

fritz-kola®



glass clear.

our most transparent sustainability report 2025.

fritz-kola

1. our plan. with attitude. (strategy: business model and sustainability)
2. our mission against emissions. (climate & energy)
3. making waves for water. (water)
4. lots of circularity; ideally super zero waste. (circular economy and resource use)
5. no ifs, no buts: responsibility along the supply chain.
6. stay awake. stay loud. how fritz-kola gets involved. (end-users and consumers / social activism)
7. our frittees. (own workforce)

appendix.



mirco wolf wiegert

founder and managing director of fritz-kola

hello fritz-friends,

for us at fritz-kola it's crystal clear: sustainability has always been more than just a buzzword. back when i was a boy scout, i knew that i wanted to leave the world a little better than i found it. this idea still shapes not only me, but our whole company. to us, sustainability means taking responsibility, in all areas, every day, bottle by bottle. and that also means being transparent about the issues, naming them openly, and tackling them when something needs to change.

for 2025, we are taking a new approach with our report. for the first time, we are voluntarily aligning ourselves with a european reporting standard. not because we have to, but because we mean it. the standard helps us report in a more structured and transparent way, and to go deeper into individual topics. .

over the past year, we stayed awake and have pushed our key topics forward with a clear focus: as part of our climate strategy, we recorded emissions across our entire value chain for the first time. building on that, we are now setting science-based climate targets. at the same time, a few of my personal passion projects from last year show how we have brought our ambitions to life. our portion size study, for example, used crystal clear data for the first time to show how the size of a kola affects total consumption. by supporting farmers in the regenerative cultivation of sugar beet, we are working to make our own supply chain more sustainable and fit for the future. and through our annual deposit study, as well as our continued call for an increase in the deposit in germany, we are keeping up the pressure on an issue that has been ignored for far too long.

"our aim is transparency in every respect, not only when it comes to successes, but also when it comes to challenges. that is why our crystal clear sustainability report also sheds light on areas where others would prefer to look away. we show what we are doing well, but also where we still need to do even better."

in 2025, transparency takes centre stage. we are showing where we stand, plainly and honestly. for us, that means staying self-critical, setting ambitious goals, and being open about where we are right now. because in the end, it is not what you set out to do that counts. it is what you make of it. and for us, that comes down to honesty. real insight is the basis for trust and lasting change.

i invite you to join us on this journey. read the report, take a peek behind the scenes, and ask us uncomfortable questions. let's commit together to making sure that responsibility is more than a promise and help shape a future we all want to live in.

all the best,
mirco



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WITH ATTITUDE.

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OUR
FRITZEES.

our plan. with attitude.

our sustainability in line with the vsme standard. ¹ (B1; 24a–e)

Here is the fritz-kola GmbH sustainability report for the financial year 2025. We are reporting on a consolidated basis for our sites in Hamburg and Vienna, with all information relating to the same period as for our financial report*. In 2025, as part of our international expansion, we established the subsidiary fritz-kola Belgium SRL. As of the reporting year, this entity does not yet operate its own site or infrastructure and is therefore not included in location-based sustainability data. Accordingly, environmental metrics such as waste, energy and water relate exclusively to our office locations in Hamburg and Vienna or, where applicable, to the facilities of our contract bottling partners.

We prepared our sustainability report in accordance with the requirements of the VSME Standard.** This is a voluntary European reporting standard for non-listed small and medium-sized enterprises (SMEs). In contrast to the ESRS (European Sustainability Reporting Standards), which primarily apply to large companies, the VSME is more compact and tailored to the structures and resources of SMEs. But the content is the same, i.e. providing transparency about our impacts on the environment and society – and how we deal with them.

We are reporting on the basis of Option B of the VSME. This is the comprehensive version of the reporting standard, comprising both the Basic Module and the Comprehensive Module, with more in-depth information and datapoints.

The content of the report is based on our sustainability focal points and our materiality assessment, which in turn was based on the requirements of the ESRS and audited by an external auditor. We also disclose additional, entity-specific information beyond the scope required by the VSME Standard. We want to be transparent about where we stand, what we have already achieved and where we aim to improve based on specific targets, metrics and actions.

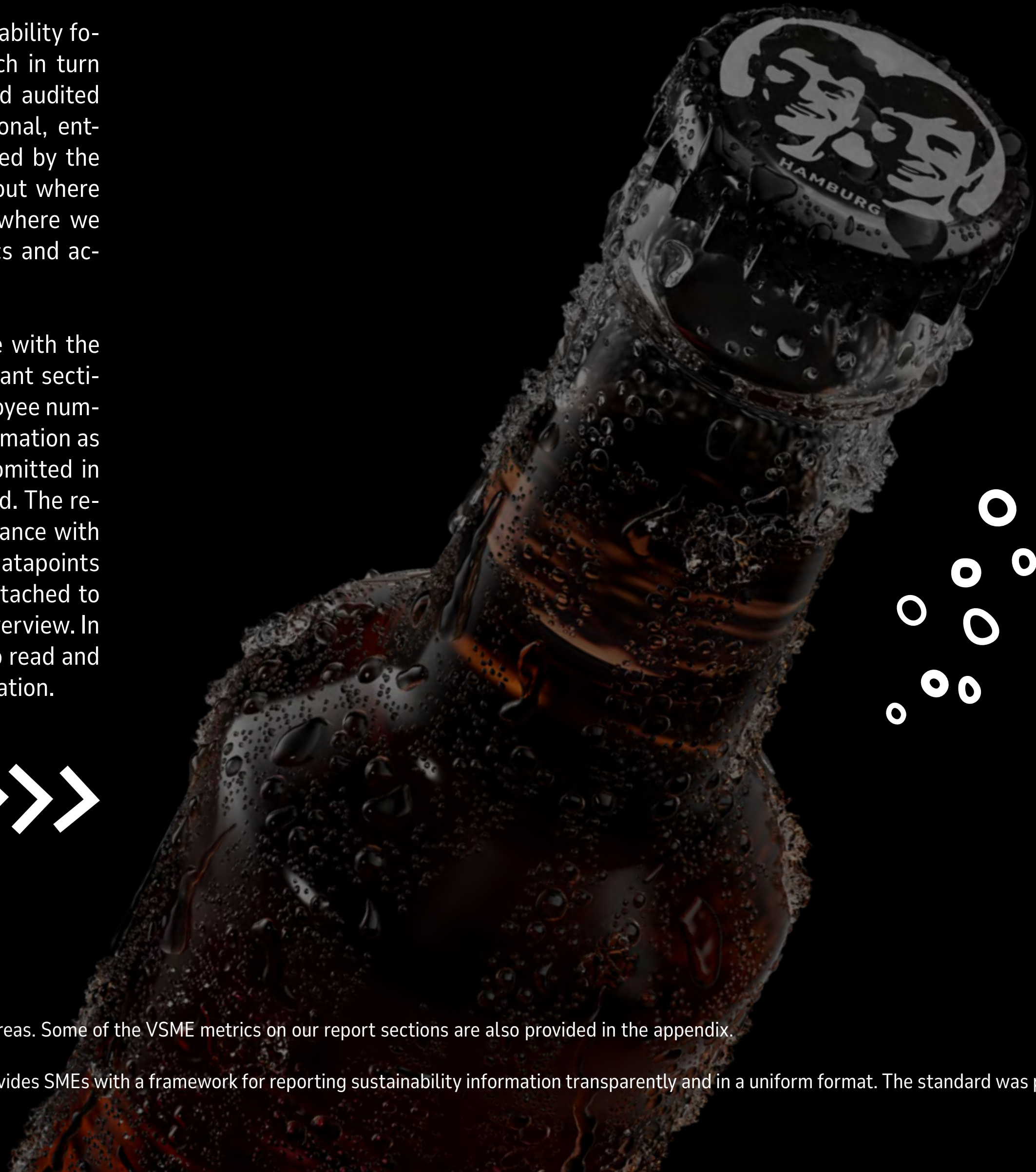
We have provided the information in accordance with the VSME requirements applicable to us in the relevant sections of the report. Except for information on employee numbers and revenue, we have not classified any information as confidential or sensitive. These disclosures are omitted in accordance with Section 19 of the VSME Standard. The reported data was included in the report in compliance with the disclosure requirements. Some of the many datapoints and results of the materiality assessment are attached to the report as an appendix to provide a detailed overview. In this way we aim to make the main section easy to read and understand without completely excluding information.



¹ We have prepared our report in accordance with the VSME, the Voluntary Sustainability Reporting Standard, which provides for certain core areas. Some of the VSME metrics on our report sections are also provided in the appendix.

* Financial year from 1 January to 31 December 2025.

** Voluntary Sustainability Reporting Standard for Small and Medium-sized Enterprises: this is a voluntary European reporting standard that provides SMEs with a framework for reporting sustainability information transparently and in a uniform format. The standard was published by the European Financial Reporting Advisory Group (EFRAG).



our vision.

We are guided by the vision of:

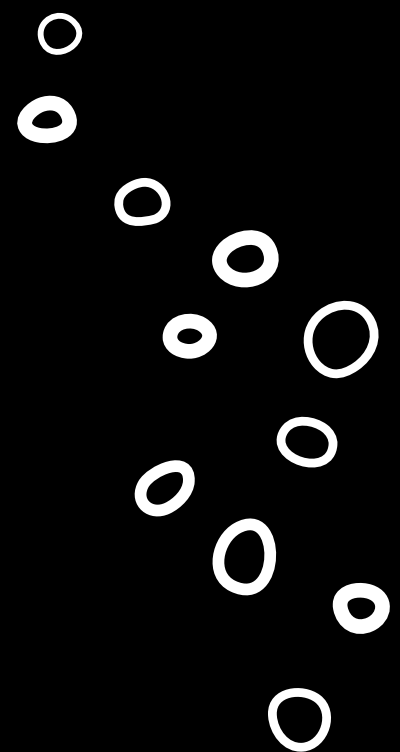
“We continuously work to make our kolas, lemonades and spritzers more sustainable.”

We aim to gradually refine our processes and products based on clear targets, metrics and measurable progress.

Since our founding in 2003 by Mirco and Lorenz, we have been engaged with environmental and sustainability topics. Lorenz Hampl left the company at the end of 2016 and is no longer involved in its development; as of 2024, he is also no longer featured in the logo. In collaboration with the British design agency Robot Food and brand illustrator Chris Mitchell, an artistic reinterpretation of the distinctive brand logo was created in 2024, serving as a free-spirited and modern homage to fritz-kola’s founding story. With Mirco, fritz-kola continues to pursue the vision

awake. for the better. together.

“the thing that shaped us and still shapes the company is that the founders were boy scouts. that means leaving the world a little better than we found it.”



our sustainability strategy. (B2, 26–28; C1, 47; C2, 48)

Our sustainability strategy is focused on kola and the entire fritz range – the core of our brand. Sustainability is firmly embedded in our corporate strategy and processes. We aim to grow – not just in Europe, but internationally – and make our contribution to the development of the beverage industry by reducing environmental impacts and advancing social matters along the value chain.

Our sustainability strategy is based on the fritz-kola vision: “awake. for the better. together.” and was refined in the reporting year 2025 in line with our materiality assessment. From it, we have derived priority focal issues along our value chain. Specific targets, actions and metrics are reported in the following sections:

Circularity: We use predominantly returnable glass bottles, and are establishing and improving workable functioning deposit schemes with the aim of reducing packaging waste and strengthening recycling cycles (see the “Circular economy and resource use” chapter).

Water: We advocate effective water management and are working with bottling partners to develop methods for efficient use of water resources in order to protect natural cycles (see the “Water” chapter).

Climate action: We are developing a climate strategy based on the targets of the Science Based Targets initiative (SBTi)* and strategically involve our suppliers in the decarbonisation process. We promote regenerative farming in our supply chain. And we use renewable energy where currently possible in technical and economic terms (see the “Climate and energy” chapter).

Social activism: We combine environmental and social matters with our “Return for Good” (Pfund gehört daneben) social initiative, by advocating for improving the situation of those who depend on collecting deposits and for a clean environment without wasted resources (see the “End-users and consumers/Social activism” chapter).

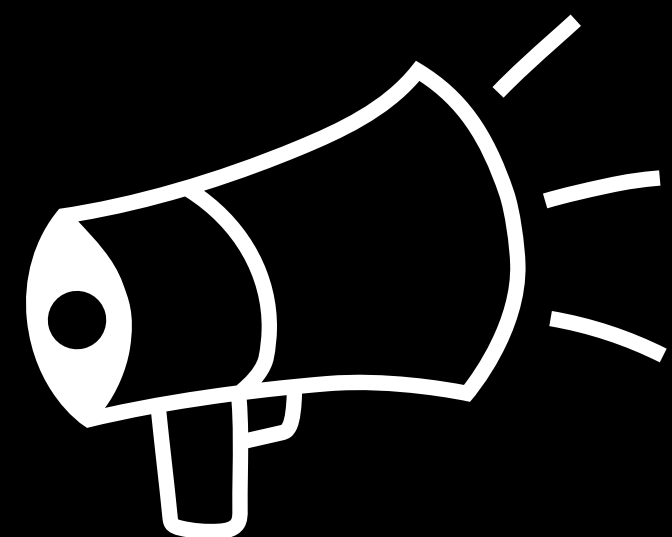
Resilient Governance: We are constantly working on our own processes and our cooperation with suppliers, based on regulatory requirements, with a focus on our products and transparent supply chains (see the “Activities along the value chain” chapter).



* The Science Based Targets initiative (SBTi) helps businesses to set science-based climate targets. Its targets are based on the 1.5°C target of the Paris Agreement.

our business model. (C1, 47a-c)

As a formality, we should say here that we develop and market a range of non-alcoholic beverages, including kola, flavoured lemonades and fruit spritzers. But what we prefer to say is that we are an independent beverage company from Hamburg that offers a broad mix of kolas, flavoured lemonades and fruit spritzers. Our small bottles can be found wherever people gather – at the supermarket, bars, the corner shop, events and festivals, and beverage wholesalers. A strong network of distribution partners, a big dose of attitude, and a brand that stands out from the crowd makes us a player not only on the German stage but also internationally now too. Sustainability is not just the topic of the day for us – it is a key part of our self-image. That's why we work on developing our value creation and packaging solutions on an ongoing basis – with a view to the environment and social matters.



our product range.

Our product range offers lots and lots of refreshment: four fritz-kolas, five fritz-limo flavoured lemonades, three fritz-spritz fruit spritzers, and our mischmasch and anjola drinks. The newest product in our range is mischmasch super zero which we added last year.



our value creation.

We call Hamburg home. Now and always. This is where we manage everything that comes up in the beverage business – like sales and purchasing. Marketing and quality management. People and culture. And of course: sustainability. Nationally and internationally, etc., etc.

We have a decentralised bottling network to shorten distances and ensure efficient transportation. Shorter transportation distances can help to reduce transport emissions. And it may sound wild, but it's actually completely logical: we source our ingredients from our suppliers. Ingredients like juices and su-

gar, and packaging and advertising products. We use five bottlers in Germany and one in Belgium for direct production to get those raw materials into our bottles. Find out more about our decentralised bottling network in the "Climate and energy" chapter.

Once the drinks are in the bottles, the beverage wholesalers take over. Our products are delivered to all the outlets that sell our drinks in 30 European countries and internationally, including catering and retail. Our partner Elbe-Werkstätten supplies them with point-of-sale marketing materials (or as we call them, advertising products).

Once the kola's been drunk, the bottle generally comes back to us and is repurposed in a bottle reuse system. That means it goes back to our bottlers and then back out into the world to serve more fritz fans.

However, this doesn't happen everywhere, as bottle reuse systems are not yet in place in every market. So, for countries without an established deposit return scheme, we have been using disposable glass "pioneer bottles" in cooperation with the Kaiserdom brewery in Bamberg since 2024. These bottles are more suitable for long-distance transportation as they are smaller and lighter. We aim to reduce transport-related carbon emis-

sions in the process. We are currently analysing the specific impact of this on emissions and will report this impact in future, along with our computations. At their destination, these bottles go directly in the recycling bin once they are empty.

To be completely honest, we would rather sell reusable glass bottles everywhere instead of these bottles, which is why we are advocating for a workable deposit return scheme throughout Europe, so that glass bottle reuse can also function (better) in other markets. Until then, we will be using the disposable glass pioneer bottles.

We also expanded our container range for the first time in 2025, with the launch of fritz-kola in aluminium cans as a pilot project. We see the can as an additional solution where reusable glass bottles have reached their limits (for now). But reusable glass bottles are still our first choice – provided there's a workable system. And that's exactly what we'll keep fighting for. Find out more in the "Circular economy and resource use" chapter.



our stakeholders.

(B2, 79; C1, 47c)

Sustainability is a shared task as far as we're concerned. So we are not alone on our journey to more sustainable business, but are working with a strong network of partners.

We remain in regular dialogue with our key stakeholders along the value chain. These include our suppliers and bottlers, our distributors, and customers from beverage wholesale and retail, catering, and cash and carry outlets, and our consumers.

The primary goal of this dialogue is to identify economic, operational and, if relevant, sustainability issues at an early stage, and to ensure reliable cooperation along the value chain.

The main focus with suppliers and bottlers is on issues like raw material availability, quality requirements, production processes, logistics and packaging solutions. We also address environmental and social requirements, such as in the context of resource efficiency, circularity of packaging, and provision of data for business and sustainability metrics.

Our dialogue with distributors and customers focuses on sales and logistics structures, bottle deposit return schemes, packaging formats, return rates and regulatory and market-specific requirements in retail and catering. The aim is to develop practicable solutions for functioning distribution and reliable market implementation in line with our sustainability strategy.

We communicate with our consumers digitally via social media, and in person at events, and supplement this with consumer surveys. We collect feedback on products, packaging and brand perception and include it in development of our offering and communication approaches.

we get involved where it counts. our memberships in networks and associations.

We are active in selected networks and associations so that we can discuss fritz-kola's interests at a professional level, develop ideas, and work together on solutions to environmental, social and economic issues. The aim of these commitments is to keep up with sector trends and to classify and evaluate external conditions.

In the area of **music, art and culture**, we are a member of Bundesverband LiveMusikKommission e.V., an association promoting the live music scene, as well as Clubkombinat Hamburg e.V. and Clubcommission Berlin e.V., which are interest groups for clubbing culture in Hamburg and Berlin, respectively. We engage with them on the cultural infrastructure and the commercial future of clubs. This dialogue is particularly valuable for our frittees in the Event & Experiential team.

We are also active in the area of **leisure and tourism** as a member of the Hamburg Tourist Board (Tourismusverband Hamburg e.V.), the German Federation of Theme Parks and Leisure Companies (Verband Deutscher Freizeitunternehmen e.V.) and the Denkmalverein Hamburg e.V., which promotes historic preservation in the city. As a brand in the catering sector, our main points of discussion with these groups are the challenges and pain points of distribution in the events segment – in practical terms with a view to realisable action.

We are also a member of Leaders Club Deutschland e.V. to support the **catering sector**, where our dialogue focuses on industry insights. We work together to develop practical approaches to future viability in the sector – with less focus on buzzwords and more on impact.

In the **political sphere**, we are open about our memberships of the business associations affiliated with the German Green Party (Wirtschaftsvereinigung der Grünen e.V.), the SPD (Wirtschaftsforum der SPD e.V.) and the CDU (Wirtschaftsrat der CDU e.V.). These forums discuss economic and socio-political conditions, transformation issues

and planned regulatory measures. Our aim is to contribute different points of view and support constructive, fact-based approaches in collaboration with our Sustainability & Public Affairs team.

In the context of **promoting and preserving bottle reuse systems**, we are a member of Pro Mehrweg e.V., a German association promoting reusable beverage packaging, and co-founder of the New European Reuse Alliance. As our products are also transported in reusable crates, we are a member of the recrate e.V. association, where we discuss the regulatory, logistical and economic conditions and challenges of reuse schemes. The group has a keen interest in strengthening reuse structures, developing regulation, and political support for deposit schemes for reuse and recycling.

As regards **digital matters and market research**, we are a member of Bundesverband Digitale Wirtschaft e.V., an association promoting the digital economy in Germany, along with GS1 Germany and GS1 Austria, where we are particularly active in the area of market research and standards. The focus is on digital standards, data quality and market insights.

We left the association of family businesses (Die Familienunternehmer e.V.) in 2025 due to the decision by its leaders to abandon the association's previous detachment from the Alternative for Germany (AfD) party. This is not in line with the principles fritz-kola represents as a company. We believe that an open, democratic society forms the basis of economic and social action.



our governance structure.

(C2 49, 10)

Governance refers to the rules on which decisions are based – some statutory, some derived from an organisation's own principles. The governance structure at fritz-kola provides strategic management, control and continuous development of the company. It combines economic, operational and sustainability targets with integrated decision-making processes – transparently and accountably.

Our three shareholders are advised by three independent, non-executive members of the Advisory Board. Together, they oversee medium to long-term strategy development along with annual and budget planning, including relevant investments of fritz-kola. The members of the Advisory Board are appointed based on their specific experience in sales, marketing, operations/supply chain and sustainability. The shareholders and the Advisory Board convene quarterly meetings, during which shareholders' meetings are also held.

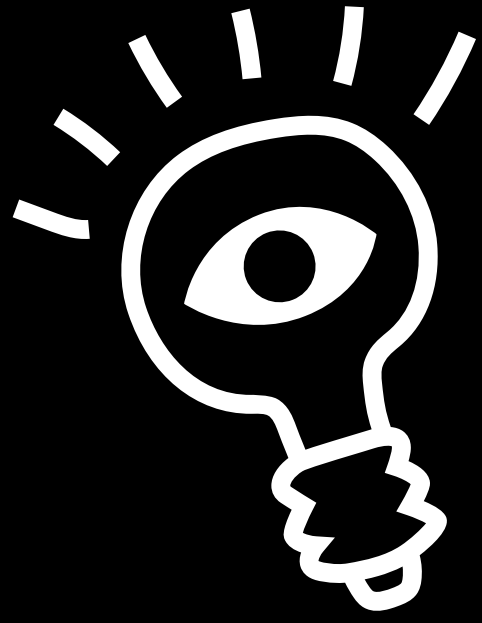
The management of fritz-kola comprises founder and majority shareholder Mirco Wolf Wiegert and managing director Florian Weins. The leadership team consists of the directors of Marketing, Business Solutions, Operations, and Culture, People & Finance; the German and international sales and marketing managers; and the Head of Sustainability & Public Affairs. It is responsible for operational implementation of strategy and management of the respective departments. The team meets on a fixed monthly basis.

