

ADA
COSMETICS

Sustainability
Report

2024

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Reliability in Times of Change

In a year when global temperatures hit record highs and extreme weather events impacted communities around the world, our commitment to responsible business has never been more vital. Sustainability is not a fixed destination – it is a continuous journey, shaped by ongoing decisions, constant learning, and full transparency.

In this fast-changing economic, political, and climatic landscape, we at ADA Cosmetics remain focused on shaping a responsible future for the hospitality industry. In 2024, we once again took meaningful steps forward – guided by clear values and a systematic approach.

We intensified our work on the re-certification of our product portfolio according to the latest Cradle to Cradle® standard – a demanding process that goes far beyond a label. It reflects genuine progress. In addition, our overall sustainability performance was recognized with the EcoVadis Gold Medal, placing us among the top five percent of rated companies worldwide.

We refined our processes, aligned our standards, and enhanced transparency – both internally and externally. In 2024, all our offices and manufacturing sites ran on 100% renewable electricity. Our new approach to biodiversity is evolving, while our refill system and plastic-free product lines show how innovation and environmental responsibility go hand in hand.

By raising our standards and fostering innovation, we are not only reducing our environmental footprint, but also helping our partners succeed in a market where sustainability matters more than ever.

We believe that credibility grows through consistent action, measurable goals, and the courage to address uncomfortable questions. What drives us is a strong team and a shared understanding of what responsible business truly means. To everyone who supports us on this journey – our employees, partners, and customers – we extend our sincere thanks. 2024 was a year of progress. 2025 will be shaped by reliability. Because those who act with foresight today create stability for tomorrow.



Lutz Hübner
CEO, ADA Cosmetics

COMPANY

109

sales countries

660

employees (by headcount)

16

locations worldwide

33,690

active customers

118 Mio €

turnover in the 2024 financial year

COMPANY

About Us

The Company

Guided by our purpose of putting beauty into travel, ADA Cosmetics International GmbH has been redefining standards in hotel cosmetics and amenities for 45 years.

We develop and manufacture premium skincare products and innovative dispensing systems for hoteliers and their discerning guests. Our portfolio includes luxurious spa brands, in-house collections crafted by our skincare experts, certified natural cosmetics lines, cutting-edge dispenser systems, and a broad range of accessories.

We specialize in bespoke solutions and aim to be a single-source partner for hotel amenities – always striving to be surprising, sustainable, and safe in everything we do.

Our global team spans 16 regional offices: eight in Europe, five in the Asia-Pacific region, two in North America, and one in the Middle East. Driven by creativity and commitment, our experts at headquarters in Kehl, Germany, inspire and support our worldwide operations.

As a privately owned company with a global vision, ADA Cosmetics has pursued a strategy of steady, responsible growth – thriving even in challenging times. With every product and partnership, we invite travelers to make more conscious choices, trip by trip.

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

Today

2022

Lutz Hübner is appointed
the new CEO of ADA Cosmetics



2019



40 years of ADA Cosmetics
and a rebranding of the company

2017

Acquisition of RDI Malaysia



2018

New strategic partnership with Moonlake
Capital to expand international activities



2016

Introducing ADA Cosmetics International –
the new joint umbrella company

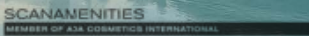


2015

Acquisition of Scandinavian Amenities
and Pacific Direct

1986

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



1991

Lara Morgan founds Pacific Direct



1979

Andreas Dahlmeyer founds ADA Cosmetics



International Manufacturing & Distribution Footprint



ADA Cosmetics Regional 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

*Singapore closed its office in September 2024, but business is still active.



Countries with ADA Cosmetics Clients Presence in 109 Countries

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

Canada

Regional presence, Warehouse

USA

Regional office, Warehouse

UK

Regional office, Warehouse

Germany

Headquarters: Regional office, Production, Warehouse

Denmark

Regional presence

Czech Republic

Regional office, Production, Warehouse

Austria

Regional office

Switzerland

Regional presence

France

Regional presence

Spain

Regional presence

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

Sustainability Strategy and Governance

A Strong Framework for Corporate Sustainability

At ADA Cosmetics, our motto “*Conscious choices, trip by trip*” reflects a deep commitment to minimizing our environmental footprint while embedding sustainability into every aspect of our operations.

Our approach is grounded in circular principles, robust governance, and strict compliance – driven by the belief that long-term economic success must go hand in hand with environmental and social responsibility.

All our business activities are guided by internationally recognized standards and ethical norms that define our global responsibilities. We align our practices with the OECD Guidelines for Multinational Enterprises, which cover areas such as human rights, labor standards, environmental protection, anti-bribery measures, consumer interests, and sound corporate governance.

We fully support the Ten Principles of the United Nations Global Compact (UNGC), which address human rights, labor, the environment, and anti-corruption. These principles are embedded in our updated Human Rights Policy, adopted in 2024.

As part of our commitment to the UNGC, we submit an annual Communication on Progress (CoP), which outlines our efforts to operate responsibly and support society. This report is publicly accessible on the UNGC website [here](#).

Our corporate strategy integrates the United Nations Sustainable Development Goals (SDGs), as we continue to play a leading role in driving sustainable transformation within the hospitality industry.

Focused and Experienced Leadership

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.



Our Leadership Team is composed of four individuals, each with distinct areas of expertise and responsibility.



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

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 prioritization of risks, and the actions we need to take to mitigate such risks.



Management Committee

Our **Management Committee** is involved in our sustainability strategy, commitments, and targets. This committee makes all strategic decisions on how 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.

Integrated 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.



Sustainability Committee

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

Since completing our Compliance Audit in Germany in 2023, we have been working with the external lawyer who carried out the audit, to ensure we continue to follow the latest laws and regulations.



A Thorough Grievance Procedure & Whistleblowing System

At ADA Cosmetics, we are committed to fostering an inclusive and respectful workplace. To address and prevent discriminatory behavior of any kind, we have established a robust grievance procedure designed to identify and resolve potential issues swiftly and effectively. This process ensures that any concerns related to working conditions or interpersonal conflicts can be raised by affected employees through multiple communication channels, all of which have been communicated via our CSR newsletter.

These channels include the Works Council, immediate supervisors, the Compliance Officer, and newly introduced physical complaint boxes. The physical complaint boxes are available at all sites where employees do not regularly work on computers, such as production and logistics facilities. Employees are encouraged to use these boxes to share suggestions, ideas, remarks, or complaints. Importantly, all reports – whether submitted through complaint boxes or other channels – can be made anonymously.

To complement our internal grievance procedure, we also provide an external whistleblowing system, Compliance One, which enables both employees and external stakeholders to report suspected misconduct. This dedicated online platform, accessible at: <https://ADA-cosmetics.compliance.one>, allows for anonymous reporting without fear of retaliation. For transparency, ADA Cosmetics' Whistleblowing Policy and further details about

Compliance One are available on our website at <https://ADA-cosmetics.com/sustainability/transparency/>.

Additionally, several hotlines are available for further support. To ensure accessibility, Compliance One has been promoted through multilingual posters and newsletters distributed to ADA Cosmetics employees worldwide. We have also displayed modern slavery awareness posters at all our locations to educate employees about recognizing and responding to potential cases of exploitation.

The effectiveness of our grievance and whistleblowing systems is regularly assessed. The number of complaints received is tracked annually, with all reports handled by our Global Compliance Officer. Each ADA Cosmetics entity also has a Local Compliance Officer, and complaints submitted via Compliance One can be directly addressed to the relevant local officer. In 2024, no complaints were received.

To further improve our systems, we plan to conduct a survey in 2025 to gather employee feedback on the effectiveness and accessibility of our grievance procedure and whistleblowing system. This will help us identify areas for improvement and ensure that our processes remain robust and trusted by all stakeholders.

Our Commitment to Transparency and Accountability

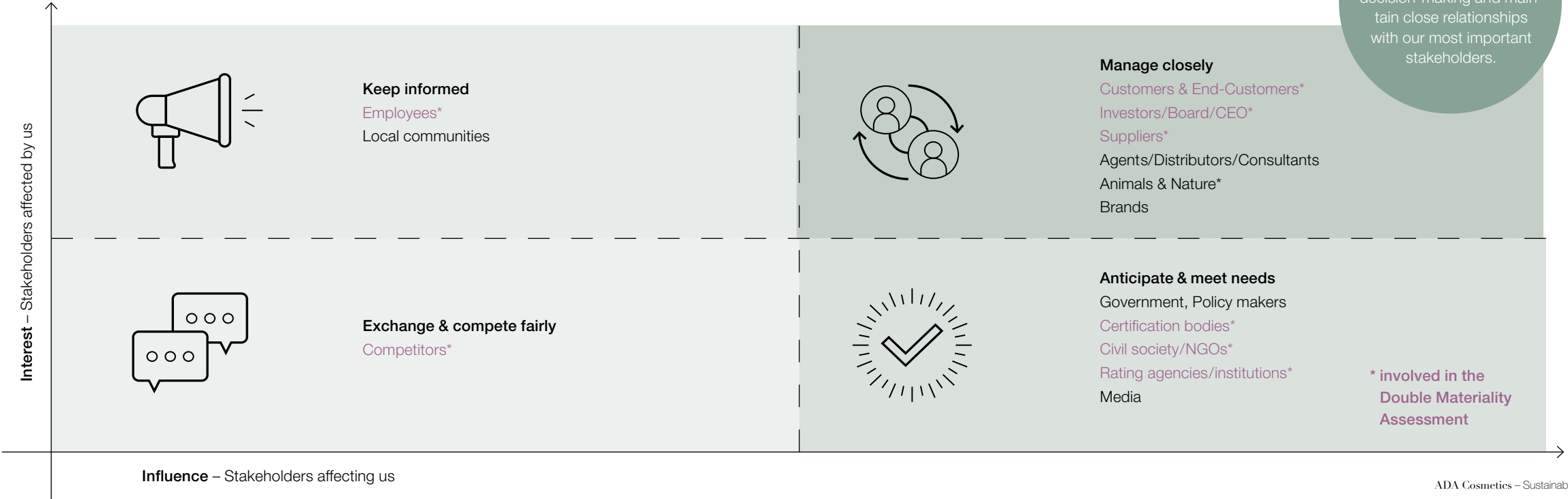
We are proud to be the first supplier of hotel amenities to have published a Sustainability Report. We believe that transparency is key to becoming even more sustainable, and we commit to being open and honest about our actions and our progress as we work towards our goals.

The ADA Cosmetics website presents our products, brands, materials, and certifications in a clear and structured way, helping our clients make the right choices for their needs. The sustainability section, which was updated in 2024, provides the most up-to-date information about commitments, targets, policies, and engagement to protect the planet.

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.

We also disclose information to external organizations, such as the CDP and EcoVadis, and participate in certification processes such as the Cradle-to-Cradle Certified® Products Standard, the Nordic Swan Ecolabel, and others.

Key Stakeholder Map



EcoVadis Gold Medal

After two years of being awarded a Silver medal, ADA Cosmetics received a Gold medal from EcoVadis in 2024. The world's leading sustainability rating system recognized our systematic and transparent sustainability management, with the award placing ADA Cosmetics in the top 5% of companies assessed globally by EcoVadis in the past 12 months.

Receiving the EcoVadis Gold Medal is a testament to our unwavering commitment to sustainability, and we are excited to continue our journey towards even greater achievements. Our next goal is to maintain this Gold standard, and strive for the Platinum level.

Sustainability at the Core:

ADA Cosmetics’
Double Materiality
Assessment

Proactive Alignment with Future Standards

Although ADA Cosmetics is not yet subject to the Corporate Sustainability Reporting Directive (CSRD), we proactively conducted a Double Materiality Assessment (DMA) and reference the European Sustainability Reporting Standards (ESRS) in our report.

This voluntary step reflects our commitment to transparency, stakeholder trust, and future readiness. By aligning with leading regulatory frameworks ahead of time, we demonstrate robust risk management, a strong sustainability mindset, and a dedication to continuous improvement.

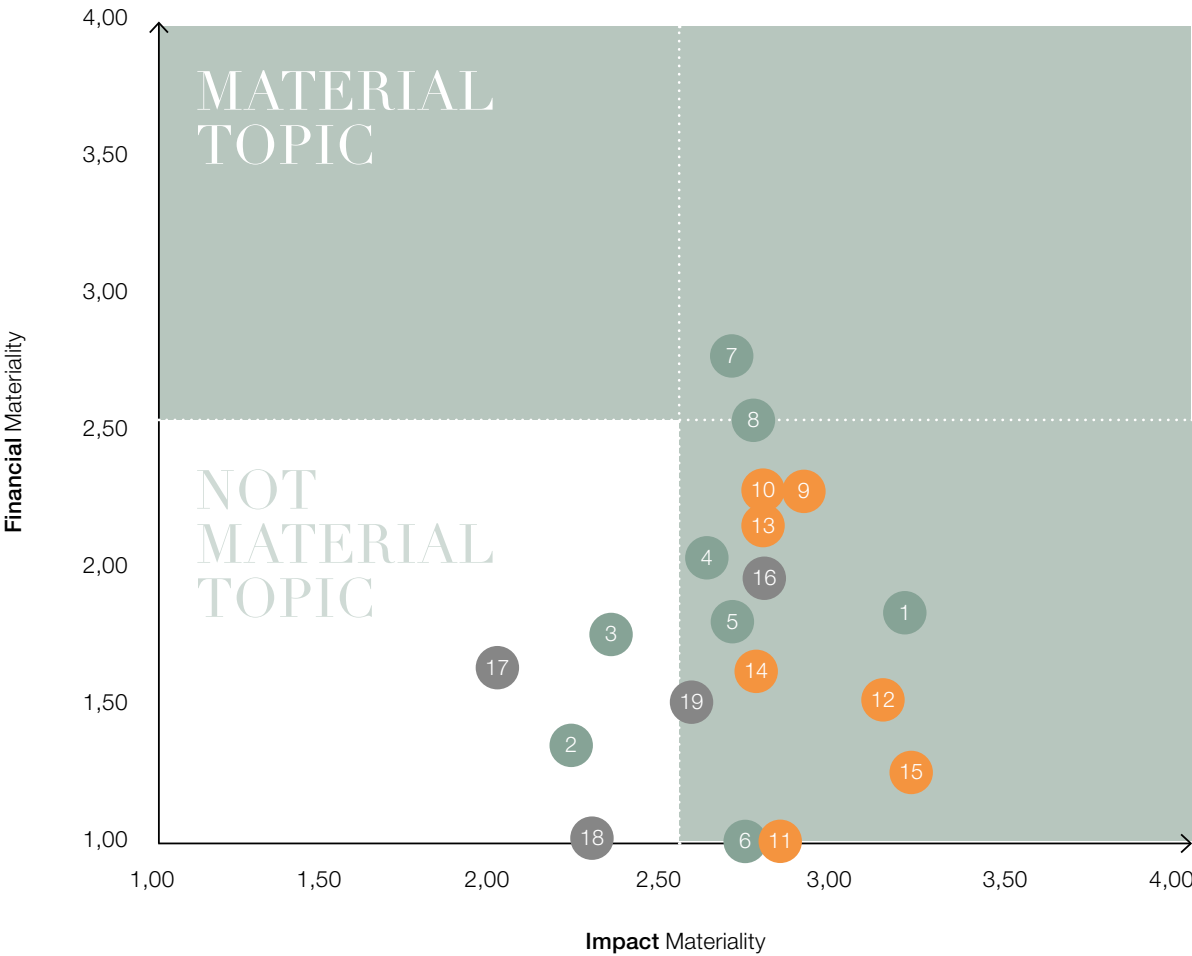
The DMA was carried out between January and April 2024 to identify and prioritize key sustainability topics for ADA Cosmetics. As part of the process, we evaluated relevant **Impacts, Risks, and Opportunities (IROs)** – ensuring a holistic understanding of our environmental, social, and financial responsibilities.

