

ADA

COSMETICS



Sustainability Report 2023

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Foreword

Now is the time for action

This Sustainability Report reviews the developments of the past year on the one hand, and anticipates an increasingly unpredictable future on the other. Our world has been undergoing rapid and sometimes dramatic change for several years now. In early 2024, multiple scientific bodies including the World Meteorological Organization and NASA reported that 2023 was the warmest year since records began. Numerous extreme weather events have been recorded worldwide, including heatwaves, floods, droughts and forest fires. At the same time, wars raging in the Middle East and Ukraine are heavily impacting global stability and human rights, as well as causing environmental destruction.

The March 2023 Synthesis Report from the Intergovernmental Panel on Climate Change also confirmed that climate change is progressing much faster and with more serious consequences than previously thought. How can we respond to this increasing existential threat to our wonderful planet?

ADA Cosmetics is a leading player in the hotel industry, and we recognise our responsibility towards the environment and society alike. Our motto “**conscious choices, trip by trip**” reminds us of what we seek to make possible – for our clients, business partners, employees, and of course hotel guests around the world. Together, we are taking up the challenge of making travel more sustainable. Our second annual Sustainability Report details the latest steps in this journey.

A highlight of 2023 was the Cradle to Cradle® Silver certification of our product portfolio – an industry first. The circularity principles of this ambitious global standard guide all of our developments at ADA Cosmetics, from products to packaging, as we seek to help shape a more sustainable shared future. We believe that identifying and mitigating risks in our supply chain is another strong lever for change, and can help turn a conventional product into an environmentally and socially responsible one. With this in mind, in 2023 we joined Sedex, a global non-profit organisation focused on sustainable supply chain solutions. See the chapter Social responsibility for more information on this, and our broad commitment to human rights throughout the company.

The ongoing integration of sustainability into our operations continues, guided by global standards, systematic processes



and transparent management. This commitment was recognised in 2023 by the leading sustainability rating system EcoVadis, which awarded ADA Cosmetics a Silver medal for the second consecutive year. More details can be found in the chapter Sustainability strategy and governance.

A host of practical initiatives at our production sites around the world enabled us to further decarbonise our corporate footprint in 2023. These are detailed in the chapter Environmental, Health and Safety management, while the chapter Product responsibility by design offers a closer look at our latest innovations, including a patented mono-material pump dispenser designed for full recyclability and 100% hygiene.

As a people-centred company, we would like to make special mention of the motivated and qualified individuals who work with and for ADA Cosmetics. Everything we do, and plan to do, only succeeds because of them.

“A journey of a thousand miles begins with a single step.” (Lao Tzu) To ensure we meet our commitments and remain on track towards our goals, we have set milestones that take us all the way to 2050. We firmly believe that real change is possible – and that action speaks louder than words.

Thank you for being a part of this ongoing sustainability journey. In these extraordinary times, together we can shape a future worth living.

Kind regards
Lutz Hübner
CEO, ADA Cosmetics

About us

The company

ADA Cosmetics International GmbH is one of the world's leading manufacturers of hotel cosmetics and accessories. For more than 40 years, we have been redefining industry standards by manufacturing and selling top-quality personal care products and innovative dispenser systems for hoteliers and their discerning guests. Our purpose is putting beauty into travel as we pledge to always be surprising, sustainable and safe in everything we do. Our diverse portfolio encompasses luxury and spa brands, own collections developed by our in-house skincare experts, state-of-the-art dispenser systems and a wide range of accessories. ADA Cosmetics' products can be found throughout the world. In order to optimise our service to our brand partners and hoteliers, our focus lies in being a single-source provider of hotel amenities.

16

locations worldwide

We have a workforce of 581 (by FTE), spread across 16 locations around the world.

The inspiration behind our products is nurtured at our company headquarters in Kehl, Germany, before being transported throughout the world, allowing travellers to make conscious choices – trip by trip. We have eight regional offices in Europe, two in North America, five in the Asia-Pacific region, and one in the Middle East. As a result, our workforce is highly diverse.

Relevant developments

ADA is a privately owned and internationally experienced company. Ever since our foundation, we have pursued a strategy of prudent expansion – a concept that has borne fruit over the years. In the reporting period, our turnover rose by 2.5% as we continued to apply this proven approach.

➤ Further key figures regarding the company's profile can be found in the indicator table in the appendix.



The ADA Cosmetics headquarters in Kehl, Germany

Our worldwide presence

We have a workforce of 581 (by FTE), spread across 16 locations around the world. This, coupled with the availability of our products in more than 106 countries and a total of more than 32,400 active customers, including online sales, helped us achieve a turnover of more than EUR 119 million in the 2023 financial year.

Today

2022

Lutz Hübner is appointed the new CEO of ADA Cosmetics



2019

40 years of ADA Cosmetics International and a rebranding of the company



2018

New strategic partnership with Moonlake Capital to expand international activities



2016

Introducing ADA International – the new joint umbrella company



1991

Lara Morgan founds Pacific Direct



1979

Andreas Dahlmeyer founds ADA



2017

Acquisition of RDI Malaysia



2015

Acquisition of Scandinavian Amenities and Pacific Direct



SCANAMENITIES
MEMBER OF ADA COSMETICS INTERNATIONAL

1986

Peter Nielsen founds Scandinavian Amenities
Morten Bønnelycke designs the ILLI 1 & 2



International manufacturing & distribution footprint



ADA Regional offices

Presence in 16 countries

Europe: Austria, Czech Republic, Denmark, France, Germany, Spain, Switzerland, UK

Middle East: UAE

North America: Canada, USA

APAC: China, Hong Kong, Malaysia, Singapore, Thailand

Canada

Regional office, Warehouse

USA

Regional office, Warehouse

UK

Regional office, Warehouse

Germany

Headquarters, Production, Warehouse

Denmark

Regional office

Czech Republic

Regional office, Production, Warehouse

Austria

Regional office

Switzerland

Regional office

France

Regional office

Spain

Regional office

UAE

Regional office, Warehouse

Egypt

3rd party manufacturer

China

Regional office, Warehouse, 3rd party manufacturer

Thailand

Regional office, Warehouse

Hong Kong

Regional office, Warehouse

Singapore

Regional office, Warehouse

Malaysia

Regional office, Production, Warehouse



Countries with ADA clients

Presence in 106 countries

Germany, Austria, United Kingdom, France, Switzerland, Spain, Italy, Poland, Netherlands, Czech Republic, Denmark, Ireland, Norway, Belgium, Slovenia, Hungary, Greece, Sweden, Cyprus, Slovakia, Bulgaria, Croatia, Ukraine, Luxembourg, Serbia, Portugal, Estonia, Jersey, Romania, Turkey, Finland, Monaco, Latvia, Lithuania, Montenegro, Malta, Andorra, Isle Of Man, Guernsey, Iceland, Liechtenstein, Bosnia And Herzegovina, Albania, Kosovo, China, Malaysia, Korea, Republic Of Thailand, Australia, Hong Kong, Russian Federation, Taiwan, United Republic Of Macao, Vietnam, Indonesia, Japan, Philippines, Kyrgyzstan, Singapore, Cambodia, Palau, Uzbekistan, Myanmar, Georgia, Kazakhstan, Tajikistan, Fiji, Armenia, Brunei Darussalam, Laos, Azerbaijan, United States Of America, Canada, Barbados, Dominican Republic, Panama, Bahamas, Mexico, Antigua And Barbuda, Saint Vincent And The Grenadines, St. Kitts And Nevis, Saint Lucia, Jamaica, Bermuda, Turks- And Caicos-Islands, Grenada, United Arab Emirates, Saudi Arabia, Maldives, Kuwait, Cape Verde, Qatar, Oman, Bahrain, Egypt, Rwanda, Tanzania, United Republic Of Iraq, South Africa, Seychelles, Uganda, Republic Of Kongo, Tunisia, Kenya, Mauritius, Pakistan.

Sustainability strategy and governance

A strong framework for corporate sustainability, guided by circular principles.

The natural principles of circularity guide everything we do at ADA Cosmetics. Our entire product portfolio is Cradle to Cradle Certified® Silver, a testament to the deep and broad commitment to circularity across the company, while our motto of “Conscious choices, trip by trip” reflects our desire to continually reduce our impact on the world around us.

Our goal is the ongoing integration of sustainability into our operations. All business activities at ADA are based on ethical norms and internationally agreed standards that determine our obligations on a global level.

In 2023, we pledged to support the Ten Principles of the United Nations Global Compact (UNGC) on human rights, labour, the environment and anti-corruption. This goes hand in hand with our commitment to the Sustainable Development Goals (SDGs) of the United Nations, which we integrated further into our business strategy in 2023, as we continue to lead the way in transforming the industry towards sustainability.

We follow the recommendations of the OECD guidelines that are associated with our operations, supply chains, and other business relationships. These relate to workers’ human rights, the environment, the elimination of bribery, consumers, and good corporate governance.

Our Leadership Team

is composed of four individuals, each with distinct areas of expertise and responsibility

Sustainability anchored in good governance and compliance

To consistently pursue a sustainable business strategy and manage all related operational challenges, clear roles and responsibilities are defined between our Leadership Team, Management Committee and Sustainability Committee, which includes a Compliance Committee.



Lutz Hübner
Chief Executive Officer, leading Sales, R&D Operations and Quality



Christine Reinhardt
Chief Human Resources Officer, leading Corporate Social Responsibility, Sustainability and Human Resources



Benjamin Jorberg
Chief Financial Officer, leading Finance, IT, Legal Affairs and Supply Chain



Gerd von Podewils
Chief Marketing Officer, leading Product, Category and Market Management, Communications and Digital Business

Compliance One

Compliance One: A whistleblowing system for employees and stakeholders. In compliance with the Whistleblower Protection Act, which became law in Germany in 2023, ADA Cosmetics has implemented an external **whistleblowing system**, called Compliance One. This allows any person to report suspected wrongdoing through a dedicated online channel, available at <https://ada-cosmetics.compliance.one>. Reports can be made anonymously without fear of retaliation, in compliance with data protection legislation. We have developed a Whistleblowing Policy that is downloadable on our website at <https://ada-cosmetics.com/sustainability/transparency/>, together with information related to the Compliance One tool. Several hotlines are also available.

Our whistleblowing tool has been communicated via posters and newsletters, in all 16 locations and all appropriate languages, to our ADA employees around the world. The publicly available link on our website further ensures that all stakeholders have access to the platform, and we encourage them to use it to report any wrongdoing. The number of complaints received is tracked annually, to ensure the system is efficient. In 2023 we received three complaints, each of which was resolved to the satisfaction of all parties. All complaints are handled by our Global Compliance Officer. Each ADA entity also has a designated compliance officer, and complaints may also be directly addressed to the relevant local officer in the Compliance One system.

Leadership Team

Our **Leadership Team** formulates our company's environmental, social and business goals, and validates all decisions related to corporate social responsibility. This team also makes decisions regarding the prioritisation of risks, and the actions we need to put in place to mitigate such risks.



Management Committee

Our **Management Committee** is involved in our sustainability strategy, commitments and targets and makes all strategic decisions to adapt the strategy into measures and action plans with its operational teams.

Each **Head of Department** implements the actions related to their area of responsibility, and tracks progress through KPIs. The progress made is regularly reported to the Leadership Team.

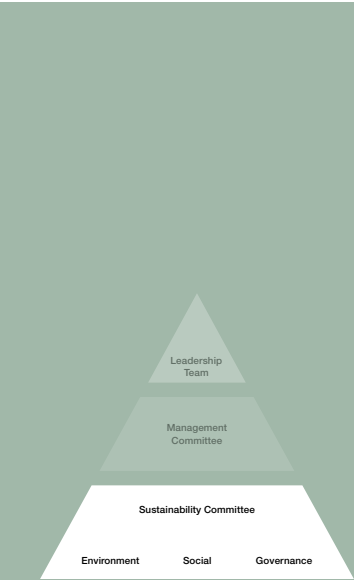
Clearly defined management systems at our headquarters and production sites help to address environmental issues, facilitate compliance with international safety standards, and allow comparability at a global level. To implement these systems, local officers support the application of global guidelines on site, define targets and measures with colleagues, and evaluate the performance achieved.



Sustainaibility Committee

Our **Sustainability Committee** includes a Compliance Committee, which issues all policies validated by our Corporate Legal Counsel. Local Managing Directors and Head of Department are responsible for implementing such policies in their entities.

In 2023, we carried out a Compliance Audit in Germany with an external lawyer, to ensure adherence to global standards, environmental, health & safety laws applicable to our sites, and data protection issues.



Transparency and accountability

At ADA, we believe that transparency is key to becoming even more sustainable. We are proud to be the first supplier of hotel amenities to publish a Sustainability Report, and we are committed to being open and honest about our actions and our progress as we work towards our goals.

Transparent reporting benefits our internal processes, and has a positive impact on our stakeholders, providing them with the information they need to evaluate the opportunities and risks of working together.