The management and the director of Culture, People & Finance summarise company-wide risk management for the shareholders and the Advisory Board once a year at the Q4 shareholders' meeting. The head of Sustainability presents all sustainability-related matters (targets, strategies, etc.) in the context of the annual strategy and planning process of the management and the leadership team. Interim progress is reported as necessary at the regular leadership team meetings. The head of Sustainability presents the results and decisions once a year at a shareholders' meeting. The leadership team also presents the company-wide planning for the next financial year in the context of a shareholders' meeting.

Sustainability is organised as a management support unit at fritz-kola, which means that it is integrated in all general processes involving the management, the leadership team, the shareholders and the Advisory Board. It is combined with Public Affairs. The Sustainability team works closely with the departments on a project-related basis, and forms the Sustainability Task Force with experts and team leaders from the core departments. The task force meets at least four times a year and on an ad-hoc basis, and develops sustainability-related targets, data and ideas. The members of the task force function as a mouthpiece for sustainability in the departments thanks to their expertise in sales, purchasing, quality management, finance, marketing, supply chain, business development, and people and culture. They make sure that sustainability actions are applied in the right places and are appropriately integrated into our workflows.

The management is responsible for integrating sustainability into corporate strategy and governance. The head of Sustainability & Public Affairs is responsible for the content, coordination and development of sustainability matters. Material strategic decisions, including on sustainability-related issues, are coordinated and made within the governance structure by the management, the leadership team, the shareholders and the Advisory Board. The implementation of strategic and sustainability-related actions is monitored through the regular meeting of the governance bodies and as part of company-wide risk management.





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our mission against emissions.



klimaschutz ist unternehmensstrategie. (C1, 47d; C3,54)

Wide awake since day one: climate action has been close to our hearts since fritz-kola was founded – not in response to regulatory requirements, but as a conscious business decision. Our climate strategy is firmly embedded in our business decisions – from purchasing, through production, all the way to logistics.

a mission to cut emissions: our carbon accounting. (B3, C3)

To be honest – clean accounting for emissions is hard work, and that's why we take a really close look at our data basis. We want to be transparent about all our processes and document them in a standardised format. That's the only way to see what's what and where we can do better, for a fair comparison.

We are happy to set our own standards, but here we trust the experts. We account for our greenhouse gases in accordance with the Greenhouse Gas Protocol (GHG Protocol) Corporate Standard – the world's most widely used accounting and reporting standard. We have been recording the material CO₂ equivalents we cause, and more importantly how they are progressing against our emission reduction targets, since 2019. **Clean underlying data enables us to define the right targets, guide actions, and make our progress transparent.**

We use the operational control approach as a monitoring framework: in other words, we record all emission sources over which fritz-kola has operational control in Scopes 1 and 2. These comprise our office sites in Hamburg and Vienna and the electric vehicles in our fleet. Emissions from production activities at our contract bottlers, for instance, are recorded in Scope 3 (category 3.1 Purchased goods and services).

Our data basis comprises primary data (e.g. electricity and gas bills, electric vehicle fleet mileage) and typical market emission factors. Where primary data was not yet available, we used extrapolations based on figures from previous years and known consumption patterns.

We categorise our emissions in three scopes in accordance with the logic of the GHG Protocol. We review our methodology every year and make adjustments when requirements change.

Scope 1: Direct emissions.

This refers to all direct emissions from facilities that we own or operate ourselves. These primarily include exhaust emissions from the few remaining internal combustion engines in our own vehicle fleet.

Scope 2: Indirect emissions.

This concerns the energy that we purchase and consume ourselves, such as the electricity for our Hamburg office and the electricity used to operate our electric vehicle fleet. .

Scope 3: All other indirect emissions.

This refers to all upstream and downstream value creation; in other words, everything that doesn't fall under Scope 1 or 2. We recorded these emissions on a structured basis for the first time in 2025. This involved defining clear system boundaries along the value chain and applying the relevant GHG Protocol categories. This is how we accounted for greenhouse gas emissions from third-party activities, such as from the cultivation of our raw materials, and from transportation, warehousing and other logistics processes along the value chain.

climate stocktake: our emissions.

The table below shows our energy consumption at our own sites and our emissions in Scopes 1 to 3. The data relates to reporting year 2025*. The results are presented based on the requirements of the VSME Standard.

total energy consumption in 2025 in kwh (B3, 29)

	Renewable	Non-renewable	Total
Purchased electricity	32.602,00	1.676,00	34.278,00
Self-generated electricity	0	0	0
Fuels (natural gas)	0	79.854,00	79.854,00
Total	32.602,00	81.530,00	114.132,00

greenhouse gas emissions in accordance with the requirements of the ghg protocol corporate standard, 2004 edition (in co₂-equivalents), scopes 1 & 2 (B3, 30–31; C3, 54d)

GHG emissions in tCO ₂ eq	2019	2020	2021	2022	2023	2024	2025	2025 delta to baseline year 2019
Scope 1	985,14	670,09	837,15	730,41	471,18	115,58	48,31	–95 %
Scope 2 (location-based)	–	–	–	–	–	403	494,21	–
Scope 2 (market-based)	5,88	8,21	8,63	8,41	12,81	16,27	18,59	+216 %
Total of Scopes 1+2 (location-based)	–	–	–	–	–	518,58	494,21	–
Total of Scopes 1+2 (market-based)	991,02	678,3	845,36	738,55	483,99	131,85	66,9	–93,25 %

* Some of the data on electricity and gas consumption for the reporting year is based on extrapolations (as of May 2025). Not all billing data was available to us in full at the time of reporting. In these cases, we extrapolated data from previous years and known consumption patterns.

We have been recording our greenhouse gas emissions in cooperation with Climate Partner, an expert in this field, since 2025. In this context, we also decided to have our Scope 1 and 2 emissions from 2019 to 2024 retroactively recalculated, as we had previously done this internally based on the requirements of the GHG Protocol. However, as there can still be small calculation differences, even with careful application of the GHG Protocol, it is clear that we were previously very cautious and conservative in selecting our emission factors. As a result, our Scope 1 and 2 emissions for 2019 to 2024 were actually reduced by more than we had assumed and communicated in our past sustainability reports. We will be consistently applying the calculations and data provided by Climate Partner going forward in order to work with a uniform methodology.

why do we differentiate between location-based and market-based in scope 2?

We started reporting Scope 2 emissions using both the location-based and the market-based methods in reporting year 2025. The market-based methodology reflects our contractual agreements relating to renewable energy and is therefore significant for the calculation of our climate targets. We do not have location-based figures for 2019 to 2023, as we didn't start collecting data on the relevant basis with our partner until 2024. The major difference between market-based emissions (based on our contracts with electricity providers) and the location-based

approach (based on the average electricity mix in the region) is that we concluded agreements with our providers for our office location in Hamburg for green electricity. Our Scope 1 and 2 emissions, i.e. everything accounted for at our own sites, make up 0.1 % of total emissions for 2025 (Scopes 1 to 3).

We use the greenhouse gas intensity of Scopes 1 and 2 per euro revenue as an internal metric. We prefer to communicate 0.31 grams of CO2 equivalents per euro of turnover per bottle produced. For the calculation we apply a market-based approach, meaning it is based on the emission factor of our electricity supplier. We use a market-based approach for the calculation, i.e. our electricity provider's emission factor is the basis.

and what do these figures mean specifically?

Greenhouse gas intensity explains our emissions in the context of our business performance – in relation to turnover and production volume. This enables us to better categorise changes over time and see the effect of our reduction actions. We plan to keep growing in the years ahead and provide a lot of people with our kola and other beverages. But that also means increased consumption of fuel and energy. We base our greenhouse gas intensity on bottles produced in order to make our emissions comparable despite increasing business activities.

why our scope 1 and 2 emissions make up just 0.1% of our total footprint.

As a commercial enterprise without our own production facilities, we account for all direct emissions that we generate ourselves or have operational control over in Scope 1 and 2. These mainly include consumption of electricity and heating at our offices and our vehicle fleet, which – in Germany – is now almost fully electric. And we procure our electricity from renewable sources. **The results for 2025 show that we drastically reduced our footprint in these areas over the past few years** – in fact, by 49 % year on year, and by as much as 93.25 % on a cumulative basis since 2019. This is largely due to the fact that we replaced even more of the internal-combustion-engine cars in our fleet with electric vehicles. That's why Scopes 1 and 2 now account for only a very small part of our total emissions. The rise in Scope 2 emissions (2025: 18.59 vs 2024: 16.27) is attributable to our increased use of electricity to charge our electric vehicle fleet, which also generates emissions – albeit much less than internal combustion engines.

And because we like setting ourselves high targets, we've decided this isn't all. So we have also been accounting for Scope 3 emissions – the emissions along our upstream and downstream value chain – since last year. Details on the results are provided in the table below.



greenhouse gas emissions in accordance with the requirements of the ghg protocol corporate standard, 2004 edition (in co₂-equivalenta), scope 3 for 2025. (B3, 50–53, 31)

Scope 3 category	2025
3.1 Purchased goods and services	33.964,18
3.2 Capital goods	991,60
3.3 Fuel- and energy-related activities (not included in Scopes 1 and 2)	67,61
3.4 Upstream transportation and distribution	4.464,98
3.5 Waste generated in operations	10,71
3.6 Business travel	252,58
3.7 Employee commuting	55,16
3.8 Upstream leased assets	Included in 3.2
3.9 Downstream transportation and distribution	15.888,22
3.10 Processing of sold products	Not applicable*
3.11 Use of sold products	367,90
3.12 End-of-life treatment of sold products	3,07
3.13 Downstream leased assets	7.997,62
3.14 Franchises	Not applicable
3.15 Investments	Not applicable
Total Scope 3 emissions	64.078,87
Total Scope 1–3 emissions (location-based)	64.621,39
Total Scope 1–3 emissions (market-based)	64.145,77

we refined our accounting for scope 3 in 2025.

Between 2019 and 2024 we recorded the emissions of our bottling plants for Scope 3 based on primary data. The underlying data reflects the energy consumption per bottle produced (in kWh) as reported by our bottling partners, which was converted into carbon emissions using appropriate emission factors.

A solid data basis. However, these figures only account for some of our indirect emissions along the value chain, i.e. the actual bottling activities. In 2019, the figure was 2,309 CO₂eq; in 2020 2,433 CO₂eq; in 2021 2,884 CO₂eq; in 2022 2,515 CO₂eq; in 2023 2,336 CO₂eq and in 2024 2,076 CO₂eq.

We used these expanded system boundaries sytem boundaries now extending beyond bottling to define 2025 as a new baseline year for Scope 3 emissions. One thing is crystal clear – accounting for more emission sources provides a more comprehensive greenhouse gas footprint compared with the previous year. That’s why we want to address all the emissions along our supply chain, and not just stop at our own office doors. This expansion to include our Scope 3 emissions enables us to record more detailed data and identify hot spots, which we then use targeted actions to counter. You can find out how we do that under “Our action areas” below.

and now to the results of our scope 3 inventory.

Our Scope 3 emissions make up 99.90 % of total emissions for 2025 (Scopes 1 to 3). Sound like a lot? It is a lot – but also completely normal for a company without its own production or transport logistics, as this is where the majority of our emissions are generated. The inventory shows the clear hot spots in the upstream and downstream processes of our value chain (categories 3.1, 3.9 and 3.13). The reason? These action areas form the core of our business model. The largest share is attributable to purchasing, upstream and downstream transport, the bottling process, and chilling our bottles at the point of sale. The actions already underway and planned are also set out under “Our action areas” later in this chapter.

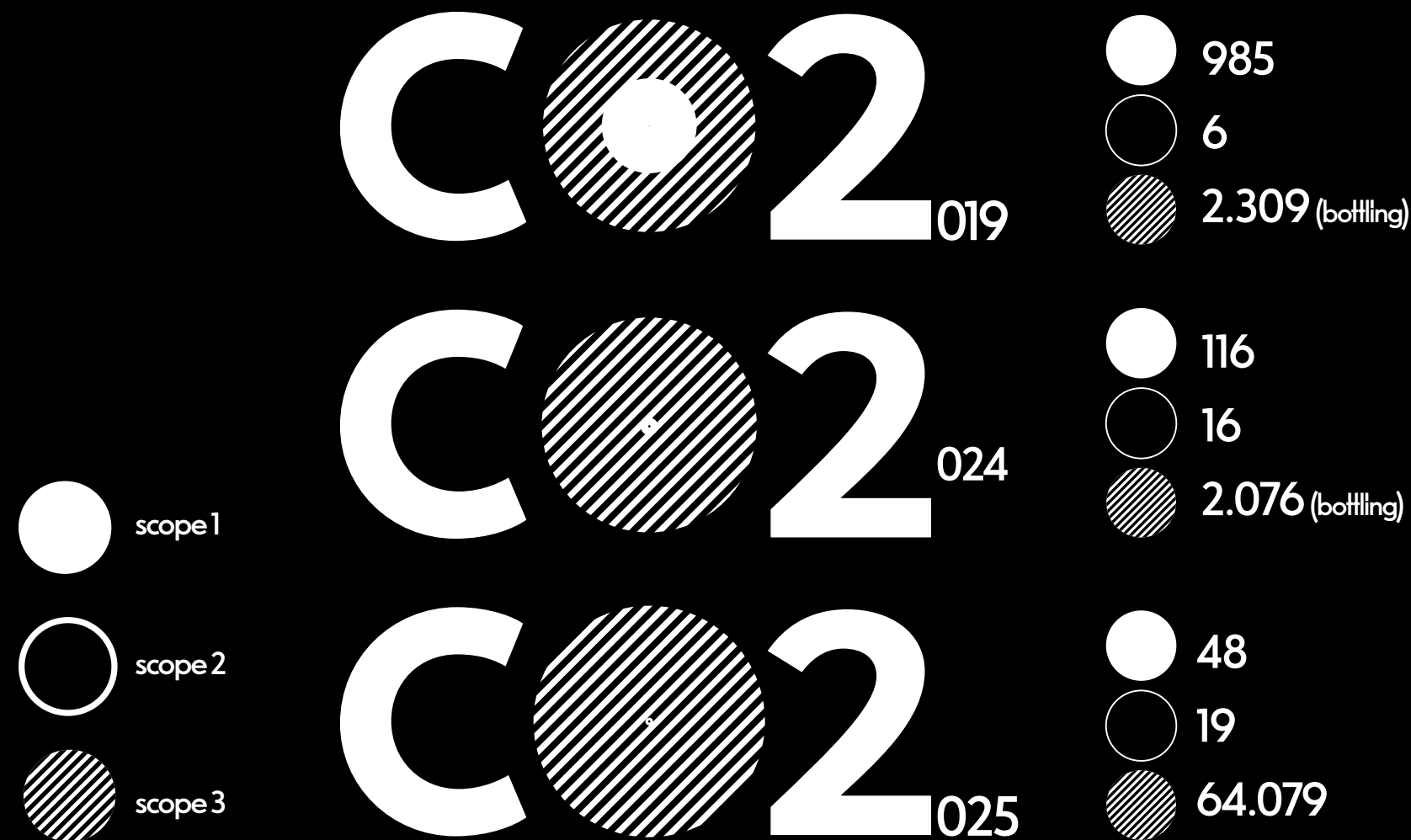
The overall greenhouse gas intensity for Scopes 1 to 3 is 301 grams of CO₂eq per bottle produced (market-based).

* Scope 3 categories classed as “Not applicable” are not relevant to fritz-kola’s current business model. In this case, for instance, because we do not process our bottles once they have been filled.

Let's clear the air: our climate targets. (C2, 48; C3, 54d)

Our climate footprint shows that we're making constant progress, but that our CO₂eq emissions are still not where we want them to be. We set science-based climate targets so that we know exactly where we're going and which factors we need to address specifically with all our frittees. **We are fans of clear and measurable targets.** And not in 20 years' time, but in five years – and in potential-based terms in ten years.

our climate footprint. (in tCO₂eq)



why we haven't set a climate-neutrality target (yet).

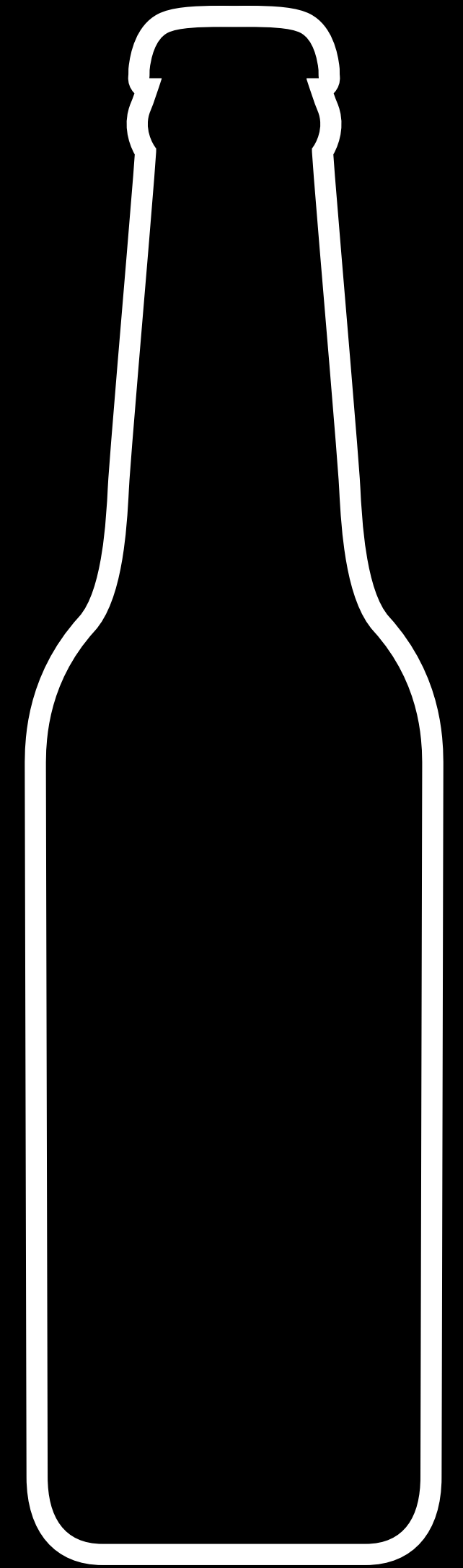
That might seem strange to some, but we have a very clear reason. We thought about our calculations and understood that the majority of the emissions were generated in Scope 3, i.e. in the upstream and downstream value chain – such as to grow raw materials for our kola and to collect our bottles from bottling facilities by our customers. Our influence and thus also our direct control capabilities are rather limited in these areas. We get involved wherever we can. But the fact is that we don't have control over everything; part of our footprint is made by others. So before we make a promise about climate neutrality now, about something that sounds good but that we don't know exactly how to achieve – in other words, a “we'll figure it out” target for 2045 – we'd rather set specific targets for the near term and commit ourselves sooner.

climate targets for scopes 1 und 2 (near-term, by 2031).

We have been a member of the Science Based Targets initiative (SBTi) community since 2021 and align ourselves with the goals of the Paris Agreement. Our target for Scopes 1 and 2 was validated by the SBTi in 2022. Since then, our plan has been to reduce Scope 1 and 2 emissions by 46 % by 2030 (vs 2019) and also to measure and reduce Scope 3 emissions. We actually managed to cut our emissions in Scopes 1 and 2 by 87 % by the end of 2024*, meaning that we have already exceeded the target we set for 2030.

Although we vastly overshot our then target (current status: 93.25 %), we're not resting on our laurels, but setting a new target. **We aim to reduce our Scope 1 and 2 emissions by as much as 95 % by 2031 (vs 2019)** by means including the electrification of our fleet – fully in Germany and as far as possible across Europe. That's more ambitious than the SBTi plans following the 1.5-degree target.

Even though it might seem that we're already close to this target, things are about to get really tricky, as the last few percentage points are much harder to achieve than the first few – partly because a fully electric fleet is still difficult to operate in some parts of Europe. The means we have to realise this reduction are explained under “Our action areas” below.



Scope 1&2:
66,90 t CO₂

Scope 3:
64.078,87 t CO₂

* As set out earlier in this chapter, we have been working with Climate Partner on our emissions accounting since 2025. We took this opportunity to align our data with its calculations and as a result actually reduced our combined Scope 1 and 2 emissions by more than previously thought. This explains why the 2024 sustainability update stated a 69 % reduction (vs 2019), as opposed to the 87 % presented in this report.

climate target for scope 3.

The SBTi made extensive changes in 2024 to the thresholds and requirements for defining climate targets, in particular for Scope 3. This had a direct impact on us; for one thing, we are no longer considered an SME, and for another we are also now required to set FLAG (forest, land and agriculture) targets. These targets are mandatory for companies that use agricultural raw materials – as we do at fritz-kola, for our fruit spritzers, for instance. That’s why we account for our agriculture-related emissions separately and also set special targets for these FLAG emissions – in addition to the normal targets.

here's our scope 3 target (near term; by 2031).

We differentiate in our Scope 3 emissions between an absolute reduction target* and an engagement target** in accordance with the requirements of the GHG Protocol. For our absolute target, we aim to reduce our greenhouse gas emissions along the upstream and downstream supply chain by 18 % by 2031 versus the baseline year 2025 (non-FLAG). This reduction relates to categories 3.1, 3.3, 3.4, 3.9 and 3.13. For our engagement target, we plan to cover 36.5 % of Scope 3 emissions (non-FLAG) through the science-based reduction targets of our own partners in the upstream and downstream value chain. The engagement target is distributed differently among several categories (3.1, 3.4, 3.9). Our Scope 3 FLAG reduction target is 18.2 % (3.1), which is a near-term target for Scope 3 and covers a total of 70 % of our emissions. The SBTi requires at least 67 % to be covered. As a first concrete step, we will focus on improving the quality of our climate-related data.

and what about net zero?

there's a reason we don't promise that.

