, sells and markets clothing and footwear for kids. This sustainability report covers the activities and financials on Group level. Any exceptions to this principle are explained in each relevant section. In addition to Reima's own operations, the report covers information on the upstream value chain, particularly regarding environmental impacts, materials, and social compliance in the supply chain.

The sustainability report is published on an annual basis, with the reporting period for this report covering the year from 1 January 2025 to 31 December 2025.

We adhere to fundamental CSR reporting practices, such as conducting stakeholder analyses and carrying out double materiality analysis, to maintain structure in our corporate endeavors. Furthermore, we align with the GRI (Global Reporting Initiative) and European Union's Voluntary reporting standards for SME's (VSME) choosing the Basic structure 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 kids' outdoor brand. It is known for its award-winning innovation and high-quality clothing and footwear.

Reima offers a year-round collection for active kids aged 0 to 12 years including outdoor clothing, layers and other innerwear, footwear, and accessories as well as solutions for families.

Reima's sustainability approach starts with our mission: we champion an active childhood, to raise a generation ready for the world to come. This mission forms the foundation of our sustainability work. Reima designs gear that supports natural movement and healthy growth, feels comfortable, and includes only the features kids truly need.

YEAR 2025 IN BRIEF

Reima started out in Finland in 1944, repurposing old army uniforms into practical outerwear. Since then, the company has grown into the only global activewear brand dedicated exclusively to children's outdoor freedom. Our products are available in nearly 50 countries across the world. Reima employs around 300 people globally, with offices in Finland, Sweden, Norway, Germany, USA, China, and Sri Lanka.

In 2025, Reima Group's net sales grew by 2%, to 86.0 million euros (84.1 million). Net sales grew particularly well in own e-commerce in North America, by 31% compared to the previous year, and net sales for the market were 18% of total. Europe continued as Reima's largest market and accounted for 72% of total net sales. The Group's adjusted EBITDA was 6.0 million euros (4.6 million). Profitability improved both in Europe and in North America, thanks to improved product margins and despite operational challenges increasing logistics costs.

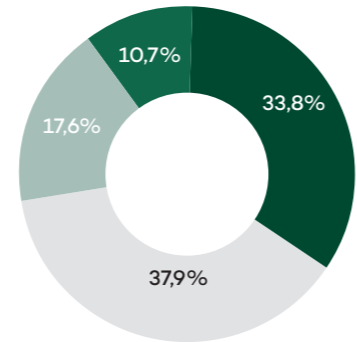
In April 2025, Reima's ownership changed. The new majority owner group consists of Reima's Chairperson of the Board, Elina Björklund as well as Swedish brand experts and investors Anders Ullstrand and Jonas Meerits.

Reima's strategic target is to strengthen its position as the No. 1 kids, outdoor brand, focusing on premium performance offering to its key audience – outdoor enthusiasts and recreational mountain families. In 2025, 48% of Reima's net sales came from outdoor clothing. Footwear sales grew to 27% of total. Accessories and innerwear combined accounted for 25% of net sales.

The direct-to-consumer (DTC) business was half of Reima's total net sales in 2025. DTC consists of e-commerce stores serving almost 40 countries globally as well as own retail stores, franchise stores in selected markets, and digital marketplaces where Reima sells its product directly to consumers. At end of 2025, there were 29 own stores in Finland, Norway and China and 37 stores operated by franchise partners in Ukraine, Latvia, China, Kazakhstan, and Mongolia.

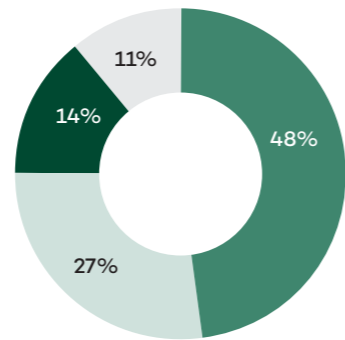
Wholesale includes third party retailers such as specialty stores, e-tailers, and department stores as well as distributors of Reima products to certain countries in Europe and Asia. In 2025, wholesale totaled 50% of Group's net sales. Reima has strong digital capabilities and 65% of Reima's total net sales came from digital sales channels in 2025.

NET SALES BY REGION



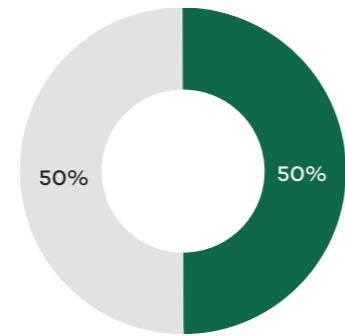
■ Central Europe 33,8% ■ Nordics 37,9%
■ North America 17,6% ■ Asia 10,7%

NET SALES BY CATEGORY

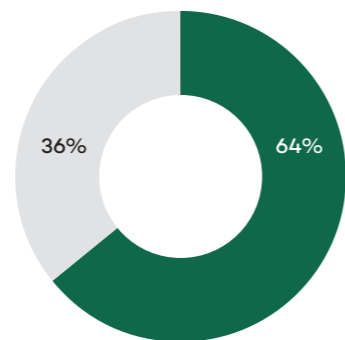


■ Outerwear ■ Footwear ■ Accessories ■ Software

NET SALES BY CHANNEL



■ Direct-to-consumer ■ Wholesale

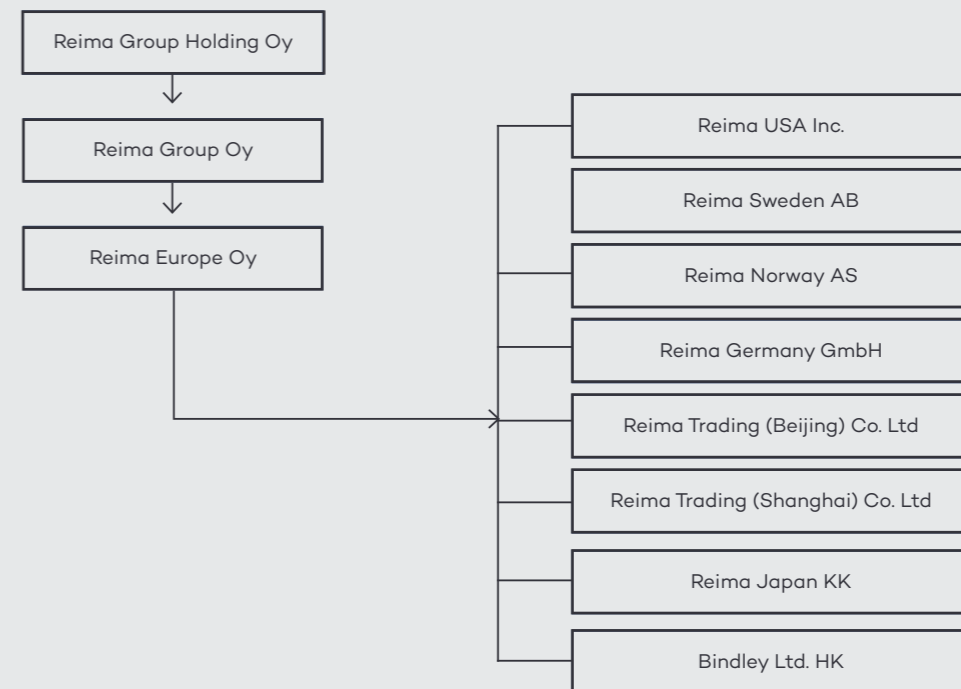


■ Digital ■ Physical

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 2023-2026 reflects this, including all our stakeholders (employees, consumers, suppliers, shareholders, and communities), and defining particularly ambitious targets 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 2025, and our sustainability strategy for future years.

SUSTAINABLE STRATEGY IN THE FUTURE

Reima conducted a Corporate Sustainability Reporting Directive (CSRD) related double materiality assessment in 2024 to determine which sustainability topics are most significant to both the company and its stakeholders. The assessment combined impact, risk and opportunity analysis with broad stakeholder input, and it confirmed that Reima’s most material themes include climate action, circularity, responsible sourcing, product safety and quality, and fair and safe working conditions throughout the supply chain. Financial materiality was driven by climate transition risks, increasing expectations for supply chain transparency, regulatory developments such as the CSRD, and long term competitiveness in sustainable materials and design.

Although the assessment was originally initiated to clarify Reima’s reporting obligations under the CSRD, regulatory changes introduced in early 2025—via the EU’s Omnibus proposal and the “Stop the Clocks” mechanism—ultimately placed Reima outside the scope of the directive.

Despite this change, the assessment provided valuable insights and direction for our future sustainability work. Its findings will guide the development of Reima’s next sustainability strategy, which will take effect from 2027 onwards.