In 2023 we redesigned our website to present our products, brands, materials and certifications in a clear and structured way, helping our clients make the right choices for their needs.

We know from our stakeholders that they are keen to read more about our commitments, targets, policies, and engagement to protect our planet. The sustainability section of our website was therefore reworked in 2023 to provide the most up-to-date information about these key topics.

To make our communication clearer and more transparent during trade fairs, we also began presenting our most eco-conscious hotel amenities in a dedicated part of the booth. We also disclose information to external organisations, and participate in certification processes such as the Cradle-to-Cradle Certified Products Standard, the Nordic Swan Ecolabel, and others.

In 2023, we decided to focus on the calculation of our entire carbon footprint. Upon completion of this project in 2024, we will again disclose our emissions to CDP (formerly Carbon Disclosure Project).

We were proud to be awarded a Silver medal by EcoVadis for the second consecutive year in 2023. The world's leading sustainability rating system recognised our systematic and transparent sustainability management, with ADA gaining 8 points in comparison with 2022 even while EcoVadis strengthened its criteria.



➤ See the chapter Environmental, Health and Safety management for more information.

As part of our support for the United Nations Global Compact, we will produce an annual Communication on Progress (CoP), which will outline our efforts to operate responsibly and support society. This will be available publicly on the UNGC website.

In Germany and the Czech Republic, ADA has received ISO certifications for its environmental and safety management system. To align the certification of all our production sites, we plan to have our Malaysian site ISO certified in the coming years.

Materiality Analysis

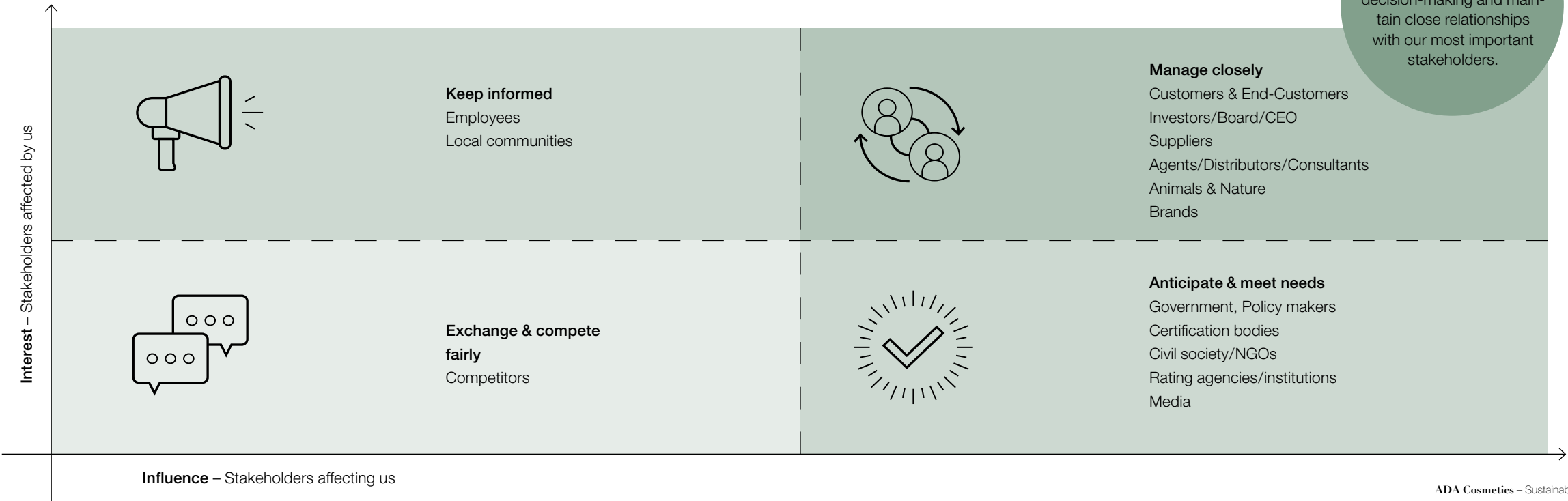
In 2022, we conducted our first materiality analysis, to identify and prioritise material sustainability topics of relevance to ADA Cosmetics and our stakeholders. Guided by the Global Reporting Initiative (GRI) standards, we assessed each topic in terms of its impact on the environment or people. As a result, we defined six core topics (see next page).

This process enabled us to set strategic priorities regarding sustainability, by identifying ADA's impacts on the environment or people which are of primary importance to sustainable development. The impact focus supports ADA to follow a path towards conducting business in a way that creates value without adverse impacts.

This Sustainability Report is written with reference to the GRI standards. However, we are already taking the requirements of the new Corporate Sustainability Reporting Directive (CSRD) into account and have aligned the chapter structure of this report accordingly.

Our next step will be to carry out a double materiality assessment, to confirm our material topics by identifying and assessing the impacts, risks and opportunities (IROs) associated with certain sustainability matters. We are working towards becoming fully CSRD compliant in 2025 and publishing the corresponding Sustainability Report in 2026.

Key stakeholder map



We consider our stakeholders in our strategy and decision-making and maintain close relationships with our most important stakeholders.



Material Topics

Embedding the principles of the circular economy



The natural principle of circularity guides all our products and processes at ADA Cosmetics, and we are proud to be the only manufacturer of hotel amenities whose entire product portfolio is Cradle to Cradle Certified® Silver. Our goal is to develop products and packaging that contain the maximum amount of recycled content, and that can themselves be fully recycled. In doing so we aim to minimise resource use, waste and emissions at all stages of the product life cycle. In 2023, we continued our shift from small portions to dispensers, manufacturing 33% fewer small portions than in 2022. We also added new refillable solutions to our portfolio.

Following eco design guidelines, in 2023 we began the development of multiple new accessories ranges with the goal to significantly reduce plastic in both these products and their packaging. Our goal is for 45% of our dry and set accessory items to have no plastic in their primary packaging by the end of 2024. We are tracking our progress every three months to ensure that this is achieved. ↗ See the chapter Product responsibility by design for more information.

Careful sourcing of raw materials



ADA's product portfolio should be synonymous with the conscientious use of raw materials, and as such we pay particularly close attention to responsible sourcing. We continually increase the share of RSPO-certified palm oil in our palm oil-based ingredients, reaching almost 93% in 2023 with a goal to achieve 100% by end of 2025. Similarly, we have phased out the use of mineral oil.

Aside from choosing more responsible raw materials, we also seek to improve our purchasing practices within our value chain. Therefore, we conducted an Impact, Risk and Opportunity assessment at our three production sites, and a Human Rights Risk assessment taking into consideration our Tier 1 suppliers' countries and our industry. This assessment will be presented to our Leadership Team in 2024.

In this context, we joined Sedex, an ethical trade membership organisation that helps businesses to uphold responsible practices and source responsibly. ↗ See the chapter Social responsibility for more information.



Advocating for animal welfare



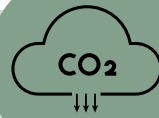
Beauty products should not be created at the expense of other living beings. ADA firmly rejects cruelty to animals, and we comply with the EU regulation that bans animal testing. In addition, we require our suppliers to refrain from testing finished products or ingredients on animals, including research outsourced to third parties. We have requested non-animal testing certification from all our suppliers and aim to collect this from 100% of raw material suppliers by the end of 2024.

ADA also supports calls for a worldwide ban on the animal testing of cosmetics. In 2023, we donated to PETA's "Stop Animal Testing" Challenge, an initiative which raised more than EUR 1.75 million to support projects such as scientific research into animal-free testing methods.

Our products are vegan and some products are also certified with the Vegan Society trademark. ↗ See the chapter Product responsibility by design for more information.



Climate protection through rapid decarbonisation



We are deeply conscious of the threat that climate change poses to our planet and work intensively to further reduce carbon emissions in our operations, as well along the value chain, through multiple initiatives around the world. These include switching to renewable energy, using a cold process in production and investing in more energy-efficient production technologies through product and packaging design.

We have set science-based targets to align with a pathway compatible with limiting global warming to 1,5°C and we plan to set ambitious Scope 3 targets in 2024. In 2023, our Scope 1, Scope 2 and Scope 3 carbon emissions for 2022 were calculated by a third party, to create a solid data base for our decarbonisation planning.

During the reporting period, we expanded our refill solutions, increased the integration of PCR plastic in our dispensers, developed plastic-free accessories as well as a pioneering mono-material pump dispenser, increased the share of FSC-certified paper in our packaging, and developed a paper backpack for samples. ↗ See the chapter Product responsibility by design for more information.

Product ingredients for beauty, health and nature



ADA products are developed with the health of people and planet in mind. Our formulas have a high share of ingredients of natural origin, and we avoid ingredients, such as mineral oil, microplastics, silicones and benzophenone UV filters, that are potentially harmful to the environment and humans and could cause allergies or other negative health effects.

The safety of our products is ensured through careful testing and evaluation of each new formulation. Many of our collections are also certified by independent certification bodies, such as COSMOS Organic, Fairtrade, or the Nordic Swan Ecolabel, and our entire product portfolio is Cradle to Cradle Certified® Silver.

Their strict criteria enable us to continuously phase out controversial ingredients and to go beyond current EU legislation before any upcoming raw material bans. ↗ See the chapter Product responsibility by design for more information.

Appreciation, protection and promotion of our employees



We attach great importance to fair, attractive working conditions and open interaction that is characterised by respect and appreciation along our entire supply chain. ADA firmly rejects child labour, corruption, and modern slavery. Our Group Code of Conduct was updated in 2023 to include all fundamental human rights, and our goal is that all ADA employees will be trained on this Code of Conduct by the end of 2024.

Some employees were trained on modern slavery in 2023, and we aim for more employees to attend this training, as well as anti-corruption training, during 2024/2025. In 2023, some employees also attended climate change awareness trainings, and our target is that 10% of our employees are trained in this topic by the end of 2024.

Supporting our employees and promoting their development is as important to us as continuously expanding health protection and occupational safety. In 2024, we plan to integrate a career section on our website, with all job postings in English. We promote diversity, equality and inclusion throughout the company. ↗ See the chapter Social responsibility for more information.

Our commitment to the UN Sustainable Development Goals

We are committed to the UN Sustainable Development Goals (SDGs) and to the Ten Principles of the United Nations Global Compact, and our ambition is to lead the way in transforming our industry towards sustainability.

We take the 17 SDGs into account in our business strategy, and have set additional focus targets as follows:



Good Health and Well-Being

We support Clean the World, an NGO that collects discarded hotel amenities and uses them to provide at-risk communities with access to soap and information about how to use it, thus helping to prevent hygiene-related illnesses. We also support initiatives that seek to improve human health, through removing plastic from our oceans and rivers (The Ocean Cleanup) and providing safer water (the Lango Safe Water project in Uganda). By reducing both the spread of water-borne diseases and the time spent collecting water, the latter project supports the SDG “Quality Education”, as it improves school attendance rates. The hygiene education projects run by Clean The World also support this SDG. The health and well-being of our employees is also very important to us, and we actively support this throughout the company. ↗ *See the chapter Social responsibility for more information.*



Gender Equality

The Lango Safe Water project has been proven to reduce gender inequality, as it is the first project to be certified under the Gold Standard’s Gender Responsive Framework. It thereby also contributes to the SDG “Reduced Inequalities”. Within ADA, we aim to analyse our pay by gender in 2024 and define actions to reduce any gender inequality accordingly.



Clean Water and Sanitation

We support The Ocean Cleanup, which works to rid the world’s oceans of plastic. We also support the Aqua Pearls Foundation created by Best Water Technology, our parent company. Additionnally we chose to support a similar project called The Lango Safe Water Project, which has provided 40,000 individuals with clean water access to date.



Affordable and Clean Energy

We use 100% renewable energy at our locations in Germany, Austria and the UK, while part of our energy at our Czech Republic site is also from renewable sources. We are assessing the feasibility of installing solar panels at our Malaysian plant in order to further increase our share of renewable energy.



Responsible Consumption and Production

Our entire product portfolio is Cradle to Cradle Certified® Silver. Selected ADA lines are also certified by the Nordic Swan Ecolabel, COSMOS Organic, the Vegan Society, and Fairtrade. Globally, 45% of our electricity is already responsibly sourced. We use Fairtrade certification in our portfolio, whose standards ensure a fair deal for producers. This also supports the SDGs “No Poverty” and “Decent Work & Economic Growth”. Our constant innovations in dispensers contribute as well to the SDG “Industry Innovation & Infrastructure”, while our robust whistleblowing system supports the SDG “Peace, Justice and Strong Institutions”.



Climate Action

Having calculated our corporate climate footprint in 2022, we set science-based targets (SBTs) to reduce our Scope 1 and Scope 2 emissions by 42% by 2030. We will set ambitious Scope 3 targets in 2024.



Life Below Water

We are a supporter of The Ocean Cleanup, a non-profit environmental engineering organisation that develops technology to extract plastic pollution from the oceans, and to capture it in rivers before it can reach the ocean.