Let’s put our cards on the table: we won’t set a long-term net zero target at the moment because the underlying data for it is not yet reliable. Instead of promising something we can’t guarantee, we prefer to take action where we have the most influence ourselves over the emissions generated along the supply chain. For instance, we’re consistently electrifying our vehicle fleet and are mindful in selecting our raw materials and packaging. But that doesn’t mean we’re ignoring it. **We are making a promise to ourselves and thinking ahead.** In addition to our near-term target for 2031, we are also setting a potential-based target for 2036.

a potential-based target instead of a net zero promise (by 2036).

Rather than setting a long-term net zero target to achieve by 2045 or 2050, we’re voluntarily **setting a potential-based target** in addition to our near-term target – for effective reduction based on an analysis of the main emission drivers along the value chain and our own leverage.

Specifically: we’re evaluating technical and economic opportunities to reduce carbon equivalents at the identified hot spots in our climate inventory, and from this potential, deriving a shared reduction target for the next ten years. We plan to maintain our 95 % reduction target versus 2019 in Scopes 1 and 2. In Scope 3, we are setting an intensity target*** and aim to reduce the emission intensity per crate of fritz-kola by 67 % by 2036 (vs 2025). The emissions included in this target correspond to the scope of our near-term Scope 3 target for non-FLAG emissions.

We will be disclosing our progress transparently every year in our sustainability report.



* Absolute reduction target: A company measurably reduces its total greenhouse gas emissions by a fixed percentage versus a baseline year.

** Engagement target: A company commits to engage a defined share of its partners to set their own science-based emission reduction targets.

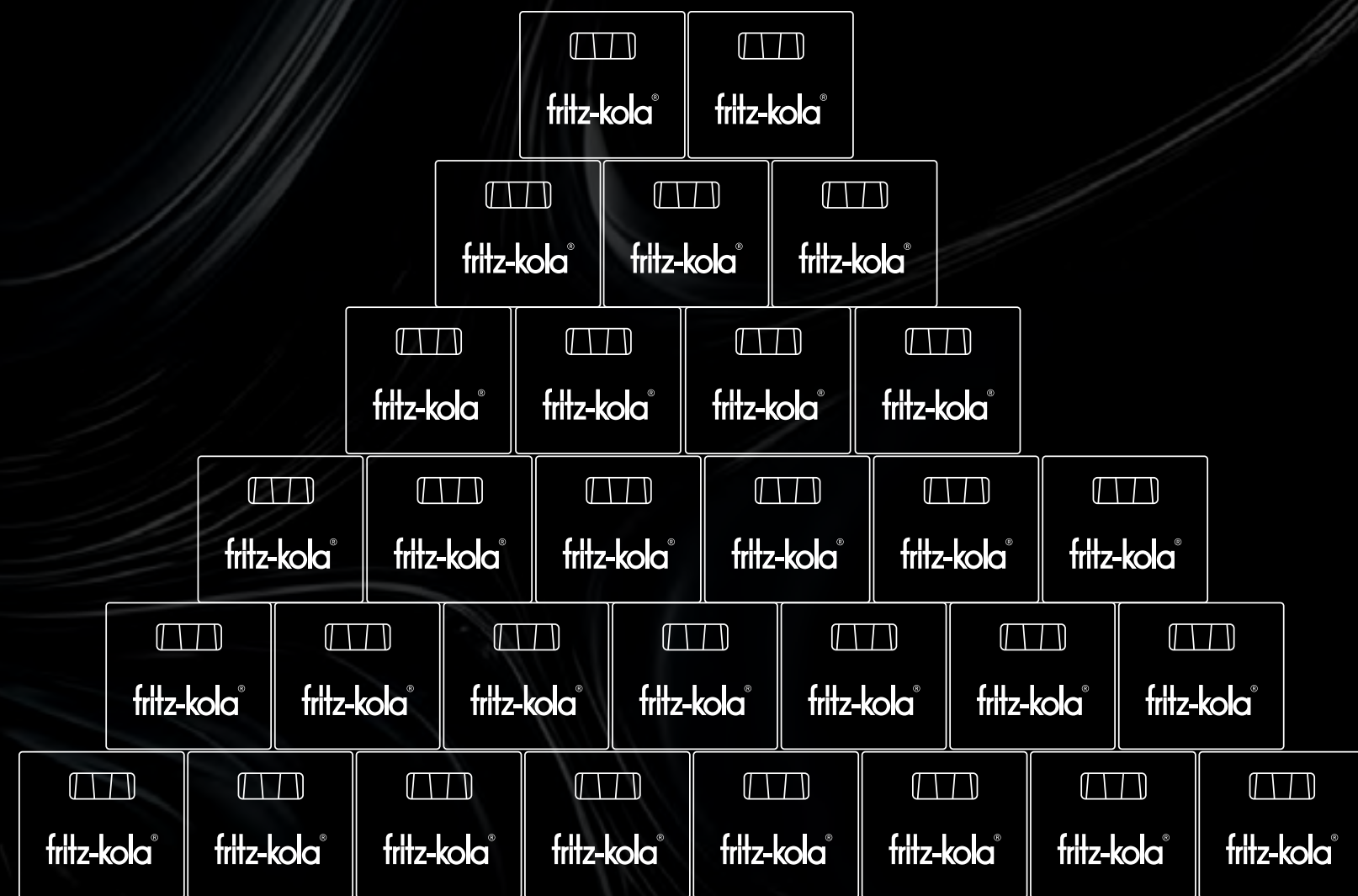
*** Intensity target: A company reduces its emissions relative to a specific metric (e.g. per crate or per euro of turnover).

at a glance: our climate targets.

Scopes 1 & 2: -95 % by 2031 vs. 2019
 Scope 3: -18 % (Non-FLAG), -18.2 % (FLAG) and a 36.5 % supplier engagement target by 2031 vs. 2025

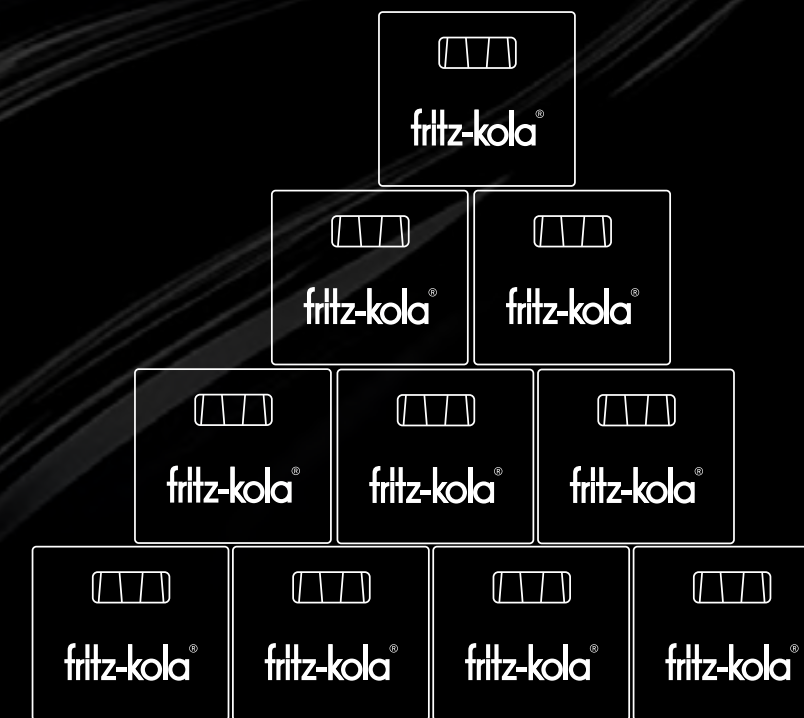
Long-term (potential-based) target to 2036:

Scopes 1 & 2: Emissions remain consistently at a very low level (-95 %)
 Scope 3: Reduction of emissions intensity per case of fritz-kola by 67 % (vs. 2025)



2025

>>>>>
 -67 % reduction
 in emissions
 per case



Our target by 2036



purposely diverse: our action areas. (C2, 48; C3, 54e)

Diversity is a part of fritz-kola – and that also applies to climate action. We don't put all our eggs in one basket when it comes to reducing emissions – we follow several approaches at once. We take direct action at our own sites as well as work on improvements along the entire supply chain. In the following, we set out the main initiatives and methods we use to make our progress measurable.

renewable energy.

We use electricity from renewable energy sources for our Hamburg offices. This reduces our Scope 2 emissions in accordance with the GHG Protocol as compared with electricity from non-renewable sources. Our heatings in Hamburg and Vienna have been fully provided via gas to date. We don't like that. But the fact is that the entire buildings where we rent our offices are connected to the existing gas supply. That means we have limited influence over a transition to heating from renewable energy sources.

electric mobility.

We're on the road a lot. That's why we laid the foundations early on to enable us to use solely electric vehicles in future; we have been gradually transitioning our fleet to electric mobility since 2020. The electric share has been growing continually, with almost the entire fleet now comprising electric vehicles. This reduces our Scope 1 emissions compared with our previous fleet comprising internal-combustion-engi-

ne vehicles. This is an important factor, as our large sales team is on the road every day – at retailers, catering locations and events.

A total of 89 % of our vehicles are currently electric – 94 % in Germany and 58 % internationally. We aim to transition completely to electric vehicles by the end of 2028 in Germany; we currently still have several long-term leases that are delaying the full transition. We're making progress – and we also know where the problems are. As our brand becomes more international, we want to ensure that our fleet also runs on electricity outside of Germany. However, the charging infrastructure to support our sales team is not yet available in many regions.

fewer emissions in logistics? that's logical.

We are aware that our partners play a huge role in shaping our footprint – particularly in logistics. That's why we assess on an ongoing basis where in the supply chain – upstream and downstream – a transition to electric or other lower-carbon transport solutions is possible, both regionally and long distance.

We are also working to refine technologies and the charging infrastructure, primarily in other European countries. We're staying awake – planning in scenarios, testing and scaling when it makes operational and economic sense. This is how we are staying the course and gradually bringing our emissions down

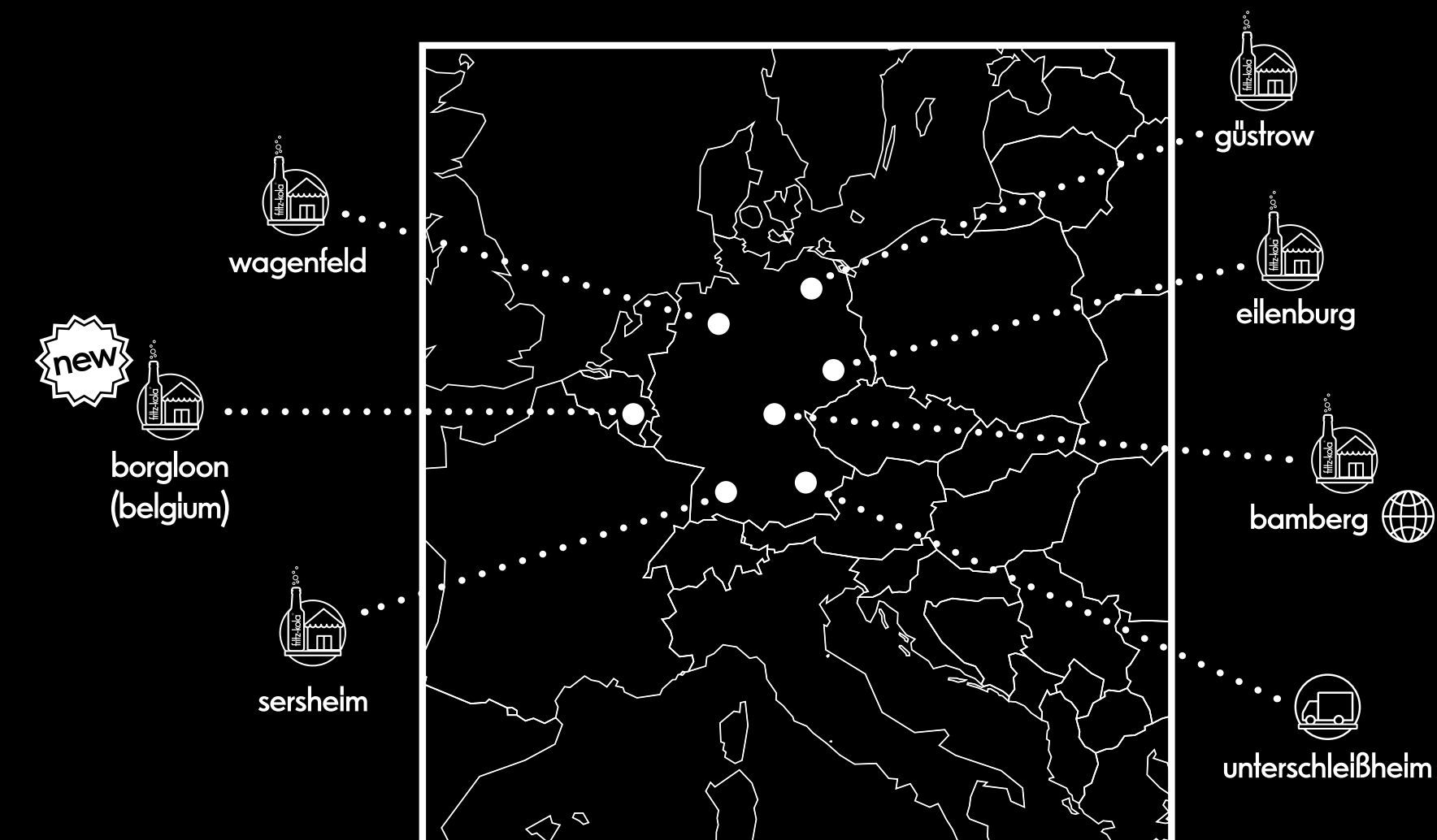
circularity is at the heart of our business.

We are the glass bottle pioneers, standing up for reusable glass with our hearts, minds and plenty of caffeine since 2003. Our mission: to find the best possible solutions for a more sustainable beverage industry.

That's why we still use glass bottles – and since the end of 2025 also cans where the glass bottle reuse system is not sufficiently workable and bottle returns are declining. Our circular packaging approach for all containers therefore helps reduce consumption of primary raw materials and lower greenhouse gas emissions. More information on our glass bottle reuse system is provided in the "Circular economy and resource use" chapter.

bottled regionally, awake globally.

We fill our bottles at regional level, at five sites in Germany and one in Belgium. This shortens our transport routes and enables us to supply customers locally. It can help reduce transport-related emissions, because although reusable glass bottles offer more, they also weigh more. However, not every location where fritz-kola is sold has bottling facilities or a workable bottle reuse system. That's why we use our disposable "pioneer bottles" as a lighter alternative for some longer routes abroad. We call them pioneer bottles because they pave the way to glass bottle reuse. We also introduced our fritz-kola aluminium can at the end of 2025. Find out more in the "Circular economy and resource use" chapter.



more efficient, sip by sip.

We keep an eye on our emissions and make adjustments where we have direct control. We set ourselves a Scope 3 target in bottling in 2019 of reducing our consumption of water, heat and electricity by 20 % per filled bottle by 2025. A major factor is our transition to renewable energy, our efficiency measures and investments in new machinery at our bottling plants. All of our bottlers have been using electricity from renewable sources since 2024. The use of renewable energy for heat generation, such as biogas from block heat and power plants, varies by bottling partner. The share of fossil fuel is currently still 87 %.

We have not yet achieved the target we originally set for 2025 of reducing our consumption of electricity, water and heat by 20 % per filled bottle versus 2019. We had cut electricity by 6% and water by 7 % in the reporting year, but increased heat by 46 % (all versus the baseline year). We are not satisfied with this result, and are working on a joint action policy to achieve the defined targets (more information is provided in the “Water” chapter).

Beverage bottling is complex. There are reciprocal effects between certain measures and the use of resources. For instance, if quality and safety requirements increase, this may mean more heat and water are needed to ensure compliance.

The bottom line is that CO₂eq emissions in bottling have declined by 16 % per bottle compared with 2019. The fact that this was possible despite increased energy consumption in some areas was due to the changed energy mix – primarily to the larger share of renewable energy in the electricity procured.

and finally: where it's already going really well.

Our bottling partner Friedrich Lütvogt in Wagenfeld already uses block heat and power plants, which help to replace fossil energy sources. Ronny Heiland, operations manager and authorised representative at Lütvogt, had the following to say:

"as a mineral water producer, we appreciate what nature provides us with. we have set ourselves the target of becoming a carbon-neutral production company by 2030. by installing a 100-cubic-metre thermal energy storage unit equipped with the latest measurement and control technology, we have not only made great savings in the amount of gas used, but also massively increased the efficiency of the waste heat used from the block heat and power plants. moreover, almost all of the suitable roof space is fitted with solar panels."

ronny heiland, plant general manager, friedrich lütvogt gmbh & co. kg



Photo: Nathalie Podena

resilient agriculture – from field to fizzy drink.

from tractor to spritzer: why healthy soil makes for good kola.

Everything comes from the earth. When the soil is healthy, it is better able to store water, make plants more resilient and provide a habitat for a range of species. That's why agriculture is part of the solution – not only in terms of nutrition, but also for the climate and ecosystems.

At fritz-kola, we know that agriculture is more than just raw material production. To cultivate land, protect nature and think long term is to take responsibility. And this is something that deserves recognition – also in economic terms.

systematic regeneration, not fast promises.

We don't believe in quick offsets, but in real change where our products grow. That's why we set ourselves the target of reducing CO₂eq emissions directly in our own value chain. We consciously avoid carbon offsets.

collaboration with farmers – and klim.

We launched a pilot promoting regenerative sugar beet production in cooperation with Klim GmbH in 2024. Klim combines farmers, knowledge and practice and supports farming businesses in improving their land for the long term, with methods such as reduced tillage, organic fertiliser and the use of catch crops.

The goal: improving land, locking carbon into soil and making agriculture more resilient – to drought, heavy rain and yield fluctuations. Klim supports the participating farms both professionally, through agronomists, and financially, with digital tools and in-person dialogue on site. We have been working with six farmers in Saxony-Anhalt, Saxony, North Rhine-Westphalia and Thuringia since 2024. A total of **1,449 tons of sugar** have been produced on 1915,07 hectares of farmland. We consciously extended the cooperation, because regeneration takes time, trust and continuity.

In short: healthy soil isn't a bonus, it's the basis. For agriculture. For the climate. And for our kola. That's why we take a look at sustainability from field to fizzy drink – with the people who touch the soil every day. **The regenerative actions achieved around 1,534 tons of CO₂eq reductions and removal in total in 2025.** This is roughly equivalent to the amount of emissions generated by 325 frittees driving internal-combustion-engine cars for a year* – which of course didn't happen, because they drive electric vehicles.

"healthy soil is my most important asset. regenerative agriculture doesn't just improve my sugar beet yields – it also strengthens my perspective as a farmer."

christian meyer, farmer, pächtergemeinschaft -börde- westeregeln gbr



* Source: Greenhouse Gas Equivalencies Calculator | US EPA



the climate impact breaks down as follows:

- Total CO₂eq reduction and removal: 1534 tCO₂eq
- Of which: 1499,17 tCO₂eq removal
- Of which: 34,83 tCO₂eq reduction
- Average CO₂eq reduction and removal per hectare: 0,80 tCO₂eq

what did the project involve? the key regenerative practices were:

- **Use of catch crop and greening systems:** which helps protect and improve soil quality, reduce the loss of nutrients and develop organic matter.
- **Direct sowing of main crops in living catch crops:** which provides ground cover and erosion protection, and supports soil biology.
- **Crop residue management:** which means leaving straw, stubble and roots on the field to support the soil structure, water storage and soil carbon.
- **Methodology and verification:** the methodology meets the requirements of DIN EN ISO 14064-2 and was verified by the TÜV Rheinland certification provider.

our commitment to resilient agriculture.

Climate change? Affects us all. Even though we won't see a lot of the consequences for a while, we already notice them in our supply chains. One small example – the invasive reed glass-winged cicada spread further still in 2025, causing significant rhubarb crop losses. This meant that our fritz-spritz rhubarb spritzer was sometimes not available. It was tough, but to be honest, it was also a wake-up call.

We have drawn clear conclusions from our experiences, and plan to make our supply chains more robust and resilient in the years ahead. It's ambitious, but we think we can do it. Diversification of growing regions is a key factor; we plan to cultivate in different regions to minimise climate-related risks. At the same time, we need to consider the relative proximity of growing regions to our bottling facilities, and keep an eye on quality standards.

danger of confusion



glass cicada
=
not so nice



glass returnables
=
very nice

outlook: climate risks and how we address them. (C4, 57 a–d; C3, 55–56)

climate risk assessment. (C4)

We carried out a systematic analysis of physical climate risks for the first time in 2025 using the software CLIMADA.

The objective was to identify and qualitatively assess current and future climate-related risks for fritz-kola and relevant parts of the value chain. The analysis was based on recognised scientific methods and climate models and served to strategically categorise physical climate risks.

sites included and system boundary.

A total of **50 locations in the direct value chain (Tier 1)** were included in the assessment. These were:

- fritz-kola's own office sites in Hamburg (Germany) and Vienna (Austria)
- The production sites of five bottling partners in Germany, one bottling partner in Belgium, and our logistics hub in southern Germany
- Two sites of business partners in Spain
- Two festival sites from our partner network in Germany
- A total of 21 sites of direct suppliers of packaging materials needed directly for the manufacture and sale of our products, including crown caps, screw caps, labels, glass bottles, drink crates and export boxes
- And 16 sites of direct suppliers and vendors of raw materials

scenarios and time horizons.

The 50 sites and the relevant physical climate-related hazards were analysed based on modelled IPCC climate scenarios. We looked at the scenarios RCP 2.6 (rise in global temperature of around 2°C by 2100 compared to pre-industrial levels), RCP 4.5 (rise in global temperature of around 3°C) and RCP 8.5 (rise in global temperature of around 5°C) for the time horizons 2030, 2050 and 2080, each compared to a baseline scenario (reference year 2000).

We assessed the risks for the sites according to a five-point scale: very low, low, medium, high or very high. This is intended to systematically categorise potential changes in climate-related hazards across various emission and development pathways.

underlying data and modelling.