As Reima updates its sustainability strategy and KPI framework, the results of the double materiality assessment serve as a foundation. The topics identified as material for Reima are:

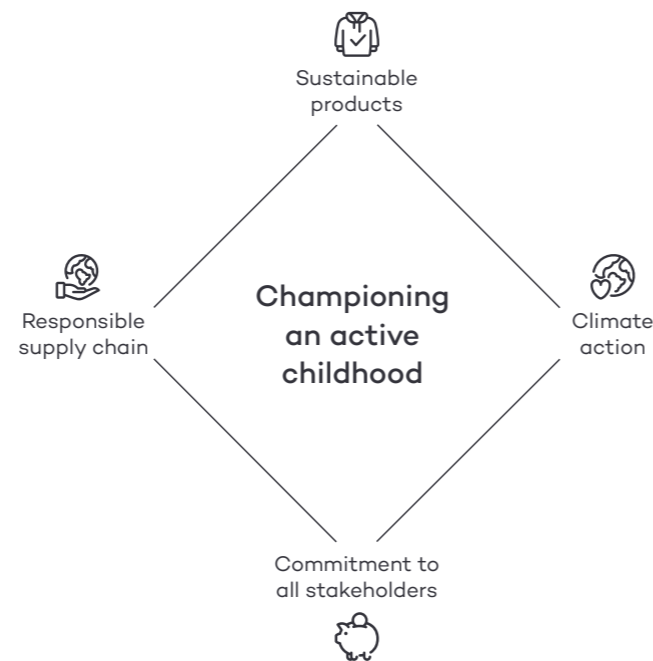
- Climate Change (adaptation, mitigation, and energy), material in both impact and financial assessments
- Pollution (air and water emissions, substances of concern, microplastics)
- Water and Marine Resources (water use)
- Resource Use and Circular Economy (resource inflows, resource use, and outflows)
- Own Workforce (working conditions)
- Workers in the Value Chain (working conditions, equal treatment and opportunities)
- Business Conduct (management of supplier relationships, including payment practices)

The KPI framework offers Reima a clear and consistent structure for tracking progress, addressing stakeholder expectations, and prioritizing sustainability investments where they create the greatest positive impact. Performance will be reviewed annually to ensure continued alignment with emerging risks, opportunities, and societal expectations.

SUSTAINABILITY 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.

REIMA’S SUSTAINABILITY FRAMEWORK



SUSTAINABLE DEVELOPMENT GOALS

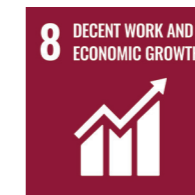
Reima is committed to the UN’s Sustainable Development Goals, created to make our shared world better for everyone. Although our operations touch nearly all the goals one way or another, we have narrowed our focus to the five most crucial ones below.



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.



6 CLEAN WATER AND SANITATION: Textile manufacturing uses significant amounts of water. Reima restricts the 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.



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.



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.



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.

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	2025 SITUATION	2024 SITUATION	2023 SITUATION
SUSTAINABLE PRODUCT				
Synthetic materials clothing & accessories: Share of styles containing minimum 50% recycled fibers in the main material	100%	98%	86%	77%
Footwear styles containing recycled materials	50%	46%	39%	39% (2024 collections)
Share of recycled fibres of total synthetics by weight (clothing & accessories)	80%	76%	63%	59%
Natural fibers clothing & accessories: organic or recycled cotton	100%	100%	96%	91%
Safety: Product recalls for safety reasons	Zero	Zero	Zero	Zero
Safety: 100% of synthetic wadding and lining, as well as ReimaTec fabrics are bluesign® approved	100%	Wadding & (main) lining 100%, ReimaTec 95%	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% (Nordic countries)	>80% (Global, based on a study in Jan 24)	>80% (Global)
Quality: Product reclamations in direct-to-consumer channels	<0.1%	0.38%	0.36%	0.24%
CLIMATE ACTION				
Carbon footprint reduction in supply chain / scope 3:	25% reduction per piece	20% reduction per piece	8% reduction per piece	13% reduction per piece achieved since 2021
Carbon-neutral own operations through reduction and offsetting	100%	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%	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 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 (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%	33% (amfori BSCI, SA8000)	13% (amfori BSCI)	12%
COMMITMENT TO ALL STAKEHOLDERS				
Anti-corruption training taken by % of staff	100%	97%	78%	75%
Employee engagement in Pulse surveys	> 80%	81%	82%	81%
Ethics & Anti-corruption: Global whistleblowing mechanism (ethics/anticorruption measure)	Global	Global	Global	Taken into use
Global Diversity, Equity and Inclusion (DEI) policy and training	> 80% staff trained	97% trained	66% trained	40% trained

BOARD OF DIRECTORS

The Board of Directors is responsible for the administration and management of Reima, as regulated in the Finnish Companies Act. Thus, it has ultimate decision-making power and is responsible for Reima's strategic direction, including sustainability strategy, and continuing oversight over sustainability and social responsibility. Reima's Sustainability strategy for 2023-2026 was approved by the Board of Directors in 2022.

The composition of Reima Group Oy's Board of Directors changed in spring 2025 when the main owner of the company changed. The new Board consists of four people: a female chairperson and three members who are male. Two Board members are from Finland and two from Sweden. Three members of the Board are representing Reima's largest shareholder, EAJ Holding Oy, and one member is independent of the largest shareholders and the company. All Board members have long experience and expertise in retail and branded consumer goods business. In 2025, Board members' compensation for their services was in total 123 125 Euros. This includes also compensation for a former Board member whose term ended in spring 2025.

CEO AND LEADERSHIP TEAM

Reima's Leadership Team, chaired by the company CEO, is responsible for strategic decision-making on sustainability.

The CEO oversees 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 a bonus scheme earned annually based on the criteria set by the Board of Directors and tied to the fulfillment of financial targets in 2025. 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 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 2025 consisted of six people: four were women and two men; two were over

50 years old and four were between 40-50; five were Finnish and one German. The Leadership Team members' compensation consists of fixed pay and an annual bonus scheme, which is based on the same criteria as the CEO and set by the Board of Directors.

INNOVATION AND SUSTAINABILITY STEERING GROUP

Reima's Innovation and Sustainability Steering Group (ISSG) oversees the corporate responsibility activities and approves sustainability plans and action points. The steering group consists of the heads of different functions, many of them Leadership Team members, to ensure company-wide understanding of an agreement on sustainability work. The Chief Commercial Officer, who also lead the planning and implementation of daily corporate responsibility work in 2025, 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, product, R&D, and sourcing teams (especially concerning material and supplier selection and collaboration) and the Customer experience team (especially concerning support for the second hand business).

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 workers' right to freedom of association, the right to collective bargaining, and the rights not to be subject to forced labor, child labor, or discrimination in respect of employment, occupation, or their health and safety.



Ethical business practices, such as combating corruption and bribery, avoidance of conflicts of interest and fair payment practices, build trust in the value chain and business.

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.

In 2025, Reima took part in the United Nations' Global Compact training regarding Business and Human Rights Accelerator. More about the training can be read in the Supply Chain section.

WHISTLEBLOWING

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 2025, Reima did not receive any cases through the whistleblowing channel, neither there were any convictions or fines for corruption and bribery.



Sustainable Products

Product sustainability means that the product is safe, durable, and made from more sustainable materials.

In this chapter we explain how we ensure safety with chemical restrictions in the supply chain, bluesign® approved materials, as well as good 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. We have a specified list of preferred materials that have been selected for their environmental benefits in the supply chain.

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 AND SECOND HAND

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 good care of their Reima products and to encourage them to pass them on. Reima is working hard to promote longevity.

To understand more of the consumer needs, Reima conducted a focus group study in June 2025 to explore customer expectations around secondhand services. Insights from this research informed several service improvements, including updates to the Reima Second hand service webpage, ensuring clearer guidance and smoother usability for families across markets.

We also measure how many Reima clothes people pass on, or sell, to the next family/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.

At the start of 2026, we conducted an online reuse survey of Reima clothes in the Nordic countries, excluding Iceland. The reuse rate exceeded our target, reaching 81%. This survey was more comprehensive than the one conducted in 2024, as it included a wider range of questions related to reuse—such as how many children had previously used the purchased or received second hand Reima garments, whether respondents had sold or given away reused Reima items, and through which sales channels (physical or digital second hand stores, social media platform etc.) these exchanges took place.

The results provided valuable insights into how Reima clothes circulate, where they are sold, and, when given away, where they are donated. We also gathered insights on whether the clothes are still in use, sold, stored, or placed in textile waste recycling. Most items had been given away, and garments that were beyond repair were

most often recycled as textile waste. Overall, the survey provided valuable understanding of consumer behaviour related to reused Reima clothing.

We support the reuse of Reima wear by reminding people to pass them on and by providing care and repair products such as our Repair Kit. To keep the clothing in use for as long as possible and to help consumers do so, Reima provides video guides on easy repairing and changing spare parts through Reima Rescue, a care and repair site in all ecom. There are also instructions on how to take care of one's clothes. In addition, we are partnering with Menddie for repair in Finland.