The assessment was conducted in collaboration with the sustainability consultancy **phiyond GmbH**, and followed a structured, three-phase approach based on CSRD principles.



1	E1 Climate change	ENVIRONMENTAL
2	E2 Pollution of water (not Material Topic)	
3	E2 Microplastics (not Material Topic)	
4	E3 Water	
5	E4 Land-use change	
6	E4 Impacts and dependencies on ecosystem services	
7	E5 Circular resource flows	
8	E5 Waste	
9	S1 Working conditions	SOCIAL
10	S1 Equal treatment and opportunities for all	
11	S1 Privacy	
12	S2 Working conditions in the value chain	
13	S2 Equal treatment and opportunities for all	
14	S4 Access to (quality) information	
15	S4 Personal safety of consumers and/or end-users	
16	G1 Business ethics	GOVERNANCE
17	G1 Animal welfare (not Material Topic)	
18	G1 Political engagement (not Material Topic)	
19	G1 Management of supplier relationships*	

* For management purposes, the sustainability (sub-)topics listed in the CSRD were aggregated into this list.





ESRS E1 Climate Change

We are deeply conscious of the threat that climate change poses to our planet, and are working intensively to further reduce carbon emissions in our operations, as well as along the value chain. In 2024, we calculated our 2023 Corporate Carbon Footprint based on the Greenhouse Gas Protocol. We also set mid- and long-term targets for our Scope 1, 2, and 3 emissions.

We reported our emissions to CDP (formerly Carbon Disclosure Project), and began developing our decarbonization plan.

In Germany and the Czech Republic, ADA Cosmetics has received ISO 9001 and ISO 14001 certifications for its environmental and safety management system. These push us to always improve in terms of energy efficiency, and make sure we set clear targets for ourselves.

To align the certification of all our production sites, we plan to have our Malaysian site ISO certified in the coming years.



ESRS E3 Water and Marine Resources

During our Cradle to Cradle re-certification process (under version 4.0) in 2024, we assessed all the ingredients in our formulations based on the standards of this certification. Our formulas contain a high share of ingredients of natural origin, and we avoid all potentially harmful ingredients that could impact the environment.

We also assessed our impact on the environment through the evaluation of our water withdrawal and usage (in quality and quantity), and how we discharged our wastewater at our three production sites. We assessed water stress levels in each basin we are close to, thanks to the Aqueduct Water Risk Atlas. Our goal is to improve the wastewater quality and reduce the amount of wastewater we produce in our three production sites thanks to innovation or improvements in processes.

In 2024, we were able to reduce the amount of defoamer we use in the tanks at our production site in Germany to 1,250kg per year. This represents a 50% reduction in comparison to 2023 before the project started.



ESRS E4 Biodiversity and Ecosystems

In 2024, we began assessing our impact on biodiversity and ecosystems. We are still on the way to finalizing this assessment and creating a Biodiversity Policy by the end of 2026.

We continually increase the percentage of RSPO-certified palm oil in our palm-oil-based ingredients, reaching 90,79% in 2024. RSPO certification helps to protect fragile ecosystems, natural habitats, and biodiversity. Similarly, we have phased out the use of mineral oil – an environmental contaminant for soil and water.



ESRS E5 Circular Economy

The natural principles of circularity guide all our products and processes at ADA Cosmetics. Our product portfolio is Cradle to Cradle Certified® Silver – a first in the hotel amenities industry – and in 2024 we began the re-certification process, which requires us to meet even stricter requirements.

We seek 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 minimize resource use, waste, and emissions at all stages of the product lifecycle.

In 2024, we continued our shift from small portions to dispensers, manufacturing 21% fewer small portions than in 2023. The switch to dispensers enables a 75% plastic saving.

Following eco design guidelines, in 2024 we introduced new accessories ranges with no plastic, or significantly less plastic, in both the products and their packaging. Recycled plastic is used when no alternative to plastic is yet available. We plan to have 47% of our Generic Dry and Set accessories items with no plastic packaging by the end of 2025.





ESRS S1 Own Workforce

At ADA Cosmetics we attach great importance to fair, attractive working conditions, and open interaction characterized by respect and appreciation along our entire supply chain.

Supporting our employees and promoting their development is a priority for us, as is continuously expanding health protection, and occupational safety. 100% of ADA Cosmetics employees working in production and logistics have been trained on health and safety.

In 2024, we offered a diverse selection of training courses through our new ADA Cosmetics Academy platform. We will continue training our employees on our Code of Conduct in 2025 and 2026.



ESRS S2 Workers in Value Chain

The perspectives of our suppliers are always very important to us, and we are in regular contact regarding day-to-day business. To ensure their voices are heard, internal and external stakeholders can report any type of complaints they may have through our external whistleblowing system, Compliance One. We also inform them about this whistleblowing channel through our Responsible Sourcing Policy, which they must acknowledge and sign.

We source Fairtrade ingredients including nuts, oil, and sugar cane, for our Fair CosmEthics line. This has a positive impact on workers in our value chain, as the Fairtrade standards ensure a fair deal for producers.



ESRS S4 Consumers and End-Users

ADA Cosmetics 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 product portfolio is Cradle to Cradle Certified® Silver.



ESRS G1 Business Conduct

ADA Cosmetics' core values are laid out in our Code of Conduct, which was reworked in 2023 and will be updated again in 2025, as well as our Responsible Sourcing Policy. The latter includes our Human Rights Policy as well as our Supplier Code of Conduct, and will also be updated in 2025.

ADA Cosmetics is also a member of Sedex, an ethical trade membership organization that helps businesses to uphold responsible practices and source responsibly. We firmly reject child labor, corruption, and modern slavery.

We strongly oppose cruelty to animals, and 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 request non-animal testing certification from all our suppliers.

ADA Cosmetics supports calls for a worldwide ban on the animal testing of cosmetics. In 2024, we once again made a donation to PETA. Our products are vegan, and some products are also certified with the Vegan Society trademark.



Our Commitment to the UN Sustainable Development Goals

ADA Cosmetics is committed to the UN Sustainable Development Goals (SDGs) and to the Ten Principles of the United Nations Global Compact.

We take the 17 SDGs into account in our business strategy, and our focus targets are 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 from coastal areas (Plastic Bank). The Kuamut Rainforest Conservation project supported by ADA Cosmetics improves the lives and well-being of local communities in Malaysian Borneo, while the Aqua Pearls Foundation helps to improve African communities' health and well-being by providing wells, ensuring access to clean drinking water. The health and well-being of our employees is also very important to us, and we actively support this throughout the company through various health initiatives. ↗ *See the chapter Social Responsibility for more information.*



Gender Equality

The Kuamut Rainforest Conservation Project aims to employ at least 40 people from nearby communities, half of them women. This project also contributes to the SDG "Reduced Inequalities". Within ADA Cosmetics, we aim to analyze our pay by gender in 2025, and define actions to reduce any gender inequality accordingly.



Clean Water and Sanitation

ADA Cosmetics supports 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, which promotes sustainable access to water in Africa by building wells and providing safe, clean water to communities.



Affordable and Clean Energy

In 2024, ADA Cosmetics purchased 100% renewable electricity for all its locations around the world. We are assessing the feasibility of installing solar panels at our production plants within the coming years.



Reduced Inequalities

By providing wells to communities in Africa, the Aqua Pearls Foundation helps to reduce school absenteeism and domestic violence, as women and children no longer need to walk many kilometers daily to fetch unsafe water.



Responsible Consumption and Production

SMETA audits carried out at all our sites in 2024 ensure that our production is both socially and environmentally responsible. We also support this SDG through our responsible sourcing of electricity globally.

Our product portfolio is Cradle to Cradle Certified® Silver, while selected ADA Cosmetics lines are certified by the Nordic Swan Ecolabel, COSMOS Organic, the Vegan Society, and Fairtrade. Our Fairtrade-certified products also support the SDGs "No Poverty" and "Decent Work & Economic Growth".



Climate Action

We are working intensively to reduce our carbon emissions, with a goal to reach net zero by 2050. By participating in the Kuamut Rainforest Conservation Project in Malaysia, we are helping to prevent the release of 16 million tons of carbon dioxide equivalent (tCO₂e) and to protect an important biodiverse habitat. The b.waterMISSION project launched by the Aqua Pearls Foundation, also supported by ADA Cosmetics, enables a reduction of CO₂ emissions, as communities no longer need to burn wood to boil unsafe water.



Life Below Water

We are a supporter of The Ocean Cleanup, a non-profit environmental engineering organization that develops technology to extract plastic pollution from the oceans, and to capture it in rivers before it can reach the ocean. In 2024, we developed a pump dispenser made with 100% Coastal Plastic from Plastic Bank. The bottle is composed entirely of recycled Social Plastic, which is collected in coastal areas, preventing it from entering the ocean.



Life On Land

ADA Cosmetics is committed to Pack4Good, an initiative by the NGO Canopy to defend and protect ancient and endangered forests. We purchase FSC paper-based packaging globally, and prefer recycled paper. We also support the Kuamut Rainforest Conservation Project, which aims to protect and restore 83,381 hectares of tropical forest in Sabah, Malaysia.



Partnerships for the Goals

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



PRODUCTS

PRODUCTS

Product Responsibility by Design

Product Development Anchored in Circular Principles

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

In 2024, we worked on the recertification process under version 4.0, which requires that we comply with even stricter requirements that go beyond existing regulation on all pillars: Material Health, Clean Air and Climate Protection, Water Stewardship, Product Circularity, and Social Fairness.

Every new product we develop also follows our Eco Design Guidelines. We prioritize natural and renewable ingredients in our formulations, and exclude ingredients of concern that could harm people or planet. We continually optimize our packaging to minimize waste, maximize recyclability, and reduce our impact on the world around us.

Strict Sourcing Requirements

In 2024, we updated our Product Ingredients Policy in line with the current regulatory framework and newly available scientific data. This key document establishes ADA Cosmetics’ commitment to responsible ingredient management, setting clear standards for the sustainable sourcing and selection of specific product ingredients and raw materials. The policy addresses the following sub-topics to ensure environmentally and socially responsible practices throughout our supply chain:

ADA Raw Material Requirements for New Developments

1

This document lists all prohibited raw materials to take into account for any new product development (ingredients as well as packaging), and must be signed by all our suppliers. We regularly update this document to ensure that our products comply with all applicable legal and safety requirements. For example, in 2024, we integrated the U.S. Modernization of Cosmetics Regulation Act (MoCRA), UK REACH regulation applicable to chemicals post Brexit, and the new PPWR (Packaging and Packaging Waste Regulation) 2025/40 on packaging sustainability in the EU. We also expanded our list of prohibited substances to include PFAS (Per- and Polyfluoroalkyl Substances), which are known as “forever chemicals” and harmful to ecosystems, as well as PEG (polyethylene glycol) and its derivatives, which may have negative environmental impacts.

Responsible and Sustainable Sourcing of Palm Oils Policy

2

ADA Cosmetics is committed to the responsible sourcing of palm oil, palm kernel oil, and palm oil derivatives, and has been a member of the RSPO (Round Table for Sustainable Palm Oil) since 2019. RSPO is a global non-profit organization that sets global standards for sustainable palm oil, thus helping to minimize 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, with a full audit in Malaysia, and a control audit in Germany and the Czech Republic taking place in 2024. These independent audits verify that the quantity of RSPO-certified palm oil products sold does not exceed the quantity of RSPO-certified palm oil products bought. 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 Cosmetics (Mass Balance), or higher (Identity Preserved or Segregated).

Almost 91% of our palm oil ingredients are RSPO certified. Our goal is to reach 100% by the end of 2027.

Prioritizing Natural and Renewable Ingredients

We are committed to continuously expanding our portfolio with products that make a clear and certified contribution to sustainability. Every new project at ADA Cosmetics is assessed for compliance with our Product Ingredients Policy, and for its responsibility toward people and planet. In 2025, we will be updating this policy. Our Raw Material Requirements for New Developments will also be updated in 2025, as part of an overall update to our Product Ingredients Policy.

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

We have eliminated the following problematic substances from all of our formulations:

- Mineral oil
- Benzophenone-based UV filters
- Microplastics and liquid microplastics
- Parabens
- Nanomaterials
- MIT & MCIT preservatives
- Silicones
- Lilial
- Formaldehyde releasers



Non-Animal Testing Policy

The welfare of animals is of utmost importance to us. 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 Cosmetics activities worldwide, including research that is outsourced to third parties.

3

External certification processes increase the accountability of our sourcing policies. In addition to our core 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.

The Curious Botanist, developed in 2024, is the first ADA Cosmetics brand to feature 99% ingredients of natural origin across the entire product range. In 2024, we also launched the Native Nature product line, which uses 100% upcycled fragrances formulated with essential oils from sources such as wood cuttings, giving a second life to formerly discarded materials and avoiding any felling of trees.

Alongside this, the cane sugar, olive oil, and Brazil nut oil that are included in our Fair CosmEthics line are certified to Fairtrade standards. These comprehensive global standards provide a framework for sustainable farming, decent working conditions, and fair trading relations for farmers and workers in developing countries. They support practices such as pesticide reduction, promotion of biodiversity, responsible waste management, and avoidance of GMOs.

Safe for People and Planet

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

- External safety assessments
- Physicochemical stability tests
- External microbiological challenge tests
- Packaging compatibility tests
- Creation of Material Safety Data Sheets
- Dermatological tests

For example, we perform Microbiological Challenge Tests according to ISO 11930 on every new formula. These simulate extreme situations regarding microbiological contamination that could occur during uncontrolled refilling. The test results are made available to our clients.

For very sensitive skin, we provide gentle care with our hypoallergenic and fragrance-free line, Dermacare Sensitive. Each formulation was comprehensively tested under dermatological control on 50 individuals with sensitive skin. The excellent test results (none of the participants experienced an allergic reaction) enabled us to label the line as hypoallergenic.