The assessment of physical climate risks is based on the NASA Earth Exchange Global Daily Downscaled Projections dataset (NEX-GDDP-CMIP6). This dataset provides global downscaled and bias-corrected climate change projections derived from general circulation model (GCM) simulations conducted under the Coupled Model Intercomparison Project Phase 6 (CMIP6).

This data enables a location-based analysis of climate-related hazards for different emission and time horizons.

assessment of transition risks.

The evaluation of climate-related transition risks, i.e. risks relating to transition events and not to climate change itself, is based on the TCFD classifications and primarily comprises:

- Political and regulatory developments,
- Legal risks,
- Changes in technology, and
- Changes in the market and demand.

The evaluation of transition risks is performed as part of the IRO Assessment and the annual strategy processes at the level of the leadership team, and qualitatively by the sustainability team, and addresses both current regulatory requirements and short, medium and long-term impacts on the business model. The VSME Standard does not require in-depth disclosure of data-based results. The findings are used in strategic and operational decision-making processes.

the results of our climate risk assessment.

The assessment shows that primarily the following physical climate risks are relevant to us:

Increasing heat events

Longer and more intense periods of heat can impact working conditions, the stability of logistical processes and the development of demand (e.g. seasonal sales peaks, pressure on supply chains).

climate transition plan. (C3)

Extreme weather events (e.g. heavy rain)

Severe local weather events can impact parts of infrastructure and transportation routes, as well as individual production and bottling sites of partners.

Water availability (medium to long term)

Changes in rainfall distribution and increased evaporation may pose long-term risks for certain regions in the supply chain, in particular for our bottlers and some raw material suppliers, and may result in increased water stress.

The overall assessment ranks heat stress as the currently most relevant physical risk for our business model, and categorises water stress as a site and region-specific risk. A detailed breakdown is provided in the appendix.

current and planned adaptation actions.

We are currently reviewing and prioritising climate change adaptation actions based on the assessment. Our main focus is on increasing site resilience, ensuring production and logistics processes are stable and making supply chains more robust towards increasing physical climate risks, such as heat and extreme weather events in particular.

We are deriving and gradually refining specific site-related adaptation actions at present. Existing operational actions, in areas such as the selection and management of production and supply partners and risk management, help to adapt to climate-related risks and to safeguard business continuity. An approach to actions for water management derived from the findings is presented in the “Water” chapter of this report.

We refined our climate strategy in 2025 and over the past few months and have introduced actions to reduce emissions. We are focusing on developing a structured approach to dealing with climate-related risks and opportunities, and to reducing greenhouse gas emissions.

In this context we are preparing a specific package of actions with clear steps, responsibilities and measurement points with the objective of reducing emissions and systematically managing actions.

This will establish the basis for achieving our climate targets. At the same time, we are preparing to introduce a climate transition plan with the aim of structuring and supporting our strategic orientation in terms of climate change mitigation going forward.





making waves
for water.

Photo: Nathalie Podena

fritz-kola®

OUR PLAN.
WITH ATTITUDE.

OUR MISSION
AGAINST
EMISSIONS.

MAKING WAVES
FOR WATER.

LOTS OF CIRCULARITY;
IDEALLY SUPER ZERO
WASTE.

NO IFS, NO BUTS:
RESPONSIBILITY
ALONG THE
SUPPLY CHAIN.

STAY AWAKE.
STAY LOUD.
HOW FRITZ-KOLA
GETS INVOLVED.

OUR
FRITZEES.

go with the flow: approach to conscious water use. (C1, 47d)

Water plays a key role throughout our value chain. Indeed, at various stages of production – from growing the raw materials to bottling, cleaning and the use of drinking water in the end product – it forms the backbone of our business model. **In short, without water there would be no kola, no lemonade and no fruit spritzer.**

But in many parts of Europe water is getting more and more scarce. That’s why we use it consciously. We work continually with our partners, especially the six bottling plants, to reduce the consumption of freshwater and to make our processes easier on resources. This is important from an environmental point of view – and, let’s be honest, also an important factor in long-term business success. At the same time, top product quality and safety are always paramount for us, without compromise.

water plays a key role in our value creation.



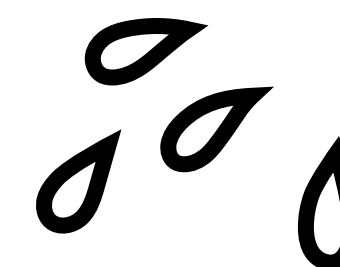
- _____ Water consumption at our **offices**.
- _____ **Drinking water** as an essential component of our kola.
- _____ **In bottling operations** for washing bottles, crates, etc.
- _____ For the cultivation of **agricultural raw materials**.

for the love of water: our actions and targets. (C2, 48, C4)

Fact: climate change impacts the availability and quality of freshwater (Practical Guide to Context-Based Water Management, UN Global Compact Netzwerk Deutschland e.V., 2025). For many decades now, we humans have been using more freshwater worldwide than can be replenished long-term in some regions. Since we don’t operate any production facilities ourselves, the focus of our water management is on our bottling and production partners as well as the regional situations at the different sites. **Our water management is context-based. This means that we take a site and region-specific view of water consumption and risks rather than a general view.** To help us prioritise, one of the tools we use is the “water stress” indicator of local water stress to identify the regions with a potentially high risk at an early stage.

Together with our partners, we are working to reduce water consumption and to record and monitor water risks in a structured way. **In this endeavour, we follow three principles:**

- 1. Water efficiency:** By using water efficiently, we want to reduce the consumption of water in general and of freshwater specifically – within the bounds of our quality and hygiene standards.
- 2. Water circularity:** We aim to reduce the use of freshwater and, as much as possible, reuse in suitable process steps the water used in the production process once it has been properly treated.
- 3. Water stewardship:** We carry out structured monitoring in our network of partners to identify water stress early and to take specific countermeasures. One of the things we use for this is the results of our climate risk assessment, applying the “water stress” indicator to check which regions we need to pay close attention to. This enables us to take specific preventive measures in cooperation with our partners.

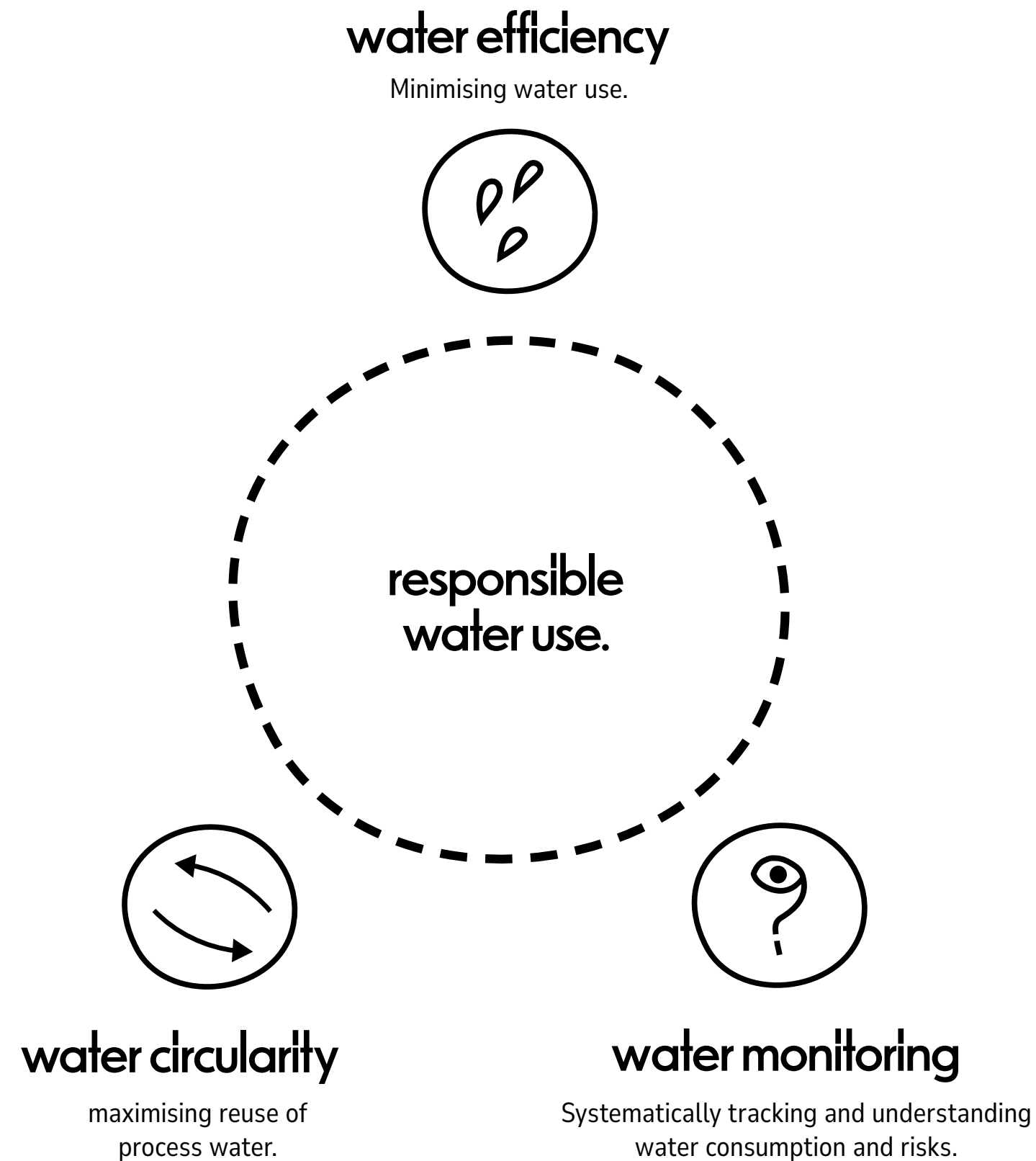


not much water, a whole lot of kola: our water efficiency efforts.

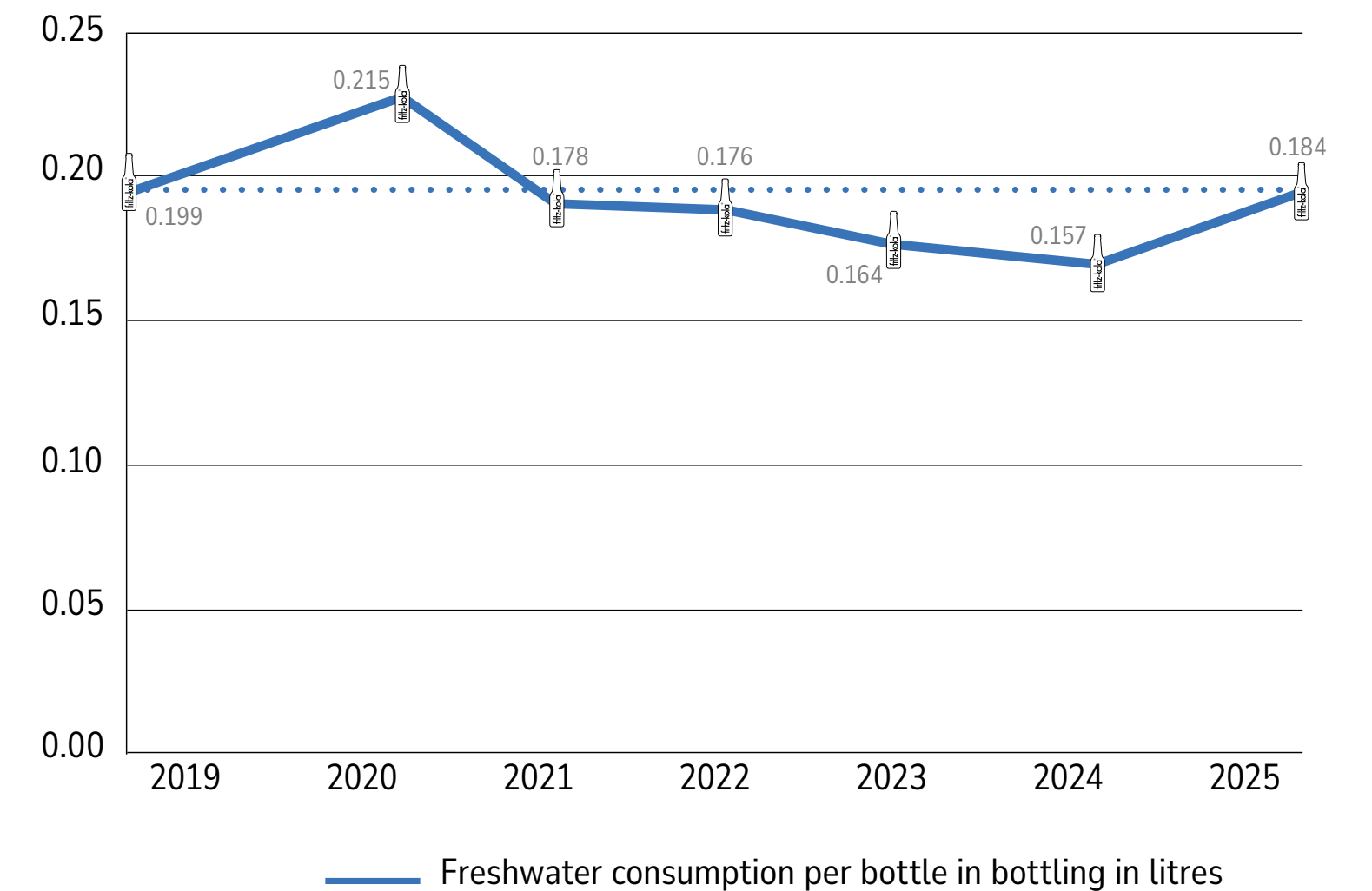
Every year, we conduct a survey of our bottlers to record how much water is consumed in the plants, including the use of freshwater and the reuse of wastewater. The data obtained is based on the consumption measurements taken at the bottling partners' plants. It is not yet possible to calculate product-specific consumption at all locations. In these cases, we use aggregate data from multiple production lines. We therefore regard the figure as an estimate, which we intend to work on incrementally and make it more accurate. Meters have already been installed at some plants, which will give us very precise data for our own fritz range in future.

We had set a target of reducing freshwater consumption per filled bottle at all bottling locations by 20 % by the end of 2025 from the 2019 baseline year. The figure is based on the consumption data collected as part of our annual bottling partner survey.

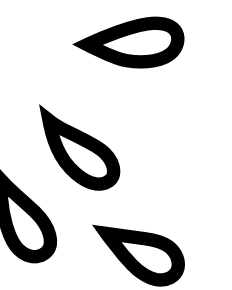
We want to be transparent – we didn't meet the target. Water consumption per bottle is currently only 7 % below 2019 levels. Until 2024 we were on target, having reduced our freshwater consumption by 21 % versus 2019. The sharp increase is mainly down to a new bottling plant where there is plenty of room for improvement in water efficiency. This development is disappointing. It's also a crystal-clear sign that action is needed. Together with our partners, we are analysing the causes and coming up with actions to increase water efficiency. The original target of a 20 % reduction from the 2019 baseline by the end of 2025 remains in place with a new target date of 2030, and shows us: **we must stay awake and be consistent, especially when it comes to our most important resource, water.** Between the annual surveys, we engage with our bottling partners to identify further potential for implementing efficiency and reduction measures. As well as that, we will be focusing even more on the water cycle going forward with the aim of consuming less freshwater and keeping more water in the system.



Water consumption in bottling



freshwater consumption per bottle in bottling vs. 2019 baseline	2030 target
-7 %	-20 %



keeping more water in the cycle.

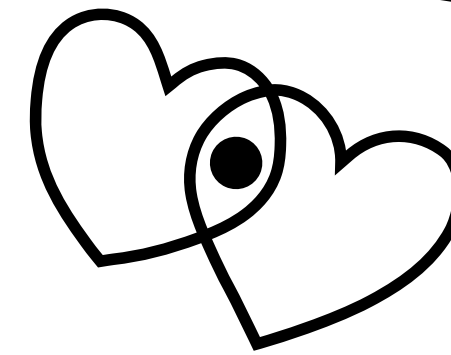
We want to keep not only our bottles and cans in the loop but also the water used in our production and bottling processes. The main thing is **to reuse water rather than discharging it directly after using it once**. We are still in the early stages but we have taken the first steps: in our bottling plants, for example, used process water is reused to clean our reusable crate washer. But that's not enough for us. By 2030, we want to expand water reuse to further areas – for cleaning and washing processes such as floor cleaning in non-critical areas or for cleaning HGVs and containers. For the future, our bottling plants are also looking into how treated water can be used in technical applications like refrigeration equipment. **However, let's be clear – in everything we do, quality and hygiene take first priority.**

zero stress: water monitoring based on climate risk assessment.

As part of our climate risk assessment we evaluate water availability and potential water scarcity at our bottling partners' sites and at selected suppliers on the basis of external data sources. For this analysis, we use tools including the Water Risk Filter (WWF) and Aqueduct from the World Resources Institute (WRI), which provide location-specific indicators such as water stress, water availability and competition for water resources. The assessment is based on these indicators for the particular sites and is consolidated by software-supported analysis. We found that 11 of our 50 direct partners analysed are exposed to medium to high water stress. This includes three of our six bottling partners in total. The analysis relates to our Tier 1 partners; more on this in the "climate risk assessment" chapter.

What does water stress actually mean?

Water stress describes the relationship between total water withdrawal in a region compared to the renewable water resources available there (surface and groundwater). High levels indicate that there is high demand for the available water resources and a high level of competition between various users (e.g. agriculture, industry and households).

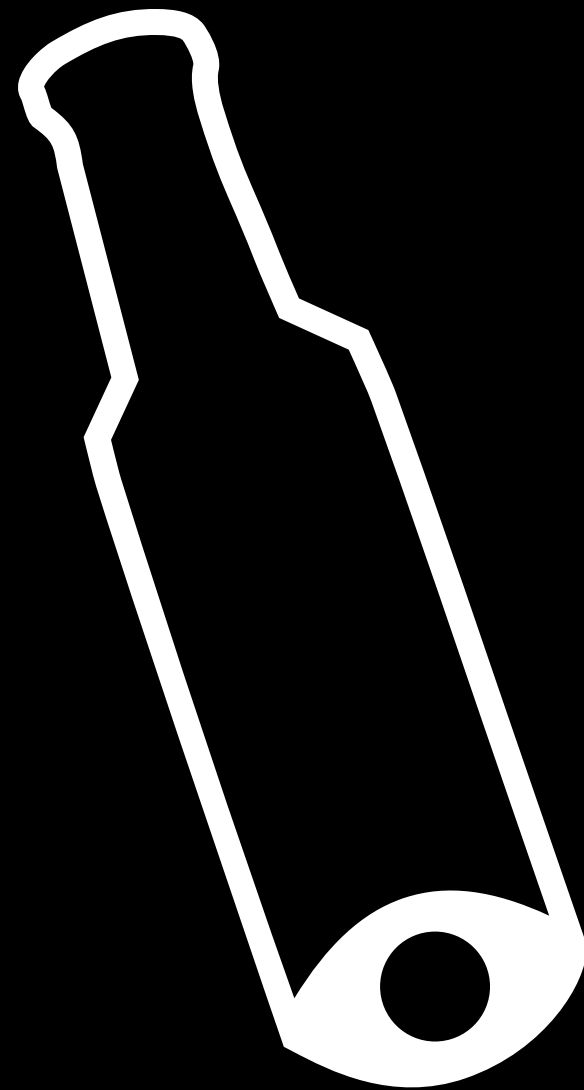


procedure for coordination in the event of high water stress.

If our assessment flags regions with high water stress we enter into dialogue with our partners; what action is being taken – and where can plans for the future be put in place? **Our bottling partners are subject to clear official guidelines that limit water withdrawal at regional level.** We also work together to identify additional steps to further reduce water consumption and improve the use of water as a resource. The regional water stress level is factored into the selection of potential new bottling partners. The "Climate and energy" chapter lists additional findings from our climate risk assessment.



lots of circularity; ideally super zero waste.



OUR PLAN.
WITH ATTITUDE.

OUR MISSION
AGAINST
EMISSIONS.

MAKING WAVES
FOR WATER.

**LOTS OF CIRCULARITY;
IDEALLY SUPER ZERO
WASTE.**

NO IFS, NO BUTS:
RESPONSIBILITY
ALONG THE
SUPPLY CHAIN.

STAY AWAKE.
STAY LOUD.
HOW FRITZ-KOLA
GETS INVOLVED.

OUR
FRITZEES.

we're going round in circles. on purpose.

(C1, 47d; C2, 48)

Our activities need resources – raw materials, energy, materials. And we know that all resource use has an impact on people and the planet. That's why we want to reduce these impacts as far as possible and use resources efficiently, economically and responsibly. We see the circular economy as the most worthwhile method. **Our main goal is to keep materials in circulation for as long as reasonably possible.**

We're all about coming full circle. In other words, we see circularity as an attempt to avoid linear value creation, i.e. using something once then producing it again. We rely on closed loops and bottle reuse systems as far as possible, and supplement these with cans in markets that have workable return and recycling schemes. **We aim to conserve resources and systematically reduce waste and loss of materials along the value chain.** We also attach great importance to separating waste and disposing of it responsibly or recycling it. We look into how materials can be reused and recycled, or replaced with recyclable alternatives. We think about the entire life cycle of products and packaging, with the aim of keeping their environmental footprint as small as possible.

“for me, nothing is worse than empty bottles and cans ending up in nature. we are turning the throwaway mentality on its head. we don't see circularity as an optional exercise, but as an attitude – with a crystal-clear objective: keeping reusable materials clean, useful and in circulation for as long as possible.”

mirco wolf wieger, founder and managing director of fritz-kola

our hearts are in bottle reuse.

Bottle reuse systems are the beating heart of our commitment. We don't see empty glass bottles and packaging as waste, but as valuable resources. This is the principle that shapes our work, which is why we apply a systematic hierarchy for the use of resources. It might sound odd, but it's just about the way we ideally want to deal with them. In strategic terms, we follow the principle of “**rethink and redesign**” to minimise waste as early as the product design stage. In practice, we pursue the “**reduce, reuse, recycle, recover**” principle to reduce the actual use of resources and reuse unavoidable waste.