Life On Land

We are committed to Pack4Good, an initiative by the NGO Canopy to defend and protect ancient and endangered forests. We also purchase FSC paper-based packaging globally and prefer recycled paper.



Partnerships for the Goals

We partner with Commit for Our Planet, Clean the World, The Ocean Cleanup and Canopy. We also support SapCycle, Unisoap and Clean Conscience, among other initiatives.

Product responsibility by design

A product portfolio developed according to circular principles

When developing new products and their packaging, we are guided by the comprehensive and ambitious Cradle to Cradle Certified® Product Standard, for which our product portfolio has been awarded prestigious Silver status.

The principles of circularity are imbedded into our daily work, and every new development follows our Eco Design Guidelines.

We prioritise natural and renewable ingredients for our formulations, and exclude ingredients of concern that could harm people or planet. We also continually optimise our packaging to minimise waste, maximise recyclability, and reduce our impact on the world around us.

Guided by strict and clearly defined standards

In 2023, we finalised our Product Ingredients Policy. This important document defines standards in regards to the management of ingredient-related topics. It has been sent to all our suppliers together with a request for acknowledgement.

The policy specifies ingredients of concern that we exclude from all our formulations:

- Parabens
- Mineral oils
- Microplastics
- Nanomaterials
- MIT & MCIT preservatives
- Silicones
- Lilial
- Benzophenone UV filters
- Formaldehyde releasers

As the market leader,

we recognise our responsibility
for consumer health, protecting
the environment and people
along our supply chain.

Our Product Ingredients Policy also contains the following sub-policies to define clear requirements for the type and sourcing of specific product ingredients and materials:

1. Raw Material Requirements for New Development Policy

All raw materials supplied to us for both product and packaging purposes must comply with the following requirements regarding chemicals: REGULATION (EC) No 1223/2009; California Proposition 65; the Registration, Evaluation, Authorization and Restriction of Chemicals (REACH) regulation; the absence of genetically modified organisms (GMOs); and a list of prohibited substances and substance classes.

2. Responsible and Sustainable Sourcing of Palm Oils Policy

We are committed to responsible sourcing of palm oil, palm kernel oil and palm oil derivatives, and have been a member of the RSPO (Round Table for Sustainable Palm Oil) since 2019. RSPO is a global non-profit organisation that sets global standards for sustainable palm oil, thus helping to minimise the negative impact of palm oil production on the local environment, wildlife and communities. Our three production sites in Germany, the Czech Republic and Malaysia are RSPO certified.

We work with all of our palm oil derivative suppliers to build a more sustainable global supply chain, and require them to be certified to the same RSPO standard as ADA (Mass Balance), or higher (Identity Preserved or Segregated).



We ensure the safety of our products through cruelty-free testing in our advanced laboratories

Each ADA production site undergoes an annual control audit, and a full audit every five years, to ensure compliance with the supply chain standards for Mass Balance. The independent audit verifies that the quantity of RSPO certified palm oil products sold does not exceed the quantity of RSPO certified palm oil products bought. A full audit took place in Germany and the Czech Republic in 2023, while our Malaysian site underwent a control audit.

More than 92% of our palm oil ingredients are RSPO certified. Our goal is to reach 100% by the end of 2025.

3. Non-Animal Testing Policy

The welfare of animals is of utmost importance to us. With this policy, we comply with the European Union Regulation (EC) No. 1223/2009 on cosmetics and do not conduct animal testing for cosmetic purposes, neither for finished products nor for the ingredients contained therein. These principles apply to all ADA activities worldwide, including research that is outsourced to third parties.

Natural and renewable ingredients, responsibly sourced

We are committed to continuously expanding our portfolio with products that make a clear and certified contribution to sustainability. Every new project at ADA is assessed for compliance with our Responsible Sourcing Policy and for its responsibility toward people and planet. ↗ See the chapter Social responsibility for more information about this policy, developed in 2023.

ADA products meet the highest standards for natural and organic cosmetics, and the ingredients we use are selected based on various parameters, including biodegradability. We choose ingredients with a high natural origin index wherever possible.

One of our new collections, which we began developing in 2023, takes our commitment even further, as the first ADA brand to feature 99% ingredients of natural origin across the entire product range.

External certification processes increase the accountability of our sourcing policies. In addition to our entire product portfolio being Cradle to Cradle Certified® Silver, certain formulations carry the Vegan Society trademark, and many of our products are also certified by COSMOS Organic, the Nordic Swan Ecolabel, or Fairtrade.

We have eliminated mineral oil, benzophenone-based UV filters and liquid microplastics from all of our formulas, in line with our goal to achieve this by 2023. We have also used 100% upcycled fragrances in our newly developed Native Nature product line, which uses essential oils from sources such as wood cuttings, giving a second life to formerly discarded materials and avoiding any felling of trees.

All our formulas are dermatologically tested. In 2023, we launched a hypoallergenic and fragrance-free extension to our popular Dermacare Sensitive line, which provides gentle care for even very sensitive skin.

Finally, the safety of all our new products is ensured through a series of assessments. ADA performs the following tests and documentation for this purpose:

- External safety assessment and microbiological tests
- Physicochemical stability tests
- Creation of Material Safety Data Sheets

Continually optimised product packaging solutions

Our Eco Design Guidelines ensure the principles of circularity are embedded in our packaging design. We integrate a maximum of recycled content, prioritise mono material-developments wherever possible, and assess our new packaging using the RecyClass online tool to ensure that its recyclability is optimal. The objective of RecyClass is to drive the harmonization of the methodology and the guidelines across the EU, both for the recyclability and the recycled content evaluation.

Following our commitment to the Canopy Pack4Good initiative in 2022, we began transforming our paper-based material purchases. We have been shifting from conventional paper packaging to recycled paper, and wherever possible FSC-certified paper. For example, our new dry amenities are packaged in FSC Mix paper sachets (EcoEssential) and FSC Recycled boxes (EcoGreen).

Our ultimate goal is to phase out all conventional paper purchases, choose mainly FSC-certified paper, and increase our share of recycled content – not only for our packaging, but also for our office-based purchases such as printer paper, napkins or catalogues. In addition, we aim for 100% of our transportation cardboard boxes to include recycled content by the end of 2026. This KPI is tracked every six months to ensure we remain on track.

Pack4Good also encourages the use of innovative materials. In 2023, we developed a Bio-Polyethylen tube made from 95% renewable resources (sugar cane and reinforced with wood waste) on the request of a client, as well as a glass bottle dispenser for another.

Our collaboration with our long-term partner Chopard took new sustainable steps forward during the reporting period, as we introduced our existing dispensers made from recycled PET, supporting the brand’s commitment to sustainable luxury. A stellar example in the world of luxury brands.

Dispenser innovations continue

ADA pioneered the first-ever dispenser system for hotel cosmetics more than 30 years ago, and our innovation in this field continues to this day. Our dispensers enable a 75% plastic saving compared to the use of small portions, and in 2023, we manufactured and sold 20% more dispensers and 33% fewer small portion bottles than in 2022. In order to offer even more sustainable solutions, we also began developing new refillable offers for our hotel partners. Our goal is to increase the share of our portfolio that is refillable, year after year.



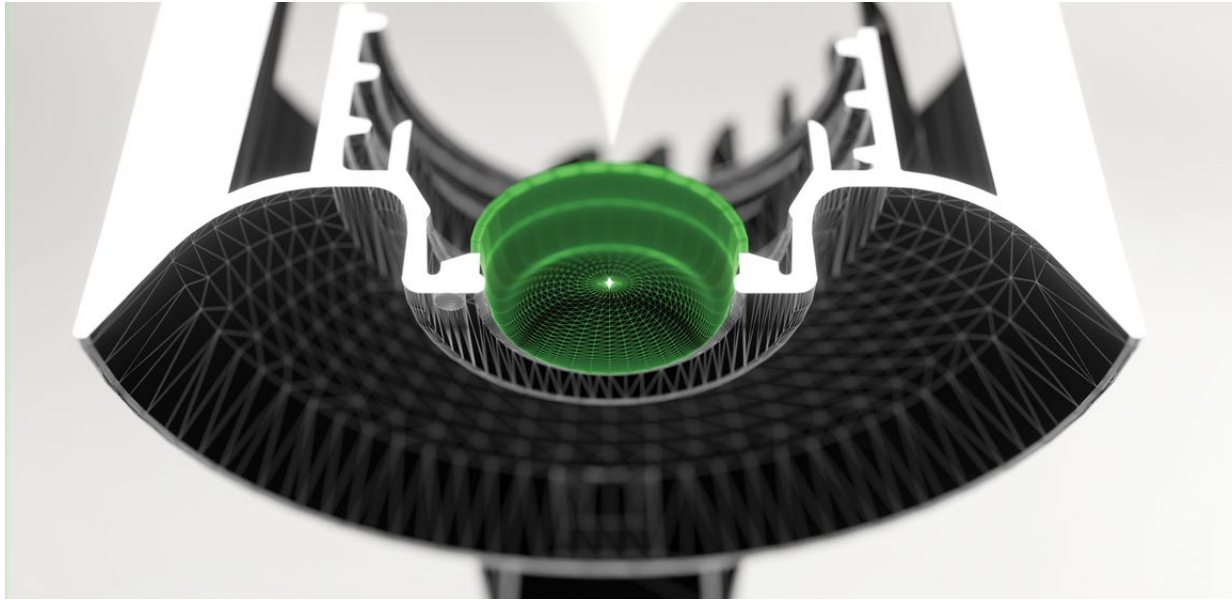
Eco-designed slippers

In 2023, following our Eco Design Guidelines, we began developing new accessories ranges to replace our existing lines, with the main goal of significantly reducing plastic in both product and packaging. For example, we completely redesigned our slippers to be 100% plastic-free – the slippers themselves will be made from natural fibres, while the primary plastic packaging will be eliminated and replaced with FSC Recycled paper and soy ink

Previously, slippers were wrapped in plastic packaging, and plastic was present in both the upper and soles. Now, packaging is made of FSC Recycled paper, and fabrics like cotton and cork or viscose and straw replace plastic in the slippers.



Product Innovation at ADA for maximum hygiene and guest health & safety



A step change in safety and sustainability.

At ADA, we pledge to be Surprising, Sustainable and Safe. Hygienic safety is a particularly high priority for both us and our clients.

While many hoteliers prefer classic pump dispensers, various studies since 2011 have shown that standard models can become contaminated with bacteria, and pose a health risk to guests. The source of the bacteria was thought to be the refill process, but this was unproven.

To investigate, in 2023 we commissioned an independent study from the renown Rhine-Waal University of Applied Sciences in Germany to determine the extent and source of bacteria in cosmetic dispensers. The study found contamination inside two thirds of the pump dispensers its researchers examined.



The results revealed that the refill process is not the cause of bacterial contamination in pump dispensers.

The source of the bacteria is a biofilm that forms in the standing water inside the pump body, which is drawn into the dispenser whenever the pump head is activated. Once inside, the biofilm continues to grow exponentially.

Dispenser systems that are squeezed and then release the liquid downwards are protected against back contamination - like ADA's SmartCare system. It ensures maximum hygiene due to its patented membrane technology.

Pump dispensers with a drainage system that separates air and liquid flow, preventing the accumulation of standing water in the pump head, are also safe. For example, ADA's advanced SHAPE dispenser with its patented integrated drainage system prevents any biofilm development due to standing water and thereby guarantees perfect hygiene.

➤ More information on the ADA Hygiene study is available on our website: <https://ada-cosmetics.com/dispenser-solutions/hygiene-study/>

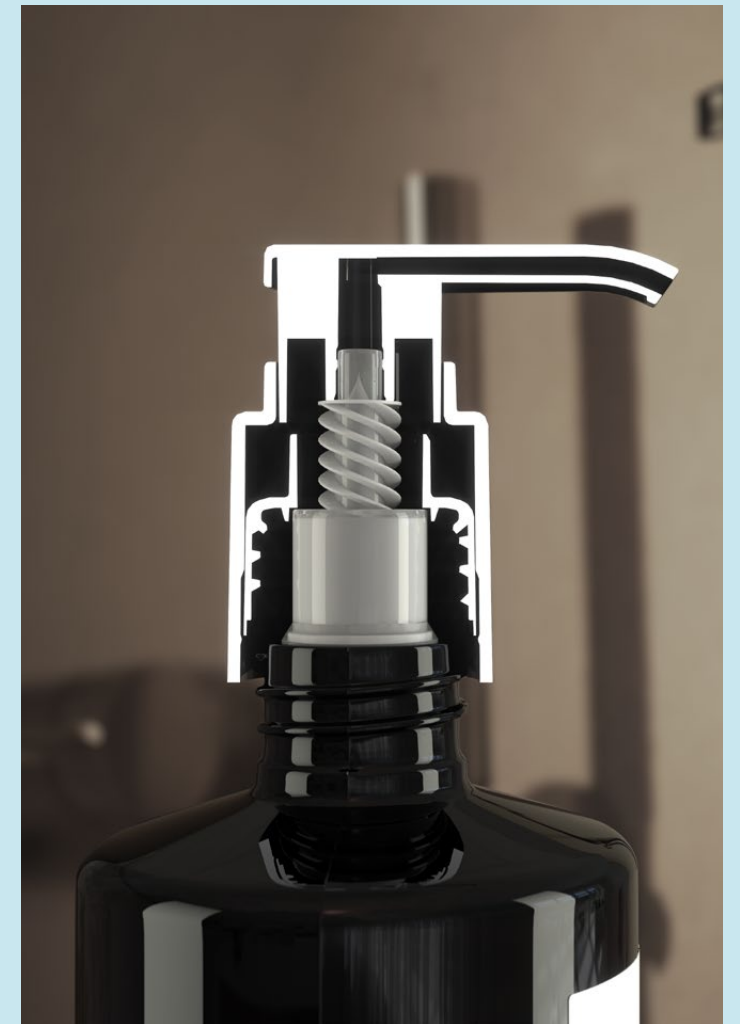
100%

hygienic protection and
completely recyclable

ADA has developed a new, state-of-the-art pump dispenser with a patented integrated drainage mechanism.