All of our hotel amenities are certified as safe for children aged 3 years and up. A special child-friendly ADA Cosmetics collection called “My Forest Friends” is also safe for babies from six months.

Advanced Dispenser Solutions & Optimized Packaging Design

Our Eco Design Guidelines ensure the principles of circularity are embedded in our packaging design. We integrate a maximum of recycled content, prioritize mono-material developments and refillable solutions wherever possible, and research new materials that could potentially be more sustainable.

ADA Cosmetics is a proven innovator in dispenser solutions, driving sustainability in the industry by enabling a 75% plastic saving compared to the use of small portions. In 2024, dispensers (large portion bottles over 100ml) accounted for more than 25% of our production – a remarkable increase of 10 points since 2022. In the same year, we sold 10% more dispensers than in 2023, reflecting strong growth in demand for our sustainable solutions. We also reduced the production of small portion bottles by 25% in 2024 compared to the previous year, underscoring our commitment to driving change towards more sustainable practices.

A commitment to innovation defined our new product and packaging developments in 2024. We continued the production of a Bio-Polyethylen tube made from 95% renewable resources (sugar cane and reinforced with wood waste). We began developing aluminum tubes, which include recycled content, and explored other new sustainable materials. Whichever material is chosen, we make sure each product can be easily disassembled, is recyclable, and includes recycled content whenever possible. For example, in 2024 we began a project to integrate recycled content into the caps of our SmartCare dispenser bottles.

We also support our most luxurious partner brands in developing packaging with recycled content. Together with our long-term partner Chopard, we offer beautiful, diamond-shaped dispensers made from recycled PET for the brand's Miel d'Arabie collection.

ADA Cosmetics' new mono-material hygiene pump earned two prestigious innovation prizes in 2024, highlighting our commitment to superior hygiene, sustainability, and an enhanced guest experience. ↗ *See the chapter ADA Cosmetics' Contribution to the Hotel Industry for more details.*

We prioritize sustainability in our packaging choices to minimize environmental impact. To ensure our packaging is as recyclable as possible, we use the RecyClass online tool, which helps us evaluate and optimize its recyclability. Since 2022, we have also been proud participants in the Canopy Pack4Good initiative. Through this commitment, we have been transitioning from conventional paper packaging to recycled paper and, wherever feasible, FSC®-certified paper packaging (FSC stands for Forest Stewardship Council®).



In 2024, much of our paper packaging was reworked, and the FSC-certified packaging in our ranges is now easily recognizable as such, thanks to an FSC on-product label. Communication material in which the FSC trademarks are mentioned must be checked by FSC Germany, to ensure that the FSC-related information is correct. This rigorous verification underscores our dedication to sustainable sourcing and transparent practices.

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.

In 2024, we monitored the development of the Packaging and Packaging Waste Regulation (PPWR) by the EU, proactively implementing some of the discussed requirements into our portfolio before such measures are mandated by legislation.

75%

plastic saving compared to the use of small portions



Transparent Communication

We provide up-to-date information on our products and formulations to clients and end-consumers via our website ([House of Brands - ADA Cosmetics](#)). To provide additional information and accessibility to end-consumers, a QR code printed on the packaging directs them to information about the specific product line on the [ADA Cosmetics website](#).

Our annual Sustainability Report, which is accessible to all, provides transparent communication on our progress and our goals.

Our Journey to Plastic-Free Accessories



In 2024 ADA Cosmetics launched three new accessories ranges: EcoGreen, EcoClassic, and EcoEssential. These lines prioritize renewable materials, and are either plastic-free, or feature significantly less plastic in both the products and their packaging. Recycled plastic is used when no alternative material is yet available.

For example, our standard plastic combs were replaced with bamboo combs. One range, previously packaged in plastic sachets, is now presented in FSC-certified paper sachets. The EcoGreen range features new kraft cardboard packaging, made from FSC-certified recycled paper.

In 2024, we also launched two new 100% plastic-free slipper ranges. A third new range of anti-slip, water-resistant slippers, will be launched in 2025. These will feature either reduced plastic compared to the existing standard range, or recycled plastic.

In 2024, 11.8% of our Generic Dry and Set Accessories items had no plastic in their packaging. Our target is to have 47% of Generic Dry and Set Accessories items with no plastic in their packaging by the end of 2025.



Case Study

Pioneering Refill Technology: Introducing the ADA Cosmetics Refillution

Our goal is to increase the share of our portfolio that is refillable, year after year. Besides pump dispensers, our SmartCare and SHAPE bottles were made available as refillable dispensers in 2024, increasing the share of our portfolio that is refillable to 17%, compared to 13% in 2023. A video and information about our refillable solutions can be found on the [ADA Cosmetics website](#).

In 2024, ADA Cosmetics spent €1 million on research and development. Our focus is finding new solutions for the hotel industry that ensure both guest safety and operational efficiency, and the launch of ADA Cosmetics Refillution in 2024 represents a major step forward in this respect. This patented, fully automated refill system is designed to eliminate contamination risks during the refilling process, while also reducing plastic waste.

With ADA Cosmetics Refillution:

- Product containers remain sealed, ensuring impeccable hygiene.
- Refilling is quick and easy, maximizing housekeeping efficiency.
- Plastic consumption is reduced by up to 95%, saving an average of 4.5kg of plastic waste per hotel room, per year.

Optimal hygiene is ensured by the design of the machine. We use a peristaltic pump, which ensures that the liquids do not come into contact with the pump or any other part of the machine, but only with the tubes, which are made from FDA-approved, food-contact-compliant material.

Each 10-liter container used by ADA Cosmetics Refillution is assigned an individual batch number, in accordance with hygiene standards and legal requirements. This traceability further enhances safety and aligns with industry regulations, giving hotel owners peace of mind.

“Meeting the highest hygiene standards and regulatory requirements, while always focusing on our clients’ needs, is at the core of our innovations. With ADA Refillution and its advanced technology, we provide an unmatched safe, reliable, and easy-to-use solution for our partners, allowing them to reach the next level of sustainable cosmetics product management in their hotels,” says Dr. Andreas Picker, Director Global Research & Development at ADA Cosmetics.

For housekeeping teams, ADA Cosmetics Refillution provides unparalleled ease of use, speed, and safety. Automated LED indicators, color-coded trays, and intuitive controls streamline the refilling process from start to finish. The resulting enhanced hygiene and improved efficiency allow teams to focus on delivering superior guest experiences.

95%

reduction
in plastic consumption





OPERATIONS

Environmental, Health & Safety Management

Where Safety and Sustainability Meet

At ADA Cosmetics, our Environmental, Health & Safety (EHS) management system is the foundation of our commitment to ensuring the well-being of people and protecting the planet. Designed with people at its core, this system guarantees high occupational health and safety standards for our employees while minimizing the environmental impact of our operations on surrounding communities.

The EHS system not only enhances workplace safety by addressing higher-risk areas such as production and storage facilities, but also drives our broader sustainability agenda. By improving resource efficiency, reducing waste, and ensuring compliance with legal requirements, the system enables us to align daily operations with our long-term environmental goals. This alignment is critical as we continuously seek to improve processes and embed sustainability into every aspect of our business.

Building on the foundation of our EHS system, we are taking the next step in our environmental journey. In 2025, we will update our Environmental Policy to reflect a group-wide approach to sustainability, and deepen our commitment to circularity. Anchored in the principles of the 5Rs: Refuse, Reduce, Reuse, Repurpose, and Recycle, the updated policy will provide a clear strategy for minimizing waste, optimizing resource use, and setting measurable commitments, targets, and timelines. This policy will ensure that the progress driven by our EHS system is amplified and extended across all areas of our operations, paving the way for a more sustainable future.

ISO-Certified Production

Our production sites in the Czech Republic and Germany are certified according to ISO 9001:2015 and ISO 14001:2015. Furthermore, our Czech production site is also certified according to ISO 45001:2018 and ISO 22716:2007. At our site in Malaysia, certification of the management system based on ISO norms is scheduled to come into effect in 2027.

100%

of production & logistics staff
received health & safety training in 2024

Protecting Our Employees

At ADA Cosmetics, workplace safety is a top priority. Our 2023 global Health & Safety policy supports a focused occupational safety program and health management system designed to minimize accidents, raise risk awareness, and prevent health issues. Regular training and check-ups are central to these efforts, with 100% of production and logistics employees working in higher-risk areas receiving health and safety training.

In 2024, a Head of Global QHSE (Quality, Health & Safety, and Environment) joined ADA Cosmetics' headquarters to oversee and align global standards in these critical areas. This role is instrumental in driving consistency and ensuring that our operations meet the highest quality, safety, and environmental benchmarks worldwide.

Building on this commitment to environmental excellence, a Junior Environmental Manager will join our Environmental Team in Germany in 2025. This new position will focus on tracking key performance indicators (KPIs) related to water, energy, and waste, and implementing measures to reduce environmental impacts across our three production sites. Over time, this role will expand to support global environmental initiatives, further strengthening ADA Cosmetics' alignment on sustainability standards.

Meeting Strict Health & Safety Standards

In 2024, as part of our Sedex membership, we carried out a four-pillar SMETA audit at our three production sites. The Health & Safety pillar evaluates a company's compliance with occupational health and safety regulations, including:

- Workplace conditions
- Emergency preparedness
- Use of personal protective equipment (PPE)
- Fire safety
- Machinery and equipment safety
- Employee training on health and safety
- Accident and incident management

All non-compliances were closed at our three production sites within the same year. Our manufacturing partners also have valid four-pillar SMETA audits with closed corrective action plans.

➤ See the chapter *Social Responsibility* for more information on our Sedex membership and the audit process.

We have set science-based targets (SBTs) for Scope 1 and Scope 2, and aim to reduce these emissions by 42% (in absolute emissions) by 2030, in line with the 1.5°C pathway of the Paris Agreement. We worked on our Decarbonization Plan in 2024, and defined our main levers to achieve this.

This enabled us to confirm our goal of net zero emissions by 2050, and set a mid-term target of -42% in absolute Scope 3 emissions.

As in previous years, we offset 100% of our global emissions linked to gas consumption, choosing in 2024 to support the Kuamut Rainforest Conservation Project in Malaysia, which aims to protect biodiversity and prevent deforestation. ➤ More detail on this project can be found in the chapter *Social Responsibility*.

Transition to 100% Renewable Electricity

In 2024, all of our offices and manufacturing sites sourced 100% renewable electricity for the first time, mainly from wind and solar sources (from installations less than 15 years old) either directly from energy suppliers or through Renewable Energy Certificates when renewable electricity was not available in some countries.

74%

reduction in Scope 1 and 2 emissions in 2024 primarily driven by our switch to renewable electricity.

Thanks to the improved insulation of our office building in the Czech Republic in 2023, we were able to reduce gas consumption at this location by 2.3% in 2024 compared to the previous year. As our gas consumption is mainly linked to our production site, we do not expect a further decrease linked to the insulation of the office, but it has already made the building more comfortable to work in, year-round.

We are continuing our shift to LED lighting at our production sites and offices in Germany, the Czech Republic, and Malaysia, and assessing the mid- to long-term feasibility of installing solar panels at all three locations. Smart thermostats in the Czech Republic and Germany increase energy efficiency and decrease emissions.

In 2024, we conducted an energy audit at our German production and logistics site, which enabled us to understand how we can further increase our energy efficiency and work towards energy transformation.

We insulated a heat exchanger, and invested in tools that allow us to monitor our consumption of compressed air. The goal is to reduce our emissions linked to energy consumption in our production area. We also equipped our warehouse with an additional new shelving system, which reduces the use of our electric forklifts, conserving their battery capacity. At our German head office, we exchanged all of our printers for more efficient ones. This change enabled a yearly energy saving of 1531.8kWh, and a reduction of 726kg of CO₂ emissions.

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 are complemented by third-party manufacturers around the world, all of which also fulfil the very strict Cradle to Cradle criteria under version 4.0. This allows us not only to limit emissions, but also to serve our clients more quickly. We develop various dispenser components locally in Asia to supply the APAC region, rather than importing from Europe.

In 2024, we continued to optimize our processes for transporting items from our external warehouse to our production site and warehouse in Germany.

For upstream transportation, we mainly use train or boat, and avoid air shipment as much as possible. We identified Logistics as a decarbonization lever in 2024, and we will define a Decarbonization Plan for this specific area in 2025.

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.

ble. In addition to following eco design principles and selecting packaging materials and product ingredients with care, we also continually analyze material use, waste generation, and energy consumption in production, in order to optimize our processes.

In 2024, we increased the proportion of dispensers manufactured by 5 points compared to 2023, enabling significant plastic savings. This shift highlights our commitment to reducing single-use plastics. ➤ See the chapter *Product Responsibility by Design* for full details.

In all of our production sites and offices, we actively collect and sort items for recycling, including paper, glass, plastic, metal, and empty printer cartridges, which are managed by external recycling partners.

In 2024, we put several projects in place to reduce waste. In some entities, we send back empty printer cartridges for refilling by a third party. Our goal is to deploy this initiative at all of our European offices by the end of 2026.

We have reduced potential waste of IT equipment at our German headquarters by virtualizing our servers to decrease the number of physical server systems required, and harmonizing our workplaces so that fewer devices are needed.

In 2024, we also addressed waste creatively. When a partner sent us tube packaging on 300-400 “throwaway” plastic pallets, we decided to use them in our own production area, rather than discarding them. 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 specialized external certified party.

Globally, our three production sites produced 600 tons of waste in 2024, a decrease of -3% compared to the previous year. These efforts reflect our ongoing commitment to reducing waste and optimizing resource use across all areas of our operations.



What are ADA Cosmetics' Emissions?

Scope 1

Direct emissions from sources owned or controlled by ADA Cosmetics, such as Gas consumption, Car fuels from company car fleet or Refrigerants gas consumption.

Scope 2

Indirect emissions from purchased energy such as electricity consumed by ADA Cosmetics.

Scope 3

All the remaining indirect emissions linked to our activity: from purchased goods and services to the end of life treatment of our sold products.

