



Sustainability Report – 2024

noom[®]



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Message from the CEO & COO

Dear readers,

Our sustainability journey took a significant leap forward in 2023 as we accomplished our 2030 Science-Based Targets initiative (SBTi) reduction goals seven years ahead of schedule. Fueled by this achievement, we have maintained our course, ensuring alignment with our broader sustainability goals. As a company, we firmly believe that we are a part of the solution – and that we can only get there if we own up to our responsibilities. In this report we continue to be transparent about the role we play along all three sustainability dimensions – environment, social, and governance. Building on our progress, these are some key achievements that we made in 2024:

Our relocation of woom's headquarters to the new office at Muthgasse in Vienna marked a major milestone in our sustainability journey, enabling us to increase our share of Scope 1 and 2 renewable energy consumption to 79%.

Continuing our commitment to transparency and accountability, we have significantly improved the quality of our emissions data by incorporating more supplier-specific information, bringing us closer to a more accurate and robust carbon footprint calculation. We completed a comprehensive Double Materiality Assessment, affirming that our ongoing efforts already align with the most significant ESRS subtopics impacting our financial and sustainability performance, which further informs our strategic direction.

It was a distinct honor to welcome Bernd Hake as woom's new CEO in October, and we are delighted to extend our welcome to Nicole Lunzer, who joins the Management Team as VP of Brand, further solidifying our commitment to diverse leadership and robust corporate governance. Why are these achievements important to us? Because we aim to inspire millions of kids to love riding their bikes, contributing to a better world. By fostering healthy habits early on, we can create long-lasting positive impacts on the next generation of young adults. Nonetheless, woom still has a ways to go. Our sustainability strategy for 2030 focuses on key aspects within our own operations and beyond, guiding us to make the leap together with our partners.

We are excited for the road ahead.
Best, **Bernd & Johannes**

B. Hake



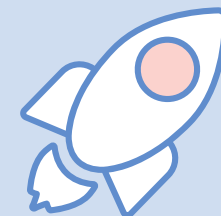
Sustainability highlights

Embracing Workplace Diversity

We're committed to inclusive practices, offering unconscious bias training for new hires. Our Diversity Interest Group, launched in 2024, promotes awareness and dialogue through quarterly meetings.

New CEO and Management Team Updates

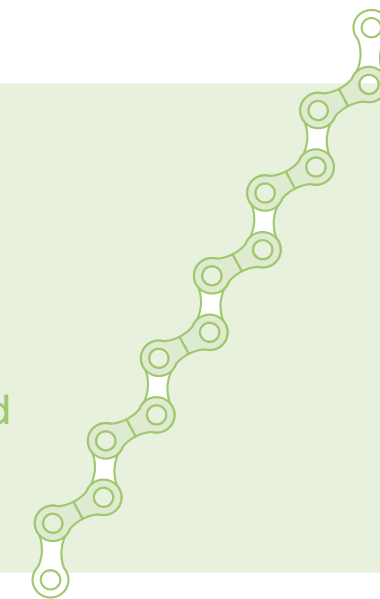
Bernd Hake became CEO in October 2024, strengthening our global strategy.



Our Management Team now includes five men and two women. ESG topics featured in two of four Advisory Board meetings.

Enhanced Data Quality

Improved Scope 3 data through supplier-specific info on goods, services, and transport enables more precise tracking of value chain emissions.



Supplier Sustainability Survey

Our 2024 Tier 1 and 2 supplier survey showed many are tracking emissions, implementing sustainability policies, and investing in renewables. Most expressed strong interest in collaborating with woom on eco-packaging and recycled plastics in bike components.

DMA

Double Materiality Assessment

We completed a Double Materiality Assessment that validated our sustainability efforts against key ESRS subtopics and identified areas for strategic improvement.

100% Renewable-Powered HQ

New Vienna HQ powered by 100% solar & geothermal energy boosts company-wide renewable energy use to 79% and drives 3.5 x increase in green commuting, further reducing emissions.

Engaging Employee Voices



We gather and act on employee feedback via annual surveys, pulse checks, an anonymous feedback system, and quarterly leadership meetings, promoting transparency and open communication

ESG Task Force in Action

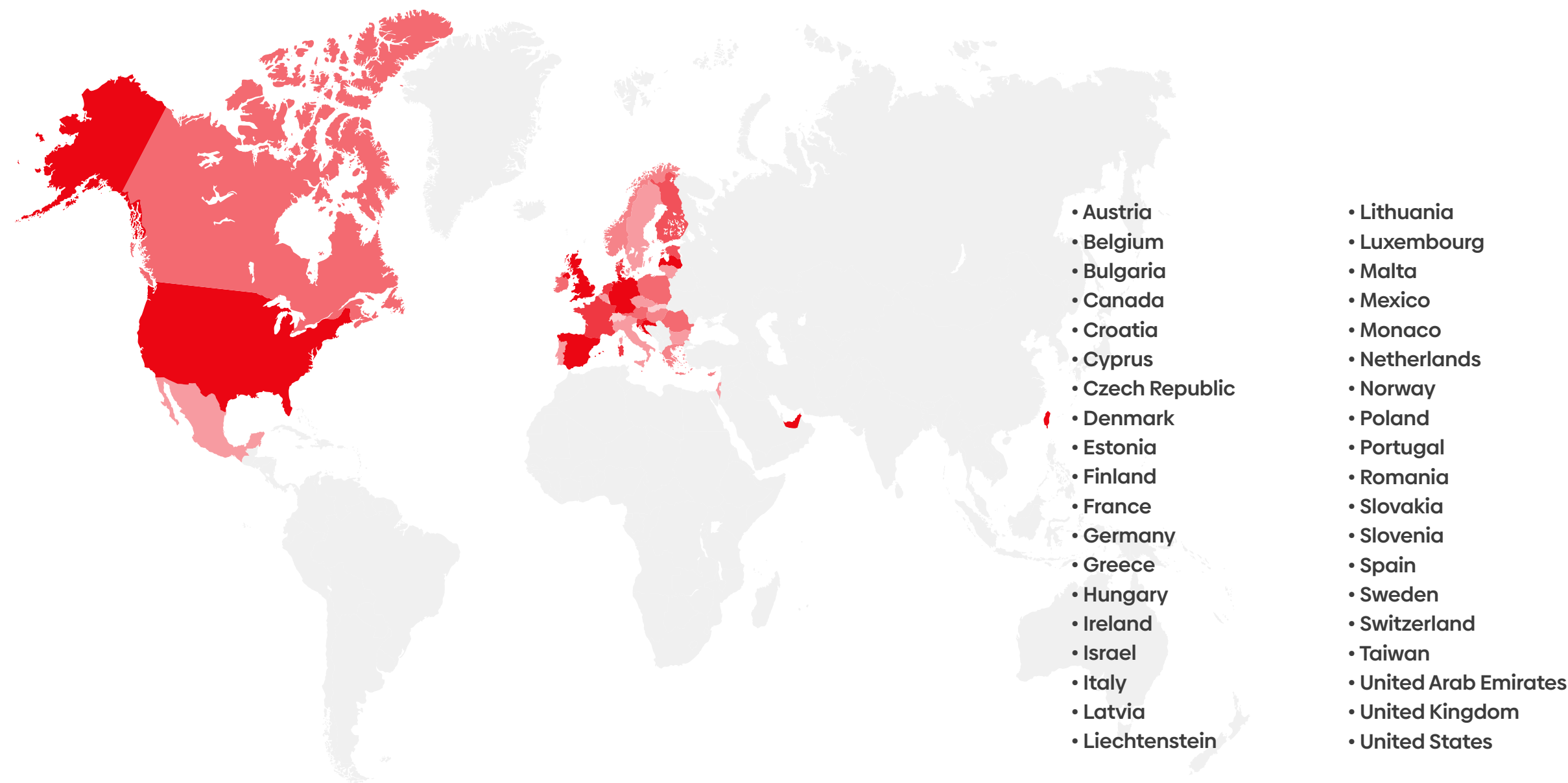
Our ESG initiatives are driven by a cross-functional ESG task force under the leadership of our COO to integrate sustainability into all aspects of our operations.

Fostering Employee Well-Being

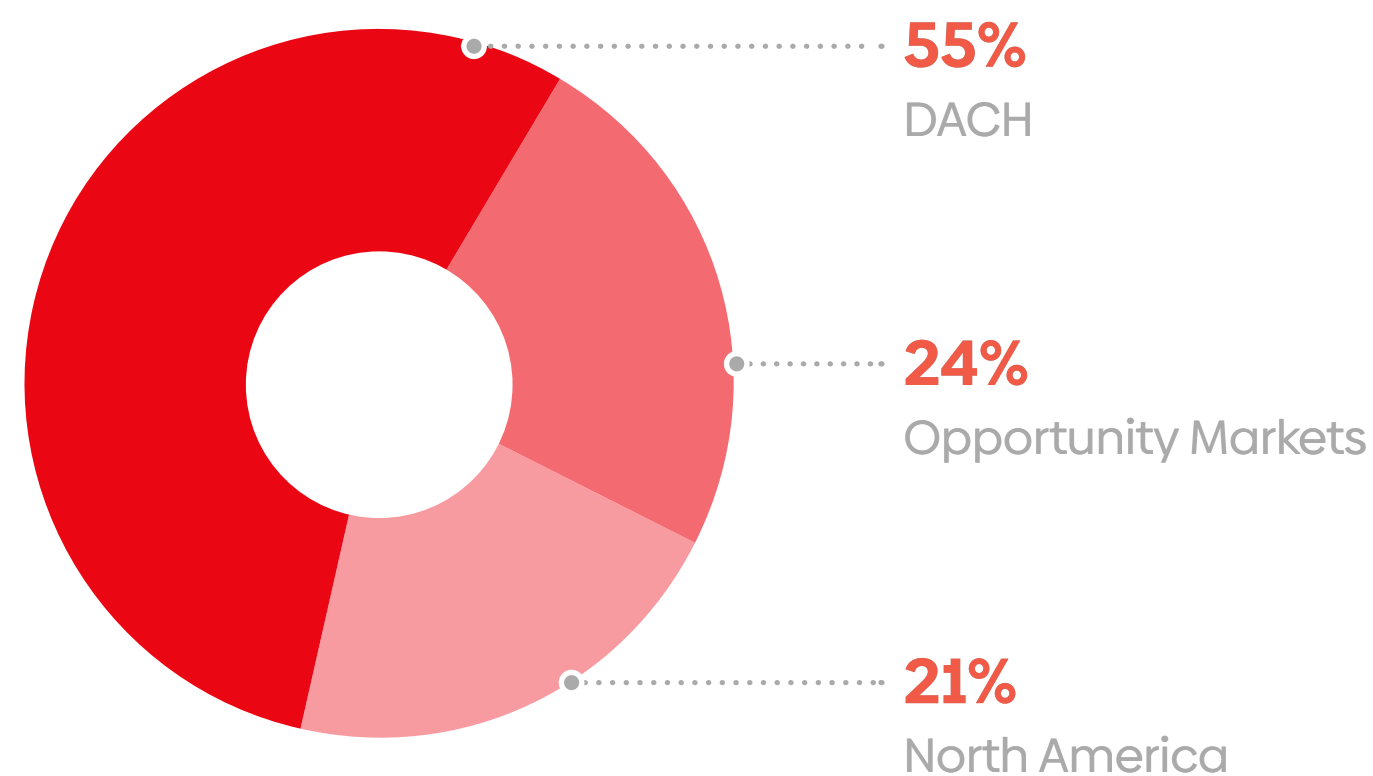
To support woomsters' well-being and work-life balance, we provide outdoor exercise, psychologist consultations, and a dog-friendly office



Countries with woom customers



Sales revenue share by location



Who we are

We are an international manufacturer of bikes for children and teenagers. Founded in 2013 by two fathers, Christian Bezdeka and Marcus Ihlenfeld, who were dissatisfied with the lack of high-quality, child-specific bikes on the market, our company started in a small Vienna garage. Determined to provide the perfect bikes for their own children, they took matters into their own hands and designed their first model there.