This game-changing design not only ensures 100% hygienic protection, but is also the first model of its kind to be completely recyclable – a step change in safety and sustainability alike.

The entire pump, including the interior technical parts such as the normally metal spring, is made from the same material (polypropylene), for optimal recycling. In addition, an innovative new locking feature eliminates the need for a plastic clip, saving three tonnes of plastic waste per year.



Environmental, Health & Safety management

Where safety and sustainability meet

Our comprehensive Environmental, Health & Safety (EHS) management system is crucial to fulfilling our obligations to people and planet alike. For such a system to be successful, it must consider the people it affects. At ADA, we seek to guarantee high occupational health and safety standards for our employees, while also reducing the impact of our business operations on our neighbouring communities. Our EHS management system was developed to improve the coordination between various factors in our operations, driving us towards more sustainability and increasing the general level of safety in the workplace. It is essential for compliance with legal requirements, and for controlling our daily activities. By regulating all processes, it serves to continuously improve our operations, especially in our production and storage facilities, where the hazards are classified higher.

ISO-certified production

Our production sites in the Czech Republic and Germany are certified according to ISO 9001:2015 and ISO 14001:2015. Furthermore, the occupational health and safety management system at our Czech production site is also certified according to ISO 45001:2018. At our site in Malaysia, certification of the management system based on ISO norms is scheduled to come into effect in 2025.

Protecting our employees

For ADA, safety in the workplace is an absolute priority. We have a focused occupational safety program to minimise the risk of accidents. Our health management system is geared towards serving the needs of our employees, raising awareness of risks, and contributing to the prevention of health problems.

Regular training and check-ups are an integral part of ADA's health management services, and we issued a new, global Health & Safety policy in 2023. 100% of our employees working in production and logistics have been trained on health and safety, reflecting the importance of this topic in higher-risk areas.

Protecting our planet

Looking beyond ADA's own operations, our Responsible Sourcing Policy defines the measures we take in cooperation with our suppliers to minimise the impact of our supply chain on the environment and society. Our main goal is to use resources as efficiently as possible.

While our main impact and leverage lie in product design and the careful selection of packaging materials and product ingredients, we also analyse and optimise our material use, waste and energy use in production, and prioritise lower-carbon methods of transport.

Energy use and GHG emissions

The ongoing decarbonisation of our corporate footprint is of utmost importance to us, and we conduct an annual analysis in this regard, covering all global activities and sites.

In 2023, supported by our sustainability consultancy agency, we once again calculated our Scope 1 and Scope 2 emissions based on the Greenhouse Gas Protocol (GHGP). This includes both direct and indirect energy-related emissions under our operational control. We also updated our calculation of emissions for the years 2021, 2022 and 2023. We were able to set science-based targets (SBT) for Scope 1 and Scope 2 accordingly, and aim now to reduce these by -42% by 2030, in line with the 1.5°C pathway of the United Nations Paris Agreement.

We also calculated our Scope 3 emissions for 2022 and we will soon define additional targets for this scope, against which we will measure our emissions as we take concrete action to reduce them. We will be able to report our full emissions to the CDP (formerly the Carbon Disclosure Project) from 2024 onwards and intend to calculate our whole scope of emissions in 2024 once more, to confirm our data accuracy.

We offset 100% of our gas emissions, choosing to support the Lango Safe Water project in Uganda. ↗ *More detail on this project can be found in the chapter on Social responsibility.*

Efficient use of renewable energy

As part of our efforts to reduce emissions, we continually work to both increase our share of renewable energy, and use energy more efficiently.

In Germany, ADA has been using energy from hydropower since 2012, and thus 100% renewable electricity for all office and production sites. Our Austrian and UK offices also purchase 100% renewable energy, and our Czech production site buys 350 kWh of renewable energy each year.

We will assess the feasibility of installing solar panels at our Malaysian production site, to further increase our global share of renewable energy and decrease our Scope 2 emissions.

The insulation of our office building in the Czech Republic, which will generate energy savings, was completed in 2023. We also completed the installation of LED lighting at our production sites and offices in Germany, the Czech Republic and Malaysia. Smart thermostats have been installed in the Czech Republic and Germany, to increase energy efficiency and decrease emissions.

We have equipped part of our label warehouse in Germany with a new shelving system, which reduces the use of our electric forklifts, conserving their battery capacity. ↗ *See the chapter on Social responsibility for full details of this project, which also improves ergonomics and productivity, while reducing the risk of accidents.*

In 2024, we will conduct an energy audit in Germany to define how we can increase our energy efficiency even more.



New shelving system installed in part of our label warehouse in Germany, reducing the use of our electric forklifts and improving ergonomics and productivity.

Efficient transport and local production

Avoiding shipment by air and manufacturing products locally enables us to reduce our transport-related emissions and thus our global corporate footprint.

Our three production sites – two in Europe and one in Asia – are complemented by third-party manufacturers around the world. This allows us not only to limit emissions, but also to serve our clients more quickly.

In 2023, we optimised our processes for transporting items from our external warehouse to our production site and warehouse in Germany. As a result, we reduced truck transport by 12% in comparison to 2022, lowering emissions and noise pollution, and reducing diesel consumption.

For upstream transportation, we mainly use train or boat, and avoid air shipment as much as possible. We have developed various dispenser components locally in Asia to supply the APAC region, rather than importing from Europe. For example, our SmartCare cap and bottle were fully locally sourced in 2023 for the first time.

Material use and waste

A pivotal aspect of our EHS management system is to reduce the creation of waste in our daily activities as much as possible.

In addition to following eco design principles and selecting packaging materials and product ingredients with care, we also permanently analyse and optimise material use, waste generation, and energy consumption in production, in order to improve our processes.

Reduce, reuse, recycle

In all of our production sites and offices, we collect and sort items for recycling by an external party (paper, glass, plastic, metal, empty printer cartridges, etc).

We continue to increase the proportion of dispensers versus small portions in our portfolio, manufacturing and selling 20% more dispensers in 2023 compared to 2022 and thus enabling significant plastic savings. ↗ *See the chapter Product responsibility by design for full details.*

In 2023, we assessed our risks with regards to material use and waste, and put several projects in place to reduce waste at our production site in Germany. One project enabled us to decrease the number of plastic bottles and caps that were discarded in our production lines, reducing the waste of caps by 59% and the waste of bottles by 89% compared to before the implementation of this project.

Globally, we produced 664 tons of waste in 2023, a decrease of

-20%

compared to the previous year

Water

Clean, fresh water is vital to ADA – as both the most important quantitative ingredient in our products, and an essential element of the production process, mainly for cleaning and disinfecting our equipment.

As part of our 14001 ISO certification, we continuously improve our water management, with the main goal being to reduce the amount of water we use. In 2023, water meters were installed at our three global production sites. This enabled us to collect more precise data, and set new targets to reduce our water consumption at our production sites, and also our offices. The data is recorded on a monthly basis, which allows us to detect and respond to any potential leaks swiftly. For example, in Malaysia, a total of 16 new water meters were implemented in different production areas, in order to assess the water consumption needed for our processes more precisely.

Efficient wastewater management

To minimise water pollution and contribute to clean water, wastewater management has been integrated into our operations. At all of our production sites, this process is compliant with local environmental laws and regulations.

In 2023, we tested our wastewater in Germany and the Czech Republic for phosphorus and nitrogen, to ensure we are not contributing to coastal eutrophication in these countries – a high risk according to the Water Risk Atlas Aqueduct. Our third-party manufacturers located in these countries have also been assessed, and they do not contribute to coastal eutrophication as they are using dry processes in their facilities.

In the Czech Republic, our in-house wastewater treatment plant processes wastewater in accordance with legal requirements before discharging it to the local treatment plant. This practice is not only of ecological benefit, but also increases cost efficiency,

To avoid wasting our IT equipment at our German headquarters, we sell old systems to a recycling company every year. We also reduce potential waste by virtualising our servers to decrease the number of physical server systems required, and harmonising our workplaces so that fewer devices are needed.

We have strict processes in place to deal with hazardous waste, and conduct training to make sure all employees are aware of how to handle it. A specific area is dedicated to hazardous waste to ensure it does not contaminate the ground, before it is disposed of by a specialised external certified party.

Best practice

Transforming surplus bottle caps

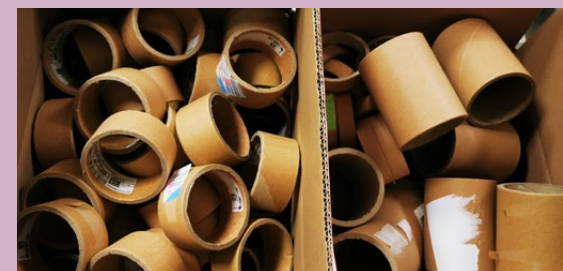
In 2023, we partnered with Clean the World to recycle more than 10 million bottle caps from our stock. This initiative enabled us to save more than 20,000kg of plastic waste, which would otherwise have been incinerated.

As a result, we decided to implement processes for each type of waste we might generate at our production site, in order to ensure we always prioritise reuse, recycling or donation, before resorting to incineration. This process will be integrated in our EHS management system in 2024.

Employee engagement in waste reduction

Initiatives to reduce waste are also proposed by our employees. In 2023, one of our purchasers based in Germany suggested that our empty sticker rolls, which are made of strong cardboard, be returned to the supplier for reuse, instead of being recycled.

This has resulted in a win-win situation: both ADA Cosmetics and our supplier have reduced emissions by reusing the rolls rather than immediately recycling them and buying new ones.



as the municipality's fees for wastewater treatment are lower when environmental requirements are met. In Malaysia, we treat our wastewater in-house before it is discharged to the local wastewater treatment plant. The treated wastewater is tested weekly for contaminants. In Germany, we ensure that our wastewater can be treated by the local authority. We have also continued a project that was started in 2021, identifying potential areas of improvement in order to reduce the quantity of wastewater we produce.

One project, realised in 2022, enabled us to completely remove the wastewater associated with demineralised water production. Two further projects, started in 2023, aim to reduce the large amount of wastewater resulting from the cleaning processes of our mixers and bulk storage containers.

Thanks to teamwork and our experienced Maintenance Team Leader, we were able to automatize the cleaning system for our containers. Now, the cleaning process is programmed according to the type of product that was in the container (shampoo, body lotion, etc), saving water and time in the cleaning process. Water consumption in the cleaning of our surfactant containers has been reduced by 50% compared to the manual process that was in place before.



One project concentrates on the wastewater used for our mixers, focusing on our 10-tonne surfactant mixer. This project will improve water use and save time.

This significant decrease in the amount of wastewater does not mean the project is over: it is a continuing work in progress. We are still testing to find the optimal temperature and use of water for cleaning each container. After the containers are cleaned, we need to disinfect them. Since 2016, our German site has used only stainless-steel containers, to avoid disinfectants and a rinsing process. Stainless-steel containers can be steam cleaned and disinfected in a single step, and are more durable than plastic. The final project concentrates on the wastewater used for our mixers, focusing on our 10-tonne surfactant mixer. We analysed

the different steps in each mixer cleaning process and wrote a program to improve the quality of the process, water use and time required. Our goal is also to simplify the process for our colleagues. While investigating the potential reduction of water needed for cleaning, we also identified a source of wastewater during the disinfection phase. This process will be changed, and we estimate that it will reduce our wastewater by approximately 90,000 litres per year (based on 2023 data).

In the Czech Republic and in Malaysia, our goal is to assess potential reduction opportunities by 2026, by drawing on the best practice observed in Germany. By 2028, we aim to implement a project that will positively impact local water or soil issues. We envisage integrating the participation of employees, and are aiming for long-term involvement.