Total Emissions in tCO₂ per Category

Scope 1 & 2
1.3%

582.3 tCO₂e



1.3% 1. Direct Emissions
0% 2. Indirect Emissions from Purchased Energy

Scope 3
98.7%

44,645 tCO₂e



33% 3.1 Purchased Chemicals



25 % 3.1 Purchased Dry Products



13 % 3.1 Purchased Packaging

4 % 3.1 Purchased Other goods

3 % 3.1 Purchased Services

2 % 3.2 Purchased Capital Goods



8 % 3.4 & 3.9 Upstream & Downstream transportation



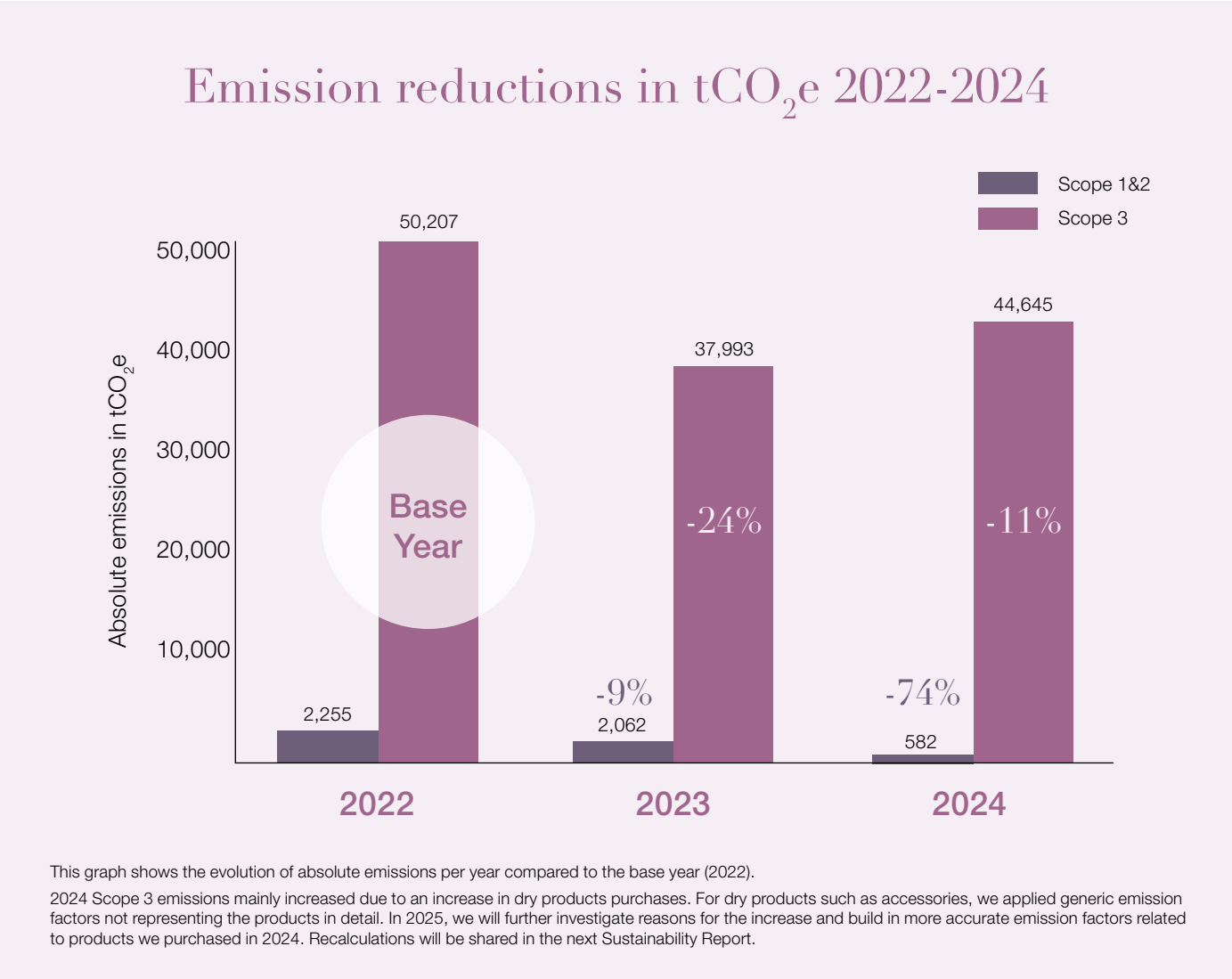
8 % 3.12 End of life treatment

4 % Others*

* 3.3 Upstream emissions of energy & fuel, 3.5 Waste, 3.6 Business Travel, 3.7 Employee Commuting

Categories 3.8, 3.10, 3.11 and 3.13 are not reported as there are defined as not applicable to ADA Cosmetics.

Greenhouse Gas Emissions Tracking

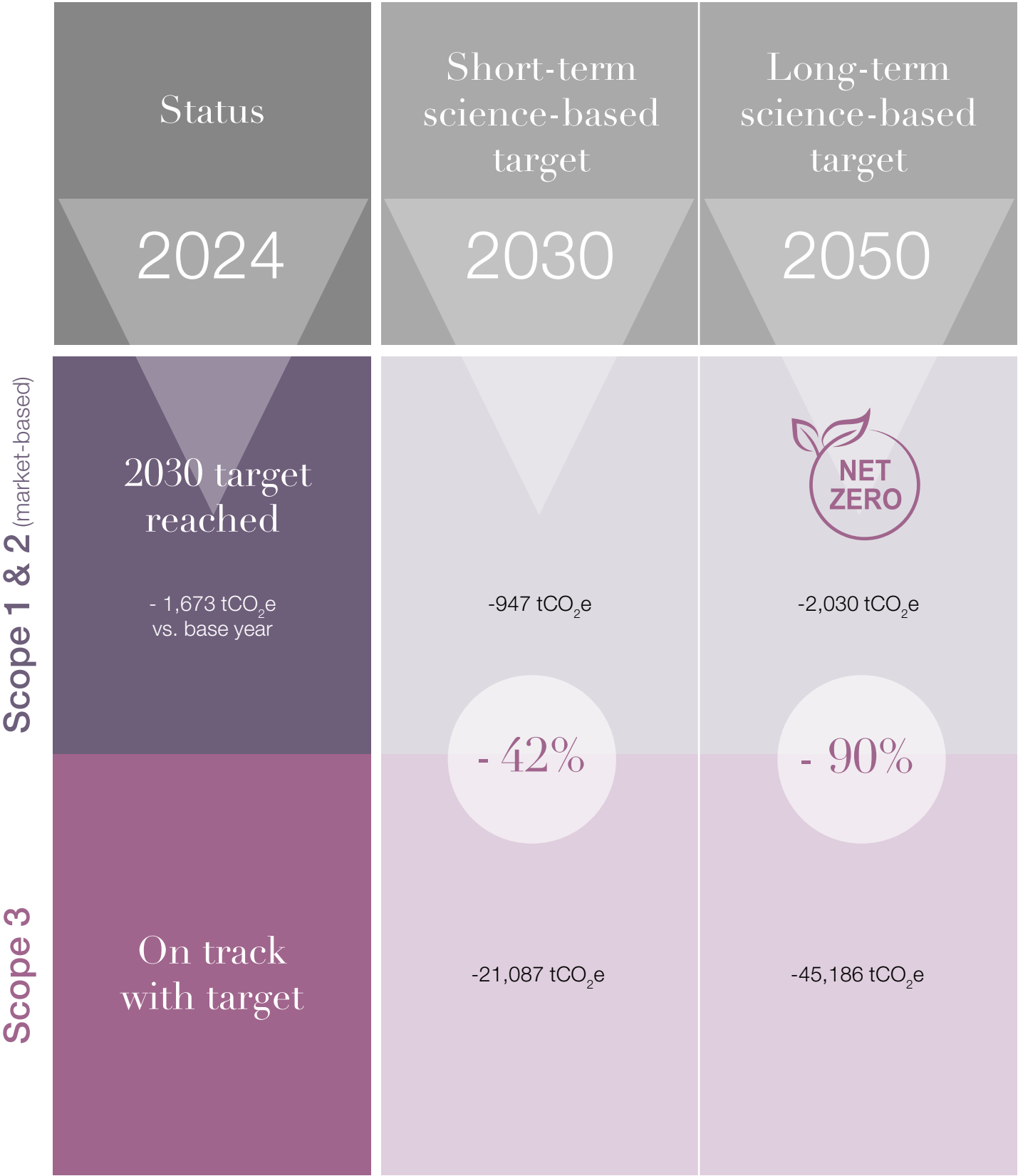


Following our carbon calculation, we defined 3 decarbonization pillars:

- 1- Building & Car fleet
- 2- Product Portfolio
- 3- Logistics

Science-based Targets

(in absolute reduction)



Protecting Our Oceans

In 2024, we developed pump dispensers made from 100% recycled Coastal plastic for our Hydro Touch line, in partnership with Plastic Bank.

➤ See the chapter Social Responsibility for more information.



Defoamer Reduction

We reduced the amount of defoamer we use in our wastewater to a strict minimum in 2024. Defoamer is inherent to our industry, but by testing the foam height over several months, the volume of defoamer in our tanks could be decreased by 50% compared to 2023, before the project started. This amounts to 1,250kg per year, saving 2,600€ in 2024. This initiative enabled us to discharge cleaner wastewater to treatment plants, reducing the amount of treatment required.

Responsible Water Consumption

Clean, fresh water is vital to ADA Cosmetics – 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.

In 2024, our Cradle to Cradle re-certification process required us to meet strict criteria regarding water use, withdrawal, wastewater quantity and quality. Following Cradle to Cradle guidelines, we assessed the water stress level of each basin close to our production sites, guided by the Aqueduct Water Risk Atlas. 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.

Since 2023, water meters have enabled us to closely monitor water consumption at our German and Malaysian production sites. In 2024, five new water meters were installed at our production site in the Czech Republic. These allow us to detect any potential leakage very quickly.

In Germany, we continued a project that was started in 2021, identifying potential areas of improvement in order to reduce the quantity of wastewater we produce.

In 2024 we launched a project for a comprehensive assessment of water consumption and possible efficiency improvements. During the project, all wastewater sources were identified, and measures were taken to reduce water consumption based on this data. The project concentrates on the wastewater used for our mixers, focusing on our 10-tonne surfactant mixer. We analyzed the different steps in each mixer cleaning process, and wrote a program to simplify and improve the quality of the process, reducing both the water use and time required. By doing this, we are able to save approximately 300,000 liters of water per year. 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 liters per year (based on 2023 data). Additionally, we optimized the cleaning of our containers. By implementing a new automated cleaning system for smaller system parts and containers, water consumption was reduced to 4,000 liters per month – a reduction of 50% compared to 2023. We aim to make this the standard process at all our production sites in 2025.

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.

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. This includes a commitment to responsible sourcing of palm oil, palm kernel oil, and palm oil derivatives. Our goal is for 100% of our palm oil ingredients to be RSPO certified by the end of 2027. ➤ See the chapter Product Responsibility by Design for more information.

As such, we strongly support the regeneration of nature and the preservation of biodiversity. In 2024, we continued to work on our Biodiversity Risk Assessment, to evaluate our impact on nature and how we can mitigate this, defining and prioritizing actions accordingly. We plan to issue a Biodiversity Policy by the end of 2026.

To help preserve the world's forests, and fulfil our commitment to the Pack4Good initiative of the NGO Canopy, in 2024 we defined strict guidelines for our new paper purchases, all of which should be recycled and/or FSC®-certified paper. Our goal is to measure how we are globally purchasing paper, and where we should focus in order to change any remaining conventional paper purchases to responsible paper purchases.

Following the launch of a biodiversity project at our headquarters in Kehl, Germany, in 2023, we decided to let nature take its course without human intervention in 2024, and we have already witnessed the growth of new plants, including rare orchids (see picture in the background), on our grounds.



A special hedgehog shelter was built, along with a bee shelter.



Occupational Health and Safety

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.

The number of work-related accidents decreased by 21% in 2024 compared to 2023. We aim to reduce this key performance indicator each year by a minimum of 5%. ↗ *See the indicator table for more information.*

To address fire safety, we have appointed an external Fire Safety Manager at our German site, while in the Czech Republic, an internal employee, who receives regular training, holds this role. In Malaysia, our Quality, Health & Safety Manager is responsible for fire safety. In addition, employees are trained as Safety Officers, to oversee day-to-day safety in our company. In 2024, we organized an annual instruction day in Germany and the Czech Republic for the third year, with mandatory training sessions for all production and logistics employees on topics including waste handling, hazardous substances, emergency management, and hygiene. For the second year in a row, the instruction day in Germany included a CSR session, which this year focused on raising awareness about the environmental impact of the overconsumption of meat.



Fire safety and sustainability training during the annual instruction day for production and logistics teams.

In Malaysia, we ensure compliance with legal requirements and the protection of our employees through a dedicated Health & Safety committee. First aiders and an Emergency Response Team (ERT) have been appointed. All staff attend health and safety training, while additional specific trainings are provided to employees working in Logistics.

As a member of the employers' liability insurance association in Germany, we regularly measure noise, exposure, and other elements at various places on site at our headquarters. The results are shared with employees and the works council. If necessary, corrective measures are identified and introduced. We have an external Health & Safety supervisor, who reviews our compliance with the European Health & Safety regulations, and 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. At the end of each year, a report documents the health and safety team's assessment for ADA Cosmetics management. All processes and procedures are regularly reviewed and, where necessary, optimized to enhance occupational safety in line with local requirements. This continuous improvement approach ensures that we proactively identify and mitigate potential hazards, maintaining a safe and healthy environment for all employees.

Focus on Employee Wellbeing

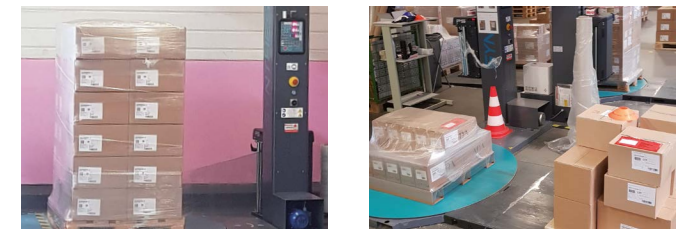
Our health management system is geared towards serving the needs of our employees, raising awareness of risks, and contributing to the prevention of health problems. Regular training and check-ups are an integral part of ADA Cosmetics' health management services, and we also organize regular health campaigns, in which employees are invited to actively participate.

In order to protect the wellbeing of our employees, we regularly assess our workplaces in line with the latest occupational psychological and medical findings, to continuously improve both safety and health protection. Every workstation in production and administration undergoes a thorough individual evaluation to identify and implement improvements.

In the Czech Republic, we invested in our first standing desks for our office employees in 2024. Standing desks offer multiple benefits including improved posture, better circulation, and a lower risk of various health issues, by allowing employees to alternate between sitting and standing whilst working.

We also encourage physical activity by providing bicycles for employees in Germany and the Czech Republic, enabling them to enjoy bike rides during lunchtime and stay active throughout the day.

To further improve employee wellbeing, we continued to optimize our German warehouse and production site. In 2024 we invested in new electric lifting trucks and wrapping machines, which avoid heavy lifting and make operations more ergonomic. New window shades minimize the impact of the sun in summertime, and a new ventilation system has been installed, to absorb chemical emissions from fluid raw materials, thus protecting employee health. In 2024, we also renovated the washing room in the production area, to ensure safe working conditions.