Our journey then expanded to a warehouse and headquarters in Klosterneuburg, and in February 2024, we returned to Vienna with our new global headquarters in Muthgasse. We also have offices and warehouse facilities in Austin, Texas.

Our beginnings were significantly aided by the warm reception to our first bike model, which resonated with both children and parents. In just a decade, woom has become one of the foremost global brands for kids' and teens' bikes, having sold over a million bikes to families worldwide.

By 2024, 91% of our business comes from international markets, and 44% is driven by our direct-to-consumer (D2C) channel. Since our founding, we've achieved consistent year-over-year growth, evolving from a start-up launched by Christian and Marcus into a company with an international team of over 200 employees.

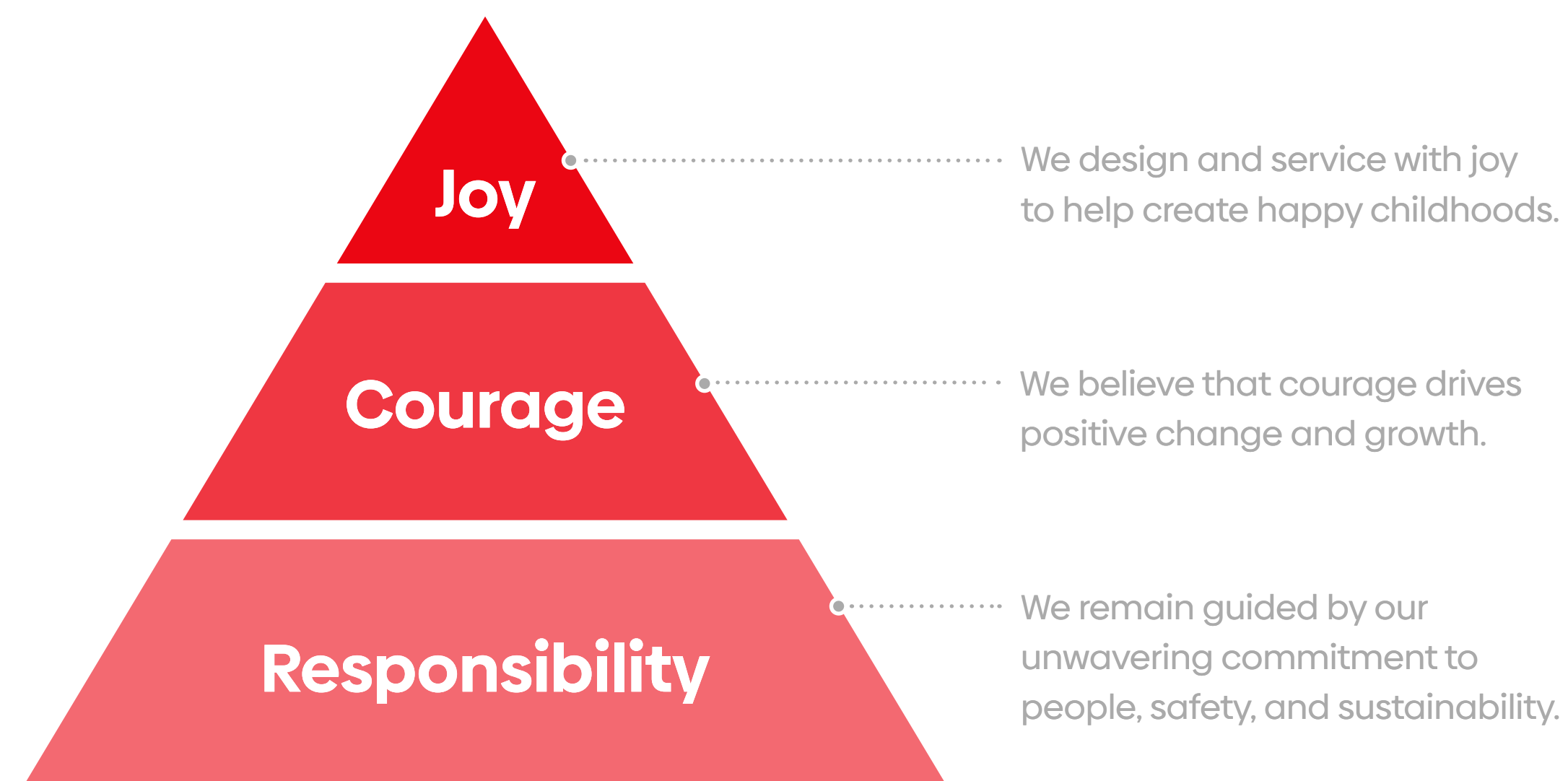
At woom, we take great pride in creating bikes that provide children with an exceptional first riding experience. We foster a lifelong love for cycling and encourage an active, healthy, and sustainable lifestyle. We are equally proud that woom bikes are available in a variety of stores, from local mom-and-pop shops to larger regional retailers, giving every child the chance to experience their perfect bike first-hand, whether they're getting a gift or taking one for a spin.

We strive to offer outstanding service and support to our customers, and our products are available for purchase both in brick-and-mortar stores and online retailers across 40+ countries globally.

Our identity

**We aim to be
the world's
most desired
children's
bike brand.**

Vision



Values

**We exist to
encourage kids
to love riding
their bikes...**

**...and make the
world a bit better
along the way.**

Why

Our products

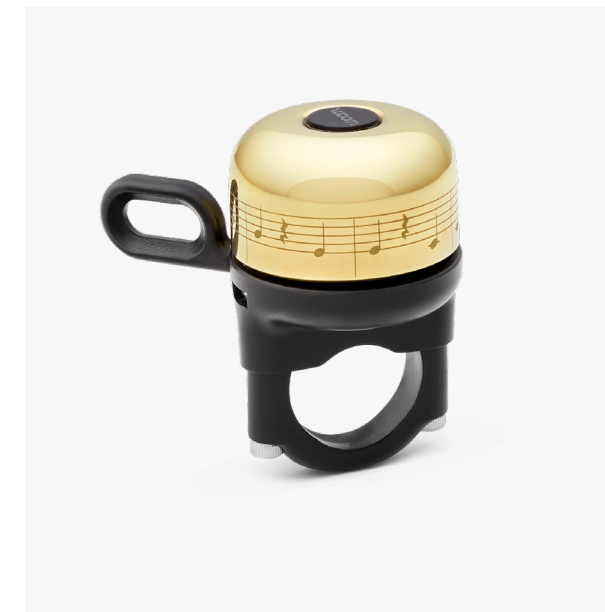
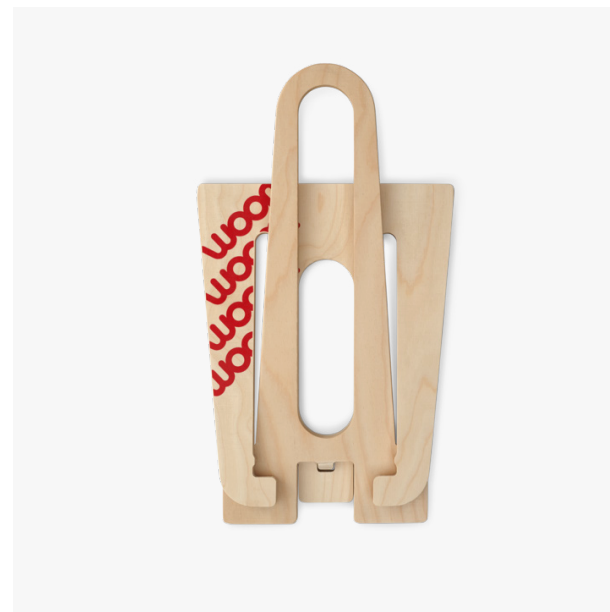
woom bikes are superlight and crafted with purposeful engineering to suit the unique needs of kids. This vision led to the creation of our sophisticated sizing system for kids as young as 18 months to teenagers aged 14 years. It also led to our straightforward and easily recognizable bike designs, specifically tailored to accommodate the evolving needs of growing bodies.

The bike model our founders brought to market in 2013 is still a very important part of our product portfolio: the woom ORIGINAL. This line of bikes includes two balance bikes and six pedal bikes.

Over the years, we've augmented our all-rounder woom ORIGINAL collection with two mountain bikes: the woom OFF with a carbon fork and the woom OFF AIR with a suspension fork.