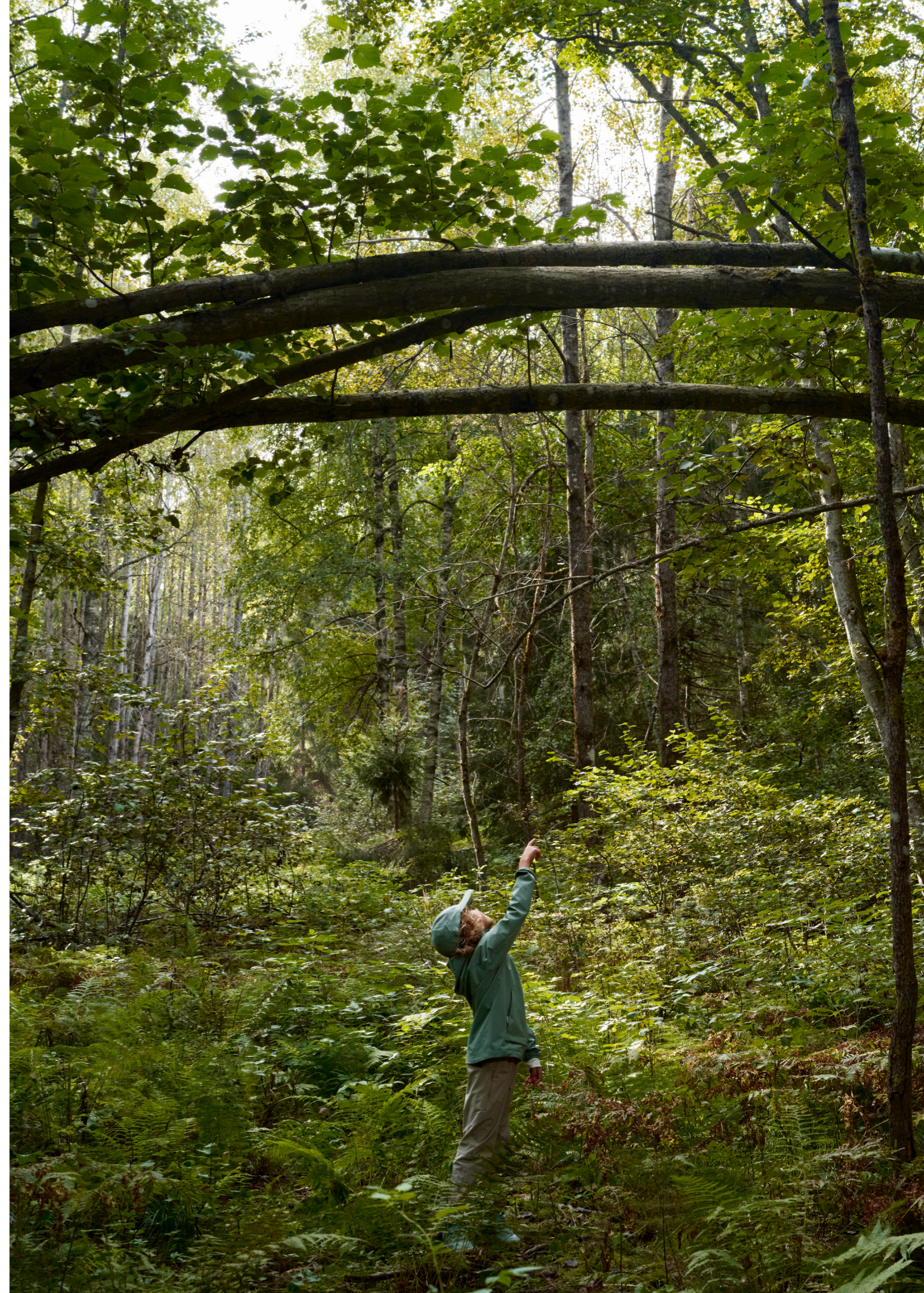
Reima continued its circularity efforts through Reima Second hand services. After the very first online store was opened for Finland in 2024, Reima expanded second hand sales to physical stores supporting a more sustainable lifecycle for children's clothing in 2025. In addition to this, Reima opened its Second hand online store outside of Finland, for German and Austrian markets with a warm welcome. Reima prepared the possibility to sell used garments via its online store to other European markets at the same time. Altogether in 2025, a total of 1,024 second hand items were sold across Reima's channels in Finland, Germany and Austria.

In addition to the online store openings, Reima also piloted seven second hand pop-ups in own physical stores in four different cities in Finland. Customer feedback was positive, validating the potential of pop-up resale as a scalable and approachable concept for families seeking sustainable shopping solutions.

PRODUCT QUALITY AND SAFETY

Product safety is non-negotiable for Reima,, which is why we always aim for zero product recalls caused by safety concerns. In 2025, we indeed had no product safety recalls. We review annually our Restricted Substances List (RSL), which sets out Reima's chemical safety requirements for products. It is aligned with the bluesign® system and goes above and beyond EU's REACH regulations. Next update for the RSL list will be published in Summer 2026. Reima's RSL is available on our [company website](#).

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



We want to help families keep Reima gear in good condition for longer and offer detailed care instructions, as well as hand-picked care products and Reima’s own repair kit. The care label QR code helps provide more detailed care instructions and closer information on the materials.

Of course, sometimes things do not go as planned and faulty products slip through our quality inspection. In 2025, our direct to consumer reclamation rate was 0,38%, largely due to the reclamations for one winter boot style during 2024 and 2025. This resulted in a minor setback in progressing towards our target of below 0.1%. It is also reasonable to assume that this figure represents wholesale channels as well, since the products are largely the same and made by the same suppliers.

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. nanosilver, the most common nanotech in textiles, can be toxic to aquatic life.

We have been actively working to eliminate PFAS since 2017 in apparel and since 2020 in footwear. As the understanding of PFAS and their uses has evolved over time, we have continuously strengthened our approach. Accordingly, we regularly update our Restricted Substances List (RSL) and due-diligence processes as part of our chemical management work.

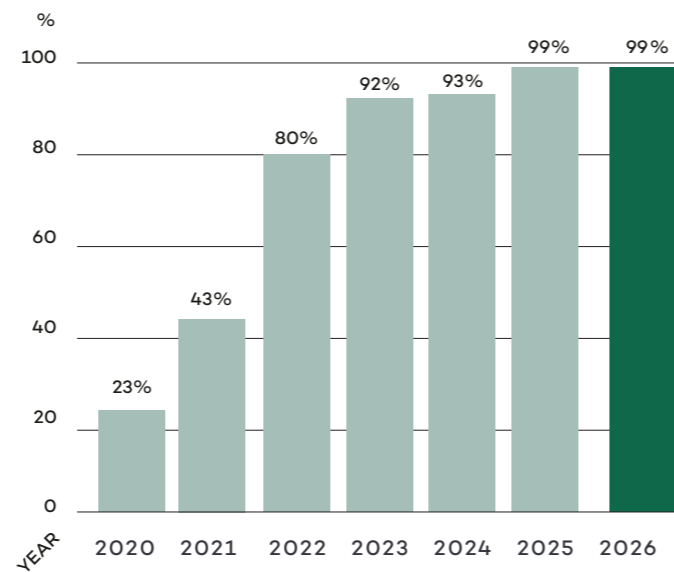
PVC was banned in Reima products over a decade ago due to phthalates. In textile industry, phthalates can be used in PVC materials, in printing, and in manmade leather. Phthalates are known hormone-disruptors that can be absorbed through the skin.

PHYSICAL AND MECHANICAL SAFETY

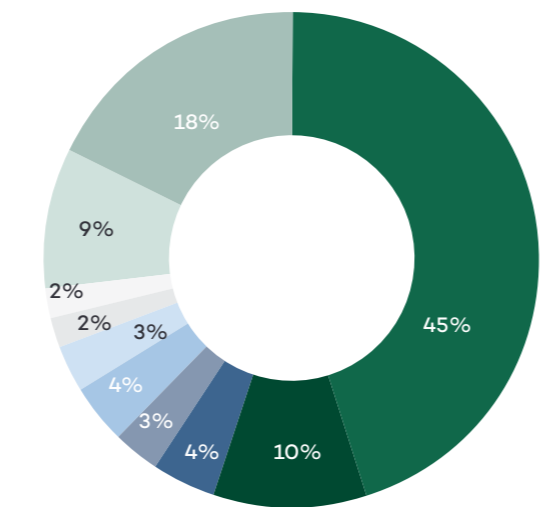
This is critical for protection against injury and even deaths. We follow several regulations and recommendations to ensure the best safety features on our products.

Appropriate and safely designed cords and drawstrings

SHARE OF APPAREL STYLES WITH RECYCLED AND OTHER PREFERRED MATERIALS



MATERIAL CONSUMPTION BY WEIGHT 2025



■ Recycled Polyester 45% ■ Rubber (synthetic and natural) 10% ■ Polyurethane 4%
 ■ Organic cotton 3% ■ Wool 4% ■ Polyamide 3%
 ■ Recycled Polyamide 2% ■ EVA 2% ■ Others 9%
 ■ Virgin Polyester 18%

The category "Others" includes Down, Cotton (non-organic), Elastane, Polyacrylic, Lyocell, Alpaca, Recycled rubber, Thermoplastic polyurethane, Thermoplastic rubber and Leather.

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

Our abrasion resistance test requirements and choice of method (EN ISO 5470-2 method 2, a.k.a. Martindale with sand paper) 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 do not 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.

PREFERRED MATERIALS

We have worked to increase the amount of recycled and other preferred materials in Reima clothing and accessories throughout the year. In 2025, their share increased to an incredible 99%. In 2026, the percentage will stay at 99% which means we will not quite achieve our target of 100%. There are still some styles that do not meet the criteria.

Of total material use by weight in 2025, preferred materials represented 62%, including all products. To break the percentage down the figures were 88% for apparel (incl. accessories) and 4% for footwear. In 2024 report, this percentage was incorrectly reported as 76%, due to an error in the calculation formula. The correct percentage was 56%.

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

1. bluesign® approved (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 steady rise over the past years in share of preferred

materials in Reima clothing and accessories is the result of diligent and committed work. Additionally, the preferred materials have also been successfully used in insulation and linings. By 2023, we had already achieved 100% use of bluesign® approved wadding and lining in our clothing, which made it easier to continue increasing the share of preferred in ReimaTec materials. In 2025, this share was already 88%.

ANIMAL ORIGIN MATERIALS FROM RESPONSIBLE SOURCES ONLY

Animal welfare is an essential part of Reima’s sustainability work, and the company does not use real fur as there are synthetic alternatives available to clothing kids warmly and fashionably without harming animals.

