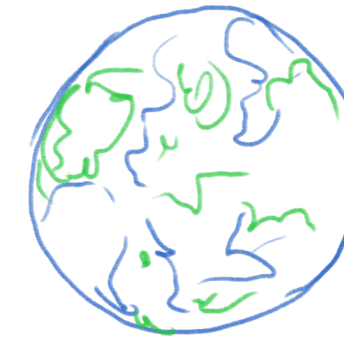


woom® Sustainability & Impact

2025





General

Environmental

Social

Governance

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Foreword

Dear readers,
2025 was the most successful year in woom's history. We achieved unprecedented growth and helped get more young riders on bikes than ever before. As we continued to grow, we demonstrated that business performance and sustainability are not competing priorities; they fuel one another, giving us the power to scale our values, accelerate our environmental commitments, and show that a growing business can be a responsible one.

Rethinking How We Build

Sustainability cannot just be a compliance checklist; it has to live in the product. In 2025, we wove ESG thinking directly into our design and development ecosystems.

Our dedication to sustainable innovation is exemplified by the woom WOW, a true industry landmark. Manufactured primarily within Europe, this bike features handlebars and a fork made from up to 98% recycled materials. We have also advanced our protective gear with the READY Kids' Helmet, which incorporates a shell made of 100% recycled PC and a 50% recycled EPS liner. Furthermore, to ensure a lasting impact, our Innovation Team now includes a specialised packaging unit focused on the systematic removal of single-use plastics from every product in our portfolio.

Real Metrics, Real Momentum

Climate action is defined by outcomes, not intentions. In 2025, we proved that ambition can be translated into rapid progress. Our Scope 1 and 2 emissions stood at 65t CO₂e. This puts us 15% below our 2030 SBTi target. We implemented a supplier risk-scoring system and brought major suppliers onto the VERSO platform to build a more resilient and transparent value chain.

Powered by woomsters & Community

Our progress is driven entirely by the culture our teams live every day. 72% of our global employees commuted sustainably this year (a 6% increase), while our US team reached 33% participation on Car Free Day.

Through our Christmas charity initiative with Make-A-Wish we continue to support children and families facing extraordinary challenges. In 2025, we were proud to help make three heartfelt wishes come true. These initiatives reflect our belief that the impact of our business reaches far beyond the products we create and that we have a responsibility to contribute positively to the communities we serve.

Our 2026 Roadmap

We are proud of what we achieved in 2025, but we are far from finished. The foundation is strong and our direction is clear. As we move through 2026, we will continue to embed sustainability deeper into how we allocate resources, manage our supply chain, and design our products.

Our sustainability journey is never complete. Every step forward is an opportunity to innovate, improve, and create lasting value for future generations.



Best,
Bernd Hake, Björn Boos, Johannes Kisslinger
CEO, CFO, COO

Environmental

Sustainability highlights

Social & Governance



Scope 1+2 at 65 tCO₂e
— 15% below our
2030 SBTi target



Dedicated Packaging Unit:
Established within our
Innovation Team



Suppliers encouraged to
use the VERSO platform
(formerly sustainabill)

72%

of woomsters commuting
sustainably
(66% in 2024)



ESG formally embedded
in Product Management
& Commercialisation



READY Kids' Helmet:
100% recycled PC shell,
50% recycled EPS liner



woom WOW launched: Plastic-free
packaging, up to 98% recycled
handlebars and fork

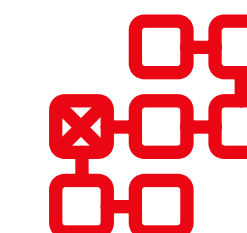


US Car Free Day
participation: 33%
(0% in 2024)



95.42%

Cycle Conversation
completion rate; 91% Learning
& Development satisfaction



Supply Chain
risk-scoring system
implemented

Introduction

Behind every commitment made is a true purpose. Behind that purpose are people. This report shows both.

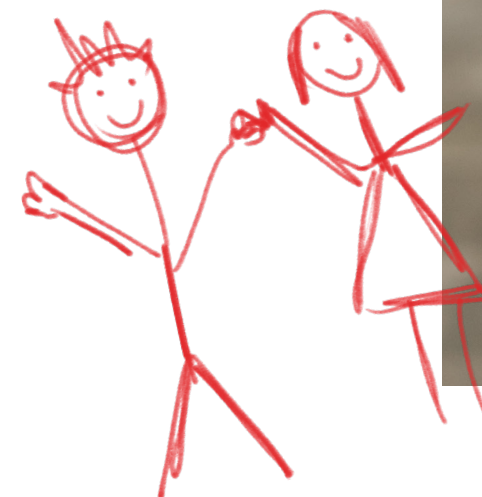
In 2025, woom built systems to make a real impact. ESG-first thinking was woven into the entire ecosystem, starting with how products are developed. Because we believe total transparency is the catalyst for faster and more meaningful change.

This is the foundation of what we do. But sustainability and impact only matter if they live within the company culture. That's why we're here. We are responsible for ensuring this isn't just a report, but an open conversation.

ESG is now a key part of how new woomsters are welcomed. It's discussed at our Town Halls. It shapes decisions across Product, Operations, People, and beyond. **We measure our impact not just in carbon, but in terms of our understanding of why it matters.**

This report is an honest account of where we stand. You'll see what worked, and you'll see where we're still learning. You'll see that this is a journey, and that the destination is just a small part of it.

Read what's inside. Then help us do better.



Juliane King, Senior Product Manager, ESG



Mansur Elicin, ESG Associate

About woom

woom was founded in Vienna in 2013 by two fathers – Christian Bezdeka and Marcus Ihlenfeld – who were dissatisfied with the quality of children’s bikes available on the market. Starting in a small Vienna garage, they designed the very first woom bike for their own children. In the years since, woom has grown into one of the world’s leading bike brands for kids and teenagers, having sold over 2 million bikes to families worldwide.

woom operates from two sites; our Global Headquarters at Muthgasse in Vienna’s 19th district (since February 2024) and from our office in Austin, Texas where we serve our North American market. Our products reach families in more than 40 countries.





Our Brand Vision

Childhood doesn't stand still. Neither do we.

One day they're wobbling. Next, they're gone before breakfast. First pushes become first pedals. First rides become daily escapes. Backyards become neighbourhoods. Neighbourhoods become trails only they know about.

We design every bike for this. Light enough to start with. Tough enough to grow with. Designed not for where they are, but for where they're going next.

We've been doing this since the beginning – watching kids outgrow fears faster than bikes. Building for the rider they're becoming, not just the one in front of you today.

From first wobbles to fearless independence. From the mud, scraped knees, and memories. We are here for all of it.

enjoy the ride



Kid-centric design

Every product is designed specifically for kids. Perfectly proportioned frames matched to growing bodies. Comfort and confidence go in tandem with a love at first ride and a joy that lasts.

Sizing for every stage

From first wobbles to fearless independence, our bikes balance wow moments with learning on the go. Designed to help young riders find new ways to explore on two wheels as they discover that nothing is off limits.

Built to last

Premium durable components built to support childhood discovery. Because bikes this good deserve to be passed down and loved all over again, just like the very first time.

We asked.

They showed us.

Our VP of Brand, Nicole Lunzer, sat down with our Kids Advisory Board to discuss our responsibilities towards people and the planet. We didn't ask for corporate definitions. We asked our young ambassadors to simply speak and draw it. What they created tells a more honest story than any mission statement ever could.

Kids understand responsibilities intuitively. They see a healthy planet as survival. They know that fairness and community matter. They recognise that rules and integrity build trust. Their drawings reflect a simple truth that sustainability isn't abstract but is about the world we leave them, the people within it, and the choices we make together.

Their artwork speaks for itself. Three pillars. Three visions. One clear message. The future is watching.



Our Bikes

woom designs bikes for children aged 9 months to 14 years.
Our current range spans four model lines, with each
purpose-built for a specific stage of the journey:



woom
wow

Our newest bike category. Classified
as a toy under EU regulations.
Designed, assembled, and mostly
manufactured in Europe.



woom
go

Our entry-level balance and pedal
bike range. Available from 12" wheels
for riders aged 1.5 to 8.



woom
EXPLORE

Do-it-all bikes with a kid-centric design.
Made for kids aged 6 to 14
riding towards independence.



woom
OFF

Our off-road range. Designed for
riders looking to take on trails and
tougher terrains.

Our Awards

These awards reflect our commitment to designing not just for kids, but to a higher standard. Every curve, every safety feature, and every last detail exists because kids deserve products built with intention. Our products keep them safe, confident, and ready to ride.