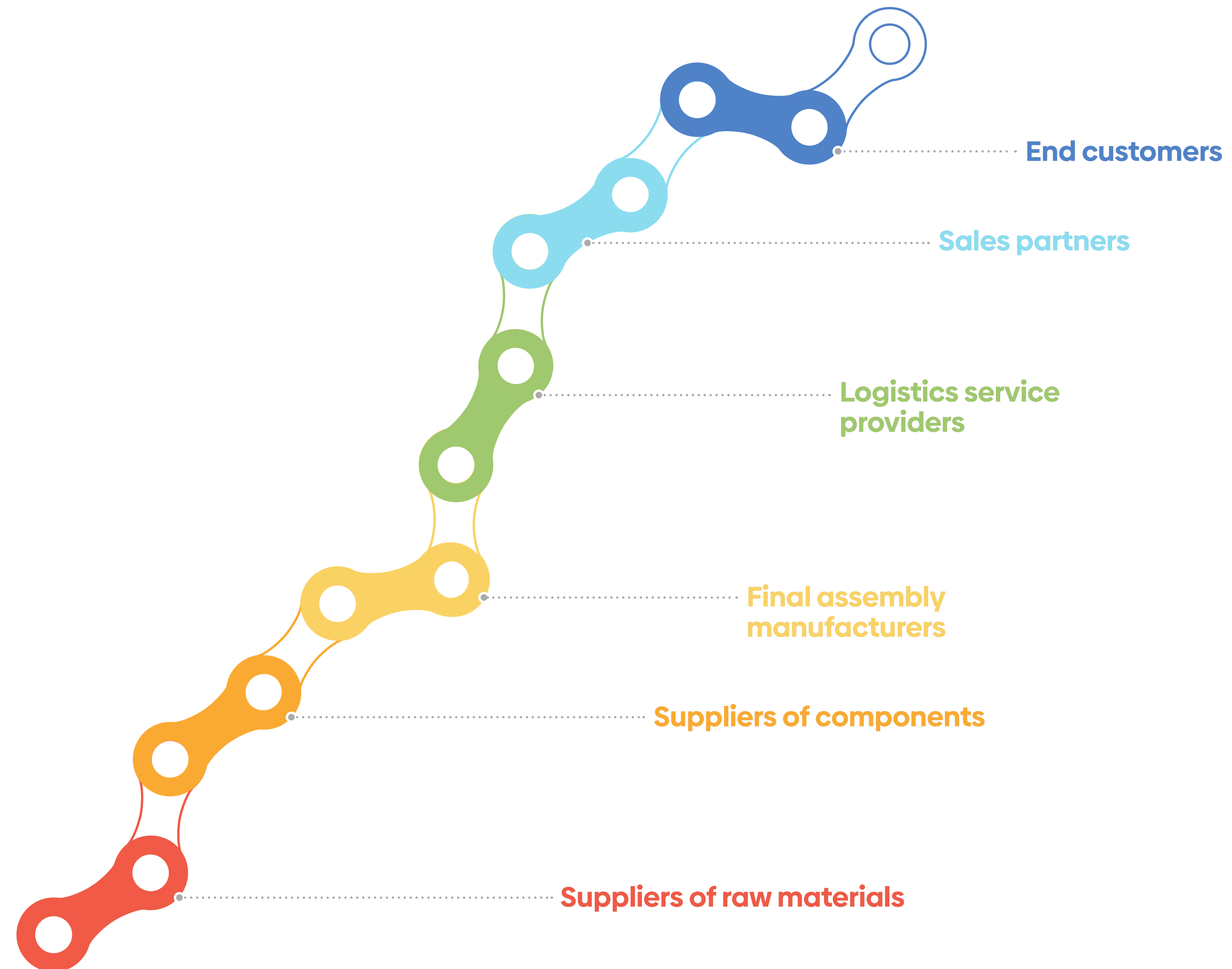
We have also developed the EXPLORE line, specially designed to offer young adventurers enhanced comfort and advanced safety features. We create each new bike with the same dogged focus on child-specific, ingenious designs.

To complement and enhance the riding experience, we also offer a thoughtfully curated range of accessories, including helmets, baskets, bike equipment, and spare parts.



Our value chain

Rather than hands-off outsourcing, we are actively involved in every stage of our product development and manufacturing process. By being engaged across the value chain, woom maintains control over many aspects, from sourcing components to delivering the final product to our customers. We also work with manufacturing partners both in Asia and Europe, which gives us access to a global supply chain and a wider range of resources and expertise. Quality control is carried out by our own employees, who are present at the manufacturing sites.





Our awards

At woom, innovation is at the forefront of everything we do. We are honored to have received recognition for our efforts to make biking better, safer, and more fun for kids of all ages. We remain committed to continuously improving our products and practices to make a positive impact on society and the environment.



In 2022 alone, we were honored with seven prestigious awards. Building on this momentum, we continued to gain recognition in 2023, receiving multiple accolades not only for the design of our woom OFF and woom OFF AIR mountain bikes and the woom ORIGINAL AUTOMAGIC, but also for the strength and distinctiveness of our brand.

In 2024, we received the Red Dot Design Award for our POP Kids' Bike Basket, putting our accessory line in the spotlight. Additionally, our EXPLORE bikes, released last fall, garnered an impressive array of awards earlier this year, including the iF Award, the German Innovation Award, the German Design Award, and the Red Dot Award.



Sustainability strategy

Since 2022, we have committed to our sustainability strategy, marking a milestone for woom’s sustainability journey. As a children’s brand, we understand that our choices will profoundly impact not only our own children, but also future generations.

With that in mind, we set our 2030 objectives consciously to reflect the areas in which we as a company want to grow the most and can have a critical impact. These objectives guide our woomsters – our employees – every day, so we can make one small step at a time toward a more sustainable future.

- Our sustainability vision: We want to inspire children to become sustainability leaders.
- Our sustainability mission: Our mission is to create safe, environmentally and socially sustainable products and services and to support our communities.

Sustainability objectives 2023–2030

| | Environment Pedal Powers | Social Bike Buddies | Governance Responsible Riders |
|-------------------|--|---|---|
| woom objectives | ✔ Promote circular business models and eco-design | ✔ Promote diverse and inclusive workforce | ✔ Maintain robust governance and policies |
| | ✔ Increase the use of recycled materials in production | ✔ Increase positive impact on our communities | ✔ Enhance management systems for product quality and safety assurance |
| | ✔ Enhance sustainability in product packaging | | |
| woom and partners | ✔ Reduce emissions from our operations and value chain | ✔ Ensure our supply chain partners maintain fair working conditions | ✔ Promote transparency throughout our supply chain |

Building on what we started: Double Materiality Assessment

Building on last year's sustainability materiality assessment, we advanced our approach with a double materiality analysis, in line with ESRS – European Sustainability Reporting Standards. While this analysis is meant to guide our focus, we also feel reaffirmed in our journey – woom is already making strong progress on many of the material topics identified in our assessments.

Over the years, we have taken concrete steps to reduce our carbon footprint, such as transitioning to an electric vehicle fleet and renewable energy, and promoting green mobility downstream. At the same time, we are enhancing circular economy practices by minimizing waste and resource outflows, and reducing inflows through

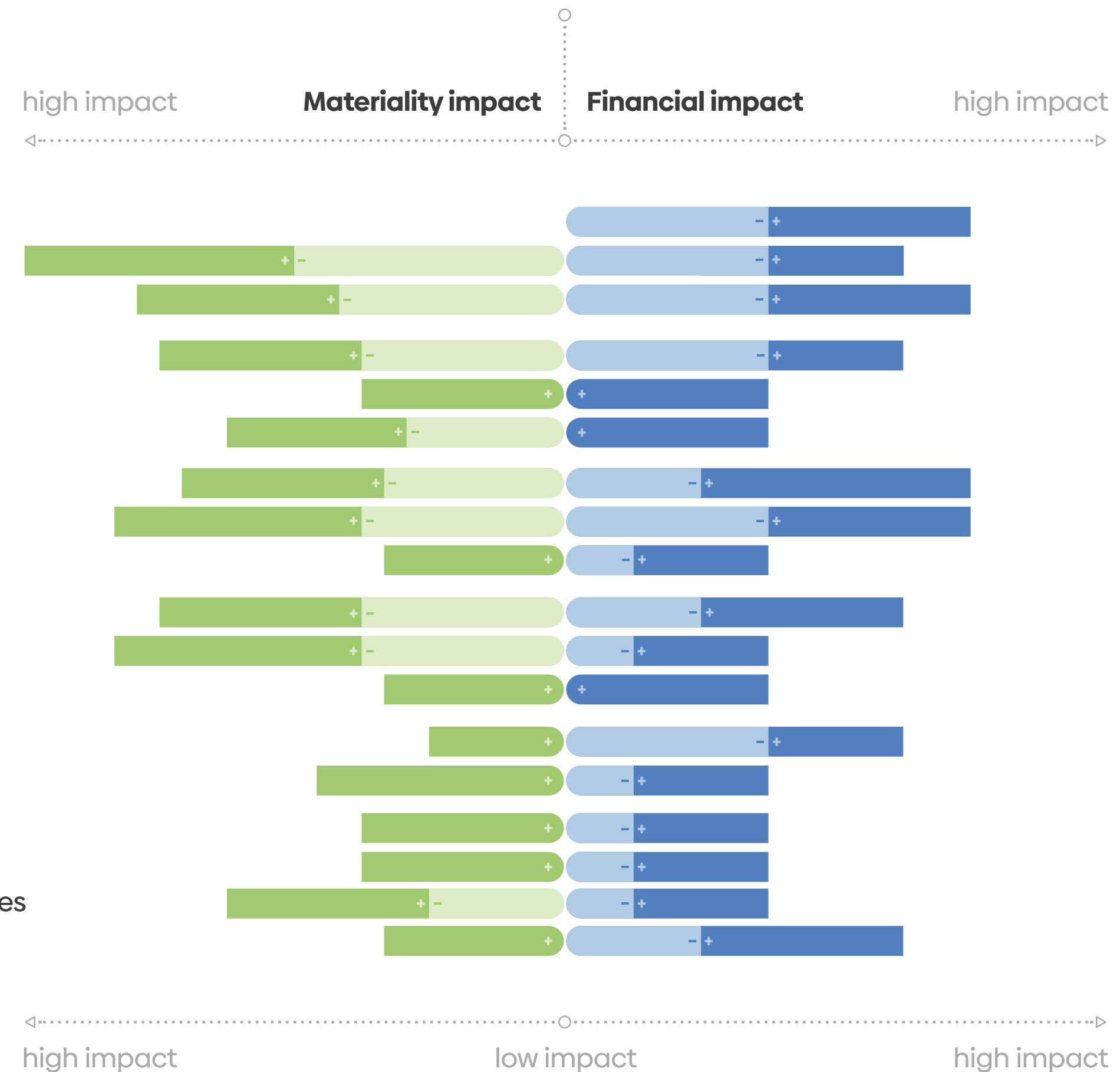
upcycling. We still have a long way to go, including virgin material usage, aluminum processing, frame painting, and upstream transportation.

To uphold fair and safe working conditions, woom has introduced a range of policies and benefits to safeguard the rights and well-being of our employees across our value chain. Responsibility remains a core value at woom, and product safety continues to be our top priority. To ensure organizational integrity, we continue to strengthen our governance framework through policies such as our Code of Conduct, whistleblower policy, supplier due diligence, and anti-corruption measures.