We use only mulesing free merino wool certified under the Responsible Wool Standard (RWS), which ensures humane treatment of sheep. For down and feathers, we rely solely on Responsible Down Standard (RDS) certified materials, guaranteeing they come as by-products of the food industry and that birds are neither force fed nor live plucked. Read more from Certifications.

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 an environmentally friendly manner.

In 2025, Four Paws assessed Reima as part of its industry-wide review of animal welfare risks and material use. The evaluation offers a useful benchmark, reinforcing Reima’s commitment to safer materials, strict supplier requirements, and the continued expansion of animal free and recycled alternatives in future collections.

FOOTWEAR

Reima has continued to advance the sustainability and functionality of its footwear collections in recent years. The footwear development has gained many awards in the past years and year 2025 was no exception. Reima Hiivin shoe was selected as a Best in Test winner in Norway, further highlighting the quality and performance of Reima footwear.

Supporting healthy, growing feet remains a central design principle. Developing and designing children’s shoes that respect their natural gait, provide adapted comfort

and a precise fit and foothold is at the heart of all Reima footwear. Reima has been designing footwear since 2004 and has always created its own lasts for children's specific needs to ensure an optimal fit in all stages of growth and development.

Material development has also progressed. Reima has significantly increased the share of footwear styles containing recycled materials within recent years. In the 2025 collections, 46% of footwear styles included recycled materials, placing the company firmly on track to reach its 2026 target of 50%. This improvement is supported by identifying and partnering with preferred material suppliers, following the same systematic approach used in apparel.

While the progress is strong, Reima recognizes the need to further refine its sustainability criteria and performance metrics for footwear to ensure continuous improvement in the years ahead.

INNOVATING SUSTAINABLE SOLUTIONS

Reima's roots lie in circularity: the company began by repurposing old army snowsuits into durable workwear. This mindset remains essential today in the company's innovative work with a focus on longevity, circularity, low-carbon and environmentally lower-impact materials, seeking the most sustainable and innovative materials through close collaboration with like minded partners.

These priorities guide new material choices, product development, and supplier collaboration. In 2025, to reduce fossil-based feedstock raw materials, Reima introduced new low-impact materials, such as bio-based ripstop material, which is derived from surplus grain. By using this kind of innovative materials, it supports the shift towards renewable feedstocks and materials with lower carbon emissions.

In promoting circular economy, the company supports textile-to-textile recycling, choosing more easily reusable materials and, as a result, fabrics that reduce environmental impact. One of these material innovations with lower environmental impact is a Polartec® Shed Less Fleece, which according to the manufacturer sheds up to 85% fewer microfibres during home laundering when compared to the base line fabric. This is a huge improvement in decreasing the number of microfibers released to the environment.

All innovations were aligned with Reima's sustainability criteria, including recycled content requirements, energy improvements at suppliers, durability, eco-design, and life cycle considerations. In overall, Reima's 2025 innovation work strengthened material sustainability and supported the development of lower impact, high performance products for future collections.

BLUESIGN® PRODUCTS

As a bluesign® System Partner, we keep increasing the number of bluesign® products in our collections. The first Reima bluesign® products were launched in 2023 collections. The number has more than doubled from last year's 22 products to 51 products. This of course doesn't tell the whole truth as Reima also uses bluesign® approved materials in many products. For example, the share of bluesign® approved materials within all ReimaTec fabrics reached 88% in 2025, remaining stable when compared to previous year.

For Reima, bluesign® plays an important role in ensuring that the materials we choose are safer for children, better for the planet, and manufactured under responsible conditions. In partnership with bluesign® Reima can focus on minimizing environmental impact across the entire value chain, ensuring that chemicals, materials, water, and energy used in manufacturing meet strict sustainability and safety criteria.

The bluesign® standard is built around five core principles: resource productivity, consumer safety, air and water emissions control, and occupational health and safety, making it one of the most comprehensive frameworks in the textile industry. Companies that work with bluesign® benefit from reduced environmental impact, improved worker safety, enhanced supply chain transparency, and increased consumer trust.

Unlike traditional product testing approaches, the bluesign® system screens all input streams—raw materials, chemical components, and process inputs—so that harmful substances are removed before production even begins. By collaborating with bluesign® approved suppliers, we can reduce chemical risks, cut resource use, and ensure that our products meet high standards of environmental and human health protection. This supports our commitment to making durable, high quality, and responsibly produced clothing—while also strengthening our transparency.



CERTIFICATIONS

Reima integrates certified materials into selected products as part of its commitment to responsible sourcing and continuous improvement towards environmental and social performance. GOTS, RDS and RWS certifications, audited and verified through long term cooperation with Control Union, ensure that materials meet strict global criteria and that full traceability is maintained from raw material origins through processing and manufacturing.

The Global Organic Textile Standard (GOTS) is one of the world's leading certifications for organic textiles. It covers the entire value chain and requires certified textiles to contain at least 70% organic fibres while applying stringent chemical, wastewater and prohibited substance requirements.

By choosing GOTS certified fabrics, Reima reduces reliance on conventional cotton and improves transparency

and chemical safety in its material sourcing. The standard's social criteria also help ensure fair labour practices and safe working conditions across the supply chain. This supports Reima's broader aim of lowering environmental impacts, strengthening supplier practices and expanding the use of preferred, responsibly sourced materials.

Reima is equally committed to ensuring that all animal derived materials are sourced with the highest regard for animal welfare. Through Responsible Down Standard (RDS) and Responsible Wool Standard (RWS) Reima ensures the down and wool originate from farms that protect animal wellbeing and avoid harmful practices such as live plucking or live lamb cutting. By relying exclusively on certified down and wool, Reima strengthens material integrity, reduces animal welfare risks and provides customers with high quality products backed by internationally recognized sustainability and ethical sourcing standards.



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 and Upstream Transportation and Distribution by 51.6% per product, compared to the 2021 base year.

Reima took an important step in the start of 2025 by making a commitment to Net-Zero. This will be a major piece in Reima's climate action work in 2026.

This chapter will report on our carbon footprint from 2025, and how it compared to our 2021 base year's carbon footprint. Because the textile industry's biggest impact on natural systems comes through climate change, we also address biodiversity as part of our climate action.

In 2025, Reima's total carbon footprint was 17,145 tons of CO₂e in total. Of this, 181 tons, or 1% were our own operations, i.e. Scope 1 and 2, and 16,954 tons, or 99% Scope 3 emissions. Compared to 2021, (the baseline year for our SBTi target), our total emissions decreased by 58%.

CARBON FOOTPRINT OF OWN OPERATIONS (SCOPE 1-2)

Scopes 1 and 2 cover the emissions the company generates through its own operations: Scope 1 includes direct emissions from sources the company owns or controls, while Scope 2 covers indirect emissions from purchased electricity, steam, heating, or cooling.

In 2025, 73% of Reima's scope 1 and 2 emissions were caused by energy use in stores and offices, and 27% by fuels used in company cars. The decrease compared to year 2021 altogether was 49%. There's also the yearly examination of emission factors which may lead to increases in some of the activities and materials. The irregular changes can also be due to more accurate data and are a normal part of a scientific process.

In scope 1, the company car policy follows the preference of hybrid and electric cars to keep the discharge of emissions low. In 2025, there were altogether 21 cars in use in Europe and US. Out of these, only six (29%) cars were still gasoline powered. All the other cars were either electric or hybrid. Even though many of the cars are according to the Reima car policy, the emissions for scope 1 increased slightly by 2% compared to 2024. This is mainly due to more accurate data being available for the calculations. In the future, if Reima wants to use new hybrid plug-in cars in Europe it will most likely need to take the EU's Euro 6e-bis standard into consideration. The standard came into force in the beginning of 2025, and is a stricter emissions testing standard for plug-in hybrids.

The decrease in scope 2 emissions took a small leap to better when compared to 2024. The reduction when compared to 2024 was 23%, and an impressive 55% decrease compared with 2021. This progress is very much due to closing physical stores in Finland, Sweden and China but the transition to renewable energy sources as the companies renting the premises are also advancing their own emission reduction measures.

Reima has compensated the emissions from its own operations since 2020. The emissions caused in 2025

will be offset by investing in high-quality carbon removal projects. The aim is to find such projects near our suppliers. We will tell more about this on our company website in 2026.

In the 2024 CSR report Reima committed to publishing information on its 2024 compensation projects in spring 2025. Unfortunately, there were delays in the compensation timeline. Eventually, we offset these emissions through Supercritical, which sourced a suitable project for us—the Humbo natural regeneration initiative in Ethiopia. The project has restored 2,728 hectares of land by regenerating native tree species through the FMNR method and additional planting. The project strengthens biodiversity and provides income and employment opportunities for local communities.

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 usually harder to control and measure than scope 1 and 2 emissions but as more and more partnering companies are calculating and trying to decrease their own emissions its becoming increasingly easier for brands to decrease the value chain emissions. Reima is constantly developing its data collecting and calculations to reflect the full value chain more accurately. The 2021 figures are included in the table on the following page. These emissions are also considered in the 2025 analysis, for accurate comparability.

The GHG Protocol divides scope 3 emissions into 16 categories. Like for most brands that do not own the production facilities, the category Purchased Goods and Services is the biggest source of emissions for Reima, accounting for 88% of Reima's total carbon footprint and 89% of scope 3 emissions in 2025. 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 Goods and Services category, a vast majority of emissions are caused by the production and processing of fabrics and other materials. For 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.