For us, **rethink and redesign** starts with responsible use and an economical approach to our merchandise – we don't believe in advertising by every means. Our internal merchandise policy provides a guideline for all frittees (the precise criteria are provided later in

this chapter) – because nothing annoys us more than waste. We are also working on the continual redesign of our products and merchandise in preparation for regulatory requirements such as the EUDR*, PPWR** and ESPR***.

„**reduce.**“ means less use of materials and less waste. This can be achieved through efficient processes and a conscious selection of materials used. We aim to use resources purposefully and to avoid using materials that we don't need for product safety or quality standards. We are in close dialogue with our partners to avoid loss of resources in production and bottling, to find ways together to avoid waste, increase efficiency and establish new technologies. We currently develop specific targets for the avoidance of waste based on our “actual” analysis.

„**reuse.**“ means using materials more than once. We aim to keep products and materials in use for as long as possible, such as through reuse systems and durable merchandise. We have used a decentralised glass bottle reuse system since day one, which means we use less new glass by returning and refilling bottles. We advocate a workable deposit scheme in the beverage sector to reduce the need for primary materials (e.g. new glass). By primary materials, we mean anything that has to be newly manufactured. We also set ourselves ambitious reuse and material optimisation targets when it comes to procuring merchandise. For instance, we rent out fridges and opt for promotional items based on criteria such as being plastic-free, certified and recyclable.

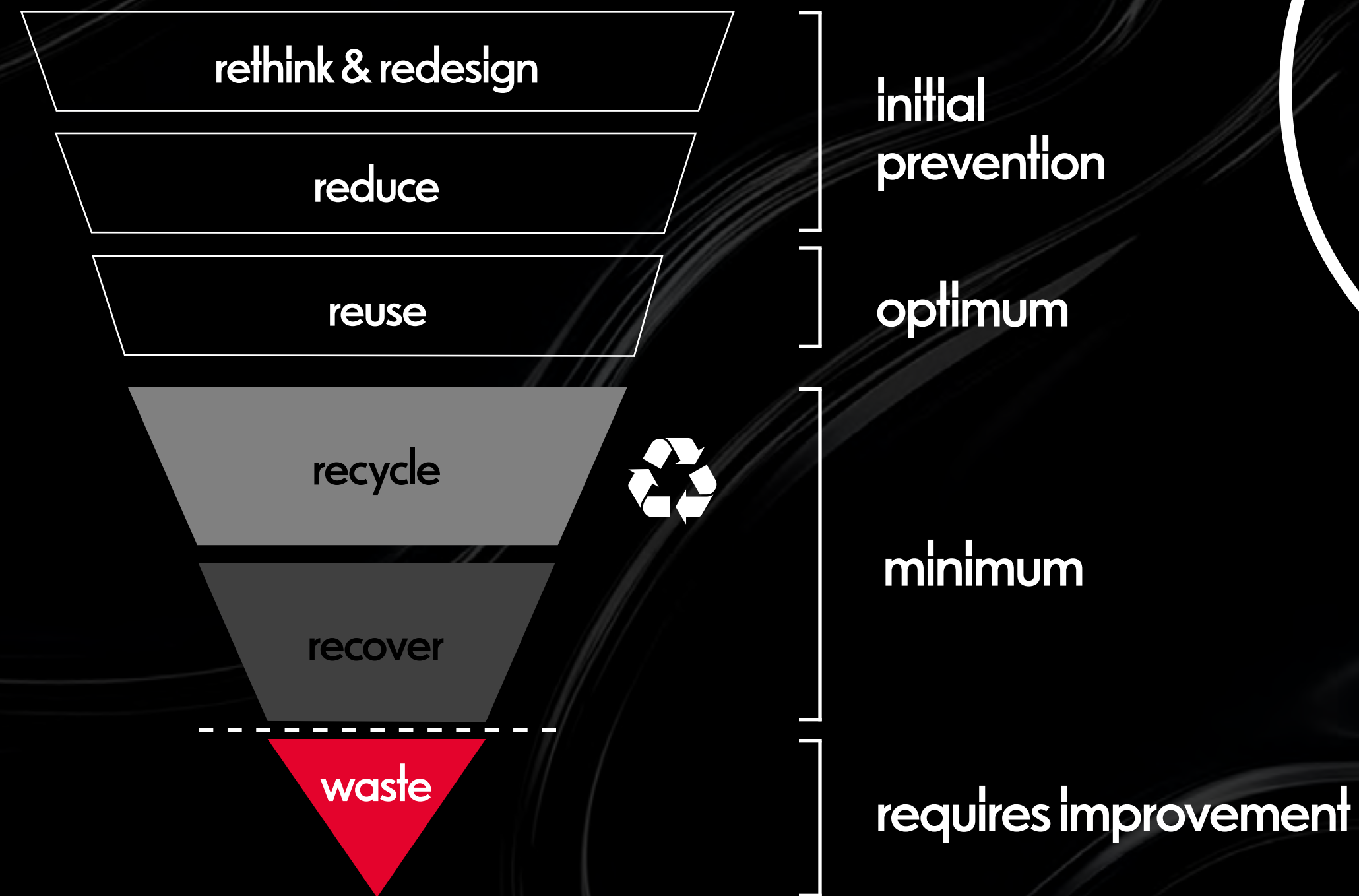
eight cents are not enough.

„recycle.“ means being able – to the extent possible – to put all materials back into the loop at the end of their use. That’s why we rely on cans where glass bottle reuse is unreliable. In fact, we actually prefer reuse. But sadly, that’s not always realistic. We have seen declining return rates for our reusable glass bottles and many European markets don’t have deposit systems. That’s why we’re looking into additional container solutions like fritz-kola in a can. We carried out a pilot can project at the end of 2025. The cans we used comprised a high proportion of recycled aluminium****. This type of container offers environmental benefits over reusable glass bottles in certain market and logistics constellations – primarily where transportation routes are longer and there isn’t a workable reuse system. However, a reliable assessment of the climate impact depends on the specific conditions involved, such as transport distance, return or recycling rates and the benchmark system in each case.

Our initiatives such as the international Return for Good (and the German equivalent Pfand gehört daneben) seek to raise awareness about littering in public spaces and keeping reusable packaging in the deposit system wherever possible. And this, of course, is in keeping with our **recover** principle.

Germany’s deposit system is almost part of its cultural heritage and is one of the most prominent examples of circularity. Germany is known the world over for its system of returning beverage containers with a deposit. Of course this is great. But this story also includes the fact that **the return rates for our reusable glass bottles has been declining for years, and was down to around 82 % last year. We don’t think that’s nearly enough.** Our deposit return study determined that the glass reuse deposit of 8 cents is a relevant factor for many people who collect deposits as a means of income. **It’s often not worth the effort for people to get their bottle deposits back.** More results from our deposit return study are provided in the “End-users and consumers/Social activism” chapter.

resource use at fritz-kola.



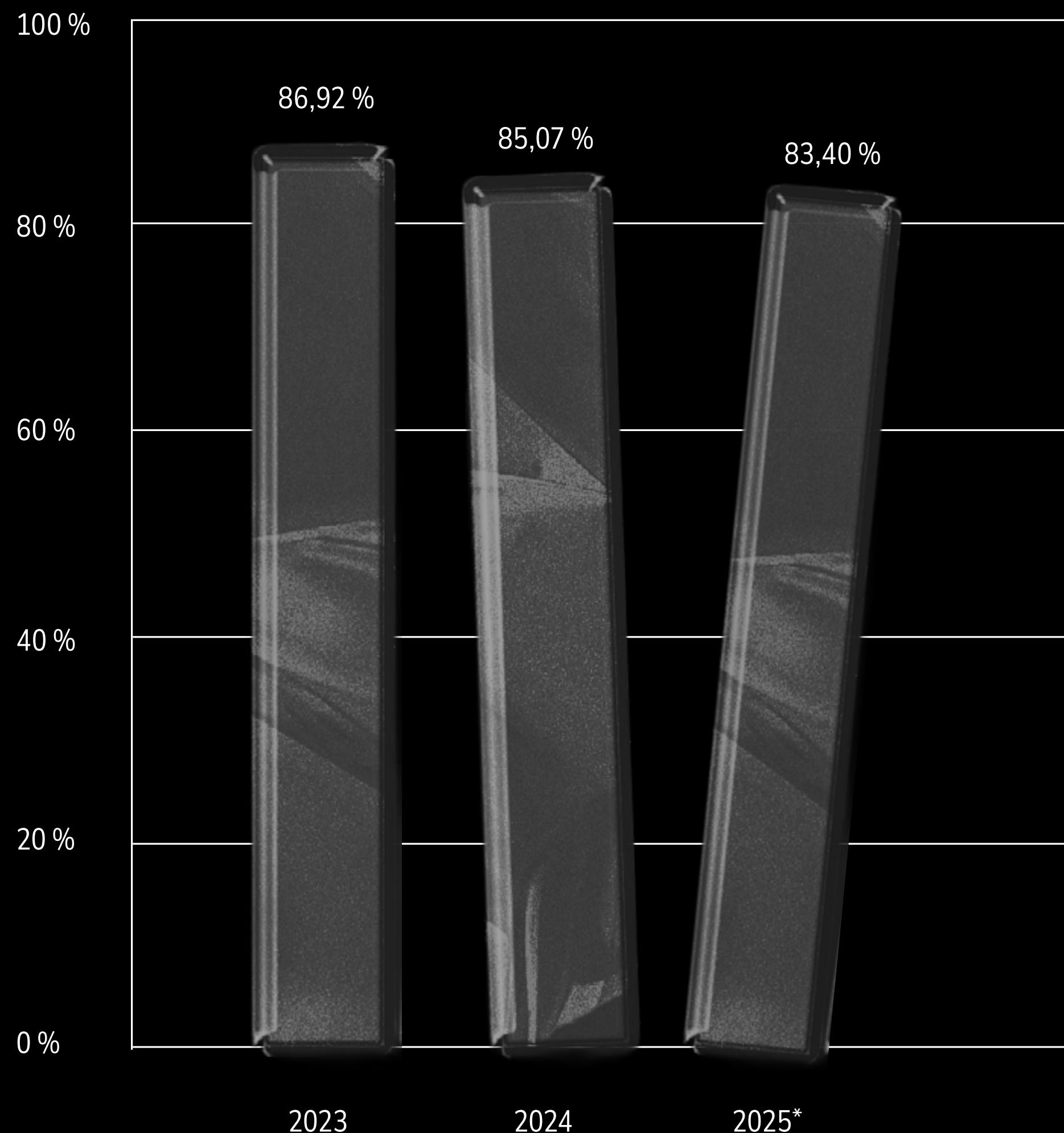
did you know?

The German deposit-return scheme became universal in the 1950s/1960s with the transition to a pool of bottles. The deposit of 15 pfennigs per bottle was fixed in 1966 when the standardised euro bottle was introduced, and has remained unchanged – apart from the conversion to 8 euro cents – ever since.

Source: Pfand für Glasflaschen: Sind acht Cent zu wenig? | DIE ZEIT

* EUDR stands for European Union Deforestation Regulation, which is aimed at ensuring that products sold in or exported from the EU do not contribute to deforestation. ** PPWR stands for Packaging and Packaging Waste Regulation, which is aimed at preventing packaging waste and boosting the circular economy. *** ESPR stands for Ecodesign for Sustainable Products Regulation, which stipulates sustainability requirements for physical products manufactured in the EU. **** The recycled content of our cans (excluding the base and tab) is currently (2024) 77.5 %. We are working with our partners to increase this share in the next few years.

trend in fritz-kola's return rates.



That's why fritz-kola is staunchly advocates increasing the deposit – after all, a higher deposit could potentially motivate people to return their bottles.

But it's not just about one metric. **Increasing the glass bottle deposit could be a key factor in keeping the reuse system stable for the long term** – for all parties involved in the loop. An appropriate deposit amount could:

- **increase motivation to return bottles**, particularly in the urban consumer environment
- increase the **availability** of reusable glass bottles in the pool
- reduce **material losses** through discarded or non-returned bottles, thereby reducing the need for primary raw materials (new glass)
- provide **logistical relief** because fewer empty bottles would need to be permanently replaced
- reduce **littering in parks** and other public spaces
- help to **improve the overall environmental balance**

It's crystal-clear: if reuse is going to work, the deposit needs to move with the times. We believe that increasing the deposit is fundamental to reinforcing circularity.

"reusable glass bottles are still the solution for us – if our pool system works. and that's exactly what we continue to fight for, with investment, initiatives and our reach."

mirco wolf wiegerl, founder and managing director of fritz-kola

new ideas – same goal: fritz-kola in a can.



fritz-kola has been known for its reusable glass bottle for 23 years. Then we suddenly did something nobody saw coming – we launched our first can. For four weeks, five fritz varieties were officially available in a 0.33 ml aluminium can in Hamburg – in addition to our reusable glass bottles.

Why? Because our reusable glass bottles are currently a bit ... unstable. Return rates are down, losses are up and bottles are missing. And while our bottles are not making progress in some places, can returns are more stable in some markets. For us, this means using the can as a flexible alternative where the bottle is struggling.

So that's why we are now using the can – as an addition, not a replacement. **Our objective remains to keep loops stable, with maximum returns and minimum losses.** We are also aiming for a return rate of at least 90 % for all our containers by 2030.

At the same time, we continue to invest in reusable glass bottles – with new facilities and reusable lines – because our “Plan A” is still the best way. We just want to make sure that as little gets left behind as possible.

what we are working on with our first fritz-kola aluminium can.

We know that the production of aluminium cans is very energy intensive. **That's why we prioritise:**

- Gradually reducing the need for new aluminium
- Keeping materials in the recycling loop for as long as possible
- Returning materials from production to the loop

We aim for as high a recycling rate as possible to reduce the primary need for aluminium. Our cans currently contain 77.5 % recycled aluminium (as of 2024). The missing percentage points are mainly due to technical requirements for the tab and base of the can, for which the use of recycled materials is limited at the moment. **Our objective is to constantly increase the recycled content.**

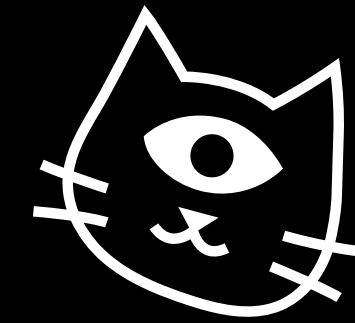
We are working with Ardagh Metal Packaging as our main aluminium can partner to keep our materials in the recycling loop for as long as possible. Ardagh Metal Packaging, part of the Ardagh group, received the gold rating from EcoVadis in 2024, putting it in the top 5 % of companies rated in its sector.. Companies are assessed regarding the systematic management and documentation

of environmental, social and governance topics along the supply chain, and the specific actions introduced to address them.

We are also working to put materials back into the recycling loop – through our action at festivals and our Return for Good social initiative (see the “End users and consumers / Social activism” chapter).



the fritz basics of the circular economy: our initiatives for closed loops and resource conservation. (C2, 48; B7, 37)



That's enough about theory for now – what's far more important is how we put the circular economy into practice. And that's with specific policies and projects designed to keep our loops stable. **Our circular economy actions are derived from our principles: reduce, reuse, recycle, recover.** Like so:

reduce:

efficient processes and a conscious choice of materials for less material use and less waste

reuse:

reuse systems and durable merchandise to keep products and materials in use for as long as possible

recycle:

putting all materials back into the loop at the end of their use

recover:

we are committed reducing material loss through littering with our "Return For Good" initiative.

not by every means: our merchandise policy.

We use merchandising to make our brand visible and engage our consumers. Items include our fridges, seating, parasols, bottle openers and fritz hoodies. Our merchandise policy sets out clear criteria for the de-

velopment of our brand image materials, which are in line with our sustainability criteria. For instance, it defines principles such as necessity, recyclability and resource conservation, and forms the basis for purchasing of new standard merchandise. We are currently revising our policy to define sustainability more precisely and include additional criteria relating to the circular economy.

the principles of our merchandise policy.

Forgoing the unnecessary and functionality: no disposable products or useless merchandise. Always ask: do we really need that? Merchandise must have a clear benefit for customers, consumers and fritz-kola, and thus justify their use.

Longevity: merchandise should be able to be used multiple times and for a long period. It's better to have fewer high-quality items in use for a long time.

Resource efficiency: we favour renewable or recycled raw materials. We also like to ensure that our merchandise can be recycled at the end of a long life – meaning that items can be returned to existing loops. That's why we opt for materials that are easy to recycle and avoid composite materials and lamination wherever possible.

Certification in the supply chain: when selecting our merchandise, we check the environmental and social conditions of their manufacture by requesting certification (e.g. ISO 14001, FSC, GOTS, etc.). Certification

is mandatory for paper, wood and cotton, in particular, used in our standard advertising products.

policies on materials.

Plastic: avoid unless there's no alternative due to the absolute necessity of function*. There should also be a focus on longevity. If there is no alternative, we prefer recycled plastic and mono-materials (e.g. 100 % rPET). We avoid bioplastics made from renewable raw materials – partly because plants have to be cultivated for them, which may mean additional resource use, and also because bioplastics cannot yet be properly disposed of in existing recycling loops.

Wood: certified only (FSC, PEFC); from our region (i.e. Europe) where possible.

Paper/cardboard: certified only (FSC, Blue Angel, EU Ecolabel); recycled material preferred.

Cotton/textiles: socially and environmentally certified (e.g. GOTS, Fair Wear, Fair Trade, Green Button); ideally single materials for easier recycling (e.g. 100 % cotton).

Metal: use only if wood/paper is not sufficiently durable, such as for outdoor use. Single materials for recycling, check for reparability.

Coatings: must meet regulatory quality and sustainability requirements (e.g. Blue Angel).

* For instance, we used polyester in our fritz cycling jerseys because of the necessary functionality.

our targets for standard advertising products.

We aim to permanently achieve 95 % certified clothing and merchandise made of wood and paper. We plan to stop using plastic as the main component of promotional items and chalkboards.

We currently evaluate our advertising products based on the following sustainability characteristics. The results were as follows in 2025:



But we still think we're on the right track, although of course we'd like to be doing even better. That's why we have broadened our focus to include the recyclability of advertising products. We are currently performing a comprehensive actual analysis of our materials, and plan to use the result to define a new, realistic recyclability target by the end of 2030.

“Design for Recycling” is a key criterion for the recyclability of our advertising products. This includes our preference for mono-materials over complex composites. Each component, i.e. labels, fasteners and main packaging, must be easily separable. We aim to avoid impurities such as colourings and additives to ensure that recyclable materials can be recycled easily.

a lot less waste.

Reduction of waste plays an important role in the production of our beverages. For instance, waste from raw materials (compounds) is generated in the bottling process – primarily during the cleaning of machinery between product batches. We cannot completely avoid this type of material loss, as it is part of ensuring the quality of production and food safety. We evaluate the loss on a regular basis, collaborate with our bottlers to assess the amounts, and discuss possible means of reducing it further.

Other areas in which waste is generated include:

- Finished goods that have to be destroyed for quality reasons, for instance, or goods that have already been offered for sale but have exceeded their best-before date and are therefore no longer suitable for sale.
- Goods that have been returned for various reasons and cannot be offered for sale again.
- Packaging materials, such as labels and crown caps, have a use-by date, and large boxes (octabins) with seals that have been opened are not allowed to be transported. If a bottling site does not use up all the crown caps, these cannot be used for anything else.

- POS marketing materials / merchandise: waste is less of an issue here; we are more interested in making good use of existing inventory. We aim to use advertising products as often and for as long as possible, so as not to waste resources.

We believe in systematically avoiding the destruction of finished goods. That's why our Supply Chain team regularly compares the best-before dates with expected sales, and works with the Sales team to take early action and sell products before they reach the end of their shelf life. Crown cap and label waste is generated primarily due to changes in design, regulation or product requirements. Regular inventory checks and closer coordination between product development and planned changes enable us to avoid destroying goods as far as possible.

As for avoiding general waste, we are currently conducting an actual analysis in all relevant areas in order to derive realistic targets for reducing waste and losses. All the relevant teams are involved, including Purchasing, Quality Management, Supply Chain Management and Sustainability.

We see the biggest potential in reducing waste from best-before goods and packaging materials. Where unexpected waste is generated (e.g. because of label changes to meet regulatory requirements), we donate the no longer usable labels to be turned into recycled paper.

the recyclable content of packaging.

We are still deliberating whether and to what extent we can increase the recycled content of our packaging. The process involves looking carefully at the status quo – i.e. the percentage of our glass bottles, crown caps, labels, beverage crates, cardboard boxes, etc. already comprising secondary material – and then defining targets.

* We have not yet reached 100 % because 132 fritz cycling jerseys that were ordered in 2025 were not certified. ** We have not quite reached 100 % because 700 beverage stickers without certification were ordered last year. *** Definition of “without plastic as the main component”: where 50 % or less is made of plastic (by weight).

Our **glass bottles** already contain around 60–70 % recycled materials, with the variation due to the share of cullet. We cannot currently increase the recycled content without affecting the translucency of our bottles.

Our **crown caps** comprise around 55 % recycled material. The inks, coatings and seals are not included as they do not contain any recycled materials. The crown caps are roughly 99 % recyclable overall. The recycling process largely removes components such as coatings and seals by means of high temperatures, although a small proportion remains, which is why we cannot assume complete recyclability.

Our **crates** are made up of around 97–99 % recycled materials. The remaining 1–3 % is attributable to the colour additives in the form of granules that we need to colour our crates black. The challenge in using recycled materials lies in the colouring; however, the process is relatively simple for our black crates. Other colours require a mix of different coloured recycled material. The crates are largely recyclable, with only a small percentage lost as dust when they are ground down. Our crates are used multiple times in operations – up to 100 times on average according to the working group Mehrweg (source: Arbeitskreis Mehrweg). When a crate can no longer be used, it is ground down and the material repurposed. This can be done up to five times, because the material loses some stability in every recycling cycle, and at some point is no longer suitable for reuse. Our crates can also be used as practical seating – whether in catering locations or in people’s homes – offering another means of reuse.