Ergonomic improvements: newly wrapped packages with the help of electric machines to ease manual work.

These initiatives reflect ADA Cosmetics' commitment to fostering a healthy, safe, and supportive workplace for all employees. ↗ *See the chapter Social Responsibility for more details on our efforts.*

PEOPLE

Social Responsibility

Our Pledge to Do Business Differently

ADA Cosmetics is a global company, and a market leader in our industry. This means that we can – and do – make a significant impact in the regions and communities in which we operate. It is extremely important to us to do everything we can to ensure this impact is overwhelmingly positive – not only now, but in the years and generations to come.

Guided by a deep respect for human rights, and a desire to protect our precious planet, we follow strict health, safety, social, and environmental protocols in our own operations, while also holding our suppliers to the very highest ethical and environmental standards. In addition, we have built strong and enduring relationships with organizations including community groups, environmental associations, and NGOs, as we actively engage in initiatives that foster a better world. Through these collaborations, we strive to empower communities, promote social equity, and protect our planet's resources.



Success Founded in Respect for 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 Cosmetics' commitment to human rights and fair working conditions.

We also support the Ten Principles of the United Nations Global Compact (UNGC) on human rights, labor, the environment, and anti-corruption. Our Human Rights Policy statement includes this commitment, and will be updated again in 2025 to align with the latest regulations, as well as to be compliant with the Cradle to Cradle standard.

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.*

In 2024, we started to develop a Human Rights Due Diligence management system. This serves as a comprehensive reference for our due diligence process, providing a structured and transparent framework for effectively managing risks related to our operations. It focuses on critical areas such as human rights, environmental stewardship, supply chain integrity, and legal compliance.



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

- 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 labor
- Abolition of child labor
- 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.

Responsible Sourcing and Ethical Trade

Our Group Code of Conduct includes 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. This document is regularly updated, with sections on modern slavery and living wages to be added in 2025. Both topics are of high priority to ADA Cosmetics.

Our pledge to respect human rights is reflected in our comprehensive Responsible Sourcing Policy. It brings together several documents including our Human Rights Policy, our Supplier Code of Conduct & Ethics, our Environmental Policy, and our Product Ingredients Policy.

The Supplier Code of Conduct & Ethics covers ADA Cosmetics' standards for the conditions of workers in its supply chain, addressing the material topics of working time, adequate wages, health and safety, child labor, forced labor, and water and sanitation.

All new suppliers must sign our Responsible Sourcing Policy, and provide non-animal testing certification, before working with us. In 2025, as part of our supplier onboarding process, we will include additional requirements for suppliers located in countries designated as high risk for human rights, which must be fulfilled before they can work with ADA Cosmetics.

Evaluating Our Suppliers

In 2024, we began evaluating our biggest suppliers based on our supplier scorecard, which was updated in 2023 to include sustainability criteria. These include having a Code of Conduct in place; employee training on human rights; and calculation of Scope 1, 2, and 3 emissions. 33 suppliers representing 57% of our purchases in value were scored in 2024. We informed these suppliers of their results, and the level they have reached. If a supplier is rated as “high risk” due to significant underperformance, we begin a phase-out process while a replacement supplier is validated and ready to produce the nominated goods for ADA Cosmetics. We also invited our biggest suppliers to join the Sedex platform, and share their SMETA (Sedex Members Ethical Trade Audit) reports with us. This report covers both human rights and the environmental risks that a company can face. This way we have a full overview of social and environmental compliance, and the best practices of our suppliers.

In 2024, suppliers representing 25% of our purchases in value provided us with their SMETA audit reports, and 50% of them had

closed corrective action plans (CAPs). Additionally, our third-party manufacturing facilities that were part of our Cradle to Cradle re-certification process under version 4.0 also went through the SMETA process, and closed their CAPs in 2024. In 2025, we will work with our suppliers representing 80% of our 2024 purchases in value and which are producing in high human rights-risks countries, to ensure they complete a four-pillar SMETA audit by the end of 2026.

Sedex | Member

Meeting the Highest Standards

ADA Cosmetics is a member of Sedex, a global non-profit organization working with businesses to promote sustainable supply chain solutions. Thanks to our Sedex membership, we have an overview of risks in our supply chain, and can monitor them. In 2024, we successfully conducted the four-pillar Sedex Members Ethical Trade Audit (SMETA) at each of our three production sites. This achievement highlights our commitment to ensuring social compliance across our own production, in alignment with SMETA standards.

The four-pillar SMETA framework comprehensively evaluates ethical and sustainable practices. Expanding on the two-pillar audit's focus on labor standards and health & safety, the four-pillar audit also addresses environmental impact and business ethics, offering:

- Broader Scope: Includes environmental and ethical considerations beyond core labor and safety standards.
- Sustainability Focus: Aligns with global goals for long-term social and environmental responsibility.
- Global Standardization: Internationally recognized for showcasing ethical practices to global stakeholders.

This milestone, with a closed Corrective Action Plan (CAP) for each production site achieved in 2024, reflects our ongoing dedication to ethical operations and sustainability, paving the way for a responsible and transparent future.

Sustainable Palm Oil & Fairtrade Sourcing

We respect free, prior, and informed consent 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 Cosmetics 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. Our 2023 Sustainability Report provides additional detail on this topic.

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

Alongside this, we also comply with Fairtrade standards and FLOCERT requirements for the cane sugar, olive oil, and Brazil nut oil 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.*

Fair, Healthy, and Attractive Working Conditions

586 people (FTE-based) worked for ADA Cosmetics at 16 locations around the world in 2024. We want our teams to grow with us over the years, further developing their skills and experience.

7.4 Years

average time our current employees stay

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

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.

In 2024, our UK and Middle East entities organized their first annual Health Days to promote well-being and mental health in the company. At our German headquarters, these topics form part of an annual training day attended by all production and logistics teams. Supporting the mental as well as physical health of our workforce is very important to us.

In Germany, specific topics – such as occupational health, safety, and training opportunities – are discussed in special committees, and we have negotiated several agreements with the Works Council to strengthen the interests of employees and their safety. These agreements 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. In 2025, we will increase the number of days off we provide for exceptional personal circumstances.

To support employee well-being, we have a Menopause Policy in place. Early and regular conversations with affected employees to understand their needs can help us provide support, and establish best practices, so that all staff are able to do their job effectively and be happy at work. In 2024, staff in our UK and Middle East locations attended training on this policy to increase awareness.

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. Any employee who has been on sick leave for more than six weeks in a single year is offered a Return to Work meeting and ongoing support for their mental and physical health, in order to ease their reintegration into the company, and promote a successful phased return to work. We also place great importance on supporting mothers with their return to work following maternity leave.

We regularly monitor employee satisfaction, and measure our progress through surveys. A Global Satisfaction Survey is planned for 2025.

Annual performance reviews with our employees ensure we can reflect on constructive feedback and address any deficiencies identified – an important concern for ADA Cosmetics.

Optimizing our German Production and Warehouse

In 2024, we continued to improve the working conditions and support the health of our warehouse employees in Kehl, Germany, through a number of measures:

- An additional new shelving system in the labelling section has improved ergonomics, while increasing productivity.
- New electric lifting trucks for the returns departments avoid heavy lifting by employees, and have increased efficiency.
- Two fully renovated break rooms are now non-smoking areas, while smokers are provided with an outdoor cabin with a grass roof.
- New bicycle shelters encourage employees to cycle to work in all weathers.
- Three new wrapping machines for pallets have made operations lighter, faster, and more ergonomic.
- A test phase with six exoskeletons to protect our employees' backs and joints when lifting heavy packages was completed. Although this particular trial was not successful, we will continue to monitor technical innovations in this area, in order to adapt the offer to our employees.

Our German production and warehouse follow the Japanese organization methodology 5S, a lean management method that is used to improve organization in workplaces and work areas, by reducing time wastage, and making work steps more efficient.

The goal of lean management is not only to drive economic performance, but also to create a systematic synergy between economic performance and employee motivation through providing decent work, learning, and a sense of innovation, responsibility, and communication.



Lean management in practice: In production, the shapes of the tools are shown on the shadow boards, allowing employees to quickly see when a tool is missing

Investing in Training and Education

Our industry never stands still. By supporting the personal and professional development of our employees, we empower them to thrive in a fast-changing environment. Providing training and education opportunities to our teams not only enables them to grow, it also supports the continued success of our company.

ADA Cosmetics employees are offered a wide variety of trainings via external consultants, as well as employee-to-employee trainings. In 2024, we invested more than 113K€ in training with external consultants and in educational programs to develop employees' skills. We also invite our staff to visit our factories and head office, in order to exchange skills and experience, and learn from each other. In May 2024, a group of our UK staff visited our German headquarters for this purpose.

A yearly kick-off event takes place in January, where sales teams gather to attend training and workshops covering the latest innovations, brands, and additions to the ADA Cosmetics product portfolio, as well as the company's strategy as defined by the Leadership team. The Head of Sales from each location shares their experience and best practices, so that all sales teams in all countries can benefit from this knowledge.

Our Leadership Team holds Town Hall meetings twice per year, where they present innovations, certifications, current results, and global news. Brand owners also offer dedicated trainings on new brand launches to selected staff.

A monthly CSR newsletter helps raise awareness of sustainability and social responsibility throughout the company.



We offer climate change awareness trainings with La Fresque du Climat, enabling our employees to better understand the challenges we are facing. The number of employees trained rose from 49 to 96 in 2024, with the sessions due to be extended in 2025.

A New Training Platform: ADA Academy

In 2024, ADA Cosmetics employees worldwide were introduced to our ADA Academy. This new training platform enables all employees to deepen their knowledge of the company, with a comprehensive library of trainings on ADA Cosmetics products, formulas, certifications, packaging, and much more.

Throughout the year, internal trainings invited employees to deep dive into our sustainability strategy, and further important CSR topics including whistleblowing, anti-corruption, compliance, and modern slavery. Internal trainings on our Group Code of Conduct ensure employees understand and follow our core values in this regard, with more employees due to be trained in 2025.



Modern Slavery training took place with employees from production in 2024

A yearly global training plan is published at the beginning of each year, with a dedicated employee responsible for the trainings and their content. ADA Academy enables us to keep track of the number of trainings attended, as well as the knowledge gained.

From 2023 to 2024, we increased the percentage of employees trained on Modern Slavery, Anti-Corruption, Compliance, and Whistleblowing. ↗ *For more details, please see the Indicator table at the end of the report.*

We aim to further increase internal training in the coming years, and to train 50% of our employees on all of these topics by the end of 2026.

Diversity, Equity, 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 2024, reflecting the rich tapestry of cultures and perspectives within our organization. We recognize the enormous benefits that a diverse workforce can bring to our performance, and seek to make diversity and inclusion a hallmark of our company.

In 2024, ADA Cosmetics issued a Diversity and Inclusion Policy. Posted publicly on our website, this policy emphasizes our goal to be fair and inclusive. We also created a Diversity and Inclusion survey. This will be sent out to all employees in 2025, and the results will enable us to identify and work on gaps in this area, understanding where we need to further improve from entity to entity. 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.

We issued an Equal Employment Opportunities (EEO) statement, which confirms that all applicants for employment are recruited, hired, and assigned based on merit and without any form of discrimination. This statement will be added to our new Careers Board in 2025, and included in all job advertisements by the Group. It is available here: [Application procedure - ADA Cosmetics](#)

In 2024, we began developing an Employee Journey page on our website. This includes a social network platform, which will help to engage existing staff and potential employees around the world. Standardized hiring and onboarding processes ensure all staff are treated equally, with mandatory ADA Academy trainings included in the new employee onboarding process.

In 2024, women represented a significant portion of our workforce, accounting for almost 57% of all employees. Furthermore, 50% of management positions were held by women, reflecting our ongoing commitment to gender diversity and inclusion. We strive to create an equitable workplace where women are empowered to advance into leadership roles, and we continue to implement initiatives to support and enhance gender balance across all levels of our organization.

We have put a process in place to review wages throughout the group annually, with a control by head office to ensure no employee receives below the legally required minimum wage. By the end of 2025, we commit to going further, and evaluating whether our employees receive a living wage. This is defined as a wage that covers all the necessities for life in a local context, for example housing, health care, food and water, education, clothing, transportation, childcare, and discretionary income. Our goal is to identify potential gaps per country, and to build a five-year plan to ensure 100% of our employees are paid a living wage by the end of 2030.

In 2025 and 2026 we will carry out a gender pay gap analysis, in order to put a clear plan in place to have no gender pay gap at ADA Group.

In 2025, we will go beyond minimum wage legislation, and evaluate our salaries worldwide based on the living wage in each location.

Elevating Careers

ADA Cosmetics is currently training young people in six professions. In 2024, apprentices from our German headquarters showcased their skills at BIM, a career information fair that attracts more than 22,000 participants. The “Forklift World Championship” organized by our apprentices symbolized our commitment to elevating careers.



ADA Cosmetics apprentices showcased their skills at BIM, a career information fair for school graduates, in Offenburg

In Germany, we regularly onboard trainees who acquire both theoretical knowledge and practical skills via a dual training system. This close link between theory and practice enables them to gain relevant experience directly in the working environment. Furthermore, we work very closely with the Berlin School of Economics and Law, where in 2024 we cooperated on three bachelor's degree topics.

We also cooperate with the ‘Hanauerland Werkstätten’. This recognized facility for people with disabilities aims to promote inclusion and empowerment for all. In 2024, ADA Cosmetics ordered more than 49,000 products that were processed or manufactured by the employees of the Werkstätten.

Strong Social Commitment



At ADA Cosmetics we have a long tradition of joining and supporting community initiatives around the world, including food banks, schools, sports clubs, homeless shelters, women's refuges, and orphanages. Each December, our employees can make the festive season special for local disadvantaged children, by fulfilling wishes hung on our company Christmas tree.

Following devastating floods in the Czech Republic in 2024, we cooperated with a non-profit organization called ADRA. In the immediate aftermath of this extreme weather event, a group of 10 ADA Cosmetics employees joined the clean-up operations. Organized by ADRA, this voluntary action took place over two days in Krnov and Ostrava, two cities severely affected by the disaster. Later, despite very windy conditions, 56 employees based in the Czech Republic held a run to support people affected by the floods, which raised 16,800 CZK for this important cause.



56 employees in the Czech Republic held a run to support people affected by local floods

In September 2024, ADA Cosmetics employees participated in the “Madame Run” event, a 5km run or walk against breast cancer organized by two French initiatives associated with the Kehler Fussball Verein in Kehl, Germany.

In response to the war in Ukraine, ADA Cosmetics decided to pool the aid offered by our employees through local partnerships with nonprofit organizations. Together with our employees, we donated a range of relief supplies such as cosmetics and hygiene products, as well as warm winter clothing for Christmas. Some products were also distributed to soldiers in hospitals.