Results of the materiality analysis

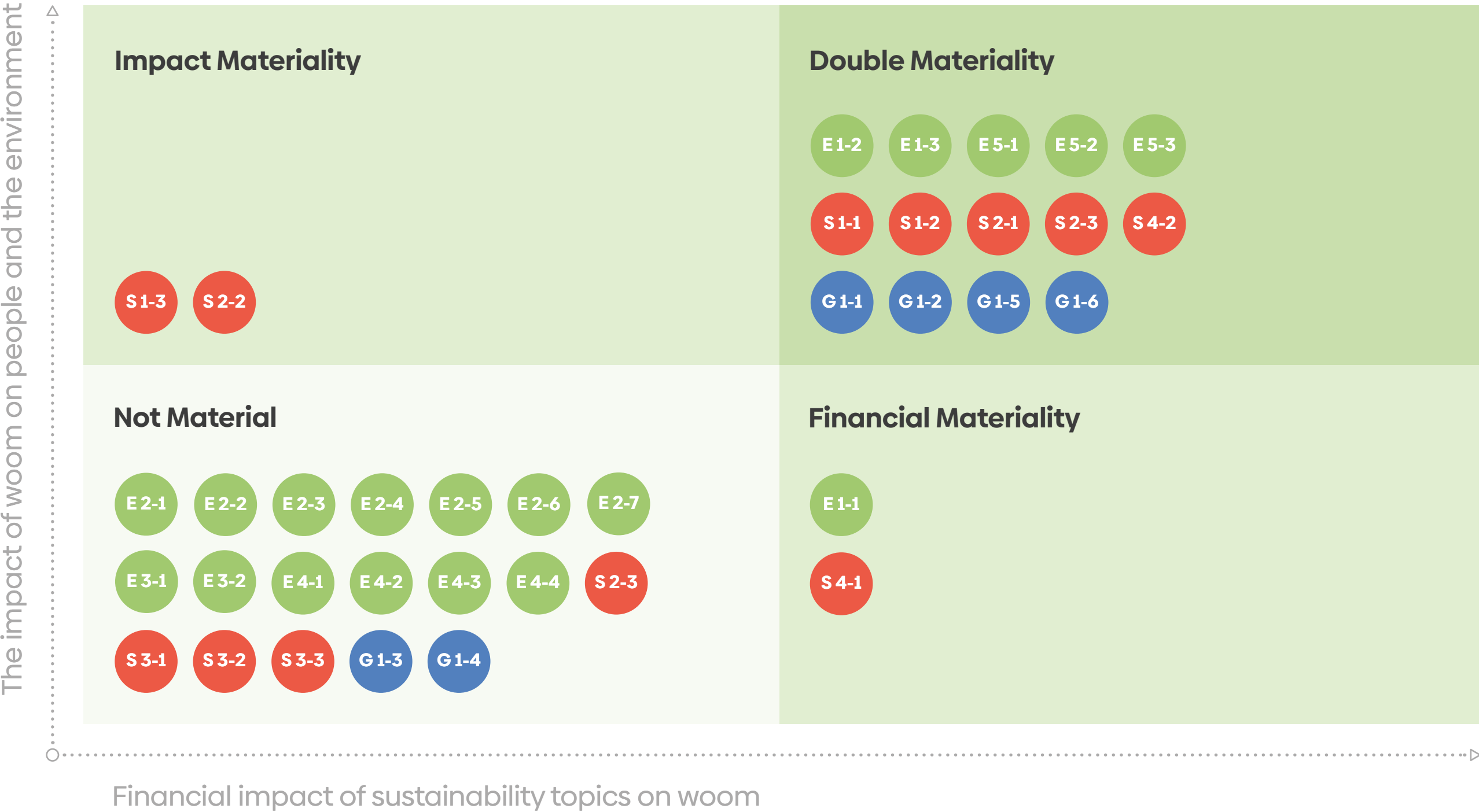
E1.2 (Climate Change Mitigation) shows a strong material impact in both positive (+) and negative (-) directions. E5.2 (Resource Outflows Related to Products and Services), on the other hand, has a significant positive materiality impact but minimal negative materiality impact.





Framing our priorities: the Double Materiality View

The topics with the highest double materiality for woom – representing the most significant risks, opportunities, and impact – are E1.2 (Climate Change Mitigation), E1.3 (Energy), S1.2 (Equal Treatment and Opportunities for All within the Own Workforce), and S2.1 (Working Conditions Across the Value Chain). Refer to the infographic on the previous page for details.



Topics not shown in the matrix are deemed not material from the start and therefore not included in the engagement process.

- E1-2 Climate change mitigation
- E1-3 Energy
- E2-1 Pollution of air
- E2-2 Pollution of water
- E2-3 Pollution of soil
- E2-4 Pollution of living organisms and food resources
- E2-5 Substances of concern
- E2-6 Substances of very high concern
- E2-7 Microplastics
- E3-1 Water
- E3-2 Marine resources
- E4-1 Direct impact drivers of biodiversity loss
- E4-2 Impacts on the state of species
- E4-3 Impacts on the extent and condition of ecosystems
- E4-4 Impacts and dependencies on ecosystem services
- E5-1 Resource inflows, including resource use
- E5-2 Resource outflows related to products and services
- E5-3 Waste
- S1-1 Working conditions
- S1-2 Equal treatment and opportunities for all
- S1-3 Other work-related rights
- S2-1 Working conditions
- S2-2 Equal treatment and opportunities for all
- S2-3 Other work-related rights
- S3-1 Communities' economic, social, and cultural rights
- S3-2 Communities' civil and political rights
- S3-3 Rights of indigenous peoples
- S4-1 Information-related impacts for consumers and/or end users
- S4-2 Personal safety of consumers and/or end users
- S4-3 Social inclusion of consumers and/or end users
- G1-1 Corporate culture
- G1-2 Protection of whistleblowers
- G1-3 Animal welfare
- G1-4 Political engagement and lobbying activities
- G1-5 Management of relationships with suppliers including payment practices
- G1-6 Corruption and bribery



Our commitment to Sustainable Development Goals

The UN’s 17 Sustainable Development Goals (SDGs) offer a comprehensive framework for addressing the world’s most pressing challenges, from climate change and inequality to pollution.

At woom, our mission extends beyond creating exceptional products for children; we are dedicated to nurturing a better future for them. This commitment drives us to actively support seven of these vital goals.

The **Sustainable Development Goals (SDGs)** are 17 goals and 169 targets set by the United Nations to improve the world by 2030. They are intended to create a more sustainable future by addressing social, economic, and environmental challenges. The SDGs aim to end poverty, promote peace and prosperity, and protect the planet.



Ensuring healthy lives and promoting well-being for children and their families.



Reducing our carbon footprint to protect the planet for future generations.



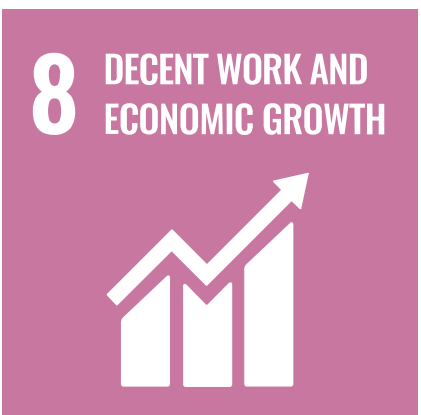
Designing our products with safe and sustainable urban environments in mind.



Empowering and providing equal opportunities for girls and boys.



Collaborating with like-minded organizations to amplify our impact and drive collective progress.



Creating a positive impact through fair labor practices and supporting the communities around us.



Reducing our carbon footprint to protect the planet for future generations.



Environment

woom objectives

Promote circular business models and eco-design

Increase the use of recycled materials in production

Enhance sustainability in product packaging

woom and partners

Reduce emissions from our operations and value chain



Understanding GHG protocol emissions

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



Unveiling our emissions: key facts and figures

S1

Scope 1: Direct emissions at our facilities and vehicles

- Stationary combustion: combustion of fuels used for heating our offices in the United States
- Mobile combustion: combustion of fuels used for our leased vehicles

S2

Scope 2: Indirect emissions from purchased energy at our facilities

- Purchased electricity for our facilities and warehouses in Austria and the United States

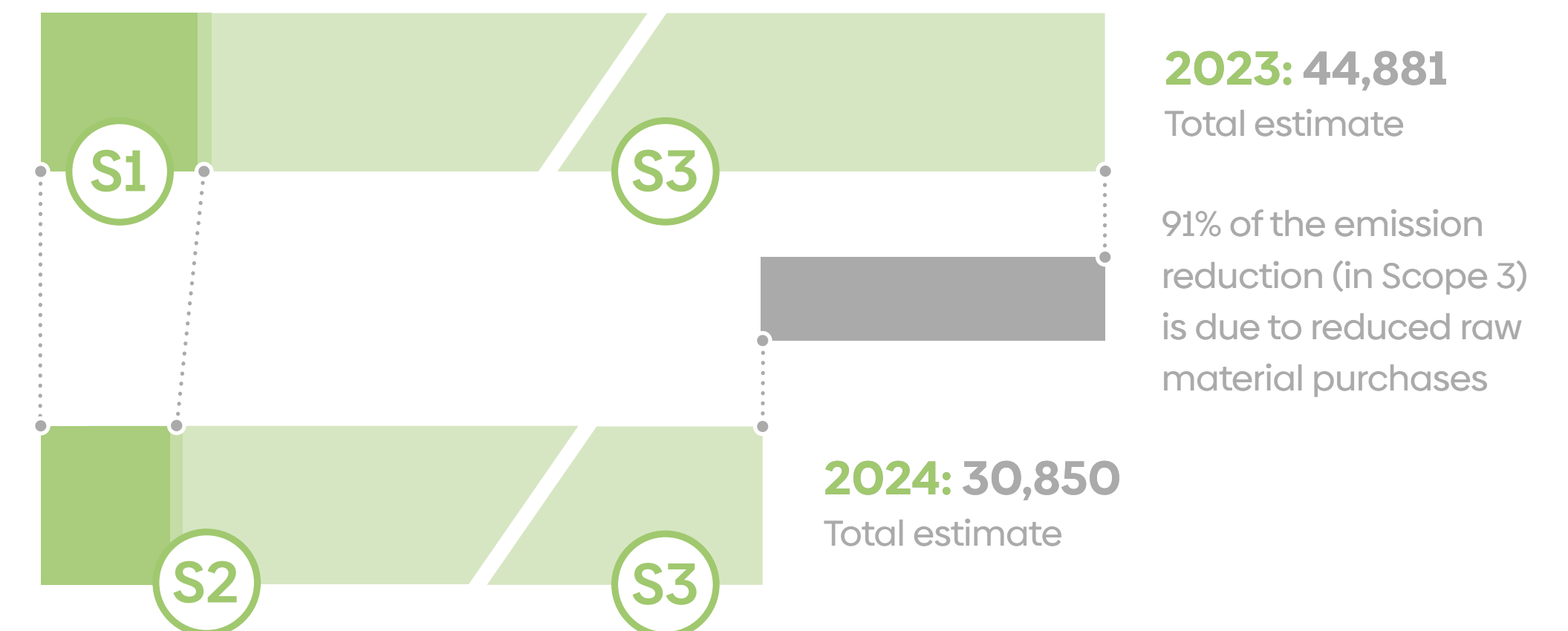
S3

Scope 3: Indirect emissions from our value chain

- Emissions generated during the production of bikes, accessories, and packaging
- The transportation and distribution of products to our warehouses and customers
- Business travel
- Employee commuting

Carbon footprint change from 2023 to 2024

in tCO₂eq



Scope 1 emissions have decreased to 40 tCO₂e and Scope 2 emissions to 3 tCO₂e. Scope 3 emissions currently amount to 30,808 tCO₂e, with 91% of the reduction attributed to decreased raw material purchases. The total estimate for 2023 was restated to correct for double counting.