In recent years, Reima has significantly increased the share of more responsible materials, particularly in Reima brand clothing. In 2025, recycled polyester accounted for 45% of total material use by weight, while virgin polyester represented only 18%. Although clothing materials have been our primary focus, we are now placing greater attention on footwear materials to meet preferred material requirements. We have improved the accuracy of our calculations by adding more specific emission factors for footwear components such as natural and thermoplastic rubber. We have also updated the material calculations for 2024 due to an error in the calculations. Due to this, the emissions for Reima materials were 13,892 t CO₂e in 2024 and not 13,646 t CO₂e as reported

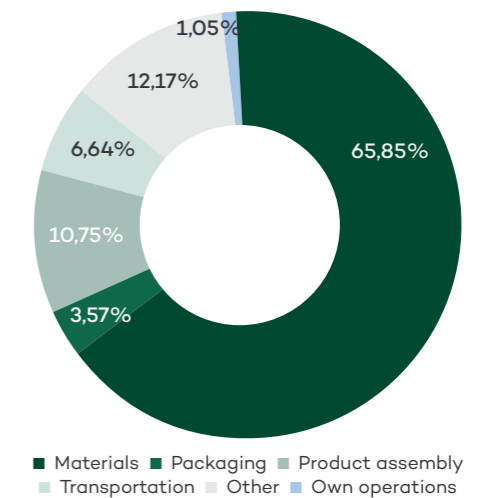
To calculate the emissions from material production, Reima has used Higg MSI emission factors. The Higg Material Sustainability Index (Higg MSI) is an industry tool that provides average environmental impact data for different materials. While choosing lower impact raw materials, like recycled rather than virgin synthetics, helps reduce emissions, it is also important to consider how these materials are processed. For example, are fabric mills energy-efficient and what energy sources do they use? What dyeing techniques are used? By gathering this kind of data from the suppliers, we will get more accurate calculations from material production. We already collect this information from a handful of tier 2 suppliers through Higg FEM assessment, but we need

to develop our own processes to be able to use the data more efficiently.

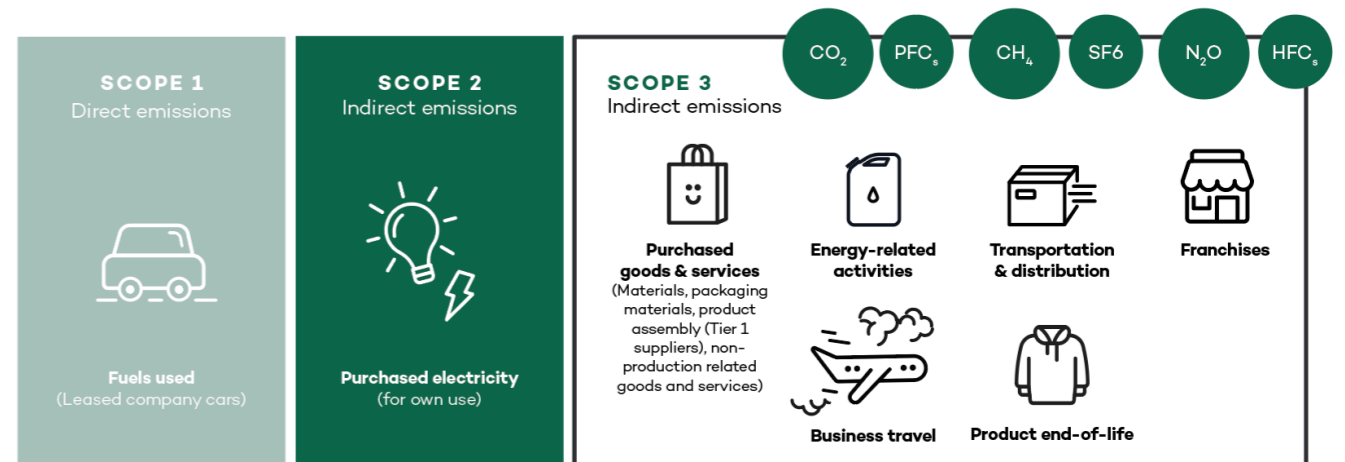
In 2023, we decided to leave trimmings out of the scope due to differences in units between our data and availability on trimmings and the Higg MSI emissions factors. Overall, the estimation of the impact of the trimmings in materials was less than 1%. However, we are developing our trimmings data to match the standardization requirements of the emission factors.

To calculate the emissions from manufacturing of the products, we collect the information directly from the Tier 1 suppliers. They are the ones who turn the fabrics and other materials into finished products. In 2025, this stage accounted for 11% of our total carbon footprint. Even though we collect the information directly, this year we couldn't get direct data from a few suppliers and

SHARE OF GREENHOUSE GAS EMISSIONS BY SOURCE



GHG SCOPE



REIMA GROUP GHG EMISSIONS		2025 (TONNES OF CO ₂ E)	2025 SHARE OF TOTAL	2021 (TONNES OF CO ₂ E)	CHANGE 2021-2025
DIRECT (SCOPE 1)					
Fuels used	Leased company cars	48	0,3%	59	-19%
INDIRECT (SCOPE 2)					
Purchased electricity (market-based)		133	0,8%	298	-55%
Finland		41	0.2%	38	8%
Russia*		0	0%	101	-100%
China		75	0.4%	149	-50%
Other countries		17	0.1%	10	66%
Purchased electricity (location-based)		160	1%	301	-47%
INDIRECT (SCOPE 3)					
Purchased goods and services		15 166	88%	37 237	-60%
Materials		11 284	66%	31 110	-64%
Packaging materials		606	3%	894	-32%
Product assembly (Tier 1 suppliers)		1 833	11%	3 824	-52%
Non-production related goods and services		1 443	9%	1 445	0%
Energy-related activities		56	0,3%	115	-42%
Transportation and distribution		1 114	7%	2 063	-50%
Business travel		163	1%	28	482%
Upstream leased assets		93	0,5%	210	-56%
Downstream Transportation**		24	0,1%	0	
Product end-of-life		194	1%	623	-69%
Franchises		145	1%	264	-45%
TOTAL		17 135	100%	41 069	-58%

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

** Not calculated in 2021

needed to use secondary data based on purchase volume in those cases. With this in mind, we have started a process to find a solution to collect the data proactively and get even more accurate information. We have already learned from suppliers that they have ongoing development projects for taking renewable energy into use and some have already installed e.g. solar panels for electricity, but there is still a lot of work to be done and support to give to suppliers in their decarbonization efforts.

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.

Transportation and Distribution was the second biggest scope 3 category after Purchased Goods and Services for Reima. It accounted for 7% of our total emissions in 2025. 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. In 2025, we managed to reduce air freight use and therefore the emissions compared to 2024 reduced by 36%. Using air freight is something we aim to avoid completely 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 88% of Reima's carbon footprint. We decided to focus on these categories in our target setting, because they are evidently the most relevant in terms of emissions, and therefore the ones to put most of our efforts in for reducing the emissions. 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 2025, our emissions per piece were reduced by 22% as compared to the 2021 baseline, taking a huge leap compared to previous year and towards the target.

In 2025, Reima made a commitment towards Science-based Target initiative's Net-Zero standard. This means the company has made a pledge to cut its greenhouse gas emissions in line with the standard, and to reduce its emissions by 90% by 2050, while neutralizing any remaining residual emissions. The work for the Net-Zero validation and setting long-term targets will be done in 2026.

POLLUTION OF AIR, WATER, AND SOIL

Reima does not operate industrial production facilities. In own operations, we have no material air, water or soil emissions beyond standard building energy use and waste handling. In the value chain, we control chemical inputs through our Restricted Substances List which we align to follow market legislations.

BIODIVERSITY

After conducting the DMA assessment in 2024, biodiversity issues were not considered material for Reima. The use of natural fiber is less than 10% of all material consumption and the company does not operate production facilities of its own. Also, Reima's direct activities (offices, stores, logistics) have no meaningful land, water, or ecosystem footprint within the value chain. Even though biodiversity is not a material impact area, Reima takes preventive measures through its chemical management approach and material choices. These include eliminating PFAS, using a bluesign® aligned Restricted Substances List, reducing hazardous chemical use in upstream processes, and increasing the adoption of preferred and recycled materials. These actions help indirectly mitigate biodiversity related risks in the supply chain as these also support reducing climate change.

Reima signed amfori Business Environment Performance Initiative (BEPI) Code of conduct in 2024. The initiative helps companies, and their business partners recognize and tackle sustainability challenges, directing improve-



ment efforts towards the areas most relevant to their operations. It contains eight (8) 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.

WATER

Reima does not have in-house production or own any manufacturing facilities. The company's water use is mainly used as domestic and sanitary water at Reima's own offices and stores. Water impacts occur primarily upstream at material and dyeing facilities. In our supply chain, we rely on bluesign® input management and process controls to reduce water intensity and effluent risks.

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 does not 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.



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 (Tier 1) suppliers in 2025.

In this chapter we focus both on our finished goods suppliers and our material and trimmings suppliers.

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.

In early autumn 2025, Reima hosted its first Supplier Day after a break due to COVID. The Supplier Day is held to strengthen collaboration and alignment across its supply chain. The event brought together 33 external participants from both tier 1 and tier 2 suppliers and provided an opportunity to present Reima's strategy, brand direction, and design vision for the coming years.