Meaningful Environmental Action

In 2024, we participated in World Cleanup Day for the third 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.

We continued our partnership with Greengage, which seeks to inspire and empower organizations to create meaningful change to fight the environmental crisis. Greengage supports organizations 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.

We also continued working with the NGOs Unisoap in France and SapoCycle in Switzerland, both of which collect and recycle used soaps from hotels to give underprivileged communities access to hygiene.

In 2024, SapoCycle and ADA Cosmetics partnered to make 1,000 hygiene kits, each containing Fair Trade products, a pair of socks, and a SapoCycle recycled soap. ADA Cosmetics and SapoCycle teams distributed the kits to two charities: TAFEL in Kehl, Germany, and Les Restos du Coeur in Colmar, France

In addition, our UK entity has been working with Clean Conscience since 2015, donating goods that are close to their use-by date to avoid waste. In Germany, we supported the daycare center KITA Bodersweiler with their "Nature Conservation in the Forest" campaign with nature educators.



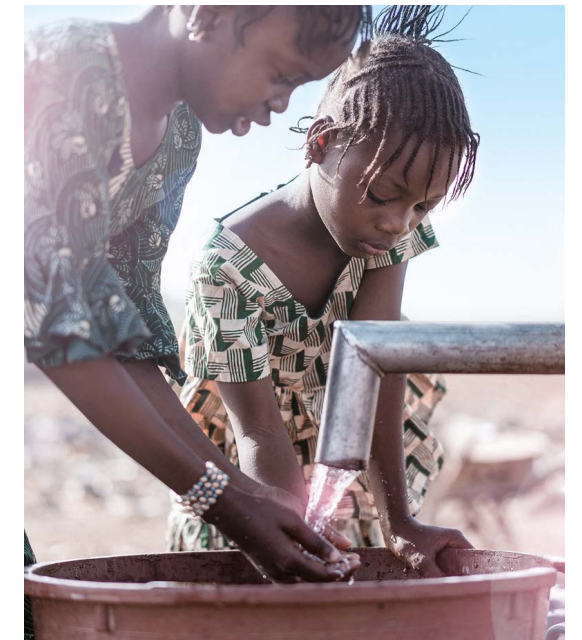
Clean Water for All

ADA Cosmetics supports the b.waterMISSION project from the Aqua Pearls Foundation, a non-profit private foundation initiated by Best Water Technologies (BWT) and its CEO Andreas Weissenbacher in 2016.

In 2024, 144 ADA Cosmetics employees around the world participated in the BWT Run, a collaborative fundraising event celebrating World Water Day, aimed at raising awareness and much-needed funds to provide clean drinking water to communities in need in The Gambia and Tanzania.

BWT donated 6€ per participant, which resulted in the building of four new drinking water wells by b.waterMISSION, as 5,000 people worldwide joined the event, raising a total of 30,000€.

Our partner Familux Resorts in Austria also funded two wells in 2024. ↗ *For more details, see the chapter ADA Cosmetics' Contribution to the Hotel Industry.*



Offsetting 100% of Our Gas Emissions Through Rainforest Conservation

As part of ADA Cosmetics' comprehensive climate strategy and commitment to the Paris Agreement, we are actively addressing our global gas emissions. In 2024, ADA Cosmetics offset 100% of its emissions related to gas consumption for the whole group through the purchase of verified carbon credits.

We chose to support the **Kuamut Rainforest Conservation Project** in Sabah, Malaysia, an initiative that is close to our hearts, as one of our three manufacturing sites is based in the country. This represents a key component of our efforts to mitigate our environmental impact, while supporting biodiversity and ecosystem resilience. Through this project, we are:

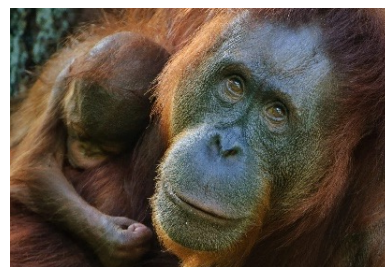
Reducing Carbon Emissions: Without intervention, deforestation in this area would continue to drive carbon emissions, as it was once heavily logged and still faces ongoing threats. By protecting 83,381 hectares of rainforest, we avoid an estimated 543,049 tons of carbon dioxide equivalent (tCO₂e) emissions.

Preserving Biodiversity: The project protects vital habitats for endangered species such as the Bornean orangutan, Bornean elephant, Sunda clouded leopard, and Helmeted Hornbill. By preventing illegal logging and poaching, it allows wildlife populations to recover, and ecosystems to regenerate. The rainforest also functions as a key biodiversity corridor, enabling species movement and genetic diversity. Continuous ecological monitoring and research ensure adaptive conservation strategies, strengthening long-term ecosystem health and resilience.

Empowering Local Communities: This project generates carbon credits from Verified Emission Reductions, providing essential funding for conservation and community initiatives. The Kuamut Rainforest Conservation Project strengthens local communities by providing sustainable job opportunities in conservation, eco-tourism, and forest monitoring, while promoting skills in agriculture and entrepreneurship. It enhances access to clean water, healthcare, and education, improving overall well-being and resilience. By reducing dependence on logging and unsustainable practices, the project fosters long-term economic stability, while ensuring communities play an active role in environmental conservation.

Offsetting our own emissions: ADA Cosmetics has made a three-year commitment to buy carbon credits that will compensate its own gas emissions. While our priority remains reducing emissions at source, responsible offsetting through high-impact conservation efforts ensures that we take immediate climate action while transitioning to a low-carbon future.

The project is assessed against the science-based and globally recognized Verra Verified Carbon Standard (VCS) and the Verra Climate, Community, and Biodiversity (CCB) Standard. This both demonstrates the project's scientific rigor, and enables it to generate income from Verified Carbon Units (VCUs), or carbon credits. It is also A-rated by B-Zero.





In 2024, ADA Cosmetics began a partnership with CrowdFarming to support regenerative agriculture. Through CrowdFarming, ADA Cosmetics adopted organic blood orange trees on the Bio Agrumi Monastery farm in Sicily, Italy. A signal of the company's support for sustainable cultivation methods, this action will help preserve these natural treasures and support local farmers. It highlights the launch of The Curious Botanist, a new ADA Cosmetics line featuring natural formulations infused with organic blood orange essential oil from the region. Oranges harvested from the trees are shared with our clients.



In 2024, ADA Cosmetics began partnering with Plastic Bank to enhance the sustainability of the pump dispenser in our ocean-inspired Hydro Touch line by switching to 100% Recycled Coastal Plastic. Plastic Bank is a social fintech that tackles ocean plastic pollution while fighting poverty by turning plastic waste into currency. It empowers communities in developing countries to collect and exchange plastic for money or social benefits through a secure blockchain platform. Through this initiative, ADA Cosmetics purchased 24,000 kg of Recycled Coastal Plastic, preventing an estimated 1.2 million plastic bottles from entering local waterways. 257 people from five collection teams were involved in the collection.

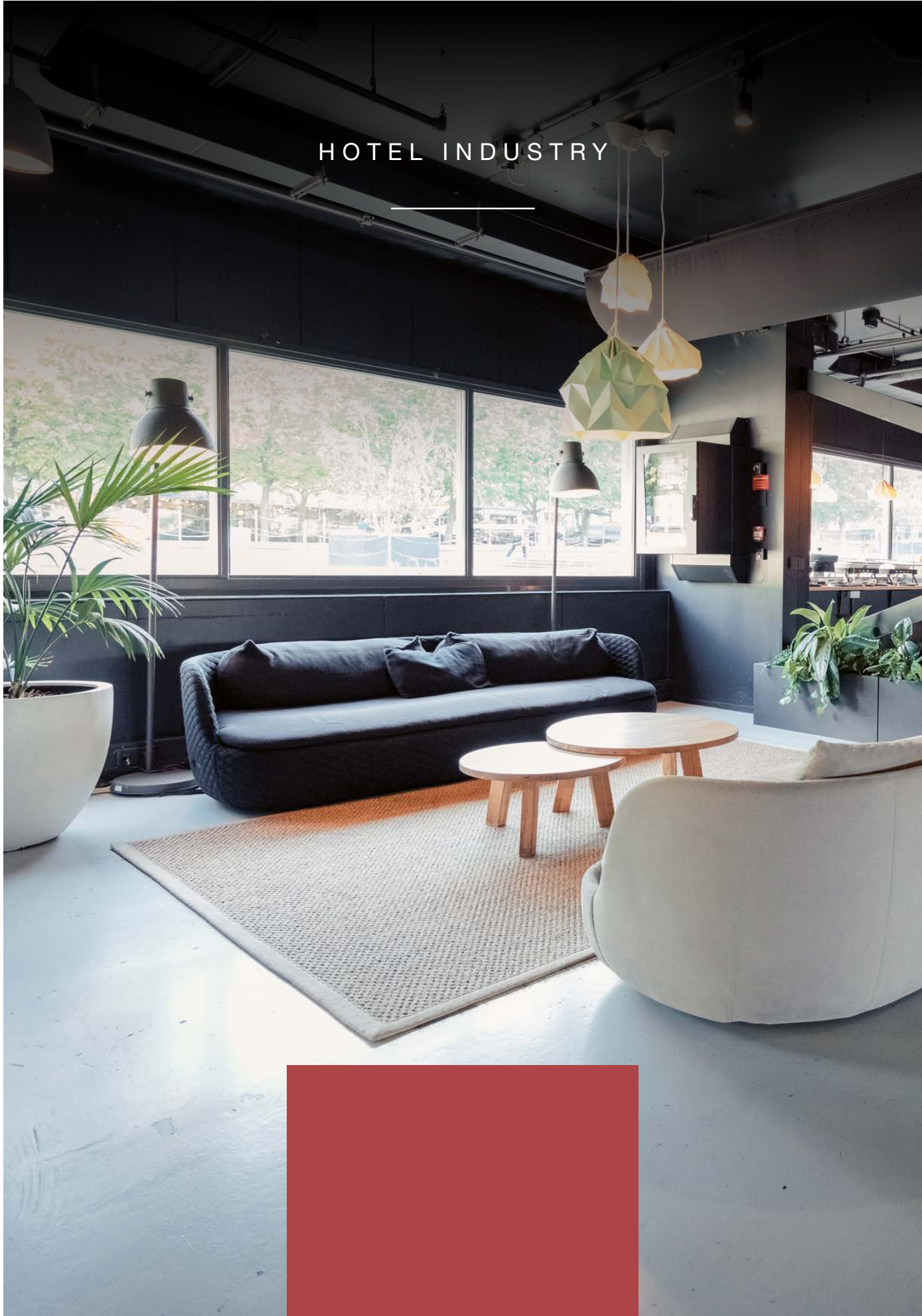


ADA Cosmetics supports Clean the World and its Global Recycling Program, which helps reduce pollution, save water, and decrease the carbon footprint of thousands of hotel partners globally. It also improves the lives of women, children, and communities worldwide by donating recycled soap bars to global NGOs.



CHAMPIONING ZERO AMENITY WASTE FOR THE HOSPITALITY INDUSTRY





ADA Cosmetics’ Contribution to the Hotel Industry

From day one, ADA Cosmetics has taken a proactive role as a thought leader in the hotel industry. As a pioneer in product innovation and development, we offer world-class hygienic and sustainable solutions that make it easy for our clients to achieve their CSR goals.

While our peers in the industry have predominantly sought corporate-level certification, ADA Cosmetics has chosen to invest in a comprehensive, client-led approach, even when it means a longer and more demanding process. For us, corporate certification will be a complementary step in the coming years, as we continue to focus on developing safe and innovative products, which make a minimal impact on the environment and society, for our clients around the world.

The principle of circularity is at the heart of everything we do, reflected in our ongoing recertification process at Silver level with Cradle to Cradle®. This ensures we meet strict social and environmental standards at every stage of product development, manufacturing, and distribution – both within our workforce and in our value chain.

The prestigious Cradle to Cradle® Silver certification of our portfolio continues to open doors, for example in our new partnership with Green Key International.

Award-winning Innovation:
Recognition from the Industry



Breakthrough innovations, such as our mono-material hygiene pump with patented drainage system, and the new ADA Cosmetics Refillution refill machine, continue to raise awareness of the issue of hygiene in the travel industry, helping to protect the health of hotel guests.

In 2024, our advancements in the fields of sustainability and safety were recognized with two prestigious innovation awards.

In June, ADA Cosmetics’ groundbreaking mono-material hygiene pump was named the Product Innovation of the Year at the German Hotel Association (IHA) Innovation Award ceremony in Munich. In November, this game-changing design received further recognition, winning the Innovation Award at the EquipHotel trade fair in Paris – another milestone for our teams.

Our UK team was also honored as the Silver Winner of the Wenta Action Zero Sustainability Award at the Bedfordshire Chamber of Commerce SME Business Awards in 2024. This award, in a region where we have had a local presence for more than three decades, again highlighted our commitment to developing innovative and sustainable solutions for the industry.



Our mono-material hygiene pump for cosmetics pump dispensers convinced the German Hotel Association (IHA) judges. Our colleagues André Roeske and Christian Wiese received the trophy, representing many more people here at ADA Cosmetics.



Partnerships to Raise Awareness of Water Scarcity



ADA Cosmetics helps to raise awareness of water scarcity through our support for the AQUA PEARLS Foundation, and its project to build wells in Africa. In 2024, we invited hotel clients to join us in supporting this social and humanitarian initiative and, together with our partner Familux Resorts in Austria, we jointly sponsored two drinking water wells.

Our support for the b.waterMISSION project of AQUA PEARLS For You and the Planet Blue Foundation helps improve access to clean drinking water in rural areas of Africa, thereby reaffirming our commitment to sustainability and social responsibility, while encouraging our clients to do the same. We will continue this work in 2025.

Engaging With Certification Bodies

We began working with Green Key International, a program which certifies more than 7,500 hotels and other establishments in more than 80 countries worldwide according to strict sustainability criteria. The prestigious Green Key certificate is the leading standard for excellence in the field of environmental responsibility and sustainable operation within the tourism industry.

Following in-depth discussions, Green Key International recognized and approved the Cradle to Cradle® Certified Silver standard – one of the most comprehensive sustainability certifications in the world, which is awarded to the ADA Cosmetics product portfolio.

All amenities with Cradle to Cradle® Silver certification are now recognized during a Green Key audit, and will earn additional points for hotels going through the Green Key certification process.