Biodiversity and land use

The natural world provides us with the majority of our ingredients, as we aim to use raw materials that are of natural origin and plant-based wherever possible. As such, we strongly support the regeneration of nature and the preservation of biodiversity. In 2023, we began a Biodiversity Risk Assessment, to evaluate our impact on nature and how we can mitigate this, defining and prioritising actions accordingly. The assessment will be finalised in 2024 and will enable us to issue a Biodiversity Policy the same year. We also decided to lease part of our land in Germany to an energy supplier, in order for the supplier to temporarily store large construction parts for power lines. Once installed, these will enable wind energy from the North Sea to be distributed from northern to southern Germany.

To help preserve the world's forests, and fulfil our commitment to the Pack4Good initiative of the NGO Canopy we have begun the transition from conventional paper to FSC-certified paper, mostly containing recycled content, for many of the paper-based materials we purchase. This will continue in 2024, as we focus on the main purchases we still need to shift to recycled content and FSC-certified paper.



Credit: Sophie Wright

Increasing biodiversity at our headquarters

In 2023, we consulted with the “UnternehmensNatur” team – a project by NABU Baden-Württemberg and Flächenagentur Baden-Württemberg – to assess the impact of our headquarters in Kehl, Germany on biodiversity.

Various measures were proposed and implemented, such as allowing plants to grow freely. During the year, we harvested cherries and apples to share with our employees, provided shelter to hedgehogs, and prepared the ground for planting seeds in spring. As the seasons pass, we are patiently waiting to see the impact of the measures in place on biodiversity, and look forward to the continued evolution of this project as well as its possible extension to other ADA sites around the world.



Operational health and safety

The health and wellbeing of our employees is of utmost importance to us, and we regularly assess our workplaces in line with the latest occupational psychological and medical findings, to continuously improve safety and health protection.

Every workstation in production and administration is subjected to a thorough individual examination.

We hold regular risk assessments and monthly inspection days to check our work processes and procedures, supported by the knowledge of our on-site employees. When accidents occur, or risks are identified, new measures are put in place to reduce the possibility of recurrence.

We have appointed an external Fire Safety Manager at our German site. On a global level, we provide regular training to first aiders and fire safety assistants, ensuring that these individuals are available in sufficient numbers when needed. In addition, employees are trained as Safety Officers, to oversee day-to-day safety in our company.

In Germany, an external Health and Safety Officer attends the site on a weekly basis. We hold a quarterly meeting with the occupational officer, the company physician, the HR Manager responsible for Health Management and the works council to discuss risks, remedial measures, and progress. If necessary, further measures are initiated and implemented. All incidents are systematically registered and analysed in order to further improve prevention. At the end of each year, a report documents the health and safety team's assessment for ADA management.

In 2023, we organized an annual instruction day for the second year in Germany and the Czech Republic, with mandatory training sessions for all production and logistics employees on topics including waste handling, hazardous substances, emergency management and hygiene. For the first time, the instruction day in Germany included a CSR session introducing the topic of sustainability in general.

Together with the employers' liability insurance association, we regularly measure noise, exposure and other elements at various places on site at our German headquarters. The results are shared with employees and the works council. If necessary, corrective measures are identified and introduced together with the employers' liability insurance association.

We also organise regular health campaigns, in which all employees are invited to actively participate. To actively support our employees in leading a healthier lifestyle, we have established a Health Circle. This encompasses:

- Enhancement of the working environment and atmosphere
- Regular consultation with the occupational safety committee
- Support for reintegration after prolonged illness
- Prevention of work-related illnesses
- Social support
- Motivation to engage in sports activity

➤ Please see the chapter Social responsibility for further information on our employees and working conditions.



Sustainability training during our instruction day in Kehl, Germany.



A Health day took place in September at our headquarters, actively supporting our employees in leading a healthier lifestyle.

Social responsibility

Success founded in mutual respect and fairness

At ADA, sustainability comes to life through the actions of our employees. We depend largely upon them to ensure our progress, which is why providing good working conditions, and an open environment defined by respect and appreciation, is so important to us. The skills, expertise and dedication of our people help to shape the future of our company, and we encourage them to have a voice in decision-making.

Our belief that successful cooperation is grounded in mutual respect and fairness also extends to our customers, suppliers, and surrounding communities, including the families of our employees. In all these relationships, our commitment to social responsibility shapes our actions every day.

581_{people}

(FTE-based) worked for ADA at 16 locations around the world in 2023

581 people worked for ADA Cosmetics at 16 locations around the world in 2023. Our goal is to be a company with high employee satisfaction, where colleagues stay for years, developing their skills and experience as they grow with us. Currently, employees stay with us for an average of 6.8 years.

A deep and broad commitment to human rights

The United Nations Guiding Principles on Business and Human Rights, the standards of the International Labor Organization (ILO), and the OECD Guidelines for Multinational Enterprises are at the heart of ADA's commitment to human rights and fair working conditions.

We also support the Ten Principles of the United Nations Global Compact (UNGC) on human rights, labour, the environment, and anti-corruption, and our **Human Rights Policy** statement has been updated with this commitment.

We are committed to making the UN Global Compact and its principles part of the strategy, culture, and day-to-day operations of our company, and to engaging in collaborative projects which advance the broader development goals of the United Nations, particularly the Sustainable Development Goals (SDGs). ↗ *See the chapter Strategy and Governance for more information on the SDGs and how we have integrated them into our business strategy.*

We also updated our **Group Code of Conduct** in 2023 to include all fundamental rights, including the rights of indigenous and rural communities to their territories, land and resources, and their right to give or withhold their free, prior and informed consent (FPIC) before any logging or cultivation takes place. These core values are extremely important to us, and we will therefore conduct internal trainings to ensure all employees understand our core values in this regard.

We also respect FPIC in the palm oil supply chain, and in this context our three global production sites are all certified by the Roundtable on Sustainable Palm Oil (RSPO). This global certification system requires ADA to demonstrate compliance with strict RSPO standards for sustainable palm oil. We must complete a thorough and continued verification process through a systematic annual audit, as well as maintain and improve our compliance status, reflecting continuous improvement.

Through **RSPO certification** we support human rights issues including the protection of workers' rights and enhanced productivity, a reduction in workplace accidents, and small-holder inclusion.

Alongside this, we also comply with **Fairtrade** standards and FLOCERT requirements for the cane sugar, nuts, oilseeds and oleaginous fruits that are included in our Fair CosmEthics line. By doing so, we contribute to decent working conditions and a fairer deal for farmers and workers in developing countries. ↗ *See the chapter Product responsibility by design for more information.*

Working towards sustainable supply chain solutions



Identifying and mitigating risks in our supply chain is extremely important to us, and with this in mind, ADA joined Sedex in 2023.

Our pledge to respect human rights is reflected in our comprehensive **Responsible Sourcing Policy**, issued in 2023. It brings together several documents including our **Human Rights Policy**, our **Supplier Code of Conduct & Ethics**, our **Environmental Policy**, and our **Product Ingredients Policy**, and has been sent out to our suppliers for their signature. All new suppliers must sign the policy, and provide non-animal testing certification, before working with us.

Identifying and mitigating risks in our supply chain is extremely important to us, and with this in mind, ADA joined **Sedex** in 2023, a global non-profit organisation working with businesses to promote sustainable supply chain solutions.



This membership has already enabled us to assess inherent risks linked to the countries of our suppliers and our industry.

In 2024 we will deepen this analysis with the support of our suppliers, who will share the results of their self-assessments and their third-party SMETA (Sedex Members Ethical Trade Audit) reports with us.

The initial goal is to focus on our biggest suppliers located in high-risk countries, and to work closely together with them as they evaluate and mitigate risks through corrective action plans. Thanks to our Sedex membership, we will have an overview of risks in our supply chain and be able to monitor them. This process, integrated into our ISO process, will be reviewed and improved regularly to ensure stability.

In 2024 we also aim to update our **Human Rights Policy** statement with commitments, measures and timelines to reduce potential risks in our supply chain. To be able to assess the sustainability performance of our suppliers, we have put two new processes in place: an updated scorecard, and a new onboarding process.

Our existing **supplier scorecard** was updated in 2023 to include sustainability criteria. These include for example, having a Code of Conduct in place; employee training on human rights; and calculation of Scope 1, 2 and 3 emissions. This will enable us to evaluate the performance of our suppliers more thoroughly, ensuring that their level of sustainability is accounted for in their global scoring. The final score will be reflected in the supplier's award level: Bronze, Silver, Gold, or Platinum. We will start assessing our biggest suppliers in 2024.

We created a new **supplier onboarding process** to make sure we gather all important documentation from our suppliers, such as non-animal testing certification, and better understand their sustainability journey. This includes collecting general information about the supplier's activities, factories and certifications, and the completion of a CSR questionnaire.

The following principles are firmly anchored in our strategy, our culture, and our day-to-day business:

Fair and healthy working conditions

Our aim is to create an inspiring, safe, and welcoming working environment for all, with a collegial atmosphere, fair working conditions and salaries, and additional benefits. We seek to attract new talent, while offering our current employees long-term security and prospects.

- Protection of and respect for internationally proclaimed human rights
- Fair remuneration and decent working hours
- Right to freedom of organization and collective bargaining
- Abolition of all forms of forced or compulsory labour
- Abolition of child labour
- Elimination of discrimination
- Safe and healthy working environment

They are reflected in our Human Rights Policy, our Code of Conduct, and our Responsible Sourcing Policy. We adhere strictly to all local health and safety regulations at our sites around the world.

Our ADA Health Program offers a wide range of benefits locally. This program includes flexible work schedules, the possibility to work from home, company health and leisure activities, outdoor recreation opportunities, and other benefits at our various locations.

The company's internal 'Health Circle' is dedicated to the physical and mental well-being of our employees.

In 2023, we created a **Menopause Policy** detailing best practices, and provided our first menopause awareness courses to our UK staff. We believe it is important to support all affected employees through every stage of their menopause journey. Early and regular conversations to understand their needs can help us ensure such support, and establish best practices. Our goal is for our staff to be able to do their job effectively and be happy at work.

In Germany, employees have formed works council committees. Specific topics – such as occupational health, safety and training opportunities – are discussed in special committees. These include the Economic Committee, the Safety Committee,

and the Data Protection Committee. At our German site, we have negotiated several agreements with the Works Council to strengthen the interests of employees and their safety. They regulate the rights, obligations and binding standards for staff, and include the following topics: sensitive handling of employee data, remuneration arrangements, working models and hours, use of private electronic devices and telecommunications services, agreements on aptitude tests, prohibition of addictive substances, and agreements on special leave. The president of the Works Council meets with Chief Human Resources Officer on a weekly basis to discuss all pending topics.

ADA has also introduced a feedback mechanism for employees. By conducting employee surveys, we can measure our progress. The survey results from 2021 were provided by an external consultant who has been managing our company's social issues monthly for over ten years. A new global survey will be carried out in 2024-2025. We will analyse the results to put in place measures that increase employee satisfaction.

We will also analyse the KPIs in our annual Health & Safety Report and put measures in place to reduce accidents in the workplace. Our goal is to reach zero accidents, permanently. If an accident does occur, it is documented, and action is taken to ensure we learn from the incident.

Any issues detected by local HR Managers are reported to our expert in social responsibility, who communicates them to the Chief Human Resources Officer, who also leads CSR.

We also conduct annual performance reviews with our employees. Reflecting on constructive feedback and addressing deficiencies identified through feedback channels is an important concern for ADA.



Our internal Health Circle is dedicated to the physical and mental wellbeing of our employees.



A new electric conveyer belt for parcel shipping was integrated into our warehouse processes in Kehl, Germany. The benefits for employees are enormous.

Many changes occurred in our German warehouse in 2023. We equipped the labelling section with a new shelving system, which improves ergonomics while increasing productivity. Workers no longer need to bend down, as the shelves can be easily extended, and labels quickly collected.

A new electric conveyor system for parcel shipping was also integrated into our processes. Parcels no longer must be pulled or pushed over a long distance: thanks to new electric conveyor belts and an electric telescopic conveyor belt, they are transported directly into waiting trucks. ↗[See the video](#)

The benefits for employees and warehouse productivity are enormous. Employees no longer must transport pallets weighing 300-500kg to trucks using electric floor vehicles, or manually lift and load the packages from the pallets into the trucks. Battery wear of our forklifts is significantly reduced.

From various projects in the production area, and following staff discussions and surveys, it became clear that a standardized and differently structured working environment for staff would enable greater efficiency, better communication, and clear responsibility. The team in Germany therefore decided to introduce the famous Japanese organisation methodology: 5S.

5S is a lean management method that is used to improve organisation in workplaces and work areas, to reduce time wastage and make work steps more efficient. For example, it ensures that employees find their work tools and materials in the right place, quality and quantity. The goal of lean management is not only to improve economic performance, but also to create synergies between economic performance and employee motivation through decent work, learning, and developing a sense of innovation, responsibility and communication.

Climate change awareness

To act and build solutions, we first need to deepen our understanding of the climate change issue. With this in mind, we organised climate change awareness trainings in 2023 with La Fresque du Climat. This pioneering organisation provides the collaborative Climate Fresk workshop, which teaches the fundamental science behind climate change and empowers participants to act.