During the event, Reima also introduced its 2030 sustainability targets and ambitions, emphasizing the importance of shared progress across the value chain. Suppliers were encouraged to join recognized industry initiatives such as bluesign® and Worldly, to establish both short and long term sustainability KPIs, and to further familiarize themselves with the sustainability principles of the UN Global Compact. These efforts support Reima's objective of building a more responsible, transparent, and future ready supply chain.

Reima's supply chain consists of Tier 1, or finished goods suppliers (which typically sew clothing, or compile 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. During 2025, we initiated collaboration with a new footwear production partner in Vietnam, enabling closer engagement with Tier 2 suppliers and improving transparency within the nominated Tier 2 supplier base. As the share of certified materials in our products continues to grow — including GOTS certified organic fibers as well as RDS and RWS certified down and wool — the traceability and verified origin of our raw materials is steadily improving throughout the value chain.

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 2025, 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 have 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 OR DIRECT SUPPLIERS

In 2025, Reima's Tier 1 manufacturing included 34 factories, including a handful of sub-suppliers. In addition to these, Reima worked with three supply chain agents in China. Fewer than 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 maintains two sourcing offices in Asia—one in Sri Lanka and one in China—to ensure close engagement and effective communication with our supplier base. Proximity to production sites strengthens relationship-building and supports day to day coordination. At the same time, the proportion of Reima products manufactured in Southeast Asia continues to grow.

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. Four of the suppliers were audited by Other meaning Sedex, SA8000 and WRAP.

Based on amfori BSCI audit results, although almost all factories got an A in 10/13 performance areas, there were three performance areas where suppliers received lower grades. These areas were "Social management system", "Fair remuneration" and "Decent working hours". The results for social management system and decent working hours are often correlated, as workers'

overtime hours can be caused e.g. by lack of sufficient planning by factory management. Fair remuneration is commonly overlooked as the countries minimum wages are usually lower in many countries when compared to the GLWC living wage benchmarks.

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

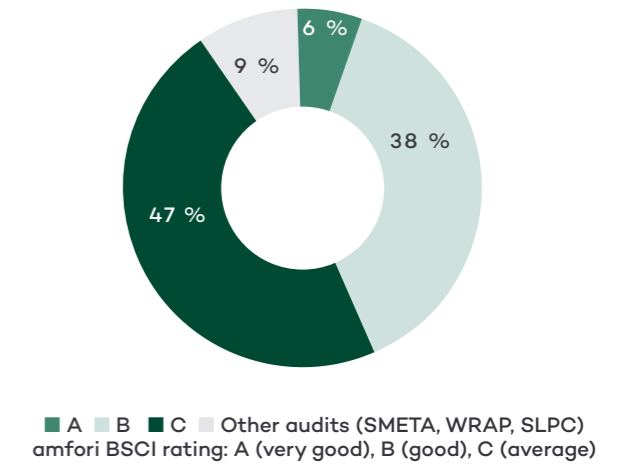
The topic of fair remuneration, commonly also known as living wages, has become an increasingly urgent concern, not only in the textile sector but across all industries. The Universal Declaration of Human Rights and several international labour rights conventions affirm everyone's right to earn a wage that ensures a dignified standard of living for themselves and their families. Unfortunately, far too often, this basic right is not met in the textile industry today.

In the spring of 2023, Reima adopted a living wage target. We set an ambitious target of achieving living wages which we have realized to not be attainable. The target seemed possible at the time as 50% of the largest suppliers had already met the 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. In 2025, 23% of the suppliers representing around 80% of purchase volume had achieved a living wage target according to amfori BSCI calculations.

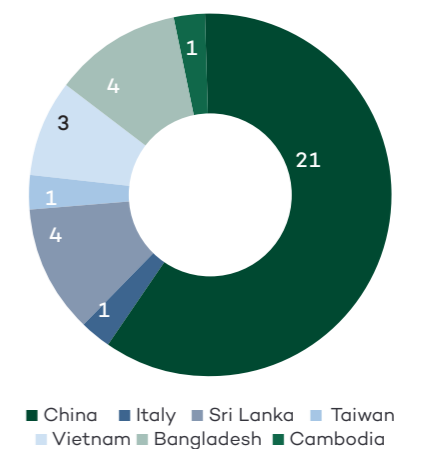
Although GLWC estimates are being used more frequently in BSCI audits, their use is limited because of the lack of data for different regions. For this reason, amfori BSCI audits use two additional methods. One is 'manually collected' data, and the other is data provided by the auditing company. 'Manually collected' data is often information gathered by the audited company from its own employees, while the data supplied by the auditing firm is usually calculated by the auditor. Amfori strongly advises the auditors to use the Anker methodology as a basis for the calculation in the regions where the GLWC* data is not available. The audit report always indicates how the living wage has been calculated.

*GLWC estimates are calculated using the Anker methodology

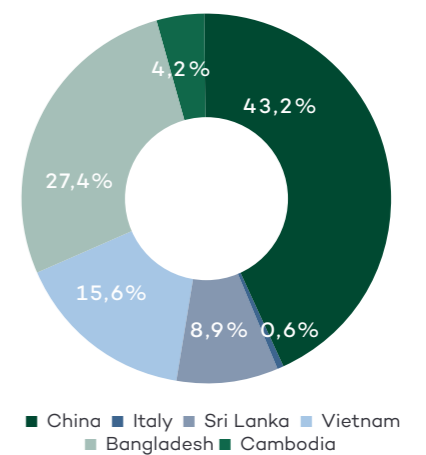
SOCIAL COMPLIANCE AUDITS OF TIER 1 SUPPLIERS: 100% COVERAGE



TIER 1 SUPPLIERS BY COUNTRY



PURCHASE VOLUME % BY COUNTRY



Regarding collective bargaining, 9% of Tier 1 suppliers had collective bargaining policy or an agreement in place according to amfori BSCI audit reports.

LIVING WAGE SURVEY PARTICIPATION

In 2025, Reima participated in Living Wage Survey (Fashion Checker brand survey) organized by a Finnish NGO Eetti ry. The survey assessed Finnish apparel companies' progress on human rights and wage fairness in global supply chains. According to Eetti's published results, 3% of Reima's production sites were verified to pay a living wage, earning the company a D rating according to the answers in the survey.

Reima achieved a high transparency score, reflecting extensive disclosure of production facilities. Industry reporting in 2025 further acknowledged that Reima has set quantitative long term targets related to promoting living wages in its supply chain, reflecting our commitment to continuous improvement in human rights due diligence. More about the survey results [here](#).

For the steps to improve Reima's work towards living wage, Reima should make a public commitment to living wages, create and publish an action plan, and report about freedom of association and collective bargaining.

UN GLOBAL COMPACT BUSINESS AND HUMAN RIGHTS ACCELERATOR

In 2025, Reima took part of the UN Global Compact training Business and Human Rights Accelerator as part of working towards the living wage in the supply chain. As part of the training, a self-assessment was made using tools provided by UNGC to identify salient human rights across Reima's value chain. Inadequate working conditions, focusing on living wages, rose as the most severe and likely human rights issue in the assessment. This result supports our mission towards living wage.

With the help of the training, we now have a plan how to proceed towards our goal. The plan involves selecting credible benchmarks for each country and area where Reima's Tier 1 suppliers are located and continuing with a small group of suppliers first, as a pilot group. This means gathering more wage data and offering them support. This approach allows us to partner with those most motivated to improve conditions while also creating a broader impact throughout our supply chain. We have already collected wage data from two of our

key suppliers to understand the gaps in wages. The plan also includes living wage criteria in supplier selection and evaluation and disclosing more data concerning the wages. It is also important to recognize that suppliers often require training and support to advance their own understanding of living wages.

Even though there is a plan, achieving living wages across the whole supply chain is a long and time-consuming process. Reima will continue working towards ensuring fair remuneration in its supply chain. We need to review our purchasing practices and identify where improvements are required to ensure that living wages can be paid on time and consistently throughout the supply chain.

MATERIAL AND TRIMMINGS SUPPLIERS

Tier 2 suppliers play a critical role in transforming raw materials into fabrics and components used in Reima products. Because many key environmental and chemical management impacts occur at this level, increasing transparency and collaboration with Tier 2 partners is an important part in our supply chain strategy.

In 2025, Reima had 68 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. Altogether, these products were manufactured across 122 facilities, as several suppliers operate multiple production sites.

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.

Environmental impacts such as water, chemical, and energy use are most significant at the Tier 2 level. Reima encourages Tier 2 partners to adopt recognized standards, including bluesign® and ZDHC, and to participate in environmental impact assessments through platforms such as Worldly.

As part of our bluesign® System partnership, we are working on aligning our supply chain more closely with bluesign® as well. 29% of the facilities owned by Tier 2 suppliers are bluesign® System Partners. The amount



increased a little compared to 2024. 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, a total of 23 Tier 2 suppliers carried out the Higg Facility Environmental Module FEM assessment for 2024, with a submission deadline in spring 2025. 20 of the suppliers completed the assessment on time. The assessment supports suppliers in improving their environmental management and provides Reima with transparent, comparable data on environmental performance across the supply chain. The tool helps drive improvements in areas such as emissions, resource efficiency, and chemical and waste management. For Tier 2 suppliers, it sets clear expectations and guides capability building.

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 improve 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.