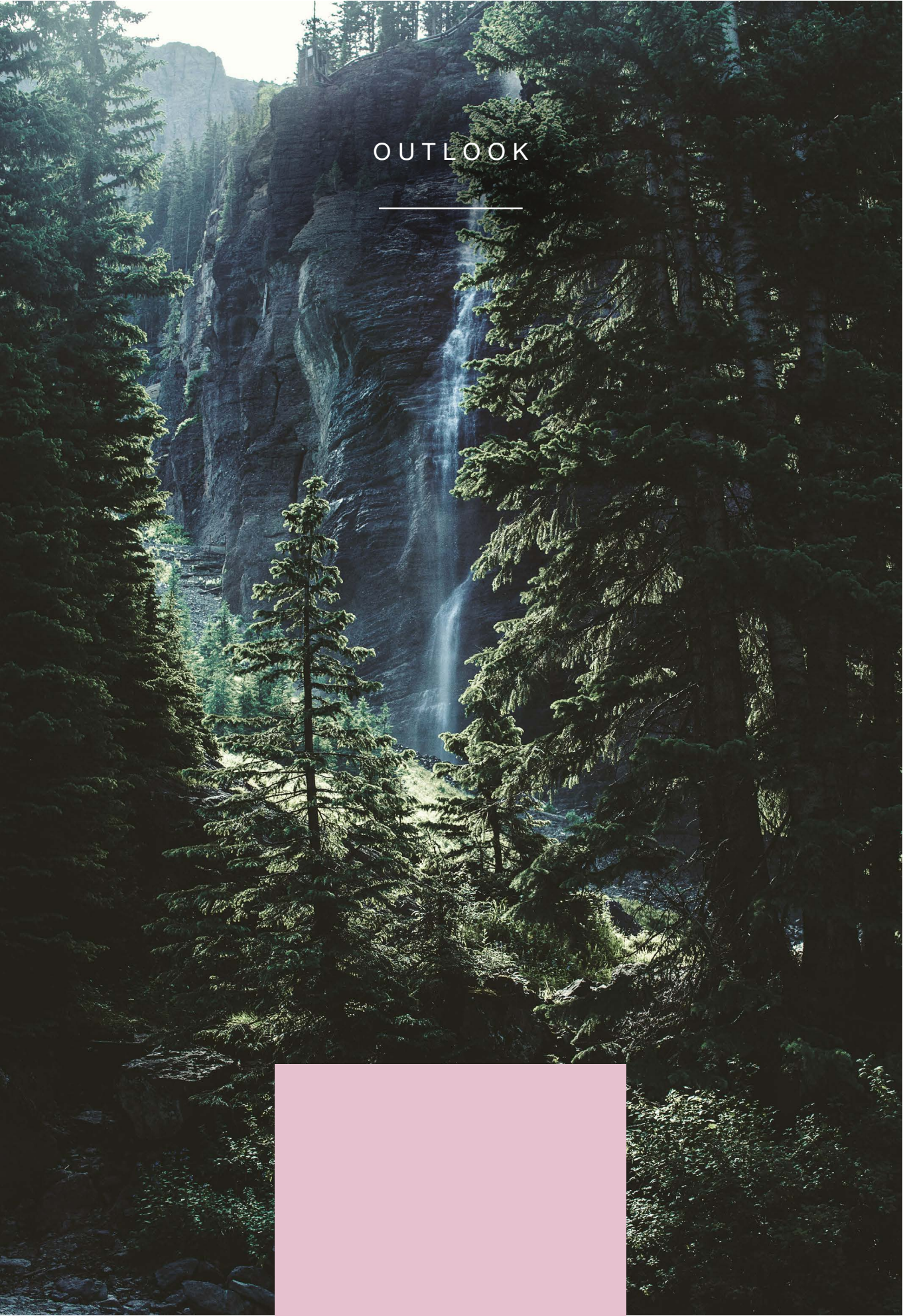


Supporting Luxury Brands in Becoming More Sustainable

High-profile luxury brands are increasingly seeking to integrate social and environmental responsibility into their business operations. As a pioneer and expert in this field, ADA Cosmetics advises luxury brands in our portfolio on how to pursue sustainability in alignment with their brand identity and values.

In 2024 we began a partnership with the International Luxury Hotel Association (ILHA), a nonprofit organization seeking to unify and advance the luxury hospitality industry. Annie Steighner, Vice President of Business Development and Partnerships at ADA Cosmetics in the Americas, has joined the ILHA Leadership Board.

These are just a few examples of the contribution we have made in recent years. Taking a leading role will continue to be very important to ADA Cosmetics going forward, not only to support a thriving hotel industry, but also to make our clients’ lives as easy as possible.



OUTLOOK

OUTLOOK



Outlook

Thank you for reading ADA Cosmetics’ 2024 Sustainability Report. Looking back allows us to look ahead with clarity. At ADA Cosmetics, continuous improvement drives everything we do. We understand that the well-being of our planet and the long-term success of our business are deeply interconnected –

and we remain committed to advancing environmental and social responsibility in all areas of our operations. Our next Sustainability Report, covering progress in 2025, will be published by mid-2026. A more sustainable future is within reach – and we look forward to shaping it together with you.

In 2025 we will focus on the following:

Sustainability Management and Governance

Our priority is to systemize our sustainability management by developing a governance system with robust processes and responsibilities, while also improving data quality and availability. We are closely monitoring all regulatory developments in the European Union, and will align our sustainability reporting accordingly.

Innovation

In line with our Eco Design Guidelines, and guided by the natural principle of circularity, we will maintain our focus on developing innovative products with sustainability at their core.

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 2027.

Climate strategy

Having set ambitious targets in 2024, we will continue to implement and further develop our Decarbonization Plan in 2025, as we transition towards climate neutrality.

Social responsibility

We will expand the trainings we offer on topics related to social responsibility, in order to reach more employees. In addition, we will conduct a Diversity, Equity and Inclusion survey, as well as a survey to assess the efficiency of our whistleblowing system.

Every trip leaves a trace. Let’s make it a positive one.
At ADA Cosmetics, we believe that the beauty of hospitality lies not only in comfort and care – but in conscious choices. With every dispenser, every refill, and every innovation, we want to make those choices easier – for hotels, for guests, and for the world we share.

This report is an invitation: to reflect, to exchange ideas, and to collaborate.

We welcome every comment, every conversation – because real change only happens together.

Your CSR Team at ADA Cosmetics

Conscious choices, trip by trip.

Thank you for joining us on this journey.

About the Report

About the Report

Within this report, we provide information on our strategic priorities and alignment with the 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, it is essential that management and performance are quantifiable, transparent, and thus accountable. 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 the double materiality assessment conducted in 2024, the content of our report was defined based on our impacts and arising responsibilities, their business relevance, and the central expectations of our stakeholders. ADA is not legally required to disclose, but rather issues the report voluntarily. Our reporting approach is based on the internationally recognized guidelines of the Global Reporting Initiative (the GRI Standards). Furthermore, our reporting content reflects the standards and frameworks that guide ADA Cosmetics' operations: the UN Global Compact, EcoVadis, and Cradle to Cradle, amongst others. We aim to measure the report against the specified requirements of the above, in order to further develop it and enable comparisons. In our third voluntary report,

we increasingly align with the reporting obligations defined by the EU Corporate Sustainability Reporting Directive (CSRD). We are closely monitoring all regulatory developments in the European Union, and will align our sustainability reporting accordingly.

Reporting Period and Frequency

Our third report refers to the business year 2024 (January 1st, 2024, to December 31st, 2024). The editorial deadline was June 27th, 2025. ADA Cosmetics 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 its operative control ↗ *See Indicator table: Workforce development.*

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 2024 Sustainability Report, we continued aligning our KPIs with the CSRD-ESRS. Most of the KPIs below are based on the CSRD-ESRS. In addition, company-specific metrics continue to be included.

Company Profile

The following KPIs are in orientation towards ESRS 2 General Disclosure

Data Point	Unit	2024	2023	2022
Executive members	Number	5	5	
Non-executive members	Number	655	663	
Members of Management Committee by gender	Female percentage	20	20	
	Male percentage	80	80	
Leadership Team gender diversity ratio	Female percentage	25	25	25
Percentage of independent board members	Percentage	0	0	0
Total number of employees	Head count	660	668	635
Number of employees	FTE-based number	586.5	581.5	622.9
Total revenue	€	118,545,276.3	119,646,668.7	116,565,655.6
Own Production sites	Quantity	3	3	3
Offices	Quantity	11	10	10
Number of countries where our products are sold	Quantity	109	106	
Business clients and end consumers ¹	Quantity	33,690	32,462	32,737
Business clients ²	Quantity	17,211	16,949	17,537
EcoVadis score	Number	78	68	60
Own production sites that are ISO 9001 certified	Number	2	2	2
Own production sites that are ISO 14001 certified	Number	2	2	2
Own production sites that are ISO 45001 certified	Number	1	1	1
Own production sites that are ISO 22716 certified	Number	1	1	1
Own production sites that are GMP certified	Number	1	1	1
Own production sites that are RSPO certified	Number	3	3	3

Presented indicators covers ADA Cosmetics 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.

Own brands active in 2024

- Absolute Nordic Skincare
- Aqua Senses
- Be different
- Dermacare Sensitive
- Eco Boutique
- ECO by Green Culture
- Element_ry
- Fair CosmEthics
- Hydro Touch
- My Forest Friends
- Native Nature
- Naturals
- Naturals Remedies
- Pure Herbs
- Spirit of Travel
- The Perfumers Garden
- Think, Act & Live Responsible

Licensed Brands active in 2024

- Amouage
- Argentum
- Asprey
- Balmain
- Bogner
- Chopard
- DOCUMENTS
- Elemis
- Esteban
- handhandhand
- Lalique
- Luis Trenker
- Marie-Stella-Maris
- Penhaligon's
- Soapsmith
- The White Company
- YonKa

Indicator	2024
Supply Chain	Apart from manufacturing our products in our own production sites, 84% of our purchases in value were made in 4 main countries in 2024: - 29% in Germany - 28% in China - 14% in Czech Republic - 13% in Malaysia



Indicator Table – Sustainability Strategy and Governance

Political Influence and Lobbying Activities

The following KPIs are in orientation towards ESRS G1 Governance

Data Point	Unit	2024	2023	2022
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
Number of convictions for violation of anti-corruption and anti-bribery laws	Number	0	0	0
Amount of fines for violation of anti-corruption and anti-bribery laws	€	0	0	0

Indicator Table – Product Responsibility by Design

Research and Development (R&D) and Ingredients:

The following KPIs are in orientation towards ESRS E2 Pollution

Data Point	Unit	2024	2023	2022
R&D total budget	€	1,000,000	900,000	630,000
RSPO Palm Oil certified ingredients used ¹	Percentage	90.8	74.2	81.4
Microplastics generated	Tons	0		
Microplastics used	Tons	0		
Amount of plastic prevented from entering oceans and rivers ²	Tons	24		
Product donations	Tons	57.9	52.5	

¹ Share was updated on years 2024 and 2023. 2022 figures were only taking into account Germany purchases.
² ADA purchased through Plastic Bank, plastic that was located close to water streams preventing them from entering oceans & rivers.

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	2024	2023	2022
Scope 1 GHG emissions		582	625	617
Fugitive emissions	t CO ₂ e	19	34	2
Mobile combustion		248	245	260
Stationary combustion		315	346	355
Scope 2 GHG emissions				
Gross location-based Scope 2 GHG emissions	t CO ₂ e	2,399	2,453	3,152
Gross market-based Scope 2 GHG emissions		0.318	1,437	1,638
Scope 3 GHG emissions		44,645	37,994	50,207
1 Purchased goods and services	t CO ₂ e	34,964	29,094	40,380
2 Capital goods		873	692	994
3 Fuel and energy-related activities		666	666	764
4 Upstream transportation and distribution		2,459	1,790	2,523
5 Waste generated in operations		81	95	97
6 Business travel		536	510	134
7 Employee commuting		427	415	666
9 Downstream transportation		1,048	1,347	545
12 End-of-life treatment of sold products		3,561	3,360	4,077
14 Franchises		30	24	26
Total GHG emissions				
Total GHG emissions (location-based) (tCO ₂ eq)	t CO ₂ e	47,626	41,072	53,976
Total GHG emissions (market-based) (tCO ₂ eq)		45,227	40,057	52,462
GHG intensity per net revenue				
Total GHG emissions (location-based)	t CO ₂ e/ Mio. € Net revenue	405.8	349.3	470.3
Total GHG emissions (market-based)		385.3	340.7	457.1
Net revenue used to calculate GHG intensity	€	117,372,997	117,570,580	114,765,000

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

Indicator Table – Own Operations

Energy Consumption and Mix

The following KPIs are in orientation towards ESRS E1 Climate Change

Data Point	Unit	2024	2023	2022
Total energy consumption related to own operations		7,302,395	7,460,853	8,260,485
Total energy consumption from fossil sources		2,778,850	5,438,809	6,004,270
Total energy consumption from renewable sources		4,523,546	2,022,045	2,256,216
Fuel consumption from renewable sources	kWh	0	0	0
Consumption of purchased or acquired electricity, heat, steam, and cooling from renewable sources		4,523,546	2,022,045	2,256,216
Consumption of self-generated non-fuel renewable energy		0	0	0
Percentage of renewable sources in total energy consumption	Percentage	61.9%	27.1%	27.3%
Fuel consumption from natural gas		1,718,725	1,889,946	1,942,310
Fuel consumption from other fossil sources	kWh	1,059,350	1,032,495	1,073,830

¹ Energy covers gas, electricity, pellets and fuel consumption for the Group. For 2023 & 2024: Estimations of refrigerants in Malaysia were made. For 2024: Estimations were made for Austria Electricity consumption as the invoices were not yet available.

2022 and 2023 values have been updated once the 2023 Corporate Carbon Footprint was finalized. We also integrated the latest invoices available in our new calculation.

GHG Removals and GHG Mitigation Projects Financed Through Carbon Credits

Data Point	Unit	2024	2023	2022
Total amount of carbon credits outside value chain that are verified against recognised quality standards and cancelled ¹	Quantity	333	686	208
Percentage of reduction projects	Percentage	100%	100%	100%
Percentage for recognised quality standard	Percentage	100%	100%	100%

¹ In 2024, 333 carbon credits were bought to help fund The Kuamut Rainforest Conservation project. This project has CCB (Climate, Community, Biodiversity) certification and is A rated by B-Zero. No carbon credits were bought for Malaysia entity as Malaysia purchased renewable energy certificates in 2024. In 2023, 686 carbon credits were bought to help fund the UGANDA Lango safe water project, certified by the Gold Standard: We covered the Group’s gas consumption as well as 20% of our Malaysian electricity consumption. In 2022, 208 carbon credits were bought through our gas price in Germany which financed climate protection projects in accordance with the Verified Emission Reduction standard. The amount was lower as we had to change energy supplier and no offset was included in the new offer.