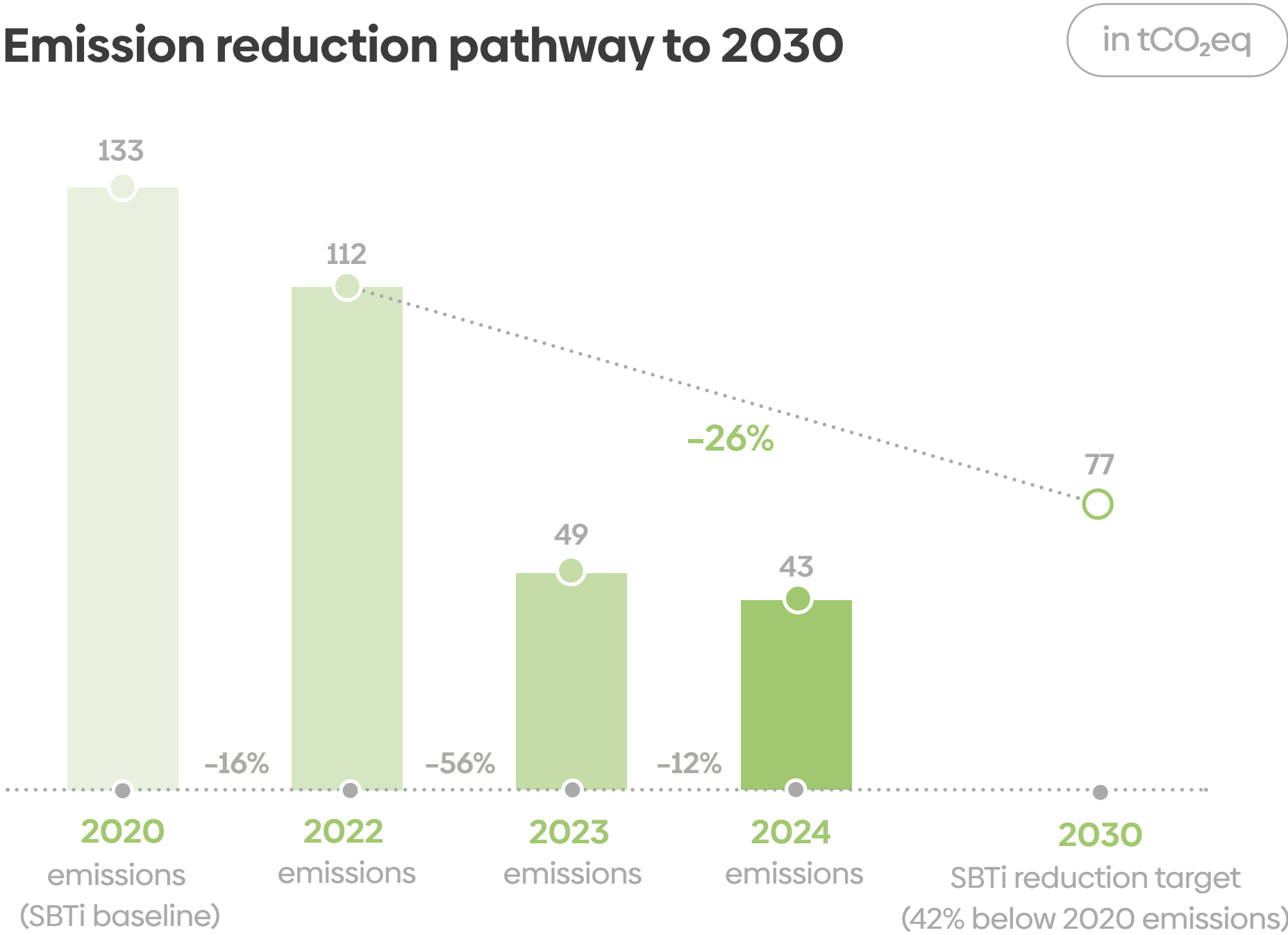
Our progress on Scope 1 and 2 emissions

At woom, we are committed to reducing our environmental footprint, particularly our Scope 1 and Scope 2 emissions. Scope 1 emissions result from the burning of fuel in our company vehicles and the use of gas to heat our offices in Austin, Texas. Scope 2 emissions stem from the energy generation used to power these facilities in both Austria and the United States. Although our total energy consumption increased last year, our relocation to a more sustainable office in Muthgasse, Vienna, resulted in a substantial boost in our renewable energy use to 79%, compared to 55% in 2023.

Building upon exceeding our 2030 Science-Based Targets initiative (SBTi) reduction goal seven years early, we further reduced our combined Scope 1 and 2 emissions by 13%, achieving a total of 43 tCO₂e.

Looking ahead, our priority is to maintain these low emission levels and strive for more renewable energy consumption. To this end, we are committed to further electrifying our company fleet, continuing our use of renewable energy sources, and exploring additional innovative solutions to minimize our carbon footprint.

While we are proud of these achievements, we recognize that Scope 1 and 2 emissions constitute a small part of our total emissions. We know there is still much work to be done, and we are committed to addressing all areas of our environmental impact. Continue reading for more detailed information on our Scope 3 efforts and future plans.





Our progress on Scope 3 emissions

Our commitment to sustainability means examining all aspects of our environmental impact, including Scope 3 emissions, which constitute approximately 99% of our total emissions. This is a common scenario for many companies, as emission-intensive activities such as raw material production, manufacturing, and transportation are often outsourced to third-party suppliers and service providers.

In 2024, we saw a 31% decrease in our Scope 3 emissions compared to our revised 2023 figures.* While the primary factor in this decrease was a reduction in production volume – impacting key categories like purchased goods and services, and logistics – we also achieved notable improvements in other areas, particularly in employee commuting.

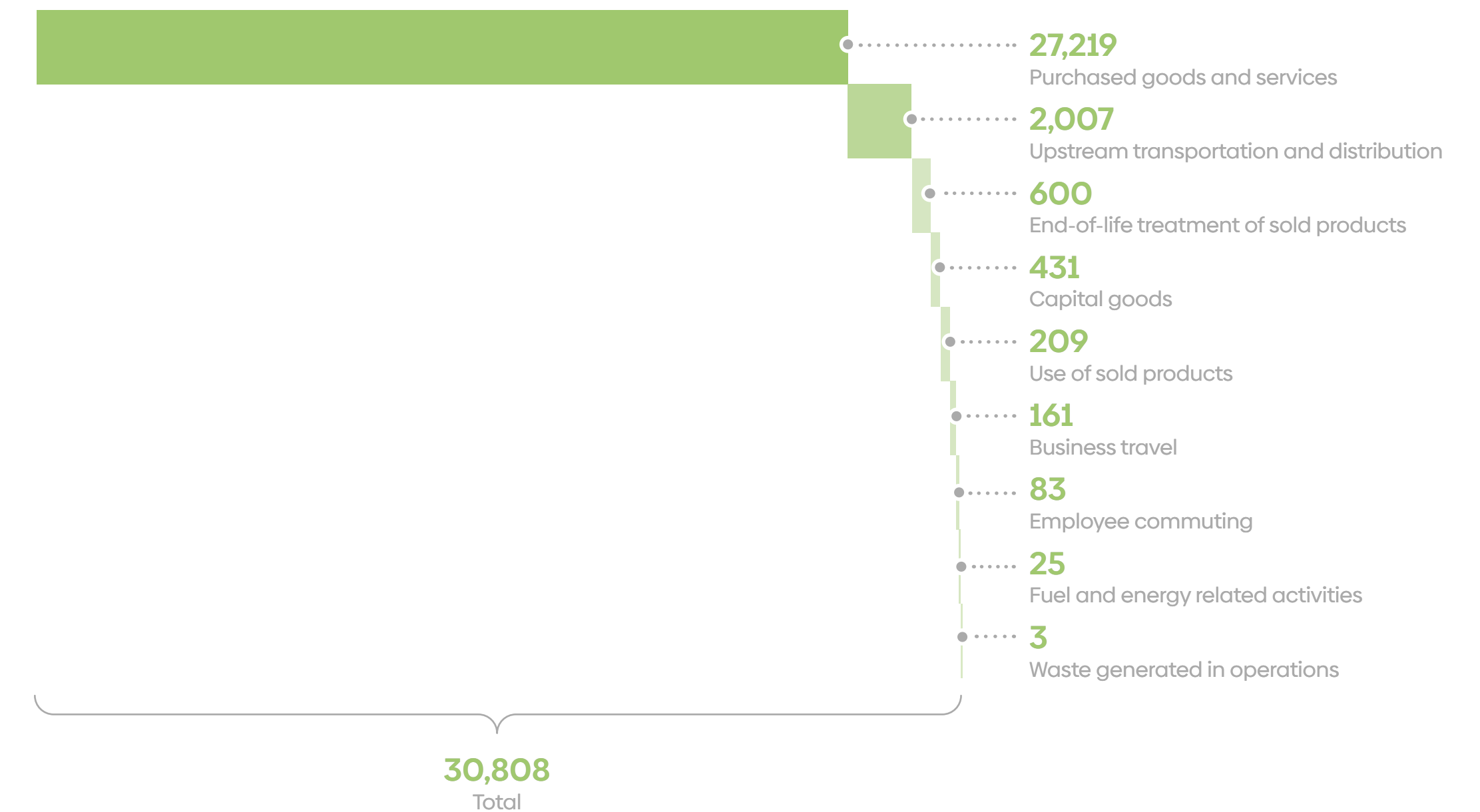
We are proud to announce a significant improvement in the quality of our Scope 3 emissions data this year. We've increased our use of supplier-specific data from 5% to 32%, marking a substantial leap forward in accuracy. This enhancement is particularly evident in our data for purchased goods and services, as well as upstream and downstream transportation, our two largest emissions contributors.

Additionally, through a thorough review, we refined our 2023 data calculations, ensuring a precise year-over-year comparison. This enhanced data not only provides a more precise and insightful view of our environmental impact across our operations but also directly supports our unwavering commitment to greater value chain transparency.