This powerful workshop was offered to 22 employees from different departments in our German location, enabling them to better understand the challenges we are facing today. The three-hour session was followed by another two-hour Eco Challenge session from Little Big Impact, which focuses on how individuals can take action to reduce their environmental footprint. All our employees in Dubai and the UK also completed external climate change awareness courses in 2023, bringing the number of employees trained globally to 49 (7%).

Our regular corporate social responsibility newsletter further increases awareness of sustainability and social responsibility among all employees.



In 2023, "Climate Fresk" workshops were held at our headquarters in Germany to raise awareness of climate change.

Training and education

We support the personal and professional development of our employees. By offering them training and education opportunities, we enable our people to grow and respond to the ever-changing requirements of our industry – simultaneously ensuring the continued success of our company.

ADA employees are offered a wide variety of trainings via external consultants, as well as employee-to-employee trainings. In 2023, the company invested more than 109K€ in training with external consultants and in educational programs to develop employees' skills. Team building events also take place every year at our locations in the UK and the Middle East.

During this period, all employees working in our production area were trained by their colleagues in the 5S methodology. This training included an explanation of the 5S philosophy, its benefits and implementation, followed by the practical application of the methodology in the daily workplace. In addition, five employees attended additional, more in-depth training which equipped them to reinforce the 5S methodology in everyday work and actively support their colleagues in 5S tasks.

Across ADA Group, we also invest in the young professionals who will shape the future of our industry. For example, in Germany, 13 new apprentices were recruited in 2023 in the fields of IT, logistics and production. We also work very closely with the Berlin School of Economics and Law, where in 2023 we cooperated on three bachelor's degree topics.

Introducing ADA Academy

In 2023, we developed the concept of our **ADA Academy**, which will provide trainings for all our employees worldwide. A yearly global training plan will be published at the beginning of each year, with training covering ADA products, innovations, processes, CSR, and health & safety.

ADA Academy was launched at our annual Kick Off conference in January 2024. A dedicated consultant is responsible for the trainings and their content. Our goal is to increase the number of employee trainings in 2024 and beyond through this new platform.

ADA Academy enables us to keep track of the number of trainings attended, as well as the knowledge gained. We intend to develop an employee onboarding section in ADA Academy, to ensure this.

Diversity and inclusion

Our commitment to promoting diversity, equity and inclusion is rooted in our respect for human rights. We are proud to employ individuals from 28 different nationalities as of 2023, reflecting the rich tapestry of cultures and perspectives within our organisation. We reject discrimination in any form, be it based on gender, colour, ethnicity, language, belief, political or any other opinion, membership of a national minority, status, birth, disability, age, sexual orientation, or other personal or social circumstances. We recognise the enormous benefits that a diverse workforce can bring to our performance, and our goal is to make diversity and inclusion a hallmark of our company.

In 2023, we began to work on a **Diversity and Inclusion Policy**, which will be issued in 2024. This policy will highlight:

1. Our commitment
2. Scope of the policy
3. Employee responsibility
4. Management responsibility
5. Reporting mechanisms

We offer work-from-home, hybrid and flexible working time models designed to help employees balance professional duties with the demands of their private life.

In 2023, our workforce consisted of 53% women.

54%

of all management positions were held by women

We have put a process in place to **review wages** throughout the group annually, with a control by head office in place to ensure no employee receives below the minimum wage. **Standardised hiring and onboarding processes** with flow charts are also in place, to ensure all staff around the world are treated equally.

Any employee who has been on sick leave for more than six weeks in a single year is offered a Return to Work meeting, something that we view as part of our duty of care regardless of the length of the absence. In 2024, we will also train our management team in how to help such employees re-integrate their position in the company.

To combat discriminatory behaviour of any kind, we have a defined process for identifying and resolving potential incidents. Our **Grievance Procedure** promotes a thorough, swift, and satisfactory resolution to any issues raised by the affected party, whether an employee or stakeholder, in the first instance.

To complete our grievance procedure, we have also launched a whistleblowing system, which allows our employees and stakeholders to report any suspected wrongdoing, anonymously if they wish. More information can be found in the chapter Strategy & Governance.

At our headquarters in Kehl, Germany, we cooperate with the ‘Hanauerland Werkstätten’. This recognized facility for people with disabilities aims to promote inclusion and empowerment for all. In 2023, ADA ordered more than 175,000 products that were processed or manufactured by the employees of the Werkstätten – an order that supports the facility for an entire year.

We also developed an **Equal Employment Opportunity (EEO) statement**, to reaffirm our desire to include everyone in the hiring process. This statement is available on our website in the careers section.

Our goal is to measure the diversity and inclusion of our employees by monitoring KPIs related to age, gender, nationality and disability, and set targets accordingly. This monitoring will be carried out according to the available information and in compliance with data protection legislation. As part of our engagement with a culture of diversity, we are also planning to launch a corporate social network to connect employees from diverse backgrounds and different areas of expertise.

In 2024, we will create a Diversity and Inclusion gap survey, to help understand where we need to further improve from entity to entity.

Community involvement

As a global company and a market leader in our industry, it is important to us to consider the welfare of the regions and communities in which we operate. We want to make a lasting and positive impact. One of the ways we do this is by joining and supporting community initiatives around the world.

In 2023, we participated in World Clean Up Day for the second time, with the support of all our entities around the globe. This voluntary activity was a great success, and enabled us to raise awareness about waste and the importance of sustainability at work, while also promoting social cohesion within the company.



Our ADA team based in the UK participated in a Clean Up Day with the municipality. A real success!

ADA Cosmetics also donates and provides support to our surrounding communities. During the reporting period, we made donations in kind in the form of more than 41 tons of body cleansing and care products to 19 different organizations worldwide, such as local food banks, as well as donating to charities, local communities, and NGOs around the world.

ADA Cosmetics donates and provides support to our surrounding communities

For the past 11 years we have supported the Oberlinhaus in Kehl and Achern, close to our global headquarters. The Oberlinhaus is a safe space for children aged 6-16 who are from socially disadvantaged backgrounds, or who arrive in Germany as unaccompanied refugees. They either live at the Oberlinhaus permanently, or are cared for there on a half-day basis. Each year, ADA collects the children’s wishes and hangs them on the company Christmas tree. Employees can then buy a child a gift that they wish for.



Every year, ADA employees help make the wishes of children from socially disadvantage backgrounds come true.

Other examples of our social commitment include financial support for sports clubs in Germany, food banks in the Czech Republic, and homelessness associations and hospitals in the UK. We have also been working for decades with the French association Esperance, to whom we donate goods that are then redistributed, including to orphanages in Romania and Ukraine. In 2023, in response to devastating earthquakes in Turkey, Syria and Morocco, we pooled the aid offered by our employees through local partnerships with non-profit organizations. Together, we donated a range of relief supplies such as cosmetics and hygiene products, as well as warm winter clothing.



In 2023, we donated more than 11 tons of hygiene goods to the initiative Esperance which they delivered along with clothes to Turkey, Syria and Morocco.

Greengage

We also began a new partnership with Greengage, which seeks to inspire and empower organisations to create meaningful change to fight the environmental crisis. Greengage supports organisations on their sustainability journey, from measurement of carbon output to waste management. Working mainly with hotels and meeting venues, it offers an accreditation system called ECOSMART. Greengage has chosen ADA Cosmetics as its preferred manufacturer of sustainable hotel toiletries.

In 2023, we continued working with the NGOs Unisoap in France and Sapocycle in Switzerland, both of which collect and recycle used soaps from hotels. Our UK entity has been working with Clean Conscience since 2015, donating goods that are close to their use-by date. This initiative focuses on reducing the sector’s carbon footprint by reclaiming and redistributing surplus or redundant assets from manufacturing companies. Its motto is: “nothing goes to waste”. Beneficiaries include food banks, the NHS, and the Kori Development project.



ADA Cosmetics supports water projects

We are supporting the Aqua Pearls Foundation, a non-profit private foundation initiated by BWT and its CEO Andreas Weissenbacher in 2016. We also support the gender-responsive Lango Safe Water Project (see next page).



Women and children from the Lango region spend hours every day collecting water from unsafe sources, and firewood in order to boil it.

Lango Safe Water Project

In 2023, ADA offset 100% of its emissions related to gas consumption for the whole group through the purchase of Gold Standard carbon credits (<https://marketplace.goldstandard.org>) We chose to support the Lango Safe Water project in rural Uganda, the first project to be certified under the Gold Standard's Gender Responsive Framework, which means that it has been rigorously assessed to reduce gender inequality. Access to safe water is a major challenge in this region. Families are forced to use unsafe sources such as streams, boiling the water to make it safe. They collect and burn firewood to do so, which places pressure on dwindling forests and produces CO₂ emissions.

- Since its implementation in 2019, the project has achieved –
- a reduction of 50,000 tonnes of CO₂ emissions per year.
 - 40,000 individuals now enjoy clean water access, reducing the incidence of waterborne illness, and each household saves almost four hours per week previously spent collecting water – a burden that mostly fell on women and young girls.
 - School absenteeism has been reduced due to less exposure to waterborne diseases and less time spent collecting water.
 - The local Water Resource Committee now has almost equal female to male representation, while reported incidents of domestic violence related to water collection have dropped to zero, compared to 35% prior to the project start.

More information on this project is available in the Gold Standard Impact Registry <https://registry.goldstandard.org/projects/details/1542>

Our Malaysian production site also chose this project to offset 20% of its greenhouse gas emissions linked to its 2023 electricity consumption.





Credit: The Ocean Cleanup – Excavators removing trash from the Interceptor Barricade in Guatemala, Rio Las Vacas (July 2023).

The Ocean Cleanup

We are an independent supporter of The Ocean Cleanup, a non-profit environmental engineering organization based in the Netherlands. Founded in 2013, The Ocean Cleanup works tirelessly to rid the world's oceans of plastic, thus creating a safe and secure environment for marine species. Extracting plastic pollution from the oceans has a positive impact on sea life that would otherwise carry toxic pollutants into the food chain. ADA supports the work of the NGO and is fully committed to its goals.



We partner with initiatives like Unisoap and Sapocycle, which recycle used soaps and donate them to people in need, saving lives every year.

Unisoap

Unisoap is a French association with a mission to collect and recycle used hotel soaps to give underprivileged communities access to hygiene. With over 410 partner hotels, and 60,000 bars of soap distributed to date, the non-profit organisation has already helped 150,000 people.



SapoCycle

SapoCycle specialises in the collection of discarded soaps from hotels, subsequently repurposing them into life-saving products. Through a meticulous process overseen by adults with disabilities, these recycled soaps are then distributed to enhance sanitary conditions for families in need. Notably, SapoCycle has developed a stringent and transparent process for recovering and transforming used soaps, operating locally in each country to maximise impact. This commitment to local engagement ensures efficient collection, recycling, and distribution, reflecting Sapo Cycle's dedication to sustainability and community empowerment.



ADA's contribution to the hotel industry

Introducing recycling initiatives to our hotel partners

In 2023, ADA invited several hotel partners to join Clean the World's Global Hospitality Recycling Program, therefore enriching the experience of eco-conscious travellers around the world.

One such partner is Hotel Kapellerput, based in Heeze-Eindhoven, the Netherlands. Kapellerput has always placed sustainability at the heart of its operations, and is committed to environmentally responsible practices including recycling, waste reduction, energy efficiency, and ethical sourcing. Fair Trade and Nordic Swan Ecolabel-certified cosmetics in ADA dispensers are offered in the hotel's bathrooms – helping to provide unforgettable stays for guests while protecting the planet.



Hotel Kapellerput, based in Heeze-Eindhoven, the Netherlands.

Through Clean the World's Global Hospitality Recycling Program, Kapellerput is able to go beyond its environmental goals and help create lasting change in the industry by collecting its empty cosmetic dispensers and sending them to Clean the World's European Operational Center in The Netherlands, where they are recycled.



Clean the World is a global leader in environmental and social impact solutions, which aims to make the world a better place by diverting soap bars and plastic amenities that the hospitality industry would otherwise send to landfill and recycling the collected soap into new bars. By doing so, Clean the World helps reduce pollution, save water and decrease the carbon footprint of thousands of hotels globally, while helping improve the lives of women, children, and communities by donating the new soap bars to global NGOs, such as The WASH Foundation.

ADA Cosmetics is also proud to support The WASH Foundation by donating small portion bottles for use in the organisation's hygiene kits, which are distributed to people in need including victims of floods, hurricanes, wars, fires and earthquakes, as well as homeless people.



Supporting the hotel industry
in changing times

With increasing numbers of tourists worldwide, and the environmental and social challenges that result, it is more important than ever to travel in an environmentally conscious and responsible way. It's not just about emitting less CO2, but also about protecting local ecosystems, supporting the local economy and preserving cultural traditions.

The fact that sustainability has ceased to be a niche interest is demonstrated by the establishment of numerous tourism labels worldwide, intended to help travellers recognise sustainable offers more easily. These certificates show that actors in the hospitality industry are continuously striving to reduce their ecological footprint, offer fair working conditions and contribute to the preservation of local culture.