Indicator Table – Own Operations

Water Consumption

The following KPIs are in orientation towards ESRS E3 Water

Data Point	Unit	Definitions and Limitations	2024	2023	2022
Total water withdrawal	m³	Total Germany Czech Republic Malaysia	29,198 9,383 7,601 12,214	29,787 9,630 6,716 13,441	44,705 16,559 7,283 20,863
Water intensity ratio ¹	m³/ton	Germany Czech Republic Malaysia	1.8 1.9 5.0	1.8 2.0 6.5	3 2.1 7.6
Total water discharges	m³	Total Germany Czech Republic Malaysia	18,489 6,382 3,525 8,582	16,383 7,160 3,666 5,557	22,041 13,019 3,280 5,742
Water re-used	m³	Total Germany Czech Republic Malaysia	0 0 0 0	0 0 0 0	0 0 0 0
Water recycled	m³	Total Germany Czech Republic Malaysia	0 0 0 0	0 0 0 0	0 0 0 0
Qty of bulk produced	tons	Total Germany Czech Republic Malaysia	11,747 5,218 4,088 2,441	10,613 5,316 3,240 2,057	11,637 5,529 3,367 2,741

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

The following KPIs are in orientation towards ESRS E5 Resource Use

Data Point	Unit	Definitions and Limitations	2024	2023	2022
Total waste generated	tons	Total	616.4	618.5	830.0
		Germany	362.2	370.0	490.0
		Czech Republic	192.2	225.0	236.0
		Malaysia	46.5	23.5	104.0
		Middle East	9.6		
		Hong Kong	3.9		
		Singapore	1.5		
		China	0.5		
Total amount of non-hazardous waste	tons	Total	579.8	575.7	740.0
		Germany	353.9		
		Czech Republic	188.4		
		Malaysia	22.0		
		Middle East	9.6		
		Hong Kong	3.9		
		Singapore	1.5		
		China	0.5		
Total amount of waste diverted from disposal due to recycling ¹			475.9		
Non-hazardous waste diverted from disposal		Total	439.4	451.0	559.0
Non-hazardous waste diverted from disposal due to recycling ²	tons	Total	439.4	451.0	559.0
Non-hazardous waste directed to disposal		Total	142.6	165.0	180.0
Total amount of hazardous waste		Total	36.5	42.8	90.0
		Germany	8.3	8.5	34.0
		Czech Republic	3.7	9.0	10.0
		Malaysia	24.5	25.3	46.0
Hazardous waste diverted from disposal due to recycling ³		Total	36.5	46.0	90.0
Non-recycled waste	Percentage	Total	142.6		
Total amount of radioactive waste		Total	0	0	
Percentage of non-recycled waste		Total	23.0		

¹ Includes 191.6 tons of thermal recycling and 284.3 tons of recycling in 2024
² Includes 164 tons of thermal recycling and 275.3 tons of recycling in 2024
³ Includes 27.6 tons of thermal recycling and 9 tons of recycling in 2024

Indicator Table – Social Responsibility

Workforce Development

The following KPIs are in orientation towards ESRS S1 Own workforce

Data Point	Unit	Definitions and Limitations	2024	2023	2022
Number of employees	Head Count		660.0	668.0	635.0
Number of employees by gender	Head Count	Female	365.0	376.0	
		Male	295.0	292.0	
Average number of employees	Head Count		604.7	596.5	
Number of employees in countries with 50 or more employees	Head Count		522.0	536.0	500.1
Average number of employees in countries with 50 or more employees	Head Count		471.3	469.3	
Number of full-time employees	FTE-based	Total	586.5	581.5	622.9
Number of full-time employees by full time equivalent	FTE-based number	Female	306.5	306.9	
		Male	280.0	274.6	
Number of part-time employees by full time equivalent	FTE-based	Total	76.0	82.0	
Number of part-time employees by full time equivalent	FTE-based number	Female	67.0	73.0	
		Male	9.0	9.0	
Number and rate of new employee hires	Head Count		81.0	82.0	96.0
	Percentage		13.4	27.2	
Number and rate of leavers	Head Count		80.0	125.0	138.0
	Rate		13.2	21.0	
Average period of employment	Years		7.4	6.8	7.1
Percentage of employees paid at least national minimum wage	Percentage		100	100	100
Entry-level-training (trainees, dual students and interns)	Head Count		17.0	14.0	16.0
Trainee retention rate	Percentage		13.0	14.0	75.0
Spending on trainings ¹	€		113,168	163,807	107,670
Average number of training hours per person for employees	Average number		9.0		
Average number of training hours by gender	Average number	Female	5.0		
		Male	4.0		

¹ Data on trainings were updated based on financial data.

Indicator Table – Social Responsibility

Workforce Development

Data Point	Unit	Definitions and Limitations	2024	2023	2022
Own production sites socially audited by 3 rd party (SMETA 4P)	Percentage		100		
Open Corrective Action Plans related to own operations	Percentage		0		
Head counts trained on Modern Slavery	Percentage		32		
Head counts trained on Anti-corruption	Percentage		44		
Head counts trained on Compliance	Percentage		44		
Head counts trained on Whistleblowing	Percentage		35		
Head counts trained on Climate Change	Percentage		15		
Participants in the BWT Run under ADA's initiative	Number		144		
Severe human rights cases where undertaking played role securing remedy for those affected	Number		0		
Confirmed incidents in own workforce related to child labour	Number		0	0	0
Confirmed incidents in own workforce related to forced labour	Number		0	0	0
Confirmed incidents in own workforce related to human trafficking	Number		0	0	0
Confirmed incidents in own workforce related to discrimination	Number		0	0	0
Confirmed incidents in own workforce related to modern slavery	Number		0	0	0

Indicator Table – Social Responsibility

Workforce Development

Data Point	Unit	2024	2023	2022
Total Employees		586.5	581.5	622.9
Employees by subsidiary and location:				
Germany (ADA Cosmetics International GmbH)	FTE-based number	216.7	220	221.6
Czech Republic (ADA International s.r.o)		114.3	119.8	131
Great Britain (ADA Cosmetics International Ltd)		22.8	23.4	22.6
Hong Kong (ADA Far East LTD)		16	15.3	16
Malaysia (ADA Cosmetics International Sdn Bhd)		125	120.6	147.5
Austria (ADA Cosmetics International GmbH)		9	10.5	9.2
USA (ADA International USA Inc)		6	3	4
Dubai (ADA Pacific Direct LLC)		7	7	6
France (ADA France Sarl)		4.8	4.8	4.8
China (ADA Cosmetics Trading Ltd)		19	14	13
Singapore (ADA International PTE Ltd)		2	2	3
Denmark (ADA International Scandinavia AS)		1	1	1
Thailand (ADA Cosmetics International Co., Ltd)		20	18.9	22
Spain (ADA Hotelcosmetics SLU)		2	2	2
Switzerland (ADA Cosmetics International GmbH)		2	1	1
Canada (ADA International Canada Inc)		3	2	2
MLC Black Forest GmbH		15.9	16.2	16.2

Indicator Table – Social Responsibility

Collective Bargaining Coverage

Data Point	Unit	2023	2022	2021
Percentage of total employees covered by collective bargaining agreements	Percentage	43.0	42.7	

Diversity Metrics

The following KPIs are in orientation towards ESRS S1 Own workforce

Data Point	Unit	2024	2023	2022
Number of employees in Leadership Team	Head Count	4	4	
Number of female employees in Leadership Team	Head Count	1	1	
Female-to-male ratio in Leadership Team	Percentage	25	25	
Average age of employees	Years	39.9	40.5	41
Number of employees under 30 years old	Head Count	144	151	
Percentage of employees under 30 years old	Percentage	21	22.6	
Number of employees between 30 years and 50 years old	Head Count	371	340	
Percentage of employees between 30 years and 50 years old	Percentage	54.1	50.9	
Number of employees over 50 years old	Head Count	171	177	
Percentage of employees over 50 years old	Percentage	24.9	26.5	
Nationalities	Number	28	28	
Female employees	Percentage	56.9	56.3	59.5
Female employees in managerial positions	Percentage	50.4	53.7	55.3

Indicator Table – Social Responsibility

Health & Safety Metrics

The following KPIs are in orientation towards ESRS S1 Own workforce

Data Point	Unit	Definitions and Limitations	2024	2023	2022
Number of fatalities in own workforce as result of work-related injuries and work-related ill health	Number	Germany Czech Republic Malaysia	0 0 0	0 0 0	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	Germany Czech Republic Malaysia	0 0 0	0 0 0	0 0 0
Number of recordable work-related accidents for own workforce	Number	Total Germany Czech Republic Malaysia	23 3 19 1	29 8 17 4	
Number of hours worked in our three production sites	Number	Total Germany Czech Republic Malaysia	827,851 351,634 203,724 272,493	773,050 353,480 209,982 209,588	
Number of days lost to work-related injuries, fatalities and ill health	Number	Total Germany Czech Republic Malaysia	499 18 473 8	760 215 327 218	
Rate of recordable work-related accidents for own workforce: LTI FR ¹	Rate	Germany Czech Republic Malaysia	8.5 93.3 3.7	22.6 81 19.1	
LTI SR ²	Rate	Germany Czech Republic Malaysia	0.1 2.3 0	0.6 1.6 1	
1000 Man Quote		Germany Czech Republic Malaysia	10.7 37.3 7.9	24.6 64.5 24.8	

¹ LTI Frequency Rate

² LTI Severity Rate

GRI Content Index

Statement of use: ADA has reported the information cited in this GRI content index for the period from 1 January 2024 to 31 December 2024 with reference to the GRI Standards (GRI 1: Foundation 2021).

Content	More Information	Page	In reference to the GRI standards
Organizational details	- Legal name and form - Nature of ownership - Location of corporate headquarters and sites - Proportion of turnover	4-9	GRI 2: General Disclosures 2021 Disclosure 2-1 Organizational details
Reporting profile	- Entities included in the organization's sustainability reporting - Reporting period, frequency and contact point	67	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	- Organization's activities, products, services, and markets served - No significant operational changes during the reporting period - Supply chain information	4-9, 67, 69	GRI 2: General Disclosures 2021 Disclosure 2-6 Activities, value chain and other business relationships
Workforce	- Number of employees with breakdown by region	77	GRI 2: General Disclosures 2021 Disclosure 2-7 Employees
Governance	- Governance structure - The composition of the highest governance body and its committees - Chair of the highest governance body	11-13	GRI 2: General Disclosures 2021 Disclosure 2-9 Governance structure and composition Disclosure 2-11 Chair of the highest governance body
Governance	- Delegation of responsibility for managing impacts - Role of the highest governance body in overseeing the management of impacts	11-13	GRI 2: General Disclosures 2021 Disclosure 2-12 Role of the highest governance body in overseeing the management of impacts Disclosure 2-13 Delegation of responsibility for managing impacts
Statement on sustainable development strategy	-	3	GRI 2: General Disclosures 2021 Disclosure 2-22 Statement on sustainable development strategy

Content	More Information	Page	In reference to the GRI standards
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Compliance with laws and regulations	- Mechanisms for seeking advice and raising concerns - Compliance management - Whistleblowing system - Compliance audit - Performance indicators in development	13-15, 20, 35-36, 45, 49-50, 52	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	- ADA is a member of IKW The German Cosmetic, Toiletry, Perfumery and Detergent Association; RSPO; Sedex; UNGC	11, 21, 27, 36, 48, 50	GRI 2: General Disclosures 2021 Disclosure 2-28 Membership associations
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Materiality analysis and results	- Process to determine material topics (double materiality) - Reflection on impacts - Reflection on business risk 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

Content	More Information	Page	In reference to the GRI standards
Management of material topics	- Strategy clusters - Topic specific disclosures on management approaches (see below) - Future plans & targets: Biodiversity policy (2026), DEI survey (2025), 100% RSPO (2027), plastic-free accessories (2025), decarbonization etc.	18-21	GRI 3.3: Material Topics 2021 Disclosure 3-3 Management of material topics
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Anti-corruption	- Management approach · training about anti-corruption policies and procedures · Performance indicators · Number of convictions for violation of anti-corruption and anti-bribery laws · Head count trained on anti-corruption	11, 52, 70, 76	GRI 205: Anti-corruption 2016 Disclosure 205-2 Communication and training about anti-corruption policies and procedures Disclosure 205-3 Confirmed incidents of corruption and actions taken
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Waste	- Management approach · EHS management system · Measures to prevent waste generation - Performance indicators1: · Total waste generated differentiated by type · Waste generated in operations · (Non)-Hazardous waste diverted from disposal due to recycling	35, 37, 74	GRI 306: Waste 2020 Disclosure 306-2 Management of significant waste related impacts Disclosure 306-3 Waste generated
Suppliers	- Management approach · Product Ingredients Policy · Human Rights Risk assessment · Non-animal testing certification · Responsible Sourcing Policy · Supplier Code of Conduct & Ethics · Supplier scorecard: evaluation of suppliers based on environmental and social factors and taking action in case of high-risk · Sharing of SMETA reports - Performance indicators1: · Suppliers evaluated via our Scorecard represented globally · Suppliers providing valid SMETA audits, represented globally · Suppliers providing SMETA with no open CAP, represented globally	26-27, 48-49 69, 76	GRI 308: Supplier Environmental Assessment 2016 Disclosure 3-3 Management o material topics Disclosure 308-1 New suppliers that were screened using environmental criteria GRI 414: Supplier Social Assessment 2016 Disclosure 3-3 Management of material topics Disclosure 314-1 New suppliers that were screened using social criteria

Content	More Information	Page	In reference to the GRI standards
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Occupational health and safety	- Management approach · EHS management system · Global Health & Safety Policy · Occupational safety assessment and program · Hazard identification, risk assessment, and incident investigation · Measures to improve health and safety · Worker training on occupational health and safety · Annual Health & Safety Report - Performance indicators in development: · Number of fatalities in own workforce as result of work-related injuries and work-related ill health - Number of fatalities as result of work-related injuries and work-related ill health of other workers working on undertaking's sites	35-36, 45, 79	GRI 403: Occupational Health and Safety 2018 Disclosure 3-3 Management of material topics Disclosure 403-1 Occupational health and safety management system Disclosure 403-2 Hazard identification, risk assessment, and incident investigation Disclosure 403-3 Occupational health services Disclosure 403-5 Worker training on occupational health and safety Disclosure 403-9 Work-related injuries Disclosure 403-10 Work-related ill health
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Non-discrimination	- Management approach - Performance indicators: · Confirmed incidents in its our own workforce related to discrimination	52, 76	GRI 406: Non-discrimination 2016 Disclosure 3-3 Management Disclosure 406-1 Incidents of discrimination and corrective actions taken
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Marketing and labeling	- Management approach · Sourcing and product policies · Environmental product design criteria · Certification of products · Up-to-date information on our products and formulations · The sourcing of components of the product · Safe use of the product - Performance indicators in development	21-25	GRI 417: Marketing and Labeling 2016 Disclosure 3-3 Management of material topics Disclosure 417-1 Requirements for product and service information and labeling

¹ Performance indicators will be developed further

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