READY Kids' Helmet



red**dot** winner 2025



woom EXPLORE

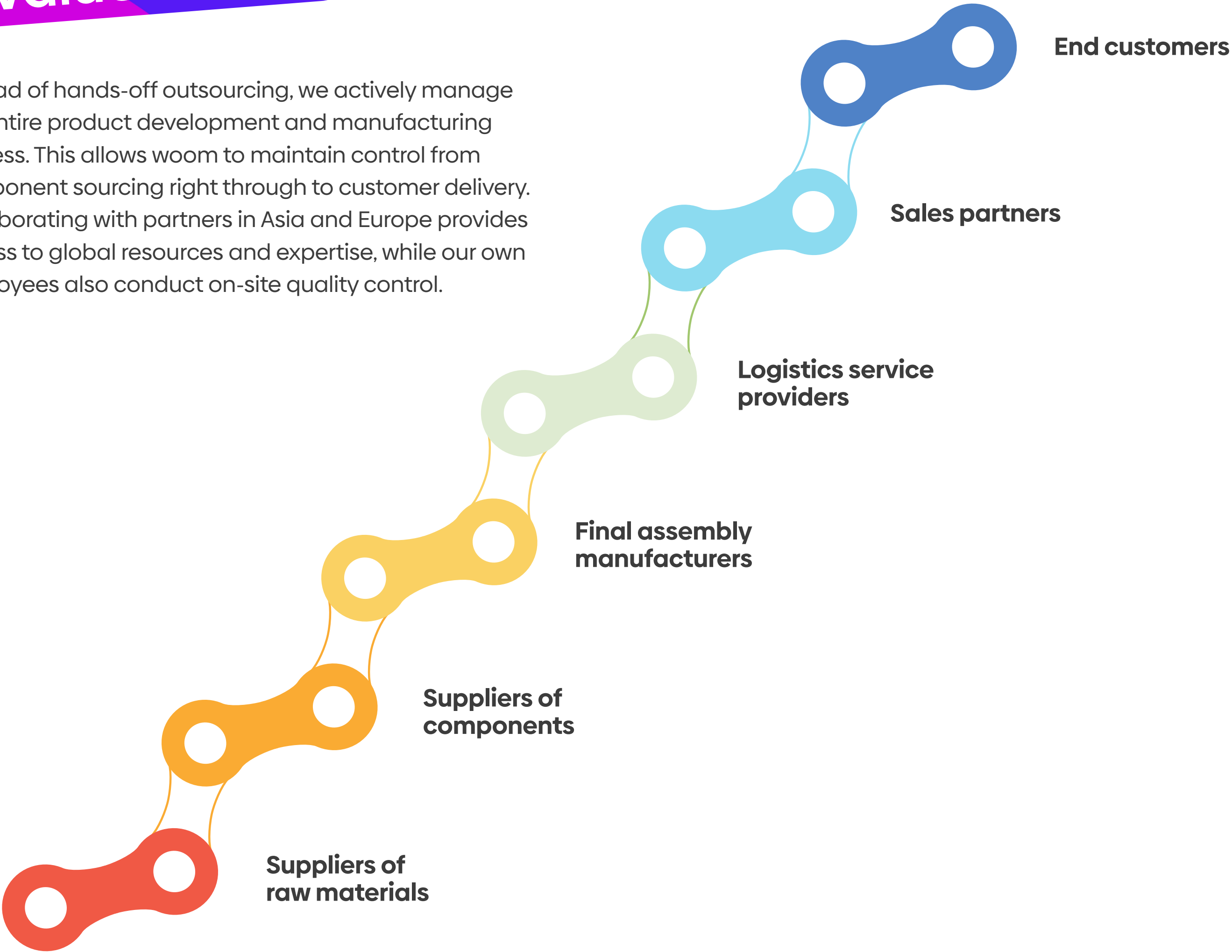


red**dot** winner 2025
bicycle design



Value Chain

Instead of hands-off outsourcing, we actively manage our entire product development and manufacturing process. This allows woom to maintain control from component sourcing right through to customer delivery. Collaborating with partners in Asia and Europe provides access to global resources and expertise, while our own employees also conduct on-site quality control.

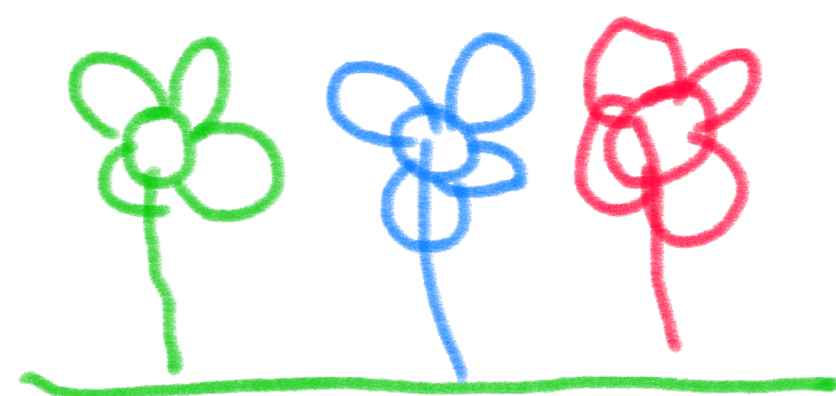


Our Sustainability Strategy

Sustainability at woom is not a standalone initiative. Instead, it is embedded in how we design products, how we work with suppliers, and how we run our business.

Our 2030 sustainability strategy is built on three pillars: Environmental, Social, and Governance. These are not separate workstreams, but are combined lenses through which every decision is evaluated.

We exist to inspire children's love of riding bikes, while endeavouring to make the world a better place along the way. Our sustainability strategy is the operational expression of that purpose.





How Sustainability is Organised at woom

woom has deepened the integration of ESG within its core business structure. Sustainability responsibilities now sit formally within Product Management and Commercialisation; the teams responsible for what we make and how we bring our products to market. This means sustainability considerations are at the forefront when products are being designed, when suppliers are being selected, and when commercial decisions are being made. Nothing is an afterthought.

Our ESG work is coordinated through a cross-functional task force, directed by the COO's remit. This brings together varied perspectives from Product, Procurement, HR, Finance, Legal, and other departments.



Our Ambitions

Our sustainability strategy sets clear objectives across three pillars:

Environmental: achieve fully renewable energy coverage; extend recycled material use; transition to fully sustainable packaging.

Social: ensure fair labour practices throughout our supply chain; build a diverse and inclusive workforce; deepen community engagement through cycling.

Governance: maintain robust ESG governance and transparency; strengthen supplier oversight via VERSO; continue alignment with GRI and ESRS frameworks.

Double Materiality Assessment

In 2024, woom completed a comprehensive Double Materiality Assessment (DMA) – a structured process that evaluates both the financial impact of sustainability topics on our business and the impact of our business on the environment and society. The results continue to inform our 2025 reporting boundaries and strategic priorities.

What Double Materiality Means

Traditional materiality asks what sustainability topics have a financial impact on our business. Double materiality adds a second level by questioning the impact our business has on the environment and society. A topic can be material under just one level, on both levels, or on neither. Our DMA identified where the combination of impact and financial exposure is most significant, and this report is structured around those findings.



Our
Assessment
Process

We identified a long list of sustainability topics across all ESRS sub-topics, spanning Environment, Social, and Governance. Each topic was assessed against both impact materiality (our actual or potential impacts on people and the planet) and financial materiality (the risks and opportunities they create for our business).

We validated assessments through engagement with key internal stakeholders and benchmarked against peer practice in the cycling and consumer goods industries. The results were reviewed against our existing sustainability strategy to confirm alignment and identify gaps.

Key Material Topics – 2025

The following topics emerged as most material across both impact and financial dimensions and form the backbone of this report:

Pillar	Material Topic	Why it matters to woom
Environmental	GHG emissions (Scope 1, 2 & 3)	99% of our footprint is in the supply chain. Aluminium and logistics are our largest levers.
Environmental	Resource use & circular product design	Material efficiency, recycled content, and product longevity reduce embedded emissions and waste.
Environmental	Sustainable packaging	Packaging waste is visible to customers and increasingly regulated, making it a direct area of action.
Social	Fair labour in the supply chain	Our supply chain spans high-risk geographies. Supplier practices directly affect people's lives.
Social	Employee health, safety & well-being	Our woomsters are our most important asset. Their engagement drives our impact.
Social	Diversity, equity & inclusion	A diverse team makes better products for diverse families.
Governance	Business ethics & anti-corruption	Non-negotiable. Trust is the foundation of all stakeholder relationships.
Governance	Supply chain transparency	Visibility into our supply chain is a prerequisite for managing its social and environmental impact.
Governance	Product safety & compliance	We build products for children. The highest safety standards are mandatory, not optional.



Alignment with the UN Sustainable Development Goals

The UN Sustainable Development Goals (SDGs) provide a globally shared framework for defining a sustainable and equitable world by 2030. As a company with a global supply chain and a product purpose rooted in the health and wellbeing of children, several SDGs are directly relevant to our operations and ambitions.

Our primary SDG focus areas (the goals where our business has the most direct and meaningful connection) are: Cycling Culture, and the Cycling Industries Climate Action Pledge.

3

GOOD HEALTH
AND WELL-BEING

cycling promotes active, healthy childhoods; our Job Bike and commuting programmes benefit woomsters directly.

13

CLIMATE
ACTION

science-based emissions targets, renewable energy, and supply chain decarbonisation.

11

SUSTAINABLE CITIES
AND COMMUNITIES

supporting cycling as urban transport; sustainable commuting infrastructure at our offices.

5

GENDER
EQUALITY

building a diverse and inclusive workforce with equal opportunities at all levels.

17

PARTNERSHIPS
FOR THE GOALS

industry commitments including SBTi, Bike Charta, Shift.