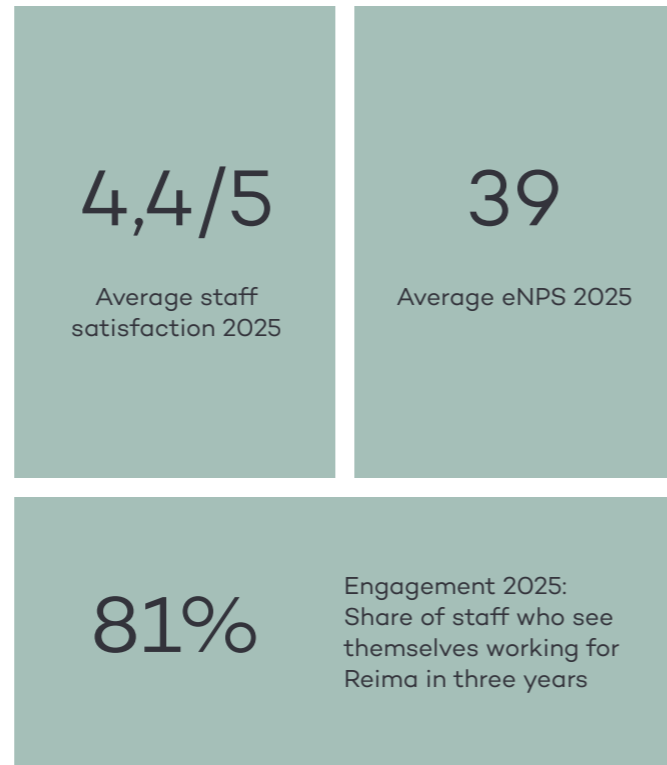
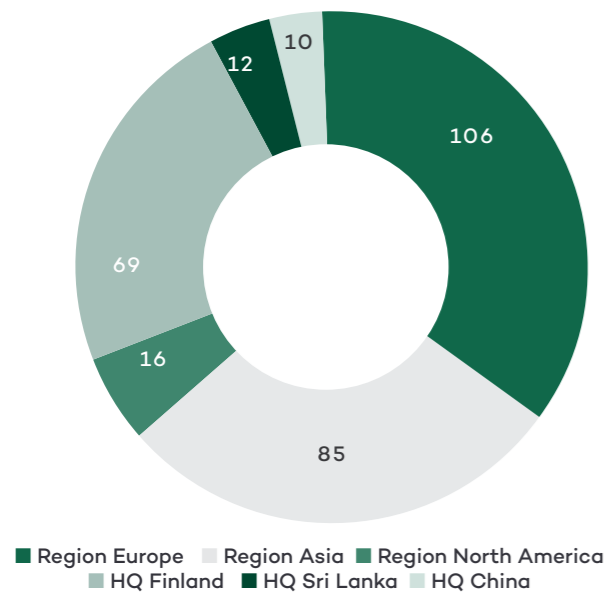


Commitment to our stakeholders

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 2025, eNPS being 39 and engagement over 80%.

In this chapter we focus especially on employees, consumers, and how we work with third parties to support good social and environmental causes.

STAFF BY LOCATION 2025



EMPLOYEES

Reima's people are the heart and soul of our company. Their dedication is the reason our products excel and our customer experience stands out. Year after year, their passion for our mission and commitment to making it real continue to inspire us. Even then when times are hard, there is always mutual support both within and across teams to weather the storms.

Reima's global headcount remained fairly stable in offices, but the number of store personnel has reduced since we have closed stores in China and Nordics. At the end of the year, Reima had 294 employees which translated into full-time equivalents (FTEs) of 285 globally. The difference is mainly caused by part-time store personnel in Europe. Reima does not use workforce without employment contracts.

REMUNERATION

All employees are entitled to an annual bonus. 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 predetermined performance targets. You can read about management remuneration in the board of directors and leadership team section.

WELLBEING AND OCCUPATIONAL HEALTH AND SAFETY

Our mission is to enable an active and joyful childhood for every child supporting the right for them grow into healthy adults. To make this possible, we also need a healthy and motivated staff. That's why we support our staff with a variety of wellbeing tools—from flexible working hours and exercise breaks to leadership training for managers. We measure our progress with biannual Pulse surveys in which we ask a range of questions about 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 offers break exercises, mindfulness practices, and other tools that promote daily wellbeing.

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. In 2025, there were four work-related accidents reported. These were

all minor accidents which didn't lead to serious injuries. There have not been any serious work-related injuries at Reima for years.

STAFF SATISFACTION

The Pulse wellbeing and work satisfaction survey is conducted online twice a year for all our offices. In 2025, the key areas of the survey were updated to ensure the information collected is relevant and meaningful. The updated version now consists of questions concerning employee engagement, leadership, strategy & direction, and inclusion. 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.

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. This metric is also one of our sustainability KPI's. The engagement rate stayed above our target of 80% being 81% in 2025, decreasing by a notch from the previous year's 82%. Additionally, the employee Net Promoter Score (eNPS) measures how likely the employee is to recommend Reima as a place to work dropped a little to 39 from last year's score of 41.

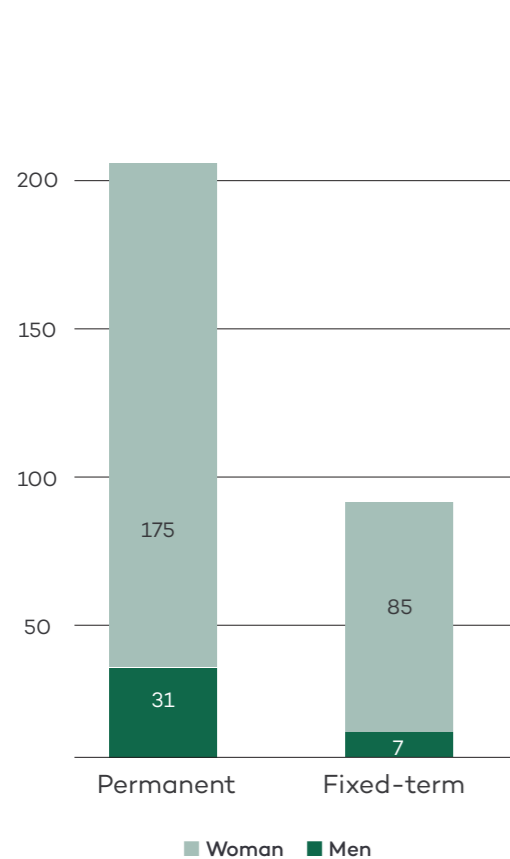
The employee turnover in offices globally was 11% and stores 38%. A higher turnover is typical for the retail branch. However, the unusually high store turnover rate in 2025 is largely explained by the staff reductions due to closing of stores. During 2025, two stores in Finland, one in Sweden and seven stores in China were closed.

DIVERSITY, EQUITY AND INCLUSION (DEI)

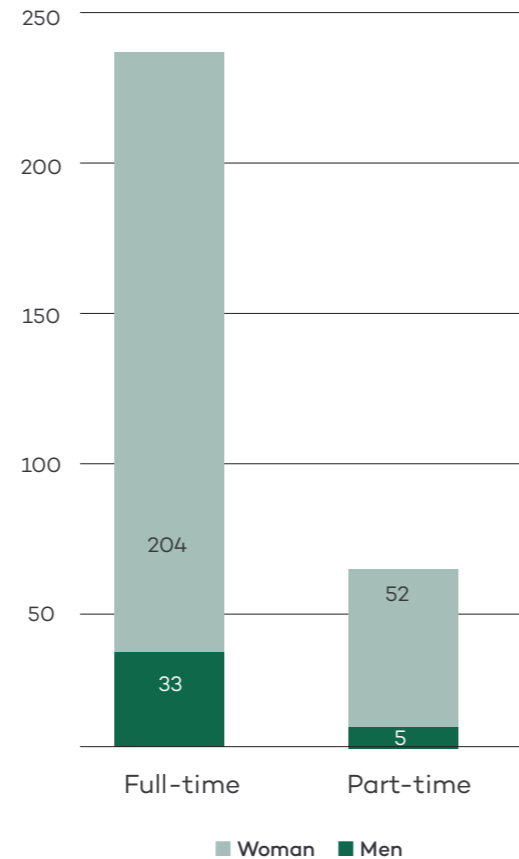
Diversity, Equity and Inclusion mean that staff and leadership include people with varied backgrounds and views, that they all have fair access and opportunities, and that they feel a sense of belonging at Reima. We are committed to nondiscrimination in recruitment and management.

As part of the DEI policy, Reima commits to training staff, and in particular supervisors on DEI topics. They are included in the 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

CONTRACT TYPE BY GENDER 2025



WORK TIME BY GENDER 2025



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.

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. The Business Ethics training was launched in 2023. By the end of the year 2025, an amazing 97% of the staff had completed the entire training, which is a significant increase from the previous year, when 78% of the staff had completed the anti-corruption module and 66% the DEI module.

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 2025, Reima's global consumer Net Promoter Score (NPS) in direct-to-consumer channels, including both physical and online stores, achieved an average NPS of 73 with over 23 thousand respondents taking part. NPS in Reima's physical stores in Europe reached an amazing result of 91 while NPS in online stores in Europe and North America reach an NPS of 55.

The loyalty of our consumers is likely the most reliable indicator of the extent to which families adore Reima. Our definition for Reima Friends, our worldwide Reima community, was reiterated during the year, focusing on those who have been active in the community during the past two years. At the end of 2025, we had 540 thousand Reima Friends, and around 150 thousand new members joined the community during the year.

COLLABORATIONS

EUROPEAN OUTDOOR GROUP EOG

Reima has been a member of European Outdoor Group, a leading industry association representing the European outdoor sector, since 2017. The organization provides a collaborative platform for brands to advance responsible business practices, share ESG insights, and engage in projects that address key sustainability challenges.