Our **bottle labels** are not made of recycled paper themselves, but are 98–100 % suitable for recycling. The reason we do not currently use paper with any recycled content for our labels is that the colour quality cannot yet be sufficiently guaranteed. This is a technical challenge that prevents us from changing to recycled paper at the moment. We are constantly working with our partners in this area too to make improvements.

The recycled content of our **cardboard boxes**, which are used for the secure export of our beverages to other countries, among other uses, varies depending on the type of container between 55 % and 86 %. It is fundamentally possible to increase the recycled content of cardboard outer packaging, although the material may lose stability in the process, which affects durability and perceived quality. Our cardboard boxes can be fully returned to existing waste cycles.

resource conservation at the fritz offices.

It goes without saying that we consume resources at our offices in Hamburg and Vienna. We use electronic hardware, heating, electricity and water, and of course we have the typical fruit and vegetable basket too. Although it’s not always easy, we educate ourselves with posters and internal email reminders about ways to use resources as consciously as possible. That means ideally not throwing any food away, using recycled paper, and separating our rubbish properly. In other words: the whole spectrum of small actions.

Discarded electronic devices are passed on to service providers who repair and resell them. Office furniture is selected with a view to having a long useful life and being easy to repair. And our frittees regularly collect clothing to donate to organisations like Hanseatic Help. That means a person’s unwanted jacket could become someone else’s favourite.



Photo: Sascha Müller, Hüseyin Seven

* The differing percentages of recycled material are attributable to the required stability of the containers. Heavy cardboard boxes, such as for 24 x 0.33-litre bottles, need a higher proportion of fresh fibre to ensure safe export transport than boxes for 24 x 0.2-litre bottles.

no ifs, no buts:
responsibility along
the supply chain.



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a clear stance on human rights.

fritz-kola stands up for human rights. They are the basis for a life of dignity and fair business relationships. Our products are the end result of the work of many people in various countries and industries. That's why we want to act responsibly – in cooperation with our partners.

As a company without its own production facilities, we work with a great many partners along the length of our value chain – including contract bottlers, raw material suppliers and beverage wholesalers. Our direct influence is mainly centred on our Tier 1 business partners, and we only have limited influence over our upstream value chain at present.

That being the case, we are committed to respecting and advancing human rights and environmental standards together with our partners within our sphere of influence.

Human rights violations and unfair, undignified working conditions? Not what we want. We are firmly opposed to any form of serious human rights violation – and do not tolerate such breaches in our business relationships.

In our materiality assessment we consciously assigned these potential negative impacts the highest risk score (see “Materiality check on business activities across the value chain” in the appendix). This even applies if we have no indications of such breaches within the fritz-kola value chain. This assessment is based on the information currently available from our relationships with direct busi-

ness partners and on risk-based analysis of the upstream supply chain. We do not yet have complete transparency on all upstream activities.

To assess impacts, risks and opportunities (IROs) as part of the materiality assessment, we are guided by the requirements of the Corporate Sustainability Reporting Directive (CSRD) and the associated ESRS logic. We first and foremost consider the severity of a potential human rights violation even before we assess the likelihood. This means that in our assessment model the severity is accorded the highest risk score and then combined with the probability of occurrence.

As a result, even if the likelihood is very low, the topic can exceed the threshold we have set – because with potential human rights violations, severity should always take precedence. For this reason, we assess the topic as material although we have no specific indications of such incidents. In this way, we ensure that our due diligence and risk management consistently considers serious risks in particular.

Precisely because we have no specific indications of human rights violations in our value chain at the moment, we are currently establishing a complaints procedure in line with the requirements of the German Supply Chain Act (Lieferkettensorgfaltspflichtengesetz – LkSG). The aim is to put in place a reporting mechanism that allows internal and external stakeholders to report human rights and environmental risks along the value chain. The procedure will be refined in increments. The plan

is for it to be accessible to internal and external whistleblowers, confidential, and integrated into our risk and remediation management.

We take the following actions to address the risks in the upstream value chain identified in the materiality assessment.

human rights at the core: our supplier code of conduct.

To set out the requirements for respecting and protecting human rights throughout the value chain, we have established a Supplier Code of Conduct. It is an integral part of working with direct suppliers and feeds into the selection process as well as the ongoing relationship. **Purpose: clear expectations, clear limits. The code defines clear and binding requirements for adhering to internationally recognised labour standards.** In particular, it strictly prohibits child labour, forced labour, modern slavery and human trafficking. We expect all our suppliers to fulfil the requirements set out in the code and verify their compliance to the best of our ability. This makes it clear that serious human rights violations in our supply chain will not be tolerated.

The code also stipulates compliance with the Core Labour Standards of the ILO (the UN's International Labour Organization), the requirements for fair

working conditions (e.g. equal treatment and inclusion), freedom of association and occupational health and safety. It is also in line with international guidelines such as the Universal Declaration of Human Rights, the UN Global Compact and the OECD Guidelines for Multinational Enterprises, which require companies to conduct human rights due diligence and ensure a more sustainable supply chain.

In 2025, the Code and our expectations of our suppliers were further clarified – including requirements relating to biodiversity, circular economy and resource-saving business practices.

Over the course of 2025, we also revised the content of our Supplier Code of Conduct in line with the requirements of the Supply Chain Act and the EU Directive on Corporate Sustainability Due Diligence (CSDDD). We provided more details on a number of things – including coverage of environmental topics as well as requirements for promoting biodiversity and water management.

We did not receive any reports of breaches of the applicable Supplier Code of Conduct for 2025 – but we cannot rule them out along the entire supply chain. Central responsibility for monitoring lies with our head of Sustainability & Public Affairs.

In 2026, we aim to continually improve our monitoring of compliance with the Supplier Code of Conduct as part of risk management. risk management.

risk management along the supply chain.

Our direct suppliers (Tier 1) are all located in Germany and Europe. As a rule, stricter legislation applies here, which can reduce risks compared to global supply chains – even though they cannot be completely eliminated. However, there are raw materials of non-EU origin in our further upstream supply chains and upstream suppliers who supply our direct suppliers (Tier 2, Tier 3, etc.). Without question, whenever possible, we prefer European sources.

We are working continuously to incorporate sustainability criteria as an integral part of our supply chain.

Our risk management system is currently being expanded to include central environmental and human rights risks in order to identify potential human rights risks. For this, we use an ESG (environment, social, governance) risk analysis platform that checks a large number of internationally recognised databases with public access. The data is sourced from organisations including FAO, ILO, UNICEF, WWF, World Bank and other established scientific institutions. They provide reliable information on ESG risks at country, regional and, in some cases, product level.

The external risk data is compiled centrally, harmonised and systematically analysed on the platform. Analysis is based on the actual supply chain, with products, countries or regions of origin and actual purchasing volumes linked to the respective ESG risk data.

This gives an exposure-based (i.e. impact-based) risk assessment, which shows where the biggest sustainability risks within our own supply chain lie – instead of solely relying on generic country assessments. The results enable us to come up with a prioritised selection of due diligence, prevention and mitigation actions.

challenges in achieving supply chain transparency.

Implementation, compliance and control as regards social and environmental standards throughout the supply chain is challenging given the complex international structures, many stakeholders and different legal frameworks.

At the same time, as we are a medium-sized commercial enterprise, there are also structural limits to what we can do. Our sphere of influence does not extend to all stages of the global supply chain, so it is not always possible for us to fully trace or control all processes. That said, we are working bit by bit to increase transparency and systematically meet our due diligence obligations.

Our risk assessment currently places a particular focus on resources that are key for our company. These include the kola nut, cinnamon, limes and caffeine – all raw materials that go directly into our

product. That's quite a lot as it is. The next step is to move systematically forward and include our merchandise suppliers. As part of our assessment, we want to trace our supply chain step by step to the beginning – such as back to the farm where our limes are grown and harvested.



stay awake. stay loud. how fritz-kola gets involved.

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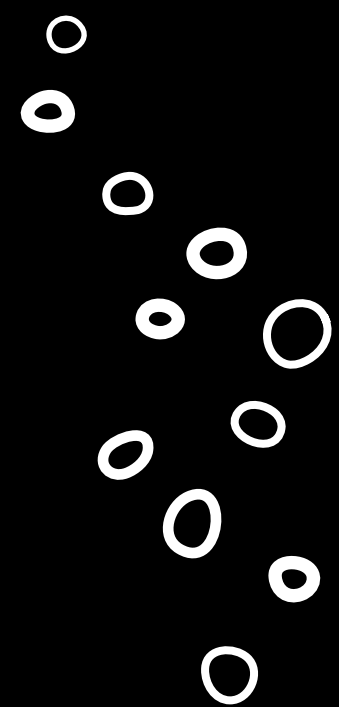
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activism matters. (C1, 47d)

In everything we do, we never lose sight of the people who drink our kola. That's why this section of our sustainability report is about you and the society we live in. For us, kola is not just any old product and certainly not a product for mass consumption, but a premium product for conscious enjoyment at moments when people gather, talk and spend time together. And chatting simply comes easier when we're wide awake and sipping on an ice-cold kola. This is the very reason we work so hard on the quality, safety and transparency of our products: so that consumption remains a conscious decision.

Our brand communication and selected initiatives also deal with social issues close to our heart: **diversity and tolerance. These are important aspects of our company's focus, which is why they are reflected in our mission "awake. for the better. together."** This chapter goes into what precisely that involves.

the focus is on taste and quality.

As a producer of kolas and flavoured lemonades, we have an interest in offering our fans and customers the best beverages with full-on flavour. That's why fritz-kola offers a wide range of beverages with and without sugar.

After all, sugar is a component of the full flavour profile of kolas and flavoured lemonades. This is something we stand by. Because we are aware of the responsibility that comes with sugar consumption, since fritz-kola was founded in 2003, we have used small bottles only (up to 0.5 litres) and stay away from large and extra-large container sizes such as 1 litre, 1.5 litres or even enormous 2 litre bottles. This set us apart from many of our major competitors in the industry.



In our materiality assessment (see appendix, "End-users and consumers/Social activism" section) we identify the areas of our work that impact end-users and consumers the most. Based on this, we come up with specific actions to ensure the responsible marketing of our products. We go through them here.

own it, not shirk it: responsibility in marketing. (C1, 47 a-d; C2, 48-49)

Our responsible marketing practices are an important component of what we stand for. We adhere to two basic principles: our communication targets adults and we enable our consumers to make a conscious decision on their own consumption.

we consciously target adults.

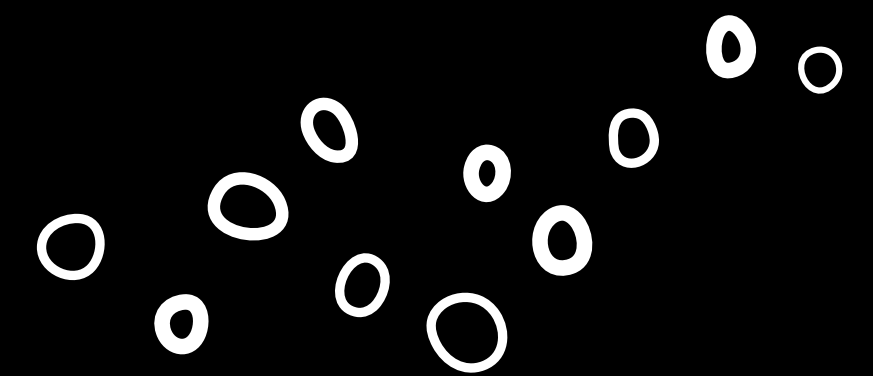
We love caffeine. But we also know that not everyone does. We see fritz-kola as "kola for grown-ups". Our beverages contain a lot of caffeine and therefore are not intended for children or under 18s – nor for pregnant or breastfeeding people. Caffeine stimulates the nervous system and may increase the heart rate, and it may cause jitters and sleep disturbances in sensitive people. Like the consumption of our products, being awake should be a conscious decision. That's why our labels carry an advisory statement as required by law. By doing so, we want to make it clear that our caffeinated beverages are not suitable for everyone. And this is why our marketing consciously targets adults.

By the same token, we have clear internal rules for our marketing and advertising; we turn down sponsorship requests for events directed at children.

portion sizes that support responsible consumption.

We see fritz-kola and fritz-limo as treats and as a cultural asset. Not as thirst quenchers. **That's why we use small bottles sizes of up to 0.5 litres. Which is plenty.** In the reporting year, the average size of containers we sold was 0.33 litres.

Published at the beginning of 2025, our portion size study* found a correlation between increased packaging size and the amount of sugary drinks consumed. **Our observation is that the more there is, generally, the more will be drunk.**



average size of fritz bottles (in litres)



The result: Households that buy small bottles (up to and including 0.5 litres) consume much less on average than households that purchase medium-sized containers. And consumption is even higher for large bottles (more than 1 litre).

And: More than half of the respondents indicated that they find conscious control of consumption easier if they buy small bottles of kola or other beverages. And “conscious” and “awake” is, of course, what we’re all about.

Our conclusion: Our smaller portion sizes can serve as a guide to moderate, conscious enjoyment, and help consumers make more mindful consumption decisions. **So, less is more: more conscious consumption, more awake.**



* The study was conducted in Germany by YouGov on behalf of fritz-kola based on household purchase data from YouGov Shopper Panel FMCG CP+ 2.0; methodology approach: expandability model, data basis MAT June 2024. Portion size was divided into three categories based on the volume of the packaging: Small: includes all packaging with a volume of up to and including 500 ml. Medium: includes all packaging with a volume of between 501 ml and 1,000 ml. Large: includes all packaging with a volume of more than 1,000 ml. Daily consumption was calculated by dividing the quantity of a product purchased on a particular shopping day by the number of days until the next purchase by the same household. This calculation is based on the assumption that all of the product was consumed and therefore the next purchase was necessary. This makes it possible to estimate the average daily consumption of the product by the household. Why2buy online survey of YouGov Shopper Panel; sample size n = 500; field time: 17 September to 2 October 2024. Portion size study: [fritz-kola_PortionSizeStudy_DetailedResults.pdf](#)

a sugar tax is too broad: it fails to address overconsumption.

At fritz-kola we stand for corporate responsibility and natural products. **Since the day the company was founded, we have been committed to the conscious consumption of our high-quality product in small bottles.** Like many other small and medium-sized manufacturers, we almost exclusively use small containers and are therefore not part of the problem of overconsumption. In principle, we welcome attempts to improve the health and well-being of the population.

For us, though, a sugar tax fails to address overconsumption and thus misses the real issue. In our view, what matters is not the sugar content per 100 grams but the total amount of sugar consumed daily.

We think that to have an impact, whatever measure is taken absolutely has to take packaging size into account. And therein lies a possible solution in our eyes. The portion size study we conducted in conjunction with the market research institute YouGov demonstrably shows that households that purchase fizzy soft drinks in larger sizes consume more sugar. The results also show that smaller containers are associated with lower sugar consumption. **We are therefore calling for an approach that addresses the real problem: overconsumption driven by overly large portions.** One possibility would be an exemption for small

packaging sizes or levying the tax according to the total sugar content per portion and not the sugar content per 100 ml.

At the same time, for anyone who wants or needs to avoid sugar, we are adding sugar-free alternatives to our existing product portfolio.



range of zero-sugar alternatives.

Sip by sip, we are adding sugar-free alternatives to our portfolio. Our zero-sugar products in the “super zero” line are a response to market developments and address the needs and preferences of our consumers. Our “mischmasch super zero” was a new addition to the shelves in 2025.

transparent nutrition labelling.

Because we want our kola fans to be wide awake on all fronts, we provide additional information on our ingredients that goes beyond the legal requirements. And we provide this information in a format that is as easy as possible to understand to ensure transparency for our consumers. But we want more than that; we want uniform, transparent and easy-to-understand labelling of key nutritional values industry-wide – per pack. To this end, we are engaging with industry representatives and policymakers and are working on proposals for solutions. **Our aim is not just to inform but to provide guidance so consumers can make conscious decisions. And to show that social responsibility is part of what we do.**

For us, our actions in relation to product design, responsible marketing and social engagement go hand in hand. Together, this triad helps support conscious decisions on consumption and helps us live up to our responsibilities towards our consumers and society.



turning a stance into action: our initiatives in 2025.

(C1, 47 a–d; C2, 48–49)

Being “awake” also means thinking outside the bottle. To this end, we are involved in initiatives outside our core business. While our marketing very consciously targets adults only, there is a lot more to our activism.

political communication and democratic engagement.

We use our voice in society and, with the campaign entitled “GuMo Zukunft – fritz teilt deine Meinung” (Good morning future – fritz shares your opinion), set up a platform in March 2025 to channel the opinions of Gen Z into the political debate. Together with the market research institute YouGov and selected content creators, we raised the main concerns of young people and brought them into the public space. As a result, 16 strong messages were printed on 300 fritz-kola bottles and delivered directly to the places where policy decisions are made – including the canteen in the Bundestag parliament building, the headquarters of political parties and politicians willing to talk to us.

[fritz-kola macht die Wünsche der Gen Z sichtbar](#)



Foto: Sascha Gerritzen

An installation ran alongside the campaign featuring a giant kola bottle in front of the Bundestag, which highlighted the call for more political involvement. Wanting greater involvement in decision-making was singled out by young people as crucial to their trust in politics. By engaging in a combination of digital activism and on-ground campaigns, we have surfaced social issues and provided impetus for the dialogue between the younger generation and policymakers.

In hindsight, something we would do differently and communicate clearly on is our party donations to the Greens, SPD, FDP and CDU. By supporting the Greens, SPD, CDU and FDP, we wanted to strengthen democratic structures and keep the space occupied by the wider democratic centre stable. The Left Party generally does not accept corporate donations – an idea we support in principle.

In a diverse, democratic party landscape, coalitions are necessary and normal. But we underestimated one crucial thing: how our position in that exact moment came across and what signals it sent. And we didn’t make it clear enough that donating to a party does not necessarily mean that we support every position that party takes.

For us, it is crystal clear: we stand for an open, diverse society. No ifs or buts. For instance, we don’t agree with comments about migration and social issues in urban areas or the questioning of climate targets. Ultimately, diversity, respect and equal opportunities are fixed components of our corporate culture, just like our commitment to ambitious sustainability goals. This stance defines our day-to-day actions. We stand by that. It’s what makes us strong.

However, some confusion arose in the debate about our party donations. To clarify, before the parliamentary elections in February 2025, we decided to support all relevant centrist democratic parties that could threaten votes for the AfD. They all received the same donation. In addition, we supported some events by contributing beverages, including the CDU party conference in February 2026. The message this sent coupled with the debate about sugar tax confused and upset many in our fritz community. We get that. Too right.

We often say: Stay awake. Stay loud. fritz fans are doing just that and we love it. They got in touch and objected. Made arguments and asked questions. For that we say thanks.

Because that’s what it’s all about. **For us, democracy doesn’t mean we all agree.** It means we get involved. It means we speak up when something doesn’t feel right. **It means challenging things.** And we did that; discussed a lot internally and came to some conclusions. The upshot is that:

We currently do not plan to make any more financial donations to parties. If the threat from the AfD escalates, we reserve the right to take action by supporting centrist democratic parties. If we do, we will communicate this openly and transparently. We promise.

The bottom line is that strengthening democracy still matters to us.

For this reason, we will support independent, fact-based, quality journalism going forward – as the foundation for good decision-making.

In addition, we are providing a forum in which we continue the critical dialogue on this and other topics. In this way, different perspectives will be the key factor in identifying positive impact.

we don't throw money away, so – return for good.

We champion activism and recycling is dear to our caffeinated hearts. We advocate loudly for a form of activism on the smallest scale that everyone can get involved in: our beloved deposit return bottle.

Our initiative Return for Good is aimed at everyone. Because social justice impacts us all. Return for Good is the international development of the initiative Pfand gehört daneben, that was founded privately by Matthias Seeba-Gomille in 2011. fritz-kola has continued it since 2015. The initiative supports people who collect deposit return bottles and containers in the public space. The genesis was an idea that seems very obvious: placing empty deposit return containers and bottles beside litter bins instead of inside them. Easy. And because searching litter bins for bottles risks injury and is associated with shame, disgust and exclusion for many people who collect deposits as a means of income, it increases safety and dignity.



Photo: Malik Boysen

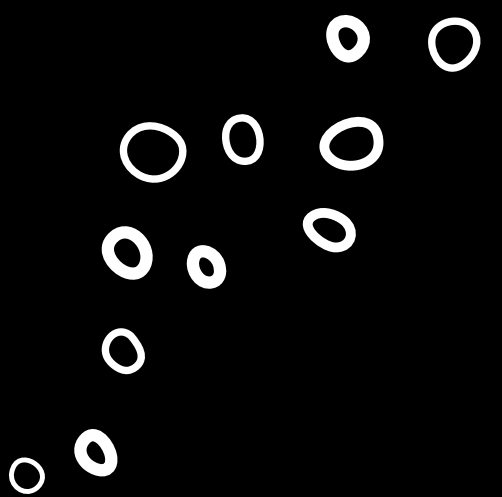
“Return for Good” aims to enhance the visibility of such issues as well as help **reduce prejudice and increase social acceptance of deposit collectors**. At the same time, the initiative raises awareness about the deposit return scheme, the conservation of resources and the circular economy. Ultimately, deposit collectors return bottles to the loop – and thus play an important role in the more careful use of resources. Our aim is to recognise this contribution, draw attention to structural obstacles, and motivate people to get involved.