8

DECENT WORK AND
ECONOMIC GROWTH

fair labour practices and supply chain standards across our global supplier base.

12

RESPONSIBLE
CONSUMPTION
AND PRODUCTION

recycled materials, repairability, circular product design, and sustainable packaging.

2025 Highlights

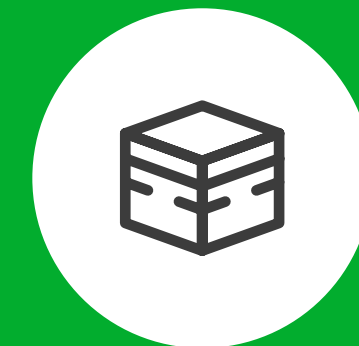
Environmental



Scope 1+2 emissions:
65 tonnes in 2025



Plastic-free packaging,
starting with woom WOW



Dedicated Packaging Unit:
Established within our
Innovation Team

Understanding GHG protocol emissions

All greenhouse gas emissions along the value chain are divided into three scopes.

- CO₂
- CH₄
- N₂O
- HFC
- PCF
- SF₆
- NF₃



Greenhouse gas (GHG) emissions are gases that trap heat in the atmosphere and contribute to global warming and climate change. Human activities like burning fossil fuels, transportation, and deforestation release these gasses into the atmosphere. As GHG emissions accumulate, the planet's temperature rises, leading to severe weather events, rising sea levels, and other environmental and societal impacts. GHG emissions are measured in tonnes of carbon dioxide equivalent (tCO₂eq). This unit of measurement is used to standardise the climate effects of various greenhouse gases.



Environmental

Our environment strategy is built on a single conviction: a company that builds products for children's futures has an obligation to protect the world those very children will eventually inherit.

In 2025, we deepened our measurement, extended our supply chain engagement, and delivered our glue-free product — **the woom WOW.**



Our GHG Emissions

Like all manufacturers, the vast majority of woom’s environmental impact lies upstream in our value chain. This impact comes in the materials we source, the products we assemble, and the logistics that connect our facilities to our customers. Greenhouse gas emissions are measured in tonnes of CO₂-equivalent (tCO₂e), a unit that standardises different gases by their relative warming potential.



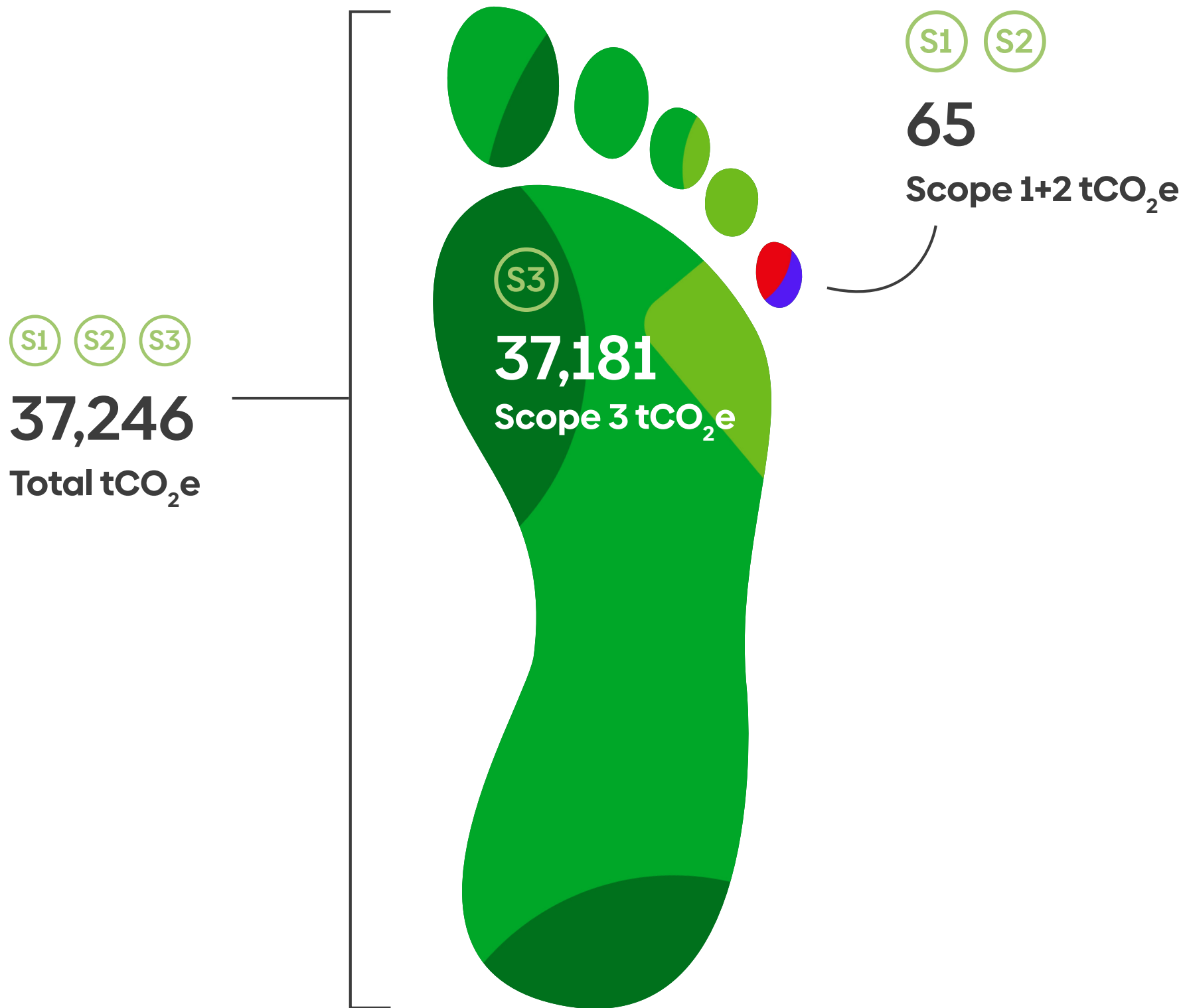
Scope 1:
Direct emissions from sources owned or controlled by woom (e.g. fuel combustion in company vehicles).



Scope 2:
Indirect emissions from the generation of purchased energy (e.g. electricity, heat, and cooling).



Scope 3:
All other indirect emissions across our value chain, both upstream (e.g. purchased goods, transport, business travel) and downstream (e.g. use of sold products, end-of-life treatment).



Our total carbon footprint in 2025 was 37,246 tCO₂e. The increase versus 2024 reflects two distinct factors: organic business growth (higher bike sales and associated supply chain activity) and an expanded reporting boundary.