Sustainable
travel

is an essential part of a
responsible approach to
our world at large.

The establishment of a “sustainability contract” between the guest, the hotel and its suppliers is essential in order to implement the necessary changes. It is not about doing more or less, but about a “different and better” approach. As a long-standing partner of the global hotel industry, ADA Cosmetics is committed to this goal, and pursues it consistently and comprehensively. Throughout its almost 45-year history, ADA has sought to support its hotel partners in every way possible, and the company has developed its offer in response to the industry's evolution.

In May 2023, ADA Cosmetics was named as one of three finalists for Product Innovation of the Year by the German Hotel Association (IHA) – a competition that promotes practical and innovative product developments for the hotel industry. The IHA is the trade association for the hotel industry in Germany, with around 1,650 members from all hotel categories.



One of our most sustainable line “Think, Act and Live Responsible”

For its entry, ADA Cosmetics presented a holistic concept that demonstrated its developments in terms of the circular economy, guided by the Cradle to Cradle philosophy. This included a variety of product innovations that pave the way for future developments.

Being one of three finalists was a great achievement and a source of immense pride for the company!

OUTLOOK



Outlook

Thank you for reading our 2023 Sustainability Report. As we conclude our review of the past year, now is the time we look forward, to 2024 and beyond. We are conscious that the success of our company and the health of our planet are intertwined,

and that being an environmentally and socially responsible business is a journey of continuous improvement. As a Group, we strive every day to become better. In 2024, we will focus on the following:

Sustainability management and governance

The overall goal is to systemize our sustainability management, developing a governance system with robust processes and responsibilities as well as improving data quality and availability. We will continue to work towards compliance with the new Corporate Sustainability Reporting Directive (CSRD). This process will include conducting a double materiality assessment, which will help us define the material topics we will be required to report on. Our aim for next year's report is to further align with the new disclosure requirements set forth by the regulation.

Innovation

Guided by the principles of eco design, we will continue to develop innovative products with circularity and sustainability in mind.

Responsible sourcing

We will continue to increase the share of RSPO-certified palm oil in our ingredients, with a target of reaching 100% by the end of 2025.

Climate strategy

As we continue to integrate sustainability into our operations, in 2024 we will finalize our corporate carbon footprint and aim to set science-based targets for our Scope 3 emissions.

Social responsibility

We will update our Human Rights Policy with a clear strategy to mitigate human rights risks in our value chain.

We are looking forward to sharing the progress we make in 2024 with you in our next Sustainability Report, which will be published by mid 2025.

A more sustainable future is within our reach, and we are excited to get there together.

ADA Cosmetics CSR Team

Conscious choices, trip by trip.

Appendix

About the report

About the report

Within the report, we provide information on our strategic priorities and alignment with frameworks and norms of responsible business conduct and corporate sustainability.

The content of the report is divided into four main chapters: 1) Sustainability strategy and governance, 2) Product responsibility by design, 3) Environmental, Health and Safety management and 4) Social responsibility. These chapters outline the key sustainability challenges in relation to our business and the respective management approaches adopted by ADA Cosmetics.

Aim of the sustainability report

We aim to report solidly and transparently and, at the same time, also inspire our stakeholders to take an interest in our evolving approach and journey. In order to progress towards sustainability, a quantifiable, transparent and thus accountable management and performance is essential. The report outlines our goals, commitments and achievements, as well as measures in place and planned to progress towards sustainability. With this, the report provides new impetus for discussions with our employees, customers and business partners, further stakeholders and the interested public.

Alignment with reporting frameworks and standards

We aim to focus on what is important and comprehensively address topics of relevance. Based on a materiality assessment conducted in 2022, the content for our report was defined based on our impacts and arising responsibilities, their business relevance and central expectations of our stakeholders. ADA is not legally required to disclose but issues the report voluntarily. Our reporting approach is based on the internationally recognised guidelines of the Global Reporting Initiative (the GRI Standards). Furthermore, our reporting content reflects the following standards and frameworks where ADA participates: the UN Global Compact, EcoVadis and Cradle to Cradle. We aim to measure the report against the specified requirements of the above, to further develop it and enable comparisons. In our second voluntary report, we increasingly align with the reporting obligations defined by the EU Corporate Sustainability Reporting Directive (CSRD).

Reporting period and frequency

Our second report refers to the business year 2023 (January 1, 2023, to December 31, 2023). The editorial deadline was 24th of June. ADA publishes a sustainability report every year.

Reporting boundaries

The statements and information given in this report always refer to the entire company, including all subsidiaries under operative control (see II Company Profile). Restrictions in the scope of this report are noted in the appropriate places and result from the current state of data availability. All of our business unit locations are to be successively included in the report and we are developing the data basis accordingly.

Contact

We welcome questions and feedback regarding our report.

Please contact Agnès Clément, who is responsible for the management of the reporting project:

Agnès Clément
Corporate Sustainability Manager
agnes.clement@ada-cosmetics.com

Indicator table

For the 2023 Sustainability Report, we have started aligning our KPIs on ESRS data points.

Company Profile

All the following KPIs are in orientation towards ESRS E2 General Disclosure

| Data Point | Unit | 2023 | 2022 | 2021 |
|---|------------------|-------------|-------------|------------|
| Number of executive members | Number | 5 | | |
| Number of non-executive members | Number | 663 | | |
| Board's gender diversity ratio | Percentage | 20,0 | 20,0 | 16,7 |
| Percentage of independent board members | Percentage | 0 | 0 | 0 |
| Total number of employees | Head count | 668 | 635 | 585 |
| Number of employees | FTE-based number | 581,5 | 622,9 | 565,8 |
| Total revenue | € | 119.628.828 | 116.691.517 | 78.499.784 |
| Production sites | | 3 | 3 | 3 |
| Offices | Quantity | 10 | 10 | 10 |
| Business clients ² | | 16.949 | 17.537 | 15.704 |
| Business clients and end consumers ¹ | | 32.462 | 32.737 | 32.618 |

Presented indicators covers ADA Group including all subsidiaries. Record day is December 31 of each reporting year.

¹ Includes hotels and industry businesses with online sales to end customers.
² Includes hotels and industry businesses without online sales to end customers.

List of active licensed brands

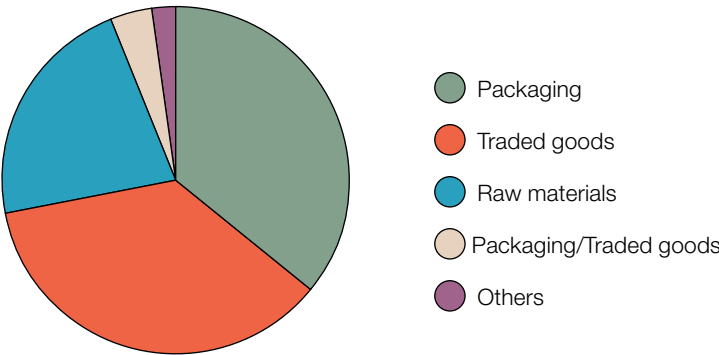
- Amouage
- Argentum
- Asprey
- Balmain
- Bogner
- Chopard
- Elemis
- Esteban
- Hermès (contract manufacturing)
- Lalique
- Luis Trenker
- Penhaligon’s
- Perfurmer H
- Soapsmith
- The White Company
- Bvlgari
- Argentum
- Marie-Stella-Maris

List of own brands

- Aqua Senses
- Pure Herbs
- Eco by Green Culture
- Fair CosmEthics
- Hydro Basics
- My Forest Friends
- Be different
- Naturals
- Naturals Remedies
- Eco Boutique
- The Perfumers Garden
- Think, Act & Live Responsible
- DermaCare
- Absolute Nordic Skincare
- Spirit of travel
- V-Stop

| Indicator | 2023 |
|---|---|
| Supply Chain | In 2023, more than 80% of purchases (in value) were made in 4 main countries: <ul style="list-style-type: none">– 29 % in China– 28 % in Germany– 13 % in Czech Republic– 11 % in Malaysia |
| Main types of supplies (by value spent) | <ul style="list-style-type: none">– 36 % Packaging– 36 % Traded goods– 22 % Raw Materials– 4 % Packaging / Traded goods– 2 % Others |

Main type of supplies



Indicator table – Sustainability strategy and governance

Political influence and lobbying activities

All the following KPIs are in orientation towards ESRS G1 Governance

| Data Point | Unit | 2023 | 2022 | 2021 |
|---|------|------|------|------|
| Financial political contributions made | € | 0 | 0 | 0 |
| Amount of internal and external lobbying expenses | € | 0 | 0 | 0 |
| Amount paid for membership to lobbying associations | € | 0 | 0 | 0 |
| In-kind political contributions made | € | 0 | 0 | 0 |

Indicator table – Product Responsibility by design

Research and Development (R&D) and Ingredients:

All the following KPIs are in orientation towards ESRS E2 General Disclosure

| Data Point | Unit | 2023 | 2022 |
|--|------------|---------|---------|
| R&D total budget | € | 900.000 | 630.000 |
| RSPO Palm oil certified ingredients used | Percentage | 92,79 | 81,39 |

Indicator table – Own operations

Gross Scopes 1, 2, 3 and Total GHG emissions

All the following KPIs are in orientation towards ESRS E1 Climate Change

| Data Point | Unit | 2023 | 2022 | 2021 |
|--|--|------------|---------------|------------|
| Scope 1 GHG emissions | | 586 | 610 | 552 |
| Fugitive Emissions | t CO ₂ e | | 2 | |
| Mobile Combustion | | 246 | 261 | 168 |
| Stationary Combustion | | 340 | 347 | 384 |
| Scope 2 GHG emissions | | | | |
| Gross location-based Scope 2 GHG emissions | t CO ₂ e | 2.693 | 3.139 | 3.033 |
| Gross market-based Scope 2 GHG emissions | | 1.749 | 2.071 | 2.033 |
| Scope 3 GHG emissions | | | 49.906 | |
| 1 Purchased goods and services | t CO ₂ e | | 40.435 | |
| 2 Capital goods | | | 994 | |
| 3 Fuel and energy-related Activities | | | 759 | |
| 4 Upstream transportation and distribution | | | 2.188 | |
| 5 Waste generated in operations | | | 97 | |
| 6 Business Travel | | | 140 | |
| 7 Employee commuting | | | 666 | |
| 9 Downstream transportation | | | 545 | |
| 12 End-of-life treatment of sold products | | | 4.077 | |
| 14 Franchises | | | 5 | |
| Total GHG emissions | | | | |
| Total GHG emissions (location-based) (tCO2eq) | | | 53.658 | |
| Total GHG emissions (market-based) (tCO2eq) | | | 52.590 | |
| GHG intensity per net revenue | | | | |
| Total GHG emissions (location-based) | t CO ₂ e/ Mio. € Net revenue | | 467,55 | |
| Total GHG emissions (market-based) | | | 458,23 | |
| Net revenue used to calculate GHG intensity | € | | 114.765.000 | |

No business activites were identified in the other scope 3 categories. Operational control for all ADA entities. Based on GHG Protocol. No biogenic emissions in Scope 1.

Indicator table – Own operations

Energy consumption and mix

All the following KPIs are in orientation towards ESRS E1 Climate Change

| Data Point | Unit | 2023 | 2022 | 2021 |
|---|------------|-----------|-----------|-----------|
| Total energy consumption related to own operations | | 7.394.645 | 8.170.300 | 7.878.347 |
| Total energy consumption from fossil sources | | 5.373.841 | 5.898.828 | 5.703.575 |
| Total energy consumption from renewable sources | kWh | 2.009.881 | 2.271.473 | 2.174.772 |
| Fuel consumption from renewable sources | | 0 | 0 | 0 |
| Consumption of purchased or acquired electricity, heat, steam, and cooling from renewable sources | | 2.009.881 | 2.271.473 | 2.174.772 |
| Consumption of self-generated non-fuel renewable energy | | 0 | 0 | 0 |
| Percentage of renewable sources in total energy consumption | Percentage | 27,2 | 27,8 | 27,6 |
| Fuel consumption from natural gas | kWh | 1.859.421 | 1.900.516 | 2.103.483 |
| Fuel consumption from other fossil sources | | 0 | 0 | 0 |

¹ Energy covers gas, electricity and fuel consumption for the Group. For 2021& 2023: no refrigerants were counted. For 2023: Estimations were made for Austria Electricity consumption as the invoices were not yet available.