* See note on page 18

Scope 3 emission breakdown

in tCO₂eq







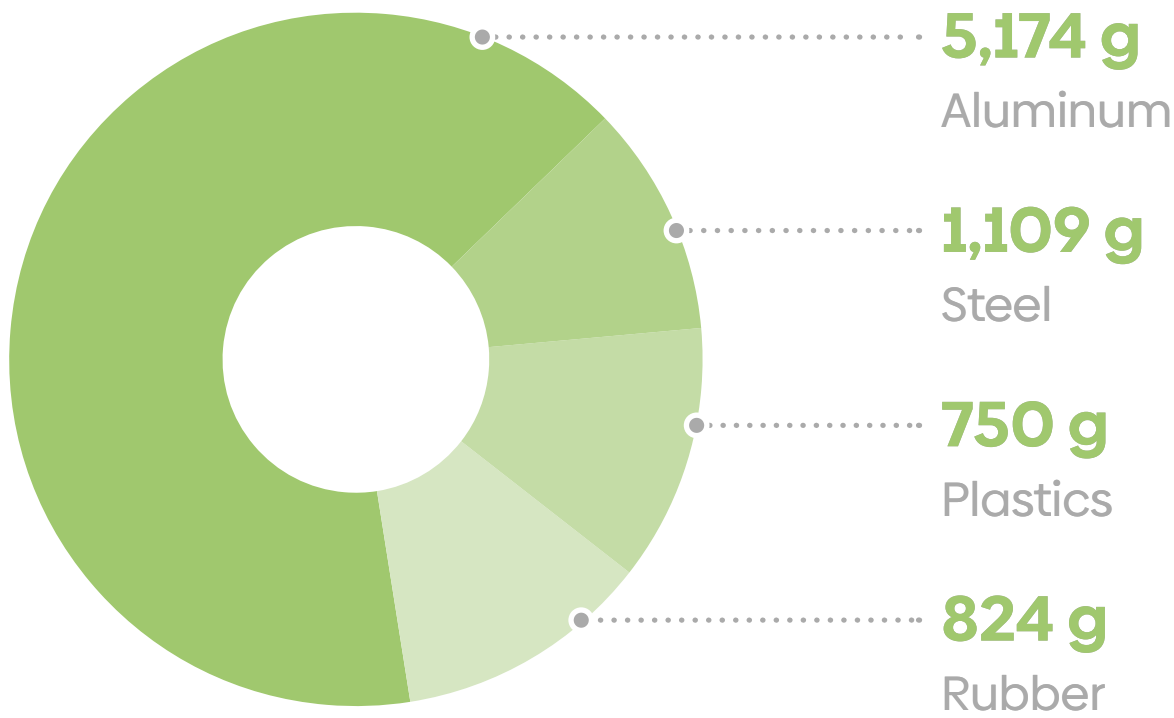
At woom, we source our production from various suppliers of bikes, soft goods, accessories, and components across Europe and Asia. Many of these components come from global bike production hubs in China, Taiwan, and Vietnam. Our bikes include about 70 different parts sourced from approximately 40 different component suppliers.

Aluminum is a key material in woom bikes, constituting more than half of their weight and used in essential parts like the frame, fork, and various drivetrain components. While offering significant advantages such as a high strength-to-weight ratio and durability, aluminum production is energy-intensive and a major contributor to greenhouse gas emissions. Globally, aluminum production accounts for roughly 3% of global GHG emissions, primarily due to the reliance on fossil fuels for the electrolysis process (Raabe et al., 2022).

For woom, our GHG emission analysis reveals that roughly 48% of our Scope 3 emissions are linked to aluminum. This makes aluminum a major focal point in our sustainability strategy, as it is for the entire global bicycle industry. As a result, we are prioritizing solutions to address the environmental impact of aluminum in our supply chain.

Beyond aluminum, plastic is another essential component in our bikes and accessories. To decrease our environmental impact, particularly in material sourcing, we have begun utilizing partially or fully recycled plastics in accessories like helmets and baskets, and in select bike components such as the saddle, reducing our reliance on virgin plastics.

Raw materials in woom EXPLORE 4

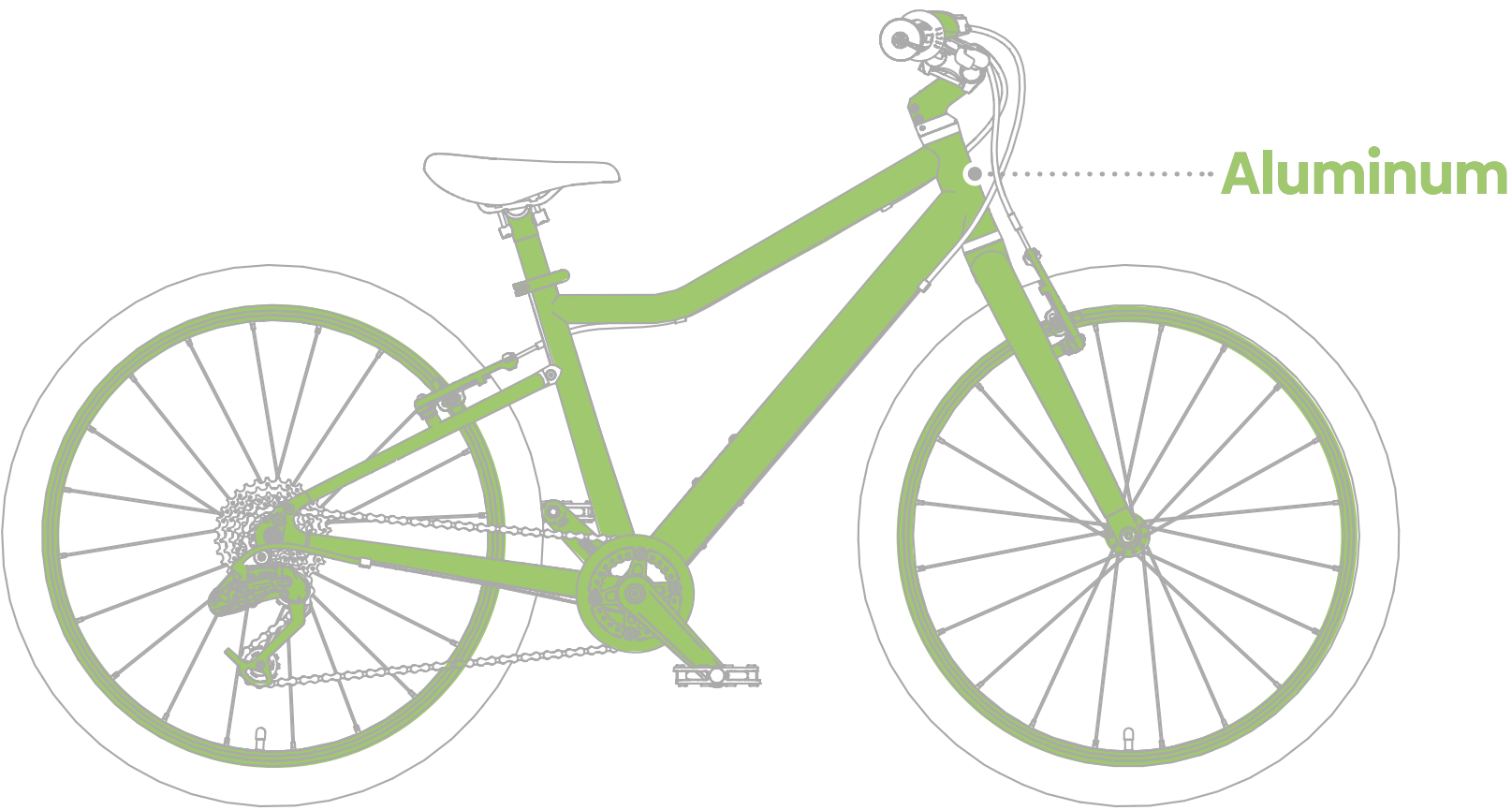


READY Kids' Helmet
Outer shell: 100% recycled PC
Inner shell: 50% recycled EPS



POP Kids' Bike Basket
100% recycled EVA

Bike components made of aluminum



Reducing our emissions

The **SBTi** is a collaborative effort by various organizations, such as the United Nations Global Compact, World Resources Institute, World Wildlife Fund, and CDP, which supports companies in setting science-based targets for reducing their GHG emissions that are aligned with the objectives of the Paris Agreement.

Our overarching ambition is to create exceptional products without harming the planet. We are pleased to share some key achievements on this journey:

Scope 1 and Scope 2 emissions

- Achieved a 13% reduction in Scope 1 and Scope 2 emissions in 2024 compared to 2023.
- Increased utilization of renewable energy, now sourcing 79% of our power across all woom facilities from sustainable sources, leading to a substantial decrease in energy-related emissions.

Scope 3

- Improved data quality and transparency overall, leveraging more supplier-specific data for material sourcing and transportation.
- Achieved a 47% reduction in employee commuting emissions through public transport, cycling, and flexible work-from-home policies.

While we are proud of the progress made in reducing our Scope 1 and Scope 2 emissions, we are equally committed to tackling the challenges associated with Scope 3 emissions. As a growing company, we understand that reducing emissions is a continuous journey, and we are determined to lead the way with transparency and innovation.





Designing for a greener workplace

In February 2024, woom relocated to a new headquarters in Muthgasse, Vienna's 19th district. With this move, we returned to the city where our success story began in a garage over 10 years ago. Designed with sustainability in mind, our new office provides a bright, open, and dog-friendly environment that fosters cross-functional collaboration.

Equipped with solar panels and eco-friendly geothermal-based power supply, our Austrian office has eliminated gas and fuel usage for heating and cooling. The building also integrates nesting spaces for birds and bats, creating an urban wildlife habitat.

Embracing sustainable communiting

Our new office location, strategically chosen for its easy access to public transportation and bike paths, along with the provision of ample parking and charging stations for e-bikes, has led to a remarkable 3.5-fold increase in bike and public transport commuting among our employees in the past year.

To further support cycling as a preferred mode of transport, we've implemented several key measures, including indoor and

outdoor bicycle parking, e-bike charging facilities, shower and checkroom areas for cyclists, and a dedicated self-service bike maintenance and repair space, ensuring our woomsters can keep their bikes in optimal condition.

Once a year, we organize a Car-Free Day, bringing the team together for a memorable cycling experience. We also collaborate with Job Bike to give all our woomsters the same access to a sturdy, high-quality bike.





Our commitments

At woom, we know that commitments are just one lever to demonstrate how seriously we take sustainability. Actions speak louder than words, and we believe we can achieve more jointly than alone.

This is why, in March 2022, we signed the Bike Charta, committing to resource conservation and climate protection along with many others in the bicycle industry. Additionally, in May 2022, we endorsed the Climate Commitment by Shift Cycling Culture, pledging to reduce GHG emissions and adopt sustainable business practices. We also joined many other industry-wide sustainability champions in the Cycling Industries Climate Action Pledge – where we measure our carbon footprint and take ac-

tion to reduce it. These commitments demonstrate our dedication to the UN's climate objectives and aim to inspire other companies in the industry.