Scope 1 & 2

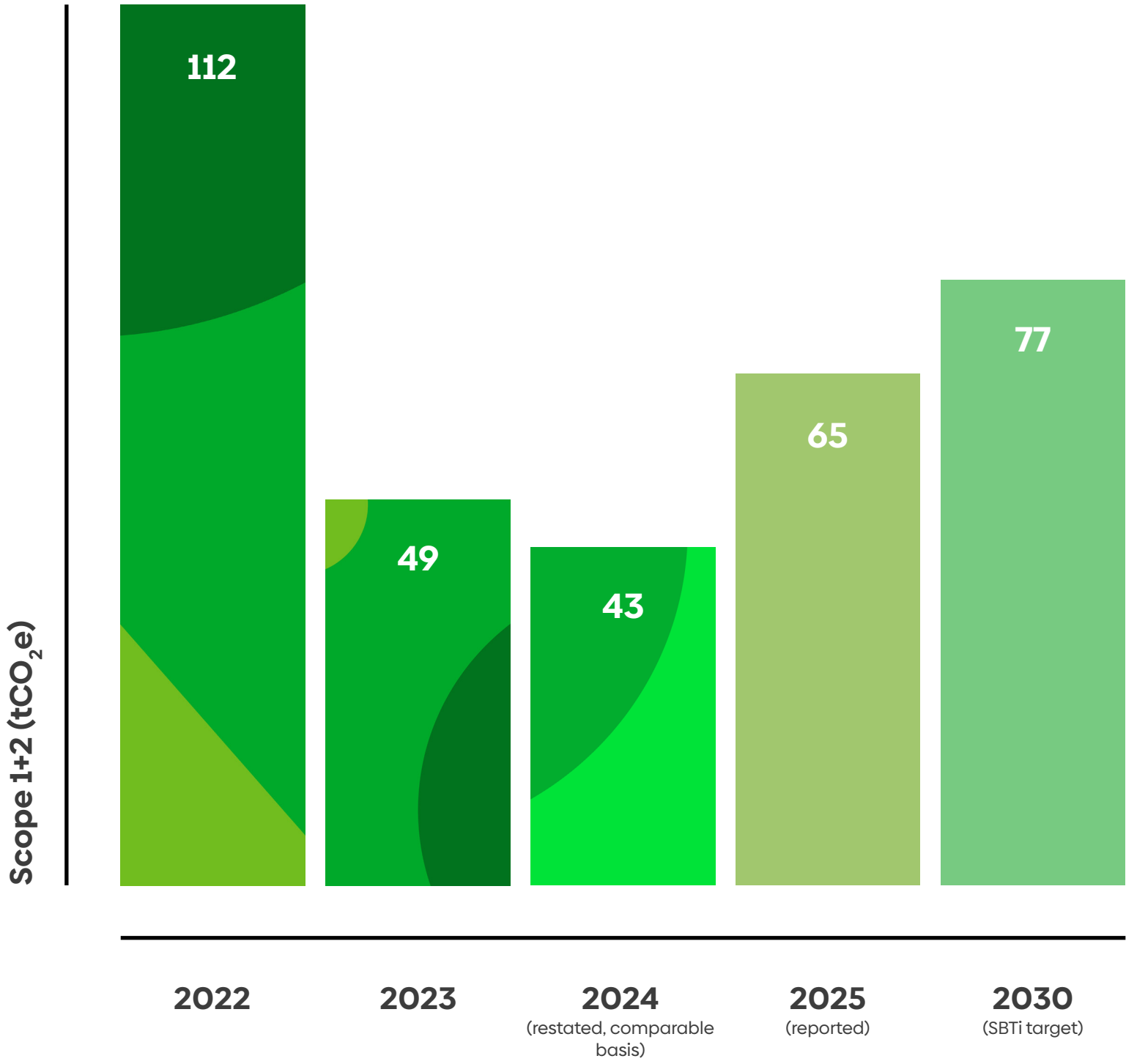
Progress

In 2025, woom’s combined Scope 1 and 2 emissions were reported at 65 tCO₂e. This figure includes heating and cooling at our Austrian sites, contributing approximately 10 tCO₂e of additional coverage. On a like-for-like basis versus the 2024 boundary, our comparable figure was 55 tCO₂e.

Despite the expanded boundary, woom remains well on track to meet its 2030 Science-Based Target of 77 tCO₂e – sitting 15% below the target threshold. Fleet electrification remains our primary Scope 1 lever, with continued investment in EVs at the Muthgasse location in Vienna.

SBTi Progress – Reduction Pathway to 2030

woom committed to the Science-Based Targets initiative (SBTi) in March 2022, setting a Scope 1 and 2 reduction target aligned with the Paris Agreement. Our baseline is 133 tCO₂e (2020). The 2030 target is 77 tCO₂e.



Metric	2023	2024	2025
Total (tCO ₂ e)	44,881	30,851	37,246
Scope 3 (tCO ₂ e)	44,832 *	30,808	37,181



Scope 3 Progress

Scope 3 emissions represent approximately 99% of woom's total carbon footprint. In 2025, our Scope 3 footprint was 37,181 tCO₂e (+21% vs 2024), directly linked to higher sales volumes and expanded data coverage.

The two largest Scope 3 categories are:

Purchased goods and services (86% / 31,884 tCO₂e). Material sourcing and outsourced assembly represented our largest environmental footprint. Aluminium alone accounted for 51% of procurement-related emissions, rising 17% in line with sales volume growth. This is the single most significant lever in our footprint.

Upstream logistics (8% / 3,002 tCO₂e). Inbound and outbound shipments grew with sales. Coverage was expanded in 2025 to include inbound data from logistics partner GW for the first time, and air freight was separately tracked.

In 2025, 73% of our Scope 3 emissions were supported by activity-based inputs – a significant improvement from earlier years when spend-based estimates dominated. Key priorities for 2026 include direct supplier engagement on aluminium emissions and a formal Scope 3 science-based target.

31,884 tCO₂e (86%)
Purchased goods and services

3,002 tCO₂e (8%)
Upstream transportation
and distribution

584 tCO₂e (2%)
Use of sold products

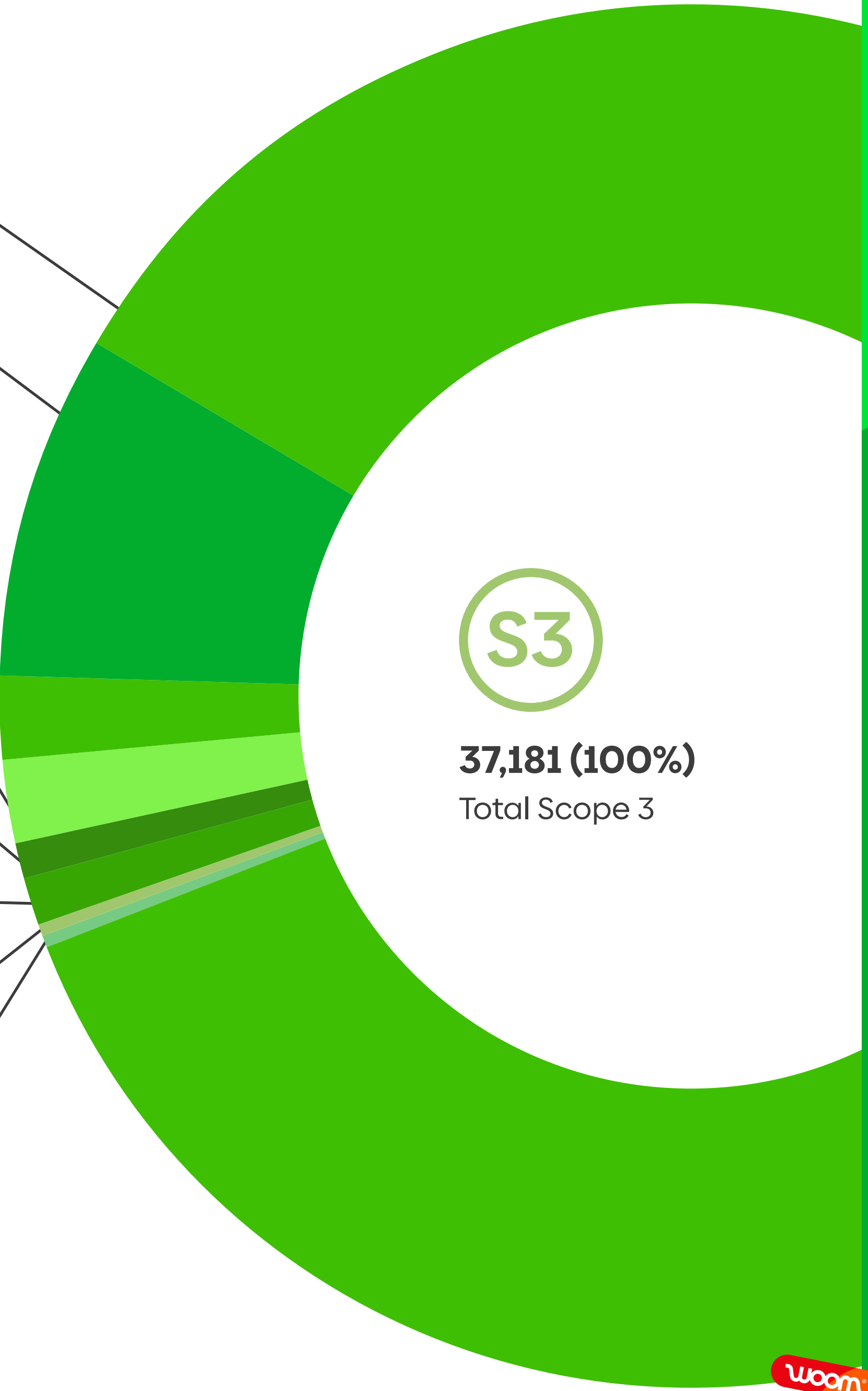
778 tCO₂e (2%)
End-of-life treatment
of sold products

279 tCO₂e (2%)
Employee commuting

423 tCO₂e (1%)
Business travel

50 tCO₂e (0%)
Fuel and energy-
related activities

51 tCO₂e (0%)
Waste generated
in operations



Reducing Our Emissions

Our overarching ambition is to create exceptional products without harming the planet. As a growing company, we understand that reducing emissions is a continuous journey. In 2025, our focus was on improving the quality and coverage of our data, electrifying our fleet, and engaging our supply chain on material-level emissions.