Indicator table – Own operations

Water consumption

All the following KPIs are in orientation towards ESRS E3 Water

| Data Point | Unit | Definitions and Limitations | 2023 | 2022 | 2021 |
|------------------------------------|------------|-----------------------------|--------|--------|--------|
| Total water withdrawal | m³ | Total | 25.247 | 44.705 | 27.169 |
| | | Germany | 9.630 | 16.559 | 18.151 |
| | | Czech Republic | 6.716 | 7.283 | 4.863 |
| | | Malaysia | 8.901 | 20.863 | 4.155 |
| Water intensity ratio ¹ | Percentage | Germany | 1, 812 | 2,995 | 4,195 |
| | | Czech Republic | 2,073 | 2,163 | 2,715 |
| | | Malaysia | 4,328 | 7,610 | 1,815 |
| Total water discharges | m³ | Total | 15.610 | 22.041 | 19.015 |
| | | Germany | 7.160 | 13.019 | 15.221 |
| | | Czech Republic | 3.666 | 3.280 | 2.895 |
| | | Malaysia | 4.784 | 5.742 | 899 |

¹ Water withdrawal on quantity of bulk produced

Physical risk : Baseline water stress for our 3 production sites*

| Name of the basin/catchment/watershed where the facility is located: | Rhine (Germany) | Elbe (Czech Republic) | Peninsula Malaysia (Malaysia) |
|--|-----------------|-----------------------|-------------------------------|
| Physical risk (quantity): Baseline water stress | low (<10%) | low-medium (10-20%) | low (<10%) |
| Physical risk (quantity): Flood occurrence (i.e. risk of coastal or riverine flood) | low | low-medium | medium-high |
| Physical risk (quality) | low | low-medium | high |
| Regulatory and Reputational Risk: Access to water | low (<2.5%) | low (<2.5%) | low (<2.5%) |
| Regulatory and Reputational Risk: Unimproved/no sanitation and % of population at risk | low (<2.5%) | low (<2.5%) | low (<2.5%) |
| Projected change in water stress (scenario: business as usual, 2030) | low (<2.5%) | medium-high (20-40%) | Low-medium (10-20%) |

* All data is made in reference to the Aqueduct Water Risk Atlas

Indicator table – Own operations

Waste management

All the following KPIs are in orientation towards ESRS E5 Resource Use

| Data Point | Unit | Definitions and Limitations | 2023 | 2022 | 2021 |
|--|--------|-----------------------------|------|------|------|
| Total Waste generated | | Total | 664 | 830 | |
| | | Germany | 370 | 490 | 445 |
| | | Czech Republic | 225 | 236 | |
| | | Malaysia | 69 | 104 | |
| | | | | | |
| Hazardous waste diverted from disposal due to recycling ¹ | | | 46 | 90 | |
| Non-hazardous waste diverted from disposal | | | 451 | 559 | |
| | Tonnes | | | | |
| Non-hazardous waste diverted from disposal due to recycling ² | | | 451 | 559 | |
| Non-hazardous waste directed to disposal | | | 165 | 180 | |
| Total amount of hazardous waste ³ | | Total | 46,5 | 90 | 1,72 |
| | | Germany | 8,5 | 34 | 1,72 |
| | | Czech Republic | 9 | 10 | |
| | | Malaysia | 29 | 46 | |
| | | | | | |

¹ Includes 12 tonnes of Thermal recycling in 2023 and 44 tonnes of Thermal Recycling in 2022
² Includes 176 tonnes of thermal recycling in 2023 and 272 tonnes of thermal recycling in 2022
³ In 2021, some of our service providers were not seperating hazardous from non-hazardous waste in their report.

Indicator table – Social responsibility

Workforce development

All the following KPIs are in orientation towards ESRS S1 Own workforce

| Data Point | Unit | Definitions and Limitations | 2023 | 2022 | 2021 |
|--|------------|-----------------------------|-------|-------|-------|
| Number of employees by gender | Head Count | Female | 376 | | |
| | | Male | 292 | | |
| Number of employees | Head Count | | 668 | 635 | 585 |
| Average number of employees | Head Count | | 596,5 | | |
| Number of employees in countries with 50 or more employees | Head Count | | 460,4 | 500,1 | 452,2 |
| Average number of employees in countries with 50 or more employees | Head Count | | 469,3 | | |

Indicator table – Social responsibility

Workforce development

| Data point | Unit | 2023 | 2022 | 2021 |
|--|------------------|-------|-------|-------|
| Employees | | 581,5 | 622,9 | 565,8 |
| Employees by subsidiary and location | | | | |
| Germany (ADA Cosmetics International GmbH) | | 220 | 221,6 | 214,7 |
| Czech Republic (ADA International s.r.o) | | 119,8 | 131 | 111,6 |
| Great Britain (ADA Cosmetics International Ltd) | | 23,4 | 22,6 | 20,9 |
| Hong Kong (ADA Far East LTD) | | 15,3 | 16,0 | 15,0 |
| Malaysia (ADA Cosmetics International Sdn Bhd) | | 120,6 | 147,5 | 125,9 |
| Austria (ADA Cosmetics International GmbH) | | 10,5 | 9,2 | 9,0 |
| USA (ADA International USA Inc) | | 3,0 | 4,0 | 4,0 |
| Dubai (ADA Pacific Direct LLC) | FTE-based number | 7,0 | 6,0 | 6,0 |
| France (ADA France Sarl) | | 4,8 | 4,8 | 4,8 |
| China (ADA Cosmetics Trading Ltd) | | 14 | 13 | 11 |
| Singapore (ADA International PTE Ltd) | | 2,0 | 3,0 | 2,0 |
| Denmark (ADA International Scandinavia AS) | | 1,0 | 1,0 | 1,0 |
| Thailand (ADA Cosmetics International Co., Ltd) | | 18,9 | 22 | 22 |
| Spain (ADA Hotelcosmetics SLU) | | 2,0 | 2,0 | 2,0 |
| Switzerland (ADA Cosmetics International GmbH) | | 1,0 | 1,0 | 1,0 |
| Canada (ADA International Canada Inc) | | 2,0 | 2,0 | 2,0 |
| MLC Black Forest GmbH | | 16,2 | 16,2 | 13 |

Indicator table – Social responsibility

| Data Point | Unit | 2023 | 2022 | 2021 |
|---|-------------------|------------------------------|-------|-------|
| Number of employees | FTE -based | 581,5 | 622,9 | 565,8 |
| Average number of employees | Head Count | 596,5 | | |
| Employee turnover | Percentage | 21 | 21 | 24 |
| | | 581,53 | 622,9 | 565,8 |
| Number of full-time employees by head count or full time equivalent | | Female: 306,9 Male: 274,6 | | |
| | FTE -based number | 82 | 105 | 85 |
| Number of part-time employees by head count or full time equivalent | | Female: 73 Male: 9 | | |

Collective bargaining coverage

| Data Point | Unit | 2023 | 2022 | 2021 |
|---|------------|-------|------|------|
| Percentage of total employees covered by collective bargaining agreements | Percentage | 42,66 | | |

Indicator table – Social responsibility

Diversity metrics

| Data Point | Unit | 2023 | 2022 | 2021 |
|---|------------|-------|------|------|
| Number of employees at top management level | Head Count | 5 | | |
| Percentage of employees at top management level | Percentage | 0,75 | | |
| Number of employees under 30 years old | Head Count | 151 | | |
| Percentage of employees under 30 years old | Percentage | 22,60 | | |
| Number of employees between 30 and 50 years old | Head Count | 340 | | |
| Percentage of employees between 30 and 50 years old | Percentage | 50,90 | | |
| Number of employees over 50 years old | Head Count | 177 | | |
| Percentage of employees over 50 years old | Percentage | 26,50 | | |

Health & Safety metrics

| Data Point | Unit | 2023 | 2022 | 2021 |
|---|---------------------|-------|-------|------|
| Number of fatalities in own workforce as result of work-related injuries and work-related ill health | Number | 0 | 0 | 0 |
| Number of fatalities as result of work-related injuries and work-related ill health of other workers working on undertaking's sites | Number | 0 | 0 | 0 |
| Number of recordable work-related accidents for own workforce | Number | 28 | 17 | 15 |
| Rate of recordable work-related accidents for own workforce | LTI FR ¹ | 36,2 | 24,5 | |
| | LTI SR ² | 0,86 | 0,323 | |
| | 1000 Man Quote | 30,63 | 29,13 | |

¹ LTI Frequency Rate
² LTI Severity Rate

Indicator table – Social responsibility

Workforce development & Women in leadership

| Data Point | Unit | 2023 | 2022 | 2021 |
|---|------------|---------|--------|--------|
| Number and rate of new employee hires | Head count | 82 | 96 | 177 |
| | Percentage | 27,2 | | |
| Number and rate of leavers | Head Count | 125 | 138 | 122 |
| | Rate | 21 | | |
| Average period of employment | Years | 6,8 | 7,1 | 7,5 |
| Female employees | Percentage | 53,3 | 59,5 | 58,5 |
| Female employees in leadership positions | Percentage | 53,7 | 55,3 | 53,8 |
| Nationalities | Number | 28 | | |
| Average age of employees | Years | 40,5 | 41 | 41,4 |
| Entry-level-training (trainees, duals students and interns) | Head Count | 14 | 16 | 15 |
| Takeover rate | Percentage | 0,14 | 0,75 | 0 |
| Spending on trainings ¹ | € | 131.021 | 91.189 | 34.575 |

¹ Spending on trainings in 2022 & 2021: only Germany / 2023: Global ADA Group

GRI Content Index

Statement of use: ADA has reported the information cited in this GRI content index for the period from 1 January 2023 to 31 December 2023 with reference to the GRI Standards (GRI 1: Foundation 2021).

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|--|---|-------------|---|
| Organizational details | <ul style="list-style-type: none">– Legal name and form– Nature of ownership– Location of corporate headquarter and sites– Proportion of turnover | 4 – 5 | GRI 2: General Disclosures 2021 Disclosure 2-1 Organizational details |
| Reporting profile | <ul style="list-style-type: none">– Entities included in the organization’s sustainability reporting– Reporting period, frequency and contact point | 51 | GRI 2: General Disclosures 2021 Disclosure 2-2 Entities included in the organization’s sustainability reporting Disclosure 2-3 Reporting period, frequency and contact point |
| Activities, value chain and other business relationships | <ul style="list-style-type: none">– Organization’s activities, products, services, and markets served– No significant operational changes during the reporting period– Supply chain information | 4 - 9; 53 | GRI 2: General Disclosures 2021 Disclosure 2-6 Activities, value chain and other business relationships |
| Workforce | <ul style="list-style-type: none">– Number of employees with breakdown by region | 59 - 60 | GRI 2: General Disclosures 2021 Disclosure 2-7 Employees |
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| Policy commitments and their embedding | <ul style="list-style-type: none">– Human Rights Policy– Code of Conduct– Responsible Sourcing Policy– Product Ingredients Policy– Raw Material Requirements for New Development Policy– Responsible and Sustainable Sourcing of Palm Oils Policy– Non-Animal Testing Policy– Whistleblowing Policy➤ More information can be found here: https://ada-cosmetics.com/sustainability/transparency/ | 12; 21; 22; 27; 35 – 37; 39 | GRI 2: General Disclosures 2021 Disclosure 2-23 Policy commitments Disclosure 2-24 Embedding policy commitments |
| Compliance with laws and regulations | <ul style="list-style-type: none">– Mechanisms for seeking advice and raising concerns– Compliance management– Performance indicators in development | 12-13; 22; 27; 40 | GRI 2: General Disclosures 2021 Disclosure 2-26 Mechanisms for seeking advice and raising concerns Disclosure 2-27 Compliance with laws and regulations |
| Membership associations | <ul style="list-style-type: none">– ADA is a member of IKW The German Cosmetic, Toiletry, Perfumery and Detergent Association; RSPO; Sedex; UNGC | 14; 21; 36 | GRI 2: General Disclosures 2021 Disclosure 2-28 Membership associations |
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| Materiality analysis and results | <ul style="list-style-type: none">– Process to determine material topics– Reflection on impacts– Reflection on business risks and opportunities– List of material topics | 15 - 17 | GRI 3: Material Topics 2021 Disclosure 3-1 Process to determine material topics Disclosure 3-2 List of material topics |
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| Marketing and Labeling | <div><div>– Management approach</div><div><div>· Sourcing and Product Policies</div><div>· Environmental product design criteria</div><div>· Certification of products</div></div></div> <div>– Performance indicators in development</div> | 21 - 25 | GRI 417: Marketing and Labeling 2016 Disclosure 3-3 Management of material topics |
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| Waste | <div><div>– Management approach</div><div><div>· EHS management system</div><div>· Measures to prevent waste generation</div></div></div> <div>– Performance indicators¹:<div><div>· Total waste generated differentiated by type</div><div>· Waste generated in operations</div><div>· (Non)-Hazardous waste diverted from disposal due to recycling</div></div></div> | 28-29; 55; 58 | GRI 306: Waste 2020 Disclosure 306-2 Management of significant waste related impacts Disclosure 306-3 Waste generated |

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| Employee training and education | <div>– Management approach</div> <div>– Performance indicators¹:<ul style="list-style-type: none">· Average age of employees· Employees in entry-level education· Takeover rate· Spending on trainings</div> | 39; 63 | <div>GRI 404: Training and Education 2016</div> <div>Disclosure 3-3 Management of material topics</div> <div>Disclosure 404-2 Programs for upgrading employee skills and transition assistance programs</div> |
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¹ Performance indicators will be developed further.

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