To get a crystal-clear view of the role the deposit return scheme plays in our society, we conduct our annual deposit return study in conjunction with the YouGov institute. In addition, we declared 26 May to be Deposit Collector Day for the first time in 2025. **Our deposit study** is aimed at increasing the visibility and social acceptance of people who collect deposits as a means of income and, at the same time, challenging images and assumptions on the basis of data. Last year, too, more than one million people in Germany actively collected deposit return bottles. While the number of active deposit collectors fell slightly compared to May 2024 (from 1.19 million to 1.05 million) it is still higher than figures from previous years (2022: 1.03 million, 2021: 980,000). **Collecting deposits thus remains a portion of many people’s unofficial income in Germany. At the same time, the study unfortunately shows that the returns are continually diminishing.** A total of 58 % of respondents said that they earn less than €50 per month from collecting deposits – 10 % more than in the previous year (48 %).*

Our study from last year also indicates that increasing the deposit may be a way to bring about more bottle returns and better conditions for collectors. More than half (51 %) of deposit collectors surveyed said that **if the deposit on glass was higher they would prioritise the collection of glass bottles**. For us, this sends a clear signal: the deposit amount is a key factor in whether bottles remain in the loop or not.**

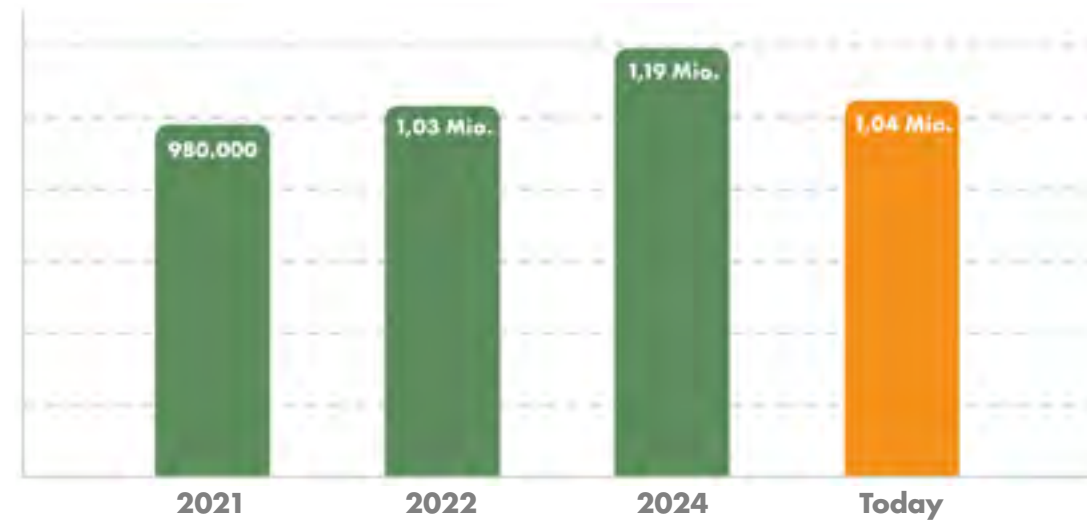
* The data used is based on an online survey conducted by YouGov Deutschland GmbH of 1,027 people between 25 April and 7 May 2025. The results were weighted and are representative of the German population over the age of 18.

** The data used is based on an online survey conducted by YouGov Deutschland GmbH of 490 people who regularly collected deposits between 25 April and 7 May 2025.

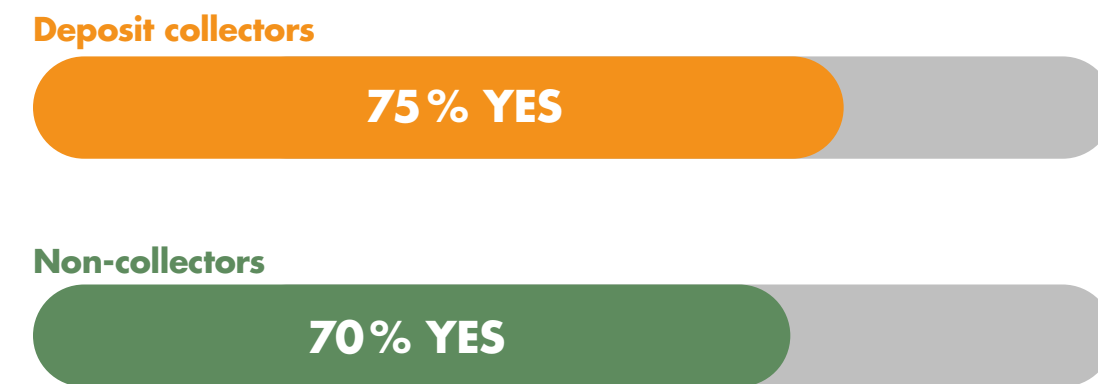


2025 Deposit study

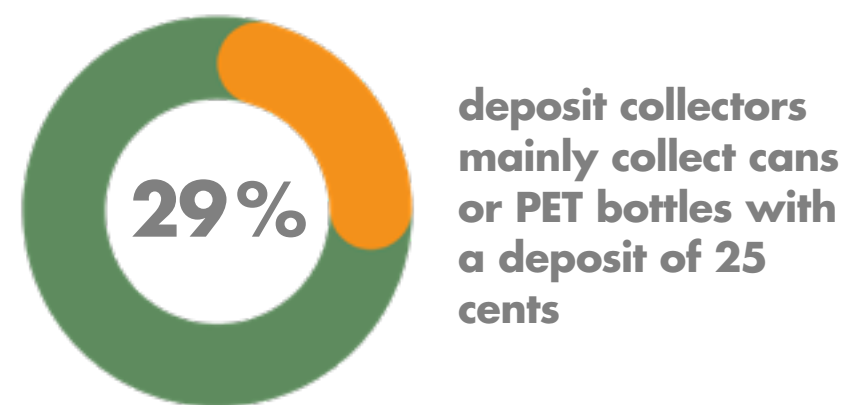
TOTAL NUMBER OF DEPOSIT COLLECTORS:



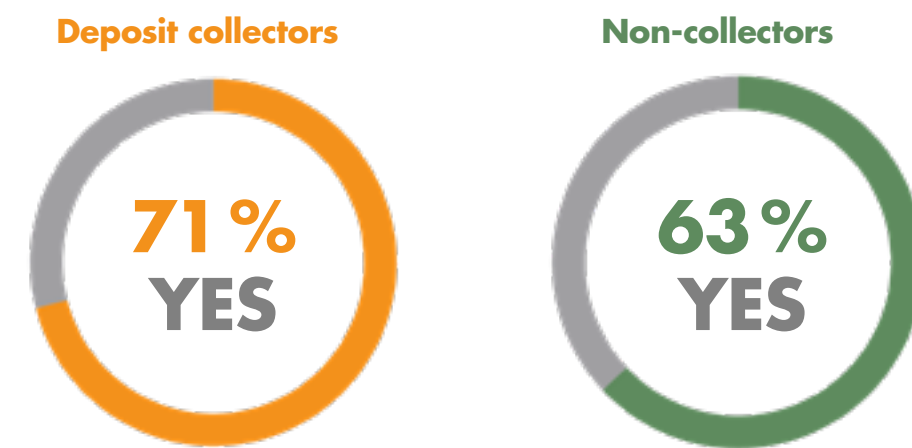
SAME DEPOSIT FOR BOTTLES & CANS?



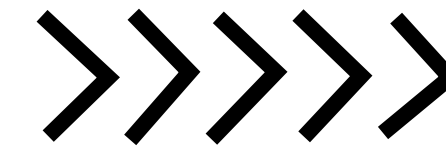
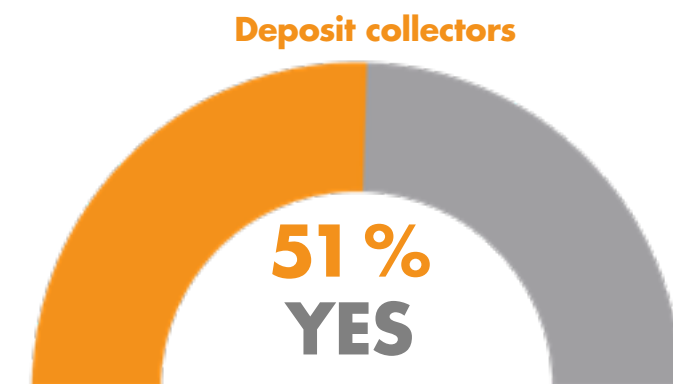
WHY 25 CENT WOULD BE BETTER:



TIME TO INCREASE INCREASE THE DEPOSIT?



HIGHER DEPOSIT = HIGHER RATE OF RETURN?



We have demonstrated just what the deposit can achieve with our **Pfandhaus (deposit house)** installation at two selected festivals. By leaving their returnable bottles and cans in the deposit house, festivalgoers were able to actively support social projects. Approximately 70,000 bottles and cans were collected at the Southside and Highfield Festivals in 2025. **Deposits amounting to more than €16,000 were donated to social projects**, including Bundesverband Housing First – an initiative that makes housing the first, rather than the last, step in the system of support for unhoused people.

In March 2025, we also joined forces with Deutsche Bahn for the second time to collect deposits, with 36 crate stations set up at the Olympiastadion commuter train station in Berlin on top-division German football club Hertha BSC's home match days. Football fans were able to donate their empties to charity – plus do their bit for a cleaner city and a whole lot more respect. Also, the Krombacher brewery came on board as a new partner this year.

The idea behind it: not just to keep the railway station tidy but also to reinforce fair pay and increase respect and visibility for the often unnoticed deposit collectors. Indeed, for the first time, the team running the initiative on the ground consisted of people who themselves collect the deposit, are unhoused or sleep rough. Every match day, up to twelve people were there to set up and regularly empty the crates. They were compensated for this work, with fritz-kola and Krombacher each contributing €7,000 in vouchers for the twelve people. The Die Engelchen charity coordinated the initiative on the ground.

In total, around 12,000 bottles and cans were collected, and out of the deposit receipts, €2,625 was donated to Berliner Kältehilfe e.V.



Photo: Malik Boysen

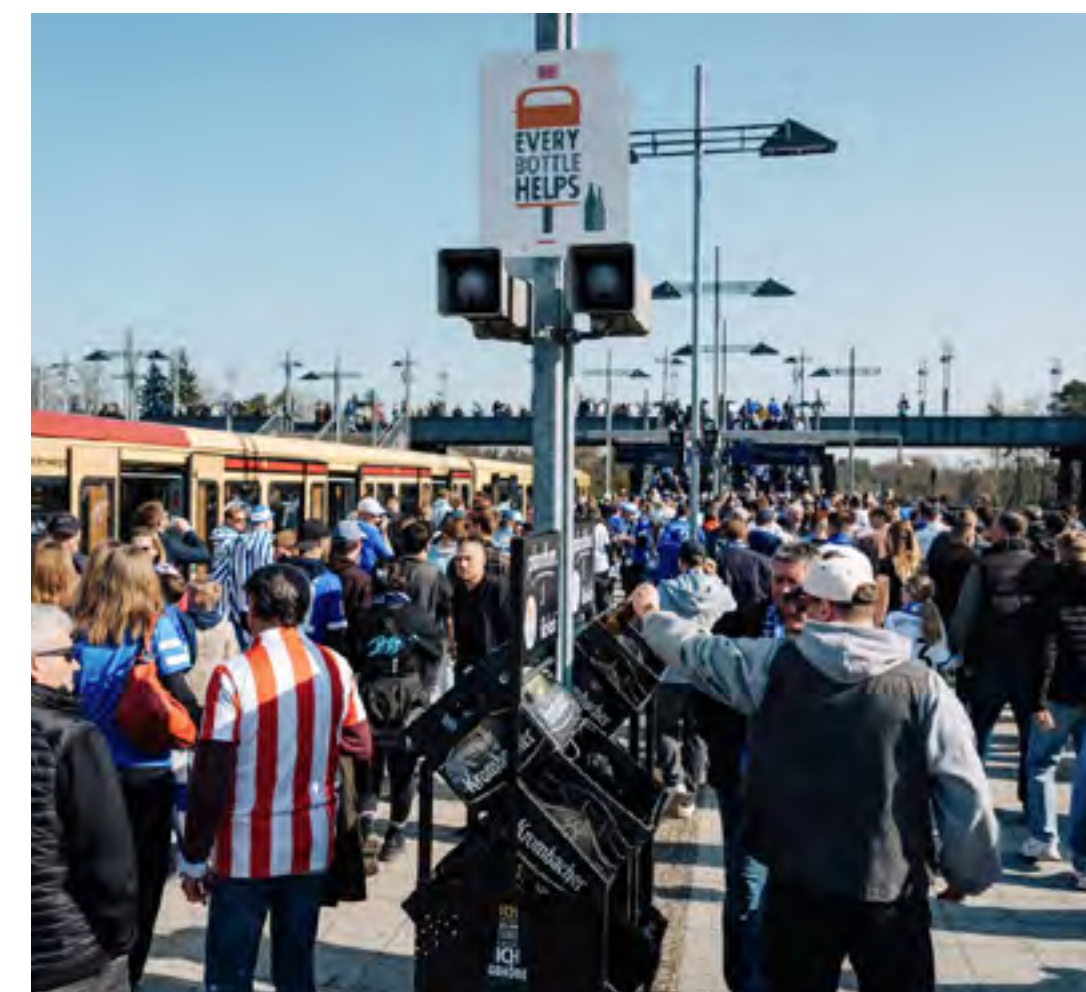


Photo: Jakob Nawka

Another project was our Gesichter des Pfands campaign and the associated collaboration with climAd, which saw us reach over 13 million people in Germany in our biggest digital poster campaign to date. The campaign spotlighted the faces, aspirations and destinies of deposit collectors with the aim of raising awareness of **respect, solidarity and resource conservation**.

Through our activities, we not only want to talk about social responsibility but get stuck in – and get as many people's attention as possible. We employ informative studies, interactive initiatives and creative communication formats that focus on social issues. **Our engagement combines environmental aspects with social solidarity**, and calls on people to be more sustainable and to support the circular economy, by more means than just purchasing our product.

our partnership with elbe-werkstätten.

It matters to us to help integrate people with disabilities into working life, which is why we have been working with Elbe-Werkstätten – a vocational rehabilitation and employment provider for people with disabilities – since 2015. Elbe-Werkstätten offers individual support in the form of care, occupational therapy and physiotherapy as well as various services in the areas of education, fitness and culture if required by the people who work there. As an employer we cannot provide such services. But through direct and regular contact, we find that Elbe-Werkstätten fulfils this role very well and we have been transparent in our communication about the partnership since the beginning.

Elbe-Werkstätten workers receive monthly pay of €240, which is slightly above the national average for workshops for people with disabilities (€209). Such workshops are also obliged to pay out 70 % of the revenue generated from work in the form of remuneration to their workers. We have increased the pay for Elbe-Werkstätten services several times, most recently in 2022. Workers in facilities for people with disabilities have a similar legal status to employees with protected rights – for instance, in relation to dismissal and warnings – and are entitled to a living wage from the state to ensure they have an overall income they can live on. In addition, they have pension privileges that grant them a higher pension than the average statutory minimum pension in Germany.

Regrettably, flagrant irregularities are widespread in jobs at workshops for people with disabilities. However, we are not aware of such incidents or circumstances at Elbe-Werkstätten and have found it to be a very **transparent and responsible partner** that treats people as equals. However, if irregularities do arise, we will support complete clarification with every means available to us and we would reassess the partnership. In principle, we welcome developments to grant a legal status to workers at workshops for people with disabilities that is as close as possible to those in standard employment, because, for us, partnership means fostering conditions that strengthen self-determination, participation and fair remuneration.



OUR PLAN.
WITH ATTITUDE.

OUR MISSION
AGAINST
EMISSIONS

MAKING WAVES
FOR WATER.

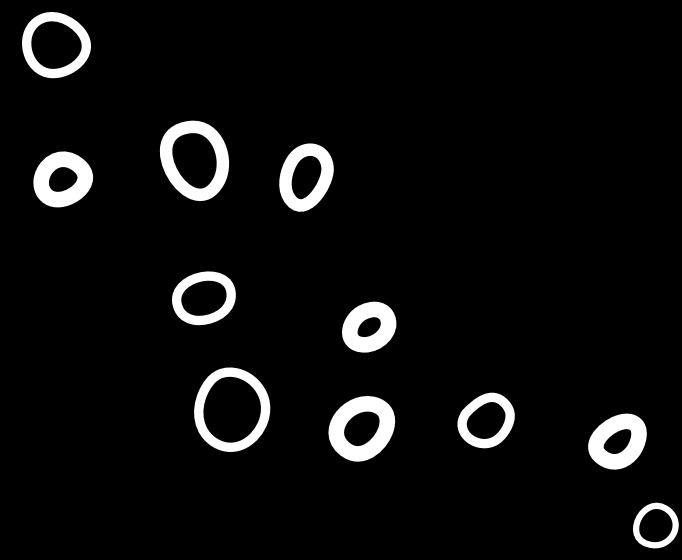
LOTS OF CIRCULARITY;
IDEALLY SUPER ZERO
WASTE.

NO IFS, NO BUTS:
RESPONSIBILITY
ALONG THE
SUPPLY CHAIN.

STAY AWAKE.
STAY LOUD.
HOW FRITZ-KOLA
GETS INVOLVED.

OUR
FRITZEES.

our frittees.



valuable – with values.

(C1, 47a–d; C2, 48–49)

Our frittees are the lifeblood of fritz-kola – without them we would be nothing. That’s why we have designed our workplace to be comfortable for our frittees. **We value mindful togetherness on an equal footing and create space for development, courage and fresh ideas.**

Our three core values form the common denominator that guides our working relationship and our decision-making. They are easy to remember because they’re exactly the same as our purpose:

**awake.
for the better.
together.**

Our values are the compass we use to navigate any change. We have followed them ever since the company started. But that doesn’t mean we’re standing still. We launched our Value Journey programme last year, with the aim of every frittee taking part in a value workshop. The workshops are in person, comprise frittees from a wide range of teams, and are offline.

They give frittees two days to get to grips with our guiding principles and our overarching purpose. Our objective is to hone a shared understanding of our values and to work towards every frittee knowing how they guide our actions. We’d like to share the current status of our values here.

Let’s start with **awake.**

What does that actually mean? Yes, we make kola with lots of caffeine, so a core part of our identity and our day-to-day is being awake. But in our case, AWAKE doesn’t just mean in a physical sense. **For us, it also means being awake as a brand and as a company.** After all, we are not alone on this planet and don’t want to lose sight of relevant issues. We want to be awake and incorporate issues like tolerance and dialogue, democracy and social justice, sustainability and ideas for a better tomorrow into our work. Exactly how we plan to do this is set out in the relevant chapter of this report.

We want AWAKE to guide the actions of our frittees in their day-to-day work. For them, it should mean going about their day with open eyes and staying alert. Always working by the book is not our thing. We want to encourage independent work and innovation. So AWAKE is also a call to our frittees to keep a keen eye on their working environment, think outside of the box, and to question everything, including themselves and fritz-kola.

Moving on to

for the better.

What do we mean by that? Our founder Mirco used to be a boy scout. One of their guiding principles is “leave nothing but footprints”. This mindset formed the foundation of fritz-kola and is clearly reflected in FOR THE BETTER. We want to demonstrate that economic success and commitment to the environment and society don’t have to be mutually

exclusive. We think and act with the knowledge that we are not alone in this world and need to handle natural resources responsibly. FOR THE BETTER also means regularly questioning our actions and decisions and putting them to the test. How can we make our products and processes better on an ongoing basis? Major developments start with small steps. Some we each make alone, and others together.



Our third core value at fritz-kola is

together.

fritz-kola can be found wherever people gather. At the local corner shop, at festivals, cultural events, barbecues in the park and student parties. This sense of community is also reflected in the sense of teamwork at fritz-kola. Lone wolves? Dog-eat-dog? Not with us. **We want to work together – not against each other.** Does that mean we never have a difference of opinion? Of course not. But that’s not a bad thing. We are in favour of open dialogue, constructive feedback, and changing our minds when it makes sense. We believe that a range of opinions and perspectives adds to the quality of our decisions and results.



wake up and do better: our initiatives and targets.

(C1, 47a-d; C2, 48,49)

promoting transparent exchange.

We place great importance on open dialogue – for example, by encouraging anonymous feedback, conducting stay and exit interviews, and running surveys such as Great Place to Work. Our company values can also be critically discussed during our Campfire Talks and ongoing training sessions, including direct exchange with members of management.

These discussions are further continued with the executive team through regular, biannual Q&A sessions open to all employees. We listen, take feedback seriously, and implement many of the resulting ideas – such as resilience and English training, leadership programs exclusively for women, and concrete measures in the areas of occupational health and safety.

Let's get down to the nitty-gritty: this is where we show you exactly what we do to bring our values to life.

training and development.

We're not in favour of standing still. We want to change things that can be better. That's why we want to give our fritzees real opportunities for development. Each fritzee had an average of over 24 hours of training and skills development at our own talent factory in the reporting year. After all, FOR THE BETTER doesn't just relate to our commitment to sustainability and social matters, but also to life-long learning.

What does that mean exactly? In addition to digital learning options on our Wachwelt learning platform, and the various options for training and development through our internal talent factory (such as on values, feedback culture and leadership), we also focus on each fritzee individual in our annual development meetings. **Our objective is to help employees to structure and pursue their development.**

At fritz-kola we believe that everybody contributes their own unique perspective and energy that enriches our company. We have a principle to ensure that every fritzee's potential is realised – development shouldn't be left to chance. We apply tailored development processes and a structured learning portfolio from our **internal talent factory**.

health.

Sustainability and health go hand in hand for us. **We think in the long term – and that includes our fritzees' health.** We launched a mental and physical health initiative in the reporting year, which included introducing and carrying out resilience training sessions. These have now become an integral part of our health portfolio that employees can take advantage of as they choose, and will continue to be offered permanently. We have

also invested in ergonomic workstations – specifically ten height-adjustable desks at our head office, and are gradually improving the ergonomics in our company vehicles for the fritz sales reps.

Health takes time. That's why, in addition to this basic equipment, we offer three digital health days per year, which offer fritzees one-on-one consultations, health workshops, and a range of information on health matters. We also work with external partners who provide our fritzees with professional psychological advice and referrals to additional services in the event of challenges such as stress at work or at home.

diversity.

We stand up for diversity. Tolerance is firmly embedded in our corporate values as a key principle in its own right. Fairness and equal opportunities start for us right away in the application and selection process – where we attempt to minimise bias by conducting two interviews with different members of the company and use a standardised application form. We are also working on establishing an internal framework to promote diversity and equal opportunities, and further advance equity at fritz-kola.

To be honest – we're not there yet. But perhaps no one ever can be. This complex issue requires us to question ourselves at every turn and to deal with gaps when we find them. We are working on closing these gaps. The first step is our unconscious bias training, aimed at recognising unconscious bias and learning strategies to actively overcome and consciously control the process. The training is mandatory for managers, because we want the people in leadership roles, contact roles and positions of trust to learn to question themselves, and to use the strategies they learn in the training to encourage a fair and equitable environment in their teams.