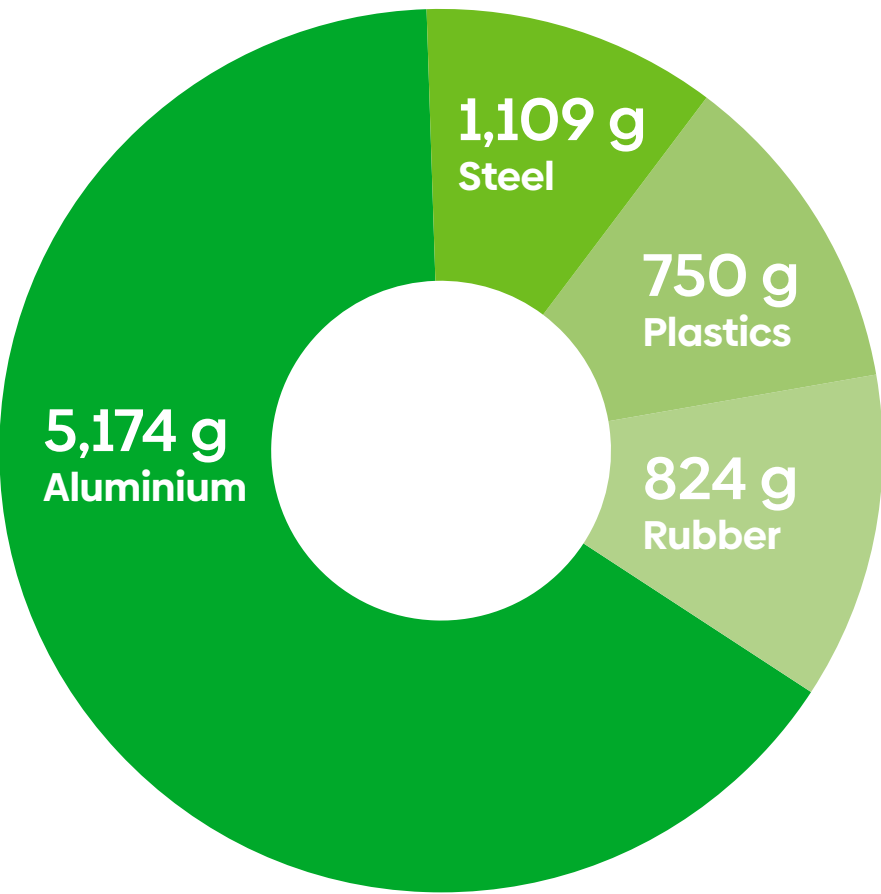
2025 Reduction Actions

Fleet electrification: continued investment in electric vehicles in Austria.

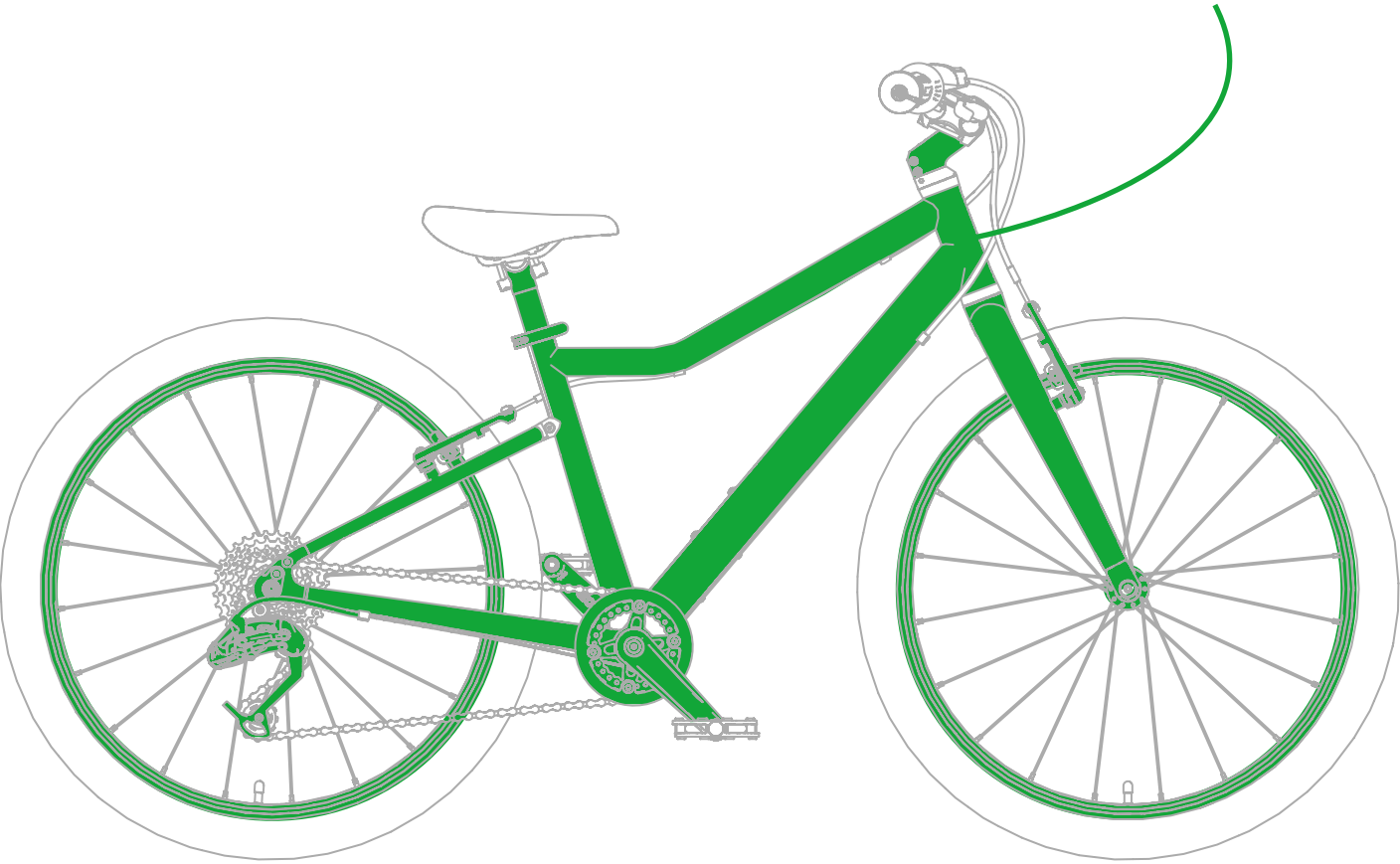
Supplier engagement: active dialogue with Tier 1 and Tier 2 material suppliers – particularly aluminium producers and assembly partners – to obtain supplier-specific emission factors.

Data quality: 73% of Scope 3 emissions now supported by activity-based data, up from 5% in earlier years.

Raw materials in woom EXPLORE 4



Bike components made of aluminium



READY Kids' Helmet

Outer shell: 100% recycled PC
Inner shell: 50% recycled EPS



POP Kids' Bike Basket

100% recycled EVA

Innovation

With Intent

Product sustainability is a starting requirement, never an afterthought. From material selection to end-of-life design, and from packaging to production location, every decision involves a sustainability consideration.

woom WOW

The woom WOW, launched in 2025, is our newest balance bike. It brings together material innovation and a modular construction designed for easy repair and recycling, featuring:



- Up to 98% recycled material in the handlebars and fork.
- No glue, with components that can be detached and replaced.
- Spare parts range available directly to customers, supporting product longevity and minimising end-of-life waste.
- Shorter supply chains and closer production oversight made possible by its design and manufacture predominantly being undertaken in Europe.
- Shipped in fully plastic-free cardboard packaging, setting a packaging benchmark for the entire woom portfolio.



Recycled Materials

Helmets & Accessories

Our READY Kids' Helmet demonstrates recycled material principles applied at scale. The PC (polycarbonate) shell is 100% recycled, while the EPS (expanded polystyrene) inner liner is 50% recycled. We are working to extend recycled content to future helmet generations, while being transparent that achieving fully recycled content across all components is not yet possible at scale due to cost and supply constraints.

Additionally, our POP Kids' Bike Baskets are made of EVA, a 100% recyclable material.





Packaging

A Strategic Commitment

In February 2025, woom established a dedicated Packaging Unit within our Innovation Team. Their mandate is to drive circular packaging across our full product portfolio, from material selection to supplier certification and lifecycle impact assessment.

Our packaging approach is built around three principles: cardboard first (our primary material – durable and widely recyclable); plastic-free ambition (the woom WOW sets the benchmark with fully plastic-free packaging); and continuous improvement (progress tracked and reported by the Packaging Unit).