EOG supports its members through sustainability initiatives, data sharing, policy engagement, and sector wide collaboration. It also mandates that all members commit to a UNFCCC approved Race to Zero initiative, reinforcing the group's collective commitment to climate action.

By participating in this network of over 150 organizations, Reima benefits from shared expertise and contributes to industry efforts aimed at protecting outdoor environments and promoting active lifestyles.

SCANDINAVIAN TEXTILE INITIATIVE FOR CLIMATE ACTION STICA

The Scandinavian Textile Initiative for Climate Action is a collaborative program led by Sustainable Fashion Academy. It was established to help the Nordic apparel and textile companies in reducing greenhouse gas emissions in line with climate science. Reima joined STICA in 2023 to collaborate on science-based climate action, tackle shared supply chain emissions, and accelerate industrywide decarbonization through a structured framework.

The initiative focuses on industrywide cooperation, as most emissions stem from upstream supply chain processes and require joint solutions. STICA's annual progress reviews show that while member companies are making improvements, the overall pace of decarbonization across the sector remains slower than required to meet the 1.5°C pathway—highlighting the importance of continued collaboration and strengthened climate action.

STICA helps its members set science-based targets, develop timebound climate action plans, and report transparently on progress. Through its membership, and with over 50 other companies across the Scandinavian countries, Reima contributes to collective efforts that aim to accelerate climate mitigation across the Scandinavian and European textile value chain.

VOLUNTARY EXTERNAL INITIATIVES AND MEMBERSHIP ASSOCIATIONS

INITIATIVE OR ORGANIZATION	RELEVANCE TO REIMA	GEOGRAPHIC LOCATION
AMFORI	Global business association for ethical trade, manages the BSCI social compliance program.	Global
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
EUROPEAN OUTDOOR GROUP	Business network. Coalition for promoting an active and outdoorsy life.	Europe
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
FASHION AND SPORT COMMERCE ASSOCIATION (MUOTI- JA URHEILUKAUPPA RY.)	Industry association for fashion and sport retail.	Finland
FIBS	Leading Corporate Responsibility network in Finland	Finland
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
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)
FINNWATCH	NGO promoting ethical supply chain operations and sourcing practices. Reima is not a member but is in frequent dialogue with Finnwatch.	Finland
INTERNATIONAL ACCORD	A governmental venture to improve the fire and building safety in the Bangladeshi textile industry.	Bangladesh
SCANDINAVIAN OUTDOOR GROUP	Business network. A joint venture for promoting Scandinavian outdoor brands. Reima's Business Director is a member of the Board.	Scandinavia
SCANDINAVIAN TEXTILE INITIATIVE FOR CLIMATE ACTION (STICA)	STICA supports apparel companies to reduce their climate impact by offering ongoing education, training and tools.	Nordics
SVENSK HANDEL	The trade association that negotiates collective labor agreements on behalf of Reima.	Sweden
SWEDISH STANDARDS INSTITUTE (SIS)	Governmental agency. We participate in working groups concerning standardization development for children's clothing.	Sweden
TEVASTA	Governmental agency. We participate in working groups concerning standardization development for children's clothing.	Finland
UN GLOBAL COMPACT	UN partnership for ethical business. Reima is a member company.	Global

REIMA ACTIVISM FOR CHILDREN’S ACTIVITY

To fulfil the company’s mission, which is to champion an active childhood, Reima wants to make sure children get to spend time outdoors and be physically active, engaging in free play and healthy exercise every day. However, creating and marketing apparel that enables this is not alone enough – there is more work to be done. Statistics from all around the world show [children are not getting enough physical activity](#) to stay healthy. We as adults and parents are responsible, and we can join our forces to turn this trend. Together with UNICEF Finland, the Outdoor Association of Finland Suomen Latu, the Finnish Olympic Committee and the We Foundation, Reima announced the Reclaim Childhood commitment on Nov 20th, the Day of the Rights of the Child. The commitment was prepared in cooperation with a multi-disciplinary group of experts. It invited parents, educators, decision-makers, municipalities, organizations and companies to join in building a society in which children have the right to be children on the move.





A collection of signatures to support the commitment was launched at www.vapautetaanlapset.fi, with the goal set to 10,000 signatures.

As an internal call to action, Reima encouraged its office employees to make better use of the Cuckoo break app, with amazing results: With more than 100 employees participating, Reima secured first place in the medium-sized companies’ category at the end of 2025. That meant an incredible amount of microbreaks, improved focus and boosted wellbeing. As a result of this collective effort, Reima was awarded Cuckoo’s Rising Star diploma, recognizing the company’s success in motivating employees to adopt healthy everyday habits.

DONATIONS

Our showrooms in Switzerland, U.S., and Finland gave out in total hundreds of product samples to charitable projects in their market areas. At the end of the year, our focus was on Sri Lanka: in November, our sourcing team took a day out to help and clean a beach, and in December, Reima donated to UNICEF Sri Lanka to help families and children affected by the hurricane Ditwah.

PRODUCT AWARDS FOR REIMA IN 2025

	<p>Reima BugProof hoodie Surista wins the ISPO Award. www.ispo.com</p>
	<p>ReimaTec Hiivin shoes are test winners of shoes for transitional seasons in Norway. ReimaTec Passo came in 4th and ReimaTec Hyppii 6th. foreldresiden.no</p>
	<p>Reima Lani base layer set gets Best Budget Choice award from Swedish Bäst i test. bast-i-test.se</p>
	<p>ReimaTec jacket Soutu is second in Bäst i Test shell garments test and nominated “Best Budget Choice” bast-i-test.se</p>





Contacts

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

JAANA KARENIUS

Sustainability Coordinator
jaana.karenius@reima.com

In case you have other questions
or comments, you can always
contact Reima's customer support:

customerservice@reima.com

Or go to

<https://company.reima.com/contact-us>

for more contact details.

GRI-INDEX 2025

		PAGE	COMMENTS
THE ORGANIZATION AND ITS REPORTING PRACTICES			
2-1	Organizational details: ownership, head-quarters and countries of operations	7; 11-12	HQ in Vantaa, Finland.
2-2	Entities included in the sustainability reporting	7	Reima Group.
2-3	Reporting period, frequency and contact point	7; 52	
2-4	Restatements of information	26; 32	Any data changes are explained alongside the respective information.
2-5	External assurance		Not externally assured.
ACTIVITIES AND WORKERS			
2-6	Activities, value chain and other business relationships	10; 39-41	
2-7	Employees	45-46	
GOVERNANCE			
2-9	Governance structure and composition	19	
2-12	Role of the highest governance body in overseeing the management of impacts	19	
2-13	Delegation of responsibility for managing impacts	19	
2-16	Communication of critical concerns	19	
2-19	Remuneration policies	19	
STRATEGY, POLICIES AND PRACTICES			
2-22	Statement on sustainable development strategy	6	
2-23	Policy commitments	6; 16; 19-20; 30; 35-36; 40-42	
2-24	Embedding policy commitments	15; 19-20; 35-36; 39-42	
2-25	Processes to remediate negative impacts	20; 25-27; 36; 40-41	
2-26	Mechanisms for seeking advice and raising concerns	20	
2-28	Membership associations	42; 47-48	

		PAGE	COMMENTS
STAKEHOLDER ENGAGEMENT			
2-29	Approach to stakeholder engagement	23; 39-40; 46-49	
3- MATERIAL TOPICS			
3-1	Process to determine material topics	15	
3-2	List of material topics	15	
3-3	Management of the material topics	15-20	
200 - ECONOMIC			
Anti-corruption			
205-2	Communication and training about anti-corruption	47	
300 - ENVIRONMENTAL			
Materials			
3-3	Management of the material topic	25-28; 35-36	
301-1	Materials used by weight or volume	25-26	
301-2	Recycled input materials used	25-27	
301-3	Reclaimed products	23	
Biodiversity			
101-1	Policies to halt and reverse biodiversity loss	35-36	
Emissions			
3-3	Management of the material topic	31-32; 35	
305-1	Direct GHG emissions (Scope 1)	31; 33-34	
305-2	Energy indirect GHG emissions (Scope 2)	31; 33-34	
305-3	Other indirect GHG emissions (Scope 3)	31-35	
305-5	Reduction of GHG emissions	31-35	
Supplier Environmental Assessment			
3-3	Management of the material topic	27-28; 41-42	
308-1	Suppliers that were screened using environmental criteria	27-28; 35-36; 39-42	

		PAGE	COMMENTS
400 - SOCIAL			
Employment			
3-3	Management of the material topic	46	
401-1	Employee turnover	46	
Occupational Health and Safety			
3-3	Management of the material topic	46	
403-6	Promotion of worker health	46	
403-7	Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	27-28; 36; 42	
403-9	Work-related injuries	46	
Training and Education			
404-2	Programs for upgrading employee skills	47	
Diversity and Equal Opportunity			
3-3	Management of the material topic	46-47	
405-1	Diversity of governance bodies and employees	19; 45	
Non-discrimination			
3-3	Management of the material topic	46-47	
Supplier Social Assessment			
3-3	Management of the material topic	19-20; 27-28; 39-42	
414-1	Suppliers that were screened using social criteria	39-42	
414-2	Negative social impacts in the supply chain and actions taken	39-42	
Customer Health and Safety			
3-3	Management of the material topic	23-28	
416-1	Assessment of the health and safety impacts of products	25-27	
416-2	Incidents of non-compliance concerning the health and safety impacts of products and services	23	



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