We also invite our fritzees to help shape our diversity efforts. We don't take tolerance or an inclusive working environment as a given, and aim to advance both areas systematically. This objective inspired the creation of the interdisciplinary Diversity &



Inclusion working group in 2025, comprising four frittees from different departments – from sales to graphics – and not just in Germany, with one member from our team in Spain. Of course we're aware that this doesn't cover anywhere near all aspects of diversity, so we plan to continue to expand and promote diversity and inclusion going forward.

We are growing and fritz-kola is becoming more and more international. That's why we're developing our communication structures and processes to make sure that we can reach frittees across Europe just as easily as frittees in Germany. We have also been offering English classes since 2024, so that our frittees can learn and improve their language skills together. This was an initiative inspired by feedback from our employees. We welcome that.

working time.

The what and how of work is much more important for us than strict rules on when. That's why fritz uses a flexible working time concept based on trust. But at the same time, fritz-kola thrives on human connection. So in-person contact at the office has always been an integral component of our corporate culture. **We also offer our frittees the option of incorporating some mobile working.** Our fritz sales reps plan their customer visits themselves, but also have the option of planning these trips or working on some of their organisational tasks from home through the remote working concept.

secure employment.

Our focus on open-ended contracts is intended to give our frittees more planning certainty and stability in everyday life. If you don't have to think about what happens after the next contract comes to an end, you can generally concentrate better on your actual work. This is often a key stability factor when it comes to family responsibilities and major decisions like moving home or making investments. This provides relief for a lot of employees and gives them the scope to make more long-term plans.

To address the issue of collective bargaining agreements specifically: as a medium-sized enterprise, we operate in a dynamic and sometimes challenging environment. It's therefore important for us to maintain our ability to act, so that we can react flexibly to different situations. Collective rules (e.g. salary increases across the board) can limit this flexibility. That's why we prefer to stick to our own rules that we can plan flexibly, and a responsible and transparent personnel policy in line with our corporate values. Our salaries are fair. Public benchmarks provide information on the salary level in our industry – obviously depending on the role and experience. Outside of Hamburg, we also pay locality-based surcharges if the cost-of-living index is higher. We likewise rely on market-specific benchmarks abroad, i.e. salary data from other companies operating in the same country. **When necessary and possible we increase our salaries.**

thanks for staying awake with us!
cheers, your frittees.



appendix.

appendix.



1. our plan. with attitude. (strategy: business model and sustainability)

information on the undertaking – legal form. (24e)

fritz-kola GmbH is a limited liability company under German law (Gesellschaft mit beschränkter Haftung)

- NACE sector classification: 11.07 Manufacture of soft drinks; production of mineral waters and other bottled waters
- Total assets: n.d.*
- Turnover: n.d.*
- Number of employees: n.d.*
- Country and locations:
headquarters and office location in Germany:
fritz-kola GmbH, Spaldingstraße 64–68, 20097 Hamburg, Germany
office location in Austria: fritz-kola Austria, Mariahilfer Str. 209, 1150 Vienna, Austria
Operational activities are concentrated at these locations.

sustainability-related certification. (25)

fritz-kola does not currently hold any sustainability-related certificates.

our materiality assessment. (B2), 26–28

Our sustainability-related impacts, risks and opportunities (IROs) were determined through a double materiality assessment (DMA) in financial year 2025 in accordance with the requirements of the European Sustainability Reporting Standards (ESRS). In other words, we systematically applied a well-founded method to ascertain the materiality of our sustainability-related impacts on the environment, and of our risks and opportunities.

Although we are not required to report in line with the CSRD, we use the materiality assessment methodology and apply it in this report in accordance with the VSME Standard. The assessment supplements the existing risk management system and places a targeted focus on sustainability matters. The information in the DMA was subject to a limited assurance review by the independent auditor Ebner & Stolz.

The materiality assessment forms the basis of our sustainability focus topics and includes the two dimensions of double materiality.

The identified topics were assessed using defined criteria – primarily in terms of the scale and likelihood of impacts on the environment and people (impact materiality) and the potential and actual financial risks and opportunities for the company (financial materiality). These were evaluated based on qualitative and, where available, quantitative information.

We used a structured assessment model for prioritisation that enabled a comparable classification of all topics. The topics deemed material were those of particular relevance from an impact or financial perspective. The assessment was based on defined criteria and thresholds.

Impact materiality:

This assesses actual and potential, positive and negative impacts of fritz-kola's business activities on people or the environment along the entire value chain, including upstream and downstream activities, over short, medium and long-term time horizons.

Financial materiality:

This assesses the extent to which external sustainability-related factors affect the financial position, performance and market value of the company. This includes assessing the potential and actual financial risks and opportunities along the entire value chain – upstream and downstream – and over short, medium and long-term time horizons.

The DMA was carried out step by step, involving internal and external stakeholder groups and experts. The main internal and external stakeholders were our frittees (fritz employees), management representatives, business partners and other relevant external interest groups. They were involved through structured surveys, internal consultations and other means. We also considered the requirements of the Corporate Sustainability Reporting Directive (CSRD) and changes in our business model and internal structures at fritz-kola. The paragraphs below describe the most important steps of the process:

2018:

The first materiality assessment was performed for fritz-kola. frittees and key external stakeholders were invited to assess and prioritise potential material sustainability topics in an anonymous survey.

1. our plan. with attitude. (strategy: business model and sustainability)

2022:

An internal survey was carried out based on Kate Raworth's "doughnut" model of economics, to identify material topics relating to ESG criteria. The results were then reviewed internally by Management and the Internal Sustainability Task Force.

2023/2024:

The results from 2018 and 2022 were consolidated and allocated to ESRS topics. Each topic was subsequently discussed and assessed in view of double materiality principles.

2025:

The structure and content of the 2023/2024 materiality assessment were revised. This was due to the geographical expansion of the business, changes in the sustainability team and to the strategy, and new guidance on preparing a CSRD-compliant materiality assessment, which enable us to conduct a structured assessment.

The final results of the materiality assessment were confirmed by the management and form the basis of our strategic orientation and prioritisation in sustainability management. They also form the foundation of this report. The relevant policies, actions, targets and metrics are provided for each topic classed as material.

The following topics were identified as material for fritz-kola:

- Climate and energy
- Water
- Circular economy and resource use
- Own workforce
- Workers in the value chain
- Consumers and end users

Based on the evaluation method used in the materiality assessment, some topics relating to our business model were not classed as material. These were therefore not treated separately in this report but overlap in places with the topics presented. Classification as "not material" does not mean that these topics are unimportant. They remain on our radar and will be re-evaluated in the next materiality assessment.

- Pollution of soil, air and water
- Biodiversity
- Governance
- Affected communities

2. our mission against emissions. (climate and energy)

Topic	IRO	Time horizon	Value chain	Status	Description
Climate change mitigation	Neg. impact	Short/ medium/ longterm	Upstream, own operations and downstream	Actual	fritz-kola's own operations and the upstream and downstream activities in the value chain are associated with greenhouse gas emissions. The majority of these emissions are generated through upstream processes, and contribute to the carbon and other gases in the atmosphere that affect the climate – and thus also to global warming.
Climate change mitigation	Risk	Short/ medium/ longterm	Upstream, own operations and downstream	Actual	<u>Regulatory and economic risks arise in connection with the transition to a lower carbon economy. These include:</u> <ul style="list-style-type: none"> – Additional costs due to more stringent or changed regulatory requirements, e.g. investments in tools for carbon accounting, climate scenario analysis or compliance with product requirements – Investments in new technologies, such as more energy-efficient machinery or the transition to renewable energy (in cooperation with our suppliers)
Climate change adaptation	Risk	Short/ medium/ longterm	Upstream & Downstream	Actual	<u>Physical risk:</u> <ul style="list-style-type: none"> – Climate change causes changes in weather and more frequent extreme weather events (e.g. drought, heat waves, storms and floods). This leads to risks to cultivation of important raw materials for fritz-kola and may result in crop failure (such as the poor rhubarb harvests in recent years due to climate effects). – The reduced availability of raw materials may lead to rising procurement costs and increased price volatility. – Moreover, extreme weather events may affect production sites and disrupt transportation and distribution processes, which may result in additional operational and procurement costs. – Insurance costs can also be expected to rise due to increasing climate-related damage.
Energy	Neg. impact	Short/ medium/ longterm	Upstream & Downstream	Actual	Various processes along the supply chain require large amounts of energy. Where this energy consumption is based on fossil energy sources (e.g. heat generation through gas in bottling processes), greenhouse gases are emitted which contribute to global warming.
Energy	Risk	Short/ medium/ longterm	Upstream & Downstream	Actual	<u>Transition risks/market and regulatory risks:</u> <ul style="list-style-type: none"> – Rising energy prices, particularly following regulatory measures such as carbon pricing, may contribute to higher production costs for fritz-kola. In addition, volatile energy markets and geopolitical developments may result in further cost increases in production, distribution and recycling processes.

Based on our assessment criteria, we did not identify any climate-related opportunities in 2025 that exceed our materiality threshold. Potential positive developments – such as the transition to renewable energy and our electric vehicle fleet – are below the threshold and therefore described in the information below, but they are not included in the IRO table.

2. our mission against emissions. (climate and energy)

our climate risk assessment in detail.

Climate-related hazard	Relevance cluster	Overall relevance	Hot spots at own sites/bottling and material suppliers	Hot spots as raw material suppliers
Heat stress	Primary	High	Highly relevant in urban locations (e.g. Hamburg and Vienna) and an increasing issue for more southerly locations; significant increase by 2050/2080	Highly relevant across locations; major increase in heat stress for medium and long-term time horizons
Temperature variability	Primary	High	Relevant to production, warehousing and logistics processes	Increased fluctuations in temperature with potential impacts on production conditions; comparatively large increase in southern/south-eastern Europe
Water stress	Primary	Medium to high	Medium to high local relevance for some bottling facilities, primarily in Belgium	Low to moderate overall; increasingly relevant for medium/long-term time horizons; local hot spots in Belgium and the Netherlands; increasing in central and southern Germany; greater impact on Spain
Heavy precipitation	Primary	Medium to high	Local risks to infrastructure and transportation, primarily in central Europe	Increasing intensity and frequency at certain locations, not everywhere
Droughts	Primary	Medium	Location-specific relevance; low direct impact	Increased relevance for selected raw materials and regions, primarily in combination with heat
Storm events (strong wind)	Secondary	Medium	Regional relevance for certain sites	Specific relevance at isolated supplier locations
River flooding	Secondary	Medium	Relevant to production and logistics sites close to rivers; moderate impact for isolated sites	Low relevance overall; annual flooding probability very low in most cases
Coastal flooding	Secondary	Low to medium	Relevant for coastal locations (e.g. Hamburg)	Low relevance for majority of suppliers
Cold waves/frost events	Secondary	Low to medium	Short-term relevance for logistics and infrastructure	Declining relevance in all scenarios
Tropical cyclones	Secondary	Low	Not relevant for the sites assessed	Not relevant for the supplier locations assessed

3. making waves for water. (water)

testin the waters: our materiality assessment. (B2, 26–28)

Topic	IRO	Time horizon	Value chain	Status	Description
Water consumption	Neg. impact	Short/ medium/ longterm	Upstream & Downstream	Actual	<p>Water is not only a key ingredient in our fritz beverages but is also essential in our production and cleaning processes in bottling. Water also plays an important role in cultivating the raw materials that end up in the bottle (e.g. fruit).</p> <p>Therefore, our business model is closely tied to the consumption and availability of freshwater resources.</p>

3. making waves for water. (water)

source references: water withdrawal and consumption figures. (B6)

The following tables show water consumption in the reporting period at our own sites as well as mean weighted water consumption at our bottling partners. Since we do not operate our own production sites, data on water consumption is collected at the bottling plants.

Total water withdrawal at our own sites. (B6, 35)

Water withdrawal/consumption in cubic metres	
Own sites	Disclosure of water consumption at own sites (Hamburg and Vienna)
Sites in regions with water stress	Our two office sites in Hamburg and Vienna are not located in regions affected by water scarcity, so a further breakdown by regions with water stress is not required. In 2025, water consumption at the Hamburg office amounted to 379.97 cubic metres and in Vienna 15 cubic metres. In 2024, total consumption was 386.72 cubic metres.

Total water consumption at our bottling plants. (B6, 36; C4)

Water consumption in litres	
All bottling sites	Weighted mean of our bottling sites per 0.33 litre bottle: 0.184 litres (excluding product water).
Sites in regions with water stress	Three of our six bottling plants are located in regions with medium or high water stress. We have one site in Borgloon, Belgium, which is exposed to high water stress. Analysis was conducted using the software Climada. Further information can be found in the "Climate risk assessment" chapter.



4. lots of circularity; ideally super zero waste. (circular economy and resource use)

materiality check – circular economy and waste. (B2, 26–28)

Topic	IRO	Time horizon	Value chain	Status	Description
Resource inflows and use	Risk	Short/ medium/ longterm	Upstream	Potential	<p>Physical risk: Raw materials prices can be affected by factors including changes in the availability of resources, for instance due to climatic conditions – which is particularly relevant for raw materials that cannot be reused in the loop (e.g. rhubarb).</p> <p>Additional costs may also be incurred if our partners convert their processes to a more recycling-friendly infrastructure, such as by installing new machinery in their recycling facilities.</p>
Resource inflows and use	Risk	Short/ medium/ longterm	Upstream	Actual	<p>Systemic risk: The return rates for our reusable glass bottles are falling – which shows that our pool system for bottle reuse is not currently functioning very well. One possible reason why a lot of bottles don't make it back into the reuse system is the very low deposit of €0.08 per bottle. Most countries in the world apart from Germany do not yet have an established glass bottle reuse system.</p> <p>Buying additional new glass generally involves more resource use and waste than refilling reusable bottles. Additional costs are also incurred because new glass has to be procured to keep the system functioning.</p>
Waste	Pos. impact	Short/ medium/ longterm	Upstream & Downstream	Actual	<p>Reduced resource outflows through the circular economy: Widespread use of our reusable glass bottles in the circular economy helps reduce the consumption of primary resources and the amount of waste produced at fritz-kola.</p>
Waste	Neg. Auswirkung	Short/ medium/ longterm	Upstream & Downstream	Actual	<p>Waste generated through our value creation: Despite the circular design of our products in the reusable glass bottle system, waste is generated along the supply chain that may potentially affect the environment and local communities (e.g. packaging waste in production processes).</p>

4. lots of circularity; ideally super zero waste. (circular economy and resource use)

resource use and waste metrics. (B7)

This table shows the metrics relating to circular economy and waste for fritz-kola GmbH during the reporting period in accordance with the requirements of the VSME Standard. In other words, here are the specific figures on our rubbish and on what can be reused.

These metrics relate to our own sites. As a non-producing company, the data we can collect on waste and materials along the value chain is limited at present and is based on information from our bottling partners. So our current data basis is limited because we cannot access the data ourselves – but we plan to do so in future. We are working on improving this data, with comprehensive data gathering currently in development.

Total generation of waste broken down by type (Hamburg and Vienna). (B7, 38a–b)

Type of waste	Classification	Total waste in kilograms	Waste diverted to recycling or reuse in kg	Waste for disposal (landfill) in kg
Mixed waste	Non-hazardous	22.982	14.747	8.236
Paper	Non-hazardous	20.309	14.723	5.586
Commercial waste for pretreatment	Non-hazardous	20	14	6
Electronic waste	Hazardous	24	24	0

5. no ifs, no buts: responsibility along the supply chain.

result of our fritz materiality assessment.

Topic	IRO	Time horizon	Value chain	Status	Description
Human rights violations	Neg. impact	Short/ medium/ longterm	Upstream	Potential	Potential negative impacts in connection with undignified working conditions in the distant upstream value chain, particularly in raw material cultivation outside the EU. Although we have no indications of this whatsoever, we cannot completely rule it out due to the complexity of international supply chains. It would be naive to do so, as we don't know the origins of all our raw materials at this point in time. We are working to gradually improve this, in order to obtain greater transparency on distant parts of our value chain.

6. stay awake. stay loud. how fritz-kola gets involved. (end-users and consumers/social activism)

a keen eye on what matters. (B2, 26-28)

Here are the results of our materiality assessment: a look at the areas we are involved in, with a structured evaluation of their impacts, risks and opportunities (IROs). w

Topic	IRO	Time horizon	Value chain	Status	Description
Responsible marketing practices	Pos. impact	Short/ medium/ longterm	Own operations	Actual	<p>For us at fritz-kola, kola and flavoured lemonades are a treat and not for mass consumption. That's why we feel a responsibility to contribute to more conscious consumption. Enjoyment should be a conscious decision – only then can kola be a cultural asset.</p> <p>Large bottles may encourage excessive and unhealthy indulgence in sugar. For this reason, we consciously only offer our beverages in small packaging sizes of up to 0.5 litres.*</p> <p>Our sugar-free alternatives in the “super zero” product line are a conscious response to the changes in the market and focus on consumer demand. Because sugar free does not mean healthy, we find transparency hugely important – and engage in industry dialogue on nutrition labelling.</p> <p>We want to act responsibly in our communication, so our marketing and advertising is consciously aimed at adults. We do not target children and under 18s.</p>
Health of end-users	Risk	Short/ medium/ longterm	Own operations	Potential	<p>Changes in consumer behaviour and regulatory risks:</p> <p>Health means one thing for us above all: the responsible, conscious consumption of our products.. We keep it transparent: we offer both sugar-containing kolas and lemonades as well as zero and diet variants.</p> <p>Sugar tastes good, but too much of it can cause health risks. That's why regulatory measures, such as taxes or duties, may be taken. For us, this entails the risk that we may have to adjust our product portfolio.</p>

7. our fritzees. (own workforce).

materiality check. (B2, 26–28)

Our materiality assessment involved looking at the action areas in which our values are particularly relevant for our fritzees, based on a clearly structured analysis. This enabled us to see where the greatest IROs lie and where we can take action.

Topic	IRO	Time horizon	Value chain	Status	Description
Secure employment	Pos. impact	Short/ medium/ longterm	Own operations	tatsächlich	Open-ended contracts can contribute to the financial security of our fritzees and indirectly also to satisfaction and productivity.
Working time	Pos. impact	Short/ medium/ longterm	Own operations	tatsächlich	Flexible working time models, part-time options and working time rules based on trust can help to create a better work-life balance.
Work-life Balance	Pos. impact	Short/ medium/ longterm	Own operations	tatsächlich	Mobile working, various part-time models, and flexible and trust-based working time models can help our fritzees to establish a balance between their work, family commitments and personal life.
Health and safety	Pos. impact	Short/ medium/ longterm	Own operations	tatsächlich	Our People and Culture team is responsible for coordinating actions promoting health and safety. These include resilience training, ergonomic workstations, and a long-term offer of external guidance on mental and physical health.
Training and skills development	Pos. impact	Short/ medium/ longterm	Own operations	tatsächlich	fritz-kola has created a working environment that actively promotes internal and external training and skills development opportunities with the aim of supporting the professional and personal development of fritzees.
Diversity	Pos. impact	Short/ medium/ longterm	Own operations	tatsächlich	Actions such as an inclusive application process with two interviews involving different members of the company, as well as a standardised application form, are aimed at promoting a working environment based on diversity, equity and inclusion.

7. our frittees. (own workforce).

social metrics in accordance with vsme. (B8-10; C5-7)

In the following table, we transparently present the figures relating to diversity, working conditions and health, etc. at fritz-kola. The table comprises the key social metrics and information.

b8 – general characteristics.

Type of contract	Number of employees
Fixed-term employment contracts	n.d.
Open-ended employment contract	n.d.
Total employees and calculation method	n.d.

Gender distribution <small>(based on voluntary self-disclosure by employees)</small>	Number of employees
Male	n.d.
Female	n.d.
Other	n.d.
Not indicated	n.d.

Country of employee's employment contract	Number of employees (headcount) (active employees and those on leave such as parental leave)
Germany	n.d.
Austria	n.d.
Poland	n.d.
Spain	n.d.
Belgium	n.d.
UK	n.d.
Portugal	n.d.
Italy	n.d.
Netherlands	n.d.

While the report is prepared on a consolidated basis for our Hamburg and Vienna sites, employment contracts may also be concluded in other countries, reflecting our international activities and flexible working arrangements.

Employee turnover

Turnover rate based on entries and departures in the reporting year, in %	21,83
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* Metric calculated based on the difference of the mean hourly wage (monthly gross salary / hours per week x 4.33) between male and female frittees. The factor is 4.33 because a month comprises 4.33 weeks on average.

** Number of female managers / total number of managers x 100

7. our fritzees. (own workforce).

b9 – health and safety.

Reported work-related accidents	2
Rate of recordable accidents per 100 full-time equivalents (FTEs) per year	n.d.
Work-related fatalities	0

b10 – remuneration, collective bargaining and training.

Minimum remuneration	
Compliant with statutory minimum standards (e.g. minimum wage)	Our employees are remunerated at a minimum of the applicable statutory minimum requirements.
Percentage of gender-specific pay gap between employees*	-0.16 %
Applicable collective bargaining agreements	No collective bargaining coverage
Average number of annual training hours per employee, broken down by gender:	
Male	26.55
Female	22.46

* Metric calculated based on the difference of the mean hourly wage (monthly gross salary / hours per week x 4.33) between male and female fritzees. The factor is 4.33 because a month comprises 4.33 weeks on average.

** Number of female managers / total number of managers x 100

c5 – additional (general) characteristics.

Percentage of women in management positions (based on total number of management staff, headcount)	33.33 %
Self-employed and part-time workers	n.d.

c6 – additional information on human rights policies and processes.

Code of conduct/human rights policy	Ja
Complaints management system for own workforce	Ja

c7 – severe negative human rights incidents.

We were not aware of any cases of child labour, forced labour, human trafficking, discrimination or similar violations of human rights in our own workforce in the reporting period. These topics remain classified as relevant in our materiality assessment.

We were not aware of any human rights incidents along the value chain in the reporting period.