Our Workplace

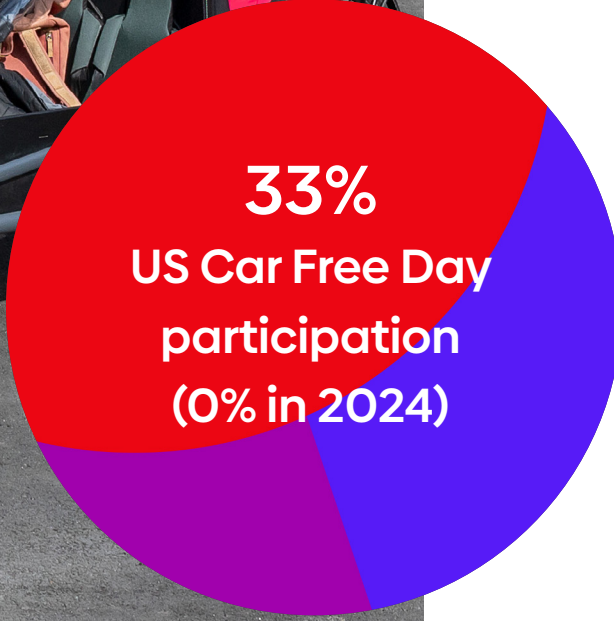
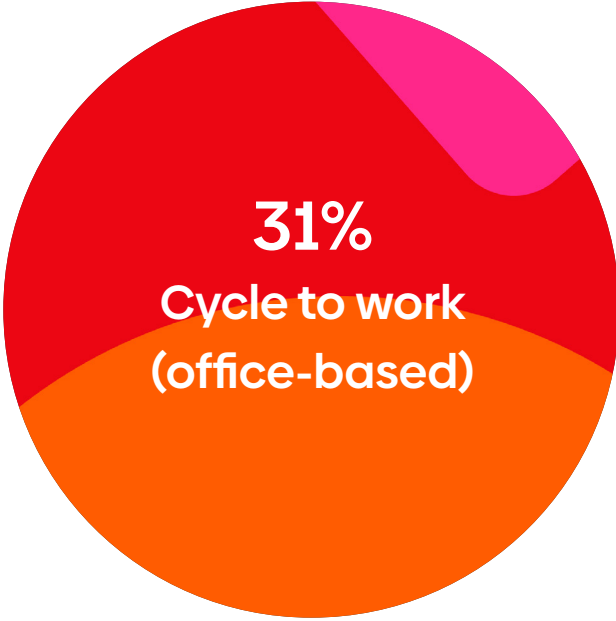
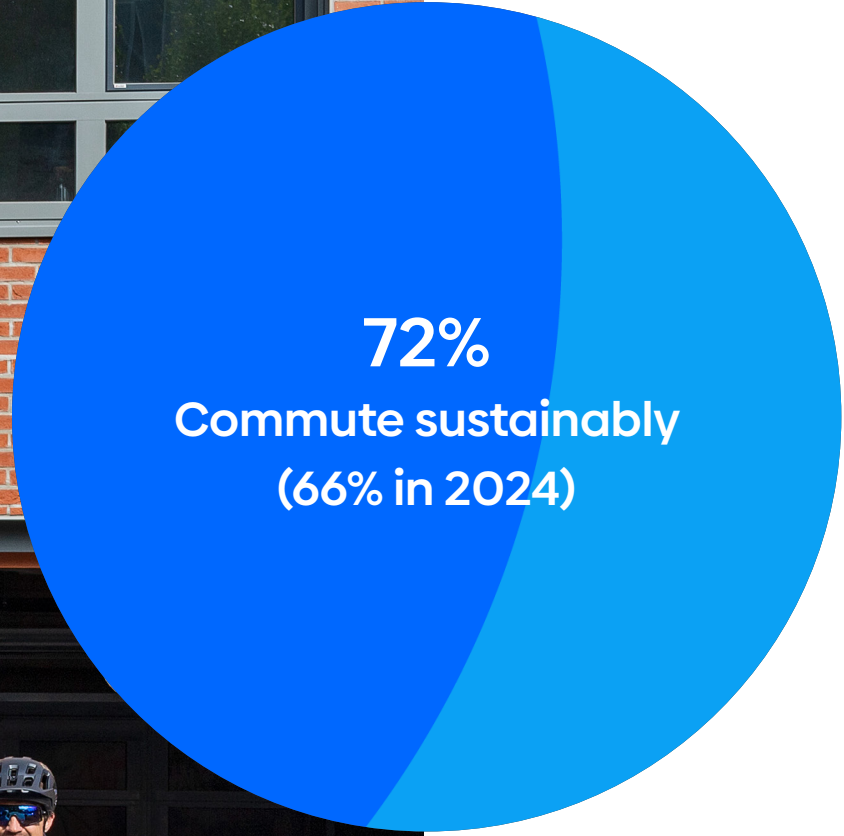
Headquarters

The relocation of woom's Global Headquarters to Vienna's 19th district in February 2024 marked a pivotal change in our energy footprint. By moving to the Muthgasse site, we have successfully removed all on-site gas and fuel combustion previously used for heating and cooling.

Our 2025 reporting now provides a comprehensive energy overview for both the Muthgasse HQ and our Klosterneuburg location. Beyond energy efficiency, the HQ supports urban biodiversity through integrated nesting areas for bats and birds.

Significant changes also occurred in our North American operations during 2025, where the US team transitioned from a large warehouse and office combination to a more streamlined dedicated office space.





Commuting

We measure what matters. Each year, woom conducts a Mobility Survey to understand how our woomsters travel to work and to track the impact of our commuting initiatives. The 2025 results (41% Global Response Rate) shows continued progress.

In 2025, the top reason woomsters chose sustainable commuting was time efficiency. Sustainability has become the pragmatically smart choice, not only the principled one.

Commuting patterns differ significantly between our EU and US teams, which is a reflection of infrastructure and urban planning rather than motivation. US woomsters face median commuting distances that are two to three times those of their EU counterparts. This is a key factor in why matching financial incentives for sustainable transport between the regions is a priority for 2026.

What we offer woomsters

- Secure outdoor bicycle parking and e-bike charging at both Austrian locations.
- Dedicated self-service bike maintenance and repair space.
- Shower and changing facilities for cyclists.
- The woom Job Bike programme, giving all woomsters access to a high-quality bike.
- Flexible, hybrid working. Our woomsters averaged 3.3 office days per week in 2025, reducing unnecessary commuting while preserving in-person collaboration.
- Annual Car Free Day, representing a shared commitment to leave the car behind for a day.



Our External Commitments

woom's environmental commitments are not self-imposed targets set in isolation. Instead, they are embedded in industry-wide frameworks and pledges that provide external accountability and a shared direction for the sector.

Science-Based Targets initiative (SBTi)

In March 2022, woom committed to the SBTi, setting a Scope 1 and 2 reduction target for 2030 aligned with the Paris Agreement (1.5°C pathway). Our 2025 reported figure of 65 tCO₂e sits 15% below the 77 tCO₂e target threshold — ahead of trajectory.

Shift Cycling Culture — Climate Commitment

In May 2022, woom endorsed the Climate Commitment by Shift Cycling Culture, pledging to reduce GHG emissions and minimise our carbon footprint throughout the entire value chain.

Bike Charta

In March 2022, woom signed the Bike Charta, committing to resource conservation and climate protection across the industry supply chain. The signing of this charter reflects our conviction to systemic change that requires industry-wide collaboration.

Cycling Industries Climate Action Pledge

woom is a signatory of the Cycling Industries Climate Action Pledge — a collective commitment to measure, reduce, and inspire action on carbon across the cycling sector. By demonstrating leadership in sustainability reporting, we contribute to raising standards across an industry that has the potential to be part of the climate solution.





Social

2025 Highlights



**72% of woomsters
commuted by bike,
by foot, or by
public transport**



**100% of suppliers
signed Supplier
Code of Conduct**

Social

Our social commitments start with the people who build woom — our woomsters — and extend through our supply chain to the communities we touch. In 2025, we invested in our team's growth, wellbeing, and sense of belonging, while continuing to hold ourselves accountable on diversity and fair labour.

We are woomsters

woomsters are the people who make everything possible. They are the engineers who design our bikes, the marketers who tell our story, the logistics teams who get products to families, and everyone in between. As of 2025, woom brings together woomsters from almost 40 different countries spanning Europe, the Americas, Asia, and beyond. This breadth of lived experience shapes how we design, communicate, and grow.

~ 36
nationalities

One team. One purpose —
to inspire kids' love of riding
bikes and to make the world a
better place along the way.





Starting at woom

During their first month, new employees at woom participate in an extensive onboarding programme designed to provide a deep immersion into our organisational culture and daily operations. This comprehensive introduction goes significantly beyond standard introductions, featuring detailed sessions with every department across the company. Available in both virtual and in-person formats, these meetings include team members from all levels of the hierarchy, including the Management Team.

The programme offers new woomsters first-hand exposure to the company's diverse functions, ranging from exploring our innovation pipeline and product development processes to engaging in practical activities like assembling their own bikes or supporting colleagues with warehouse commissioning. Through these collaborative and educational sessions, new hires establish a well-rounded perspective of woom's business activities and develop meaningful professional relationships throughout the organisation.



Employee Experience & Talent Development

At woom, our culture is built on continuous dialogue, structured growth, and empowering every “woomster” to reach their full potential. Following a period of operational maturity focused on building durable systems, we have refined our processes to better support our teams.

Ongoing Dialogue and Input Mechanisms

We prioritise transparent and open communication through a multi-faceted strategy. To keep leadership in sync with the team’s perspective, we employ several methods for gathering woomster feedback:

- Detailed yearly engagement surveys are paired with focused pulse surveys to measure satisfaction and address specific concerns as they arise.
- A permanent, anonymous channel remains available for woomsters to provide input at any time. This is a feature we are currently expanding to facilitate even more proactive engagement.

- Town Hall meetings held every quarter ensure transparency regarding key corporate updates and provide a forum for direct interaction with leadership.

Empowering Learning & Development (L&D)

Following the success of our woomster4woomster peer-learning initiative, which achieved a 91% satisfaction rate, we have broadened our Learning & Development (L&D) offerings. Our portfolio now includes a variety of individual and group training sessions covering a wide range of subjects. Furthermore, the Employee Experience Team has launched two key programmes; a hybrid New People Leader Training and a value-driven internal People Leadership Training Programme.

Employee Wellbeing

We want every woomster to be able to bring their whole self to work, and to have a support network when things are hard. By providing flexible working hours and a tele-working policy, we enable our staff to maintain a positive work-life balance. Our dog-friendly policy promotes a relaxed atmosphere and fosters daily connections.