A cornerstone of our commitment to the Science-Based Targets initiative (SBTi) has been our focus on significantly reducing our Scope 1 and 2 emissions – a goal we are thrilled to have achieved seven years ahead of schedule. While we are still working toward setting a definitive Scope 3 reduction target, we remain steadfast in our commitment to minimizing our carbon footprint throughout the entire value chain. By demonstrating leadership in sustainability, we aim to inspire children, parents, and our partners to join us in making a positive impact.



Social

woom objectives

Promote diverse and
inclusive workforce

Increase positive impact
on our communities

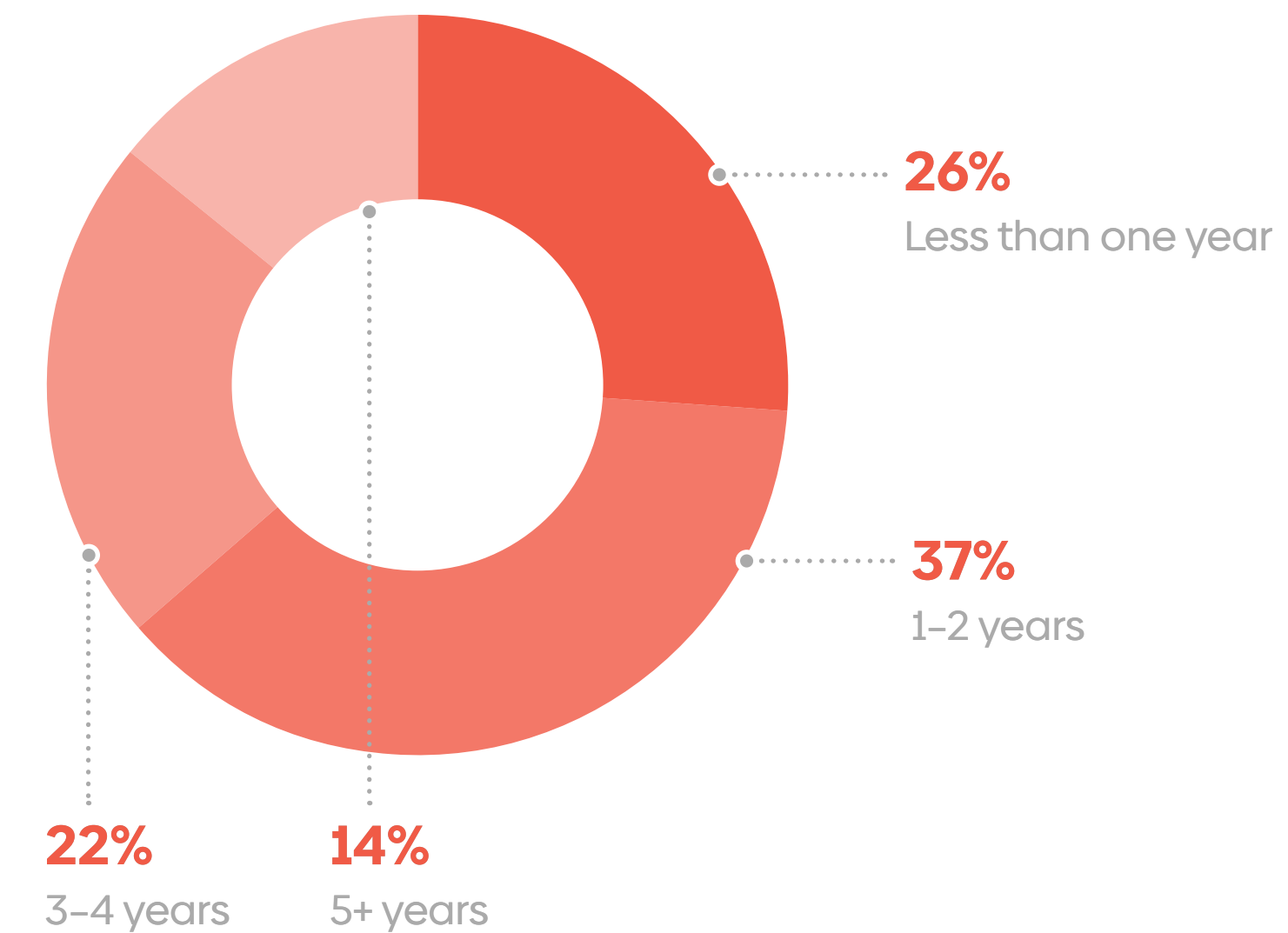
woom and partners

Ensure fair working conditions
are maintained by our supply
chain partners

woom[®]



woomsters' tenure

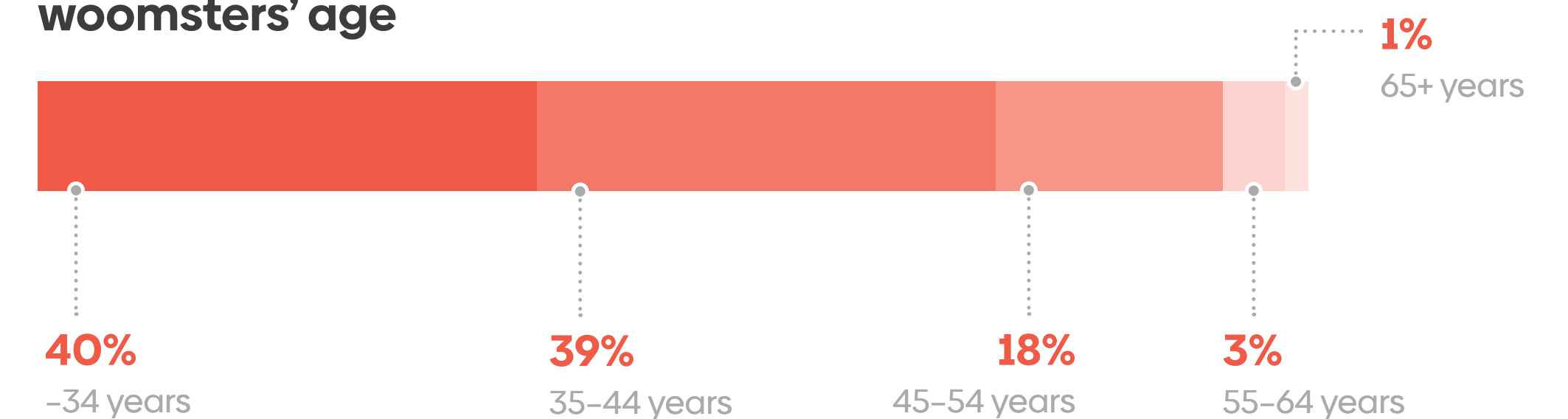


We are woomsters

We call ourselves woomsters! In 2024, our team included 214 employees: 179 in our office in Austria and 35 in our US office. Since 2021 our team has doubled, and it has tripled since 2020.

We are a diverse and balanced team, and our woomsters are originally from more than 22+ countries. Our average tenure is between 1 and 2 years. This is an expected outcome given the significant growth of our workforce.

woomsters' age



New woomsters 2024

76

We onboarded 76 woomsters in 2024.

Starting at woom

New hires at woom embark on a comprehensive onboarding program that spans their first month. Our onboarding program is designed to fully immerse new woomsters in our culture and operations, fostering a deep understanding of our organization. It goes beyond simple meet-and-greets by offering comprehensive sessions with every department across woom. These sessions, held both in-person and virtually, involve participation from various hierarchy levels, including our Management Team.

New hires will gain firsthand insights into the diverse functions of woom. This includes everything from exploring our innovation pipeline and understanding product development to the hands-on experience of building their own bike and assisting their fellow woomsters with commissioning in the warehouse. Through these interactive and informative sessions, new team members develop a holistic view of woom's operations and build strong connections across the company.





Continuous engagement and feedback

At woom, we believe our woomsters are our greatest asset. That is why understanding and responding to our woomsters' perspectives is paramount. We conduct a comprehensive annual employee engagement survey to gauge overall sentiment and key drivers of satisfaction. This is supplemented by smaller, targeted surveys on specific topics as needed.

Furthermore, our “always-on” survey allows for anonymous feedback submission at any time, ensuring a continuous channel for woomster input. Finally, during our quarterly “All woomster Meetings”, we provide transparent insights into the most important company topics and create dedicated opportunities for woomsters to ask questions directly to leadership, fostering a culture of openness and shared understanding.

Diversity, equity & inclusion

woom is committed to fostering an inclusive environment at work and beyond to make everyone feel welcome. We want to celebrate each individual and provide the resources needed for success, with strict adherence to merit-based hiring and zero tolerance for discriminatory behavior.

Gender

Our workforce includes a balanced representation of self-identified men and women, and one gender-fluid individual. Women hold 37% of leadership roles, and we are committed to increasing this by offering flexible work arrangements, parental leave for all parents, and supportive policies.

Culture and origin

With 214 employees from more than 22 countries, we embrace cultural diversity. English and German are used as working languages at our headquarters in Austria, supporting both local and international talent and fostering cross-cultural collaboration. We are also sponsoring visas for individuals outside of the EU.

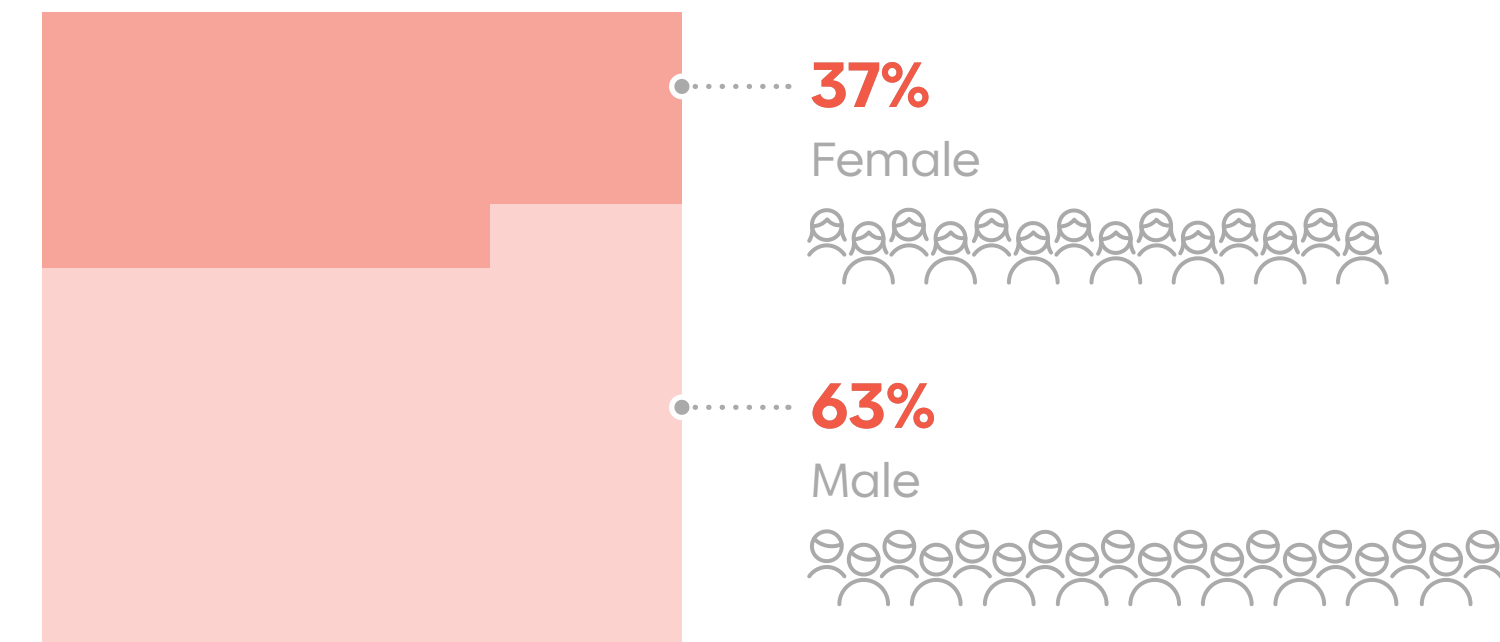
Age

Our team spans four generations, bringing together diverse experiences and perspectives that enhance our collective skills and knowledge.