Highlights from the 2025 Health Summer

The debut of our “Health Summer” was a major success, offering global hybrid and local sessions across Austria and the US:

- **Dietary Wellness:** Implementation of “Veggie Wednesdays”, with fresh snacks and “Hydration Stations” featuring infused water in all kitchens.
- **Recharge & Mindfulness:** Activities ranged from “Stretch & Recharge” to Sound Baths and Yoga Sessions. We also offered daily remote meditation and silent retreats.
- **Professional Guidance:** Sessions on stress management and ergonomic desk advice.

Building on this momentum, we will relaunch “Health Months” in summer 2026, placing a primary strategic emphasis on Mental Health.

Access to a Work Psychologist

From 2025 and beyond, woom offered access to a dedicated work psychologist for all EU-based woomsters. The service is 100% anonymous and fully confidential — no names, no records, and no conditions are shared with woom. We believe mental health support should be as standard as health insurance. This initiative reflects our conviction that sustainability at woom is not only about the environment, but also about sustaining the people who power our mission.

We will continue to evaluate options to extend this service to US woomsters and to broaden our psychological safety infrastructure across the organisation.



Diversity, Equity & Inclusion

DEI at woom is not a compliance exercise. It is about building a company where every person – regardless of gender, background, nationality, age, ability, or identity – can do their best work. We report our diversity data transparently and hold ourselves to meaningful improvement.

Gender Diversity

woom’s gender balance significantly outperforms industry benchmarks, which is a reflection of our deliberate hiring practices and a culture that values different perspectives.

Metric	woom 2025	Industry Benchmark
Women – Overall Workforce	48%	30%
Women – Leadership Roles	45%	33%
Women – Management Team	2 of 7 (29%)	—

Women represented 48% of woom’s overall workforce and 45% of its leadership in 2025, placing the company well above industry benchmarks. At Management level, however, there is work to be done with 2 of 7 members being women. This is not where we want to be, making leadership development and succession planning a priority.

Ability Diversity

Currently, fewer than 1% of woomsters have a disclosed disability, compared to Austria’s statutory target of approximately 4%. We acknowledge this gap. Building an inclusive environment for people with disabilities – in recruitment, workplace design, and culture – is a priority for the years ahead.



Queer City
Tour, 2025



Pride Month Book Exhibition in cooperation with bookstore Seeseiten (seeseiten.at) in the woom office

The Diversity Interest Group (DIG)

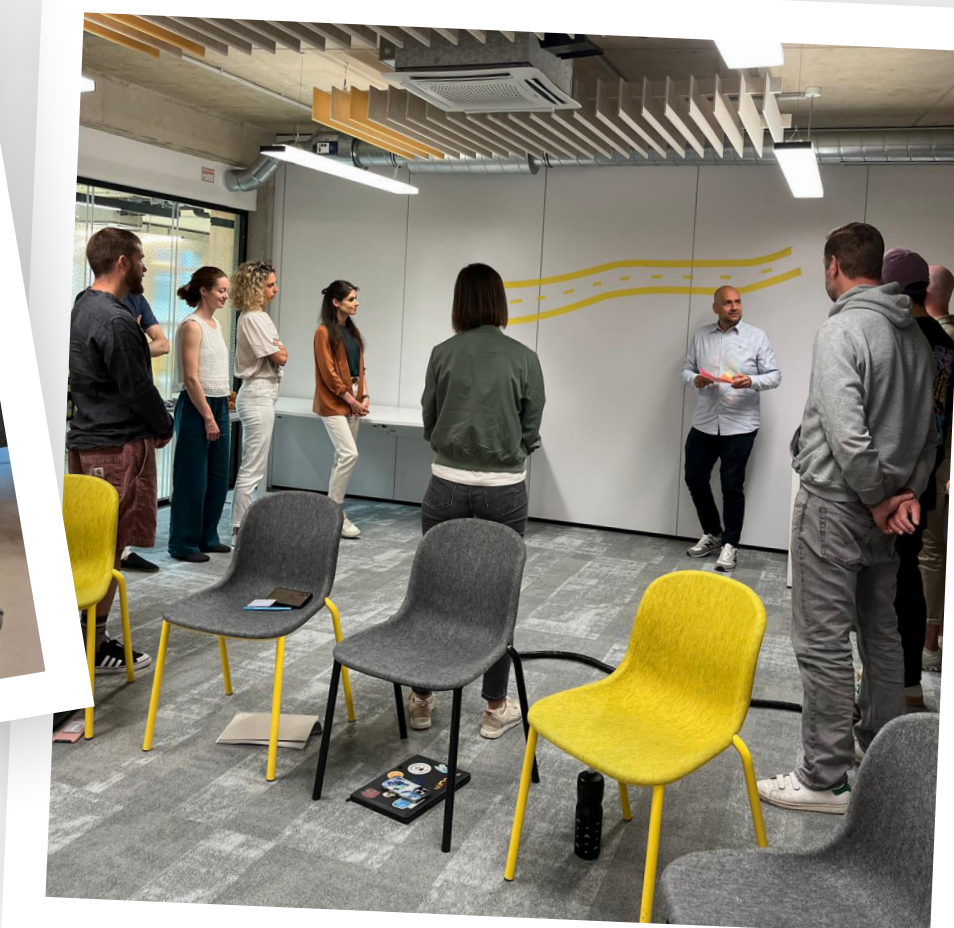
One of the most meaningful DEI developments in 2025 was not a policy or a metric, but a conversation. Or, more accurately, many conversations.

The Diversity Interest Group — DIG — is woom’s internal forum for exploring diversity, equity, and inclusion in a safe, open, and honest setting. DIG aims to meet quarterly, with rotating timings to maximise participation. In 2025, sessions covered the gender pay gap, disability in cycling, and unconscious biases. These are not easy conversations. They require trust, psychological safety, and a genuine willingness to reflect.

“DEI in the workplace is essential because it is a safe space — a place where people can bring their non-work selves and discuss important topics without judgment.”

Melanie Kern, Manager of Strategy and DIG Organiser

Participants have reported acting differently as a result of DIG, such as becoming more aware of their own biases and more deliberate in how they engage with colleagues. That shift from awareness to action is what we want to continue to foster. DIG will continue meeting quarterly in 2026, with topics shaped by woomsters themselves.



Fair Labour in

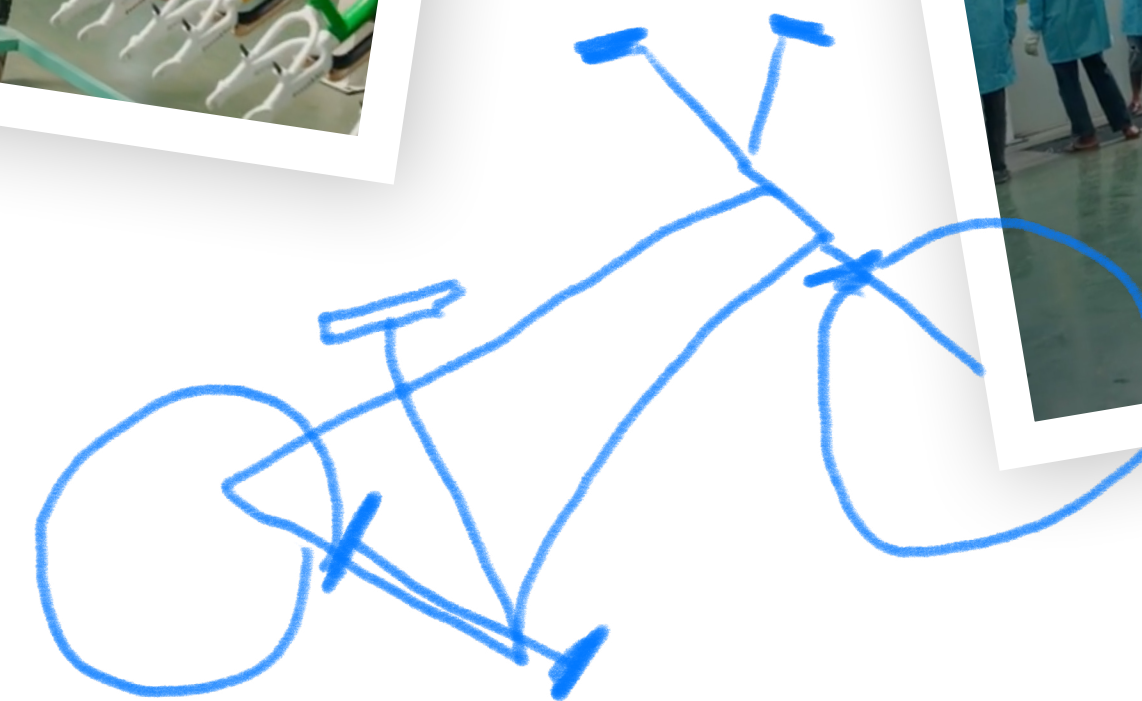
Our Supply Chain

Our responsibility to people does not end at our office doors. The majority of the physical work that creates a woom bike happens outside our direct operations, such as in factories in Europe and Asia, at logistics hubs, and in component manufacturing facilities. We take that responsibility seriously.

Our approach is built on three foundations: visibility (knowing who our suppliers are and how they operate), standards (setting clear expectations through our Supplier Code of Conduct), and dialogue (treating improvement as a partnership, not a pass/fail audit).

The use of platforms like iCON by COFACE and VERSO (formerly sustainabill) deliver risk scores covering a wide scope of categories such as financial risk and ethical risks.

Fair labour in the supply chain is not a separate ESG workstream but a prerequisite for the trust our customers place in us. Every woom product should be one a family feels good about from the very first moment.





Community Impact

Our social responsibility extends beyond the workplace and the supply chain. woom actively engages in initiatives that bring the benefits of cycling – and the spirit of childhood – to a broader community.

(woom)^{RED} – Riding For A Cause

woom US has partnered with (RED) – the non-profit co-founded by Bono and Bobby Shriver in 2006 – to strengthen global health systems. Through our (woom)^{RED} programme, every red woom GO and woom EXPLORE bike sold contributes to our \$100,000 commitment to the Global Fund.

Our \$100,000 commitment supports RED's efforts to deliver life-saving healthcare to children and adolescents living in communities where it is needed most.

Community & Partnerships – Austria

In Austria, woom is an active participant in cycling and community initiatives that reflect our purpose as a children's mobility provider:

- **Partner of Österreich radelt zur Schule** – promoting cycling as a daily school commute across Austria.
- **Sponsor of VCÖ Mobilitätspreis** – Austria's leading mobility award for sustainable mobility solutions. woom supports the category "Child-Friendly Transport System", which recognises initiatives that make mobility safer and more accessible for children.
- **Make-A-Wish Austria** – in December 2025, woom donated €12,000 to enable three heartfelt wishes of seriously ill children to be granted.

Zita's wish – an imperial moment

Four-year-old Zita, with leukemia, dreamed of riding like Empress "Sissi". woom and Make-A-Wish fulfilled this with a visit to the Spanish Riding School and Sissi VR Museum. Dressed in a black cape, Zita joyfully rode a white mare named Lucky, mastering both a walk and a trot.

"Heartfelt wishes bring light into the most challenging times. Thanks to partners like woom, we can give seriously ill children and their families special moments full of hope."

Birgit Fux, Managing Director, Make-A-Wish Austria

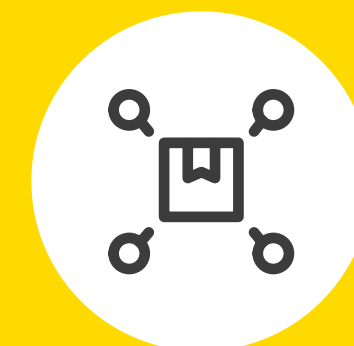


Governance

2025 Highlights



Upheld the highest
product safety and
compliance standards



Drove transparency
across our supply chain



Governance

Good governance is the backbone of credible sustainability. Without clear accountability, defined structures, and systematic oversight, commitments remain intentions rather than actions. This section describes how woom governs its ESG work and how that governance was strengthened in 2025.

This report is published voluntarily. In doing so, woom aims to deliver the transparency that our stakeholders, customers, partners, and the wider public rightly expect.

The woom

Leadership Team

Sustainability at woom is a leadership-level responsibility, not a standalone function. The Management Team and the Heads of each core business area represent the primary decision-making body for sustainability strategy, resource allocation, and accountability.

The team is built on the conviction that good decisions are grounded in facts and contributed to by people with diverse professional backgrounds who share their perspectives openly. Approximately one quarter of leadership roles are held by women, with Nicole Lunzer (VP of Brand) among the senior voices that bring sustainability into every brand conversation.

In 2025, woom held Advisory Board meetings where ESG topics were formally addressed.





The ESG Taskforce

woom's ESG governance is designed to be embedded in the business rather than sitting adjacent to it. Sustainability decisions are made by the people who also make product, commercial, and operational decisions. In doing so, we ensure integration rather than isolation.

This layered structure ensures sustainability is governed at every level. It allows strategic oversight at Advisory Board level and executive accountability at COO level. The collective framework also facilitates operational coordination through the ESG Task Force, with functional delivery across Product, Procurement, HR, Finance, and Legal.

The ESG Task Force is woom's primary operational mechanism for driving sustainability across the business. Led by the COO and coordinated by the ESG team, it brings together representatives from each function with direct relevance to our material ESG topics.

During the reporting period (January to December 2025), the task force met regularly to coordinate efforts, track progress, and ensure continuity of woom's sustainability initiatives. Each member brings domain expertise directly relevant to one or more of our material ESG topics.

The ESG

Taskforce

Function	Role in ESG Task Force
COO	Task Force Lead – executive accountability for ESG strategy and progress
ESG Team	The ESG team is responsible for shaping the ESG strategy. The following also fall under the team’s responsibilities; coordination, reporting, data collection, and framework alignment. The ESG unit is composed of a Senior Product Manager and an ESG Associate.
Product Management	Sustainable product design, material selection, circular design principles
Procurement	Supplier engagement, the VERSO platform, supply chain risk management
HR / Employee Experience	Social pillar: diversity, wellbeing, employee engagement
Finance	Carbon intensity reporting, financial materiality assessment
Legal	Regulatory compliance (CSRD, CSDDD, Pay Transparency Directive)
VP of Brand	Extended member
PR	Extended member: external reporting, media, sustainability & Impact narrative

As of the publication date of this report, the task force has been refreshed with renewed membership and an updated meeting cadence, reflecting woom’s continued commitment to active and progressive ESG governance.



Johannes Kisslinger
COO



Alissa Greiner
EX Manager



Mansur Elicin
ESG Associate



Juliane King
PMC-ESG



Azra Smajis
Quality Control



Christian Petermann
Quality Control



Andrea Moya Parra
Strategic Procurement & Sourcing Specialist



Christian Schandl
Engineering



Kristin Komatz
Legal

Extended Members



Nicole Lunzer
VP Brand



Belinda Ableitinger
PR Lead

Product Safety

& Compliance

For a company whose products are used by children, product safety is not a governance topic that simply sits alongside our ESG commitments – it is at the very heart of them. Every bike, helmet, and accessory woom produces must meet or exceed the applicable safety regulations in every market where it is sold.

The woom Test Standard

woom has established a test standard that defines the mechanical and chemical requirements our products must meet before they reach young riders. This includes:

- Wide, reflective tyres, and large platform pedals as standard safety features.
- Impact protection on handlebars.
- Closed chain guards on smaller single-speed models.
- Chemical testing for all products, with strict limits on hazardous substances.
- A standardised operating procedure for component suppliers to ensure consistent mechanical testing.

Our bikes are engineered to be lighter than standard children's bikes – a safety feature in itself, as lighter bikes are easier for children to control. While the design is child-centric, we ensure that the technical and safety requirements are met. Our development also includes the relevant aspects of the US market (such as chemical and mechanical requirements).

Product Testing & Compliance Team (PTC)

Our dedicated Product Testing and Compliance team continuously monitors international regulations and standards, ensuring compliance across every market we operate in. Supplier contracts include binding safety and compliance requirements, with suppliers contractually obligated to meet applicable regulations as a condition of working with woom.

We build products for children. The bar for safety is not only what is legally required – it is what parents would expect if they knew exactly how their child's bike was made and tested.



Supply Chain

Governance

Our value chain extends across dozens of countries and diverse supplier relationships. Governing it responsibly — with visibility into practices, standards for conduct, and mechanisms for continuous improvement — is one of our most significant governance responsibilities.

Supplier and Partner Code of Conduct

woom's Global Supplier and Retail & Distribution Partner Code of Conduct is the foundation of our supply chain governance. Based on internationally recognised standards including the UN Universal Declaration of Human Rights, the ILO's core labour standards, and the UN Global Compact, it sets clear expectations on labour rights, environmental performance, business ethics, and anti-corruption. Compliance is mandatory for 100% of woom's suppliers, retailers, and distribution partners. It is a binding element of every contractual relationship.

VERSO — Supply Chain Transparency

woom uses the VERSO platform (formerly sustainabill) to map, monitor, and engage with its supplier network on sustainability performance.



Supply Chain

Risk Management

In 2025, woom's procurement team developed and implemented a structured approach to supply chain risk management. Key actions taken included:

- The development of strategies to mitigate supply chain disruption risk, with a focus on critical components.
- The establishment of multi-sourcing and dual-sourcing alternatives for critical components, reducing dependence on single suppliers.
- The creation of a standardised risk-scoring system to assess disruption impact across the supplier network, enabling prioritised engagement.
- The initiation of ongoing negotiations with key suppliers to reduce lead times, improving agility, and reducing air freight substitution risk.

These actions collectively strengthen our ability to maintain supply continuity while delivering upon our sustainability and quality commitments – and form the foundation of a more systematic supplier partnership approach.



Reporting

Framework

& Boundaries

This report covers woom's operations in Austria and the United States for the period January 2025 to December 2025. It is published voluntarily. Our Double Materiality Assessment was completed in 2024 following the ESRS methodology.

GHG emissions are calculated in accordance with the GHG Protocol Corporate Standard. Scope 1 and 2 figures use a market-based approach. Scope 3 calculations draw on a combination of activity-based data (73% of emissions in 2025) and secondary industry-average emission factors.

This report has not been externally assured.





Credits & Contact

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August, 2026. This report covers the period
January-December 2025.

Voluntary disclosure for the reporting period.