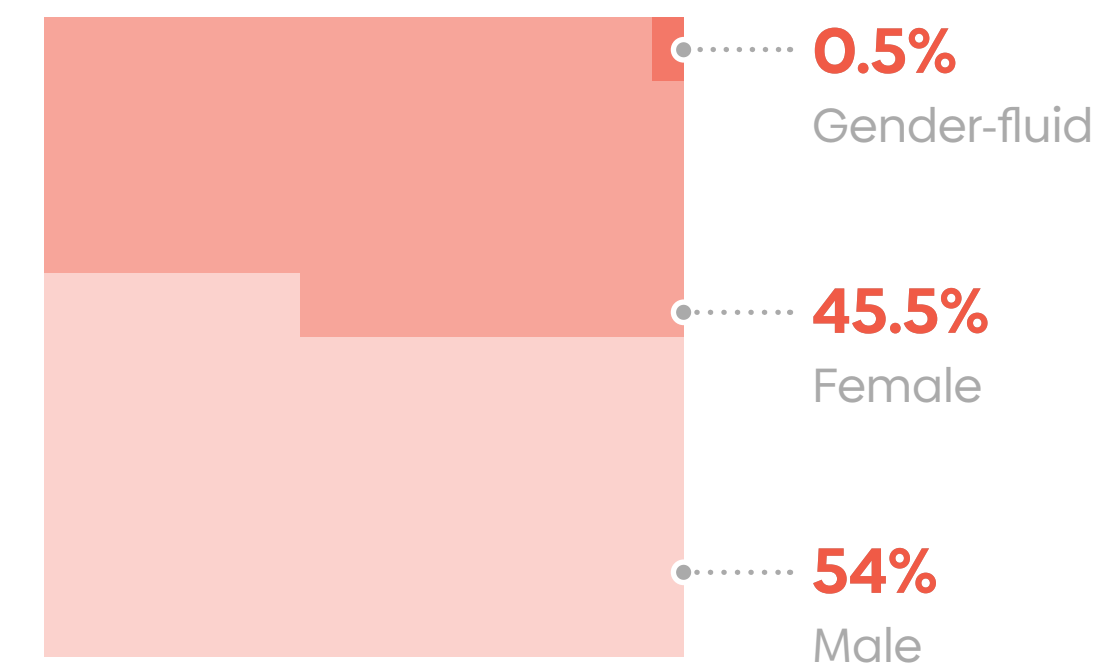
Sexual Orientation

We're deeply committed to fostering an inclusive environment for everyone at woom, actively supporting LGBTQIA+ inclusion year-round. While our dedication is continuous, during Pride Month, we create a special focus with a range of initiatives that include presentations from guest speakers. Our ongoing training programs are designed to raise awareness and cultivate a welcoming and supportive environment for all woomsters. Our training programs aim to raise awareness and foster a welcoming environment for all.

Gender representation in leadership roles



Self-identified gender distribution



Ongoing initiatives

Our DEI strategy is a work in progress, including efforts to implement unconscious bias training and further develop our inclusive practices. Launched last year, our Diversity Interest Group invites woomsters to quarterly meetings that foster diversity awareness and drive conversations about representation in the workplace. We are committed to continual improvement and creating an environment where everyone is respected, valued, and empowered to succeed.

Employee well-being

At woom, we believe that a thriving team is essential to creating exceptional products and a sustainable future. We prioritize the well-being of our woomsters by fostering a supportive and dynamic work environment.

We offer a flexible teleworking policy and flexible working hours, empowering our team to achieve a healthy work-life balance.

Our commitment to well-being also includes initiatives like yoga sessions to promote physical health and mindfulness. We provide access to psychologist office visits and consultations, ensuring mental well-being is supported. Our dog-friendly office culture adds joy and connection to daily life, fostering a more relaxed atmosphere. We also organize engaging events such as car-free days, where woomsters bike to work together, promoting sustainable commuting and team spirit.





Governance

woom objectives

Maintain robust governance and policies

Enhance management systems for product quality and safety assurance

woom and partners

Promote transparency throughout our supply chain

woom[®]

The woom leadership team

We believe that good decisions are not only based on facts but also on people with different professional backgrounds sharing their views and openly discussing the topics at hand. Therefore, the woom Management team comprises representatives from our six functional areas – three consumer-facing and three enabler divisions – all unified in their efforts toward our ambitious goals.

In October 2024, we welcomed our new CEO, Bernd Hake. His extensive expertise in scaling brands globally positions us to pursue a future of enhanced global reach, strategically aligned with our mission to inspire a passion for cycling in children worldwide.

Our Management Team also evolved to reflect our commitment to diversity and effective governance. The team now comprises five men and two women: CEO Bernd Hake, COO Johannes Kissinger, VP of Brand Nicole Lunzer, VP of Innovation Chris Small, VP of Finance Patrick Orlet, VP of Sales Matthew Dean, and Managing Director April Obersteller, who leads our American market.

The Management Team is regularly supported by the extended leadership team, which includes our key people and function leaders, about a quarter of whom are women, ensuring a wide range of perspectives in decision-making. Notably, in 2024, we held two Advisory Board meetings in which ESG topics were discussed, further emphasizing our commitment to these critical areas.



Johannes Kissinger
COO



Bernd Hake
CEO



April Obersteller
Managing Director NA



Chris Small
VP of Innovation



Nicole Lunzer
VP of Brand



Matthew Dean
VP of Sales



Patrick Orlet
VP of Finance

The ESG task force

To drive our ESG initiatives across woom, we have established a dedicated ESG task force. Led by our COO, this cross-functional team brings together expertise from a wide range of perspectives, including supply chain, engineering, finance, and legal, ensuring that sustainability is integrated into all facets of our operations. The task force meets monthly to coordinate efforts, track progress, and to ensure that our ESG light is always on.



Christian Petermann
Quality Control



Azra Smajis
Quality Control



Juliane King
Product Marketing Management



Claudia Marini
Accounting & Tax



Christian Schandl
Engineering



Kristin Komatz
Legal



Johannes Kisslinger
COO



Mai Nong
ESG



Melanie Kern
ESG, Strategy



Alexandra Veigl-Steingruber
Employee Experience



Andrea Moya Parra
Strategic Procurement & Sourcing



Committing to product safety and compliance

Designing safe products

We prioritize safety in our product design to prevent injuries from foreseeable dangers. At woom, our process involves identifying customer needs, understanding consumer behavior, and minimizing injury risks in product development.

Our cycling products feature advanced safety measures for maximum protection, such as wide, reflective tires, large platform pedals, impact protection on the handlebars, and a closed chain guard on our smaller single-speed models. Additionally, our bikes are lighter than standard children's bikes, making them easier to handle and ride.

In 2023, we managed the voluntary recall of our woom ORIGINAL model sold from 2018 to 2021 in order to ensure the safety of the kids riding on them. We quickly identified the cause of the problem, found a practical solution, shared it with our customers across all channels of communication, and provided them with the items and tools necessary to address the problem.

Legal compliance, requirements, and standards

We are committed to ensuring that our products comply with all relevant regulations and standards. Our Product Testing and Compliance team (PTC) continuously monitors international regulations and industry standards to maintain compliance. We have established a “woom test standard” that outlines the necessary mechanical and chemical tests for our products, and we require our suppliers to comply with safety regulations as part of our contractual agreements. Additionally, we have implemented a standard operating procedure for some component suppliers to ensure accurate and consistent mechanical testing.

95%

95% of our suppliers are registered on sustainabill.

sustainabill — bringing transparency to our supply chain

One of our achievements is embracing technology to elevate our collaboration on sustainability across our value chain. In 2023, we rolled out the platform sustainabill. 95% of our suppliers are registered on sustainabill and have benefited from the detailed assessments that help in identifying action areas.

To gain insights into our suppliers' sustainability efforts and opportunities for collaboration, we conducted a survey of our tier 1 and 2 partners in Asia and Europe in 2024. The responses revealed that many respondent

suppliers are actively tracking emissions and energy consumption, have established sustainability policies, and are investing in renewable energy. The results also shed light on their current progress with minimizing environmental impact through packaging material sourcing and design adaptations. Notably, most respondents expressed a strong interest in collaborating with woom on sustainability initiatives, particularly regarding implementing eco-friendly packaging and recycled plastic in bike components, saddles, pedals, and grips.





We want parents to feel confident that when they choose woom, they are supporting a company that cares about the people who make their products.

Responsible relationships with our suppliers, retail, and distribution partners constitute one of the most important foundations of our sustainability efforts. We are committed to fair working conditions, reasonable working hours, safe workplaces, and fair wages. These are also some of the factors we consider in new supplier selection.

Our Global Supplier and Retail & Distribution Partner Code of Conduct is a binding element of every contractual relationship with our value chain partners. It is based on internationally recognized standards, including the Universal Declaration of Human Rights and the conventions of the International Labor Organization (ILO). This Code includes requirements that must be observed by each of our suppliers, retailers, and distribution partners. 100% of all our suppliers have signed it, and it is a mandatory step in our supplier selection process.

Ensuring fair labor practices throughout our value chain

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woom Global Supplier and Retail & Distribution Partner Code of Conduct

| | | |
|--|---|--|
| Compliance with laws is ensured | Minimum wages are paid | Corruption and bribery are not tolerated |
| Employment is freely chosen | Working hours are respected | Environmental protection is implemented |
| Child labor is not accepted | Harassment and abuse shall not be tolerated | Fair competition is respected |
| No harsh or inhuman treatment is allowed | Working conditions are safe and hygienic | Accurate records are kept |
| Regular employment is provided | Confidential and proprietary information is protected | Freedom of association and right to collective bargaining is granted |





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