

A photograph of two children riding bicycles on a grassy path through a dense forest. The child on the left is wearing an orange shirt and a black helmet, while the child on the right is wearing a yellow shirt and an orange helmet. They are both smiling and looking towards the right. The background is filled with lush green trees and foliage, with sunlight filtering through the leaves. The text 'Sustainability Report 2023' is overlaid in the center in a large, white, sans-serif font.

# Sustainability Report 2023





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# Message from the CEO & COO

Dear readers,

Last year we published our sustainability report for the first time in woom history. This year, we continue our journey towards transparency to give the world a better glimpse at woom's impact and where we are going. 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 in 2022, these are some major milestones that we achieved in 2023:

We can proudly announce that we have reached our SBTi-verified Scope 1 & Scope 2 reduction targets early. We have increased the data quality of our emission footprint calculations tremendously, and have made big steps toward increased accuracy.



95% of our suppliers have registered at our sustainable supply chain platform sustainabill & 100% have signed our code of conduct.

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.

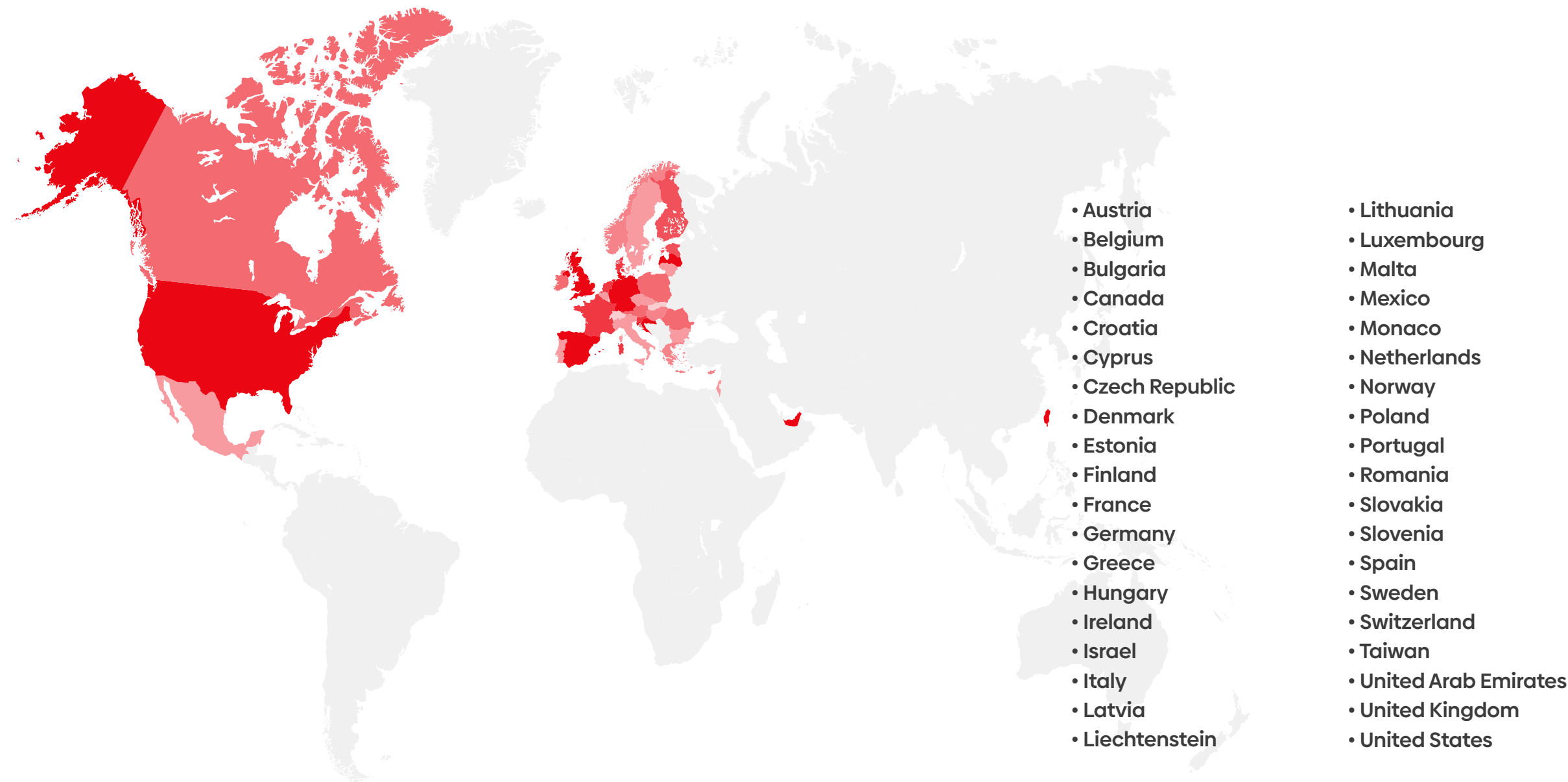
Nonetheless, woom still has a ways to go. Our sustainability strategy for 2030 focuses on key aspects within our own operations and beyond, guiding us to make the leap together with our partners.

We are excited for the road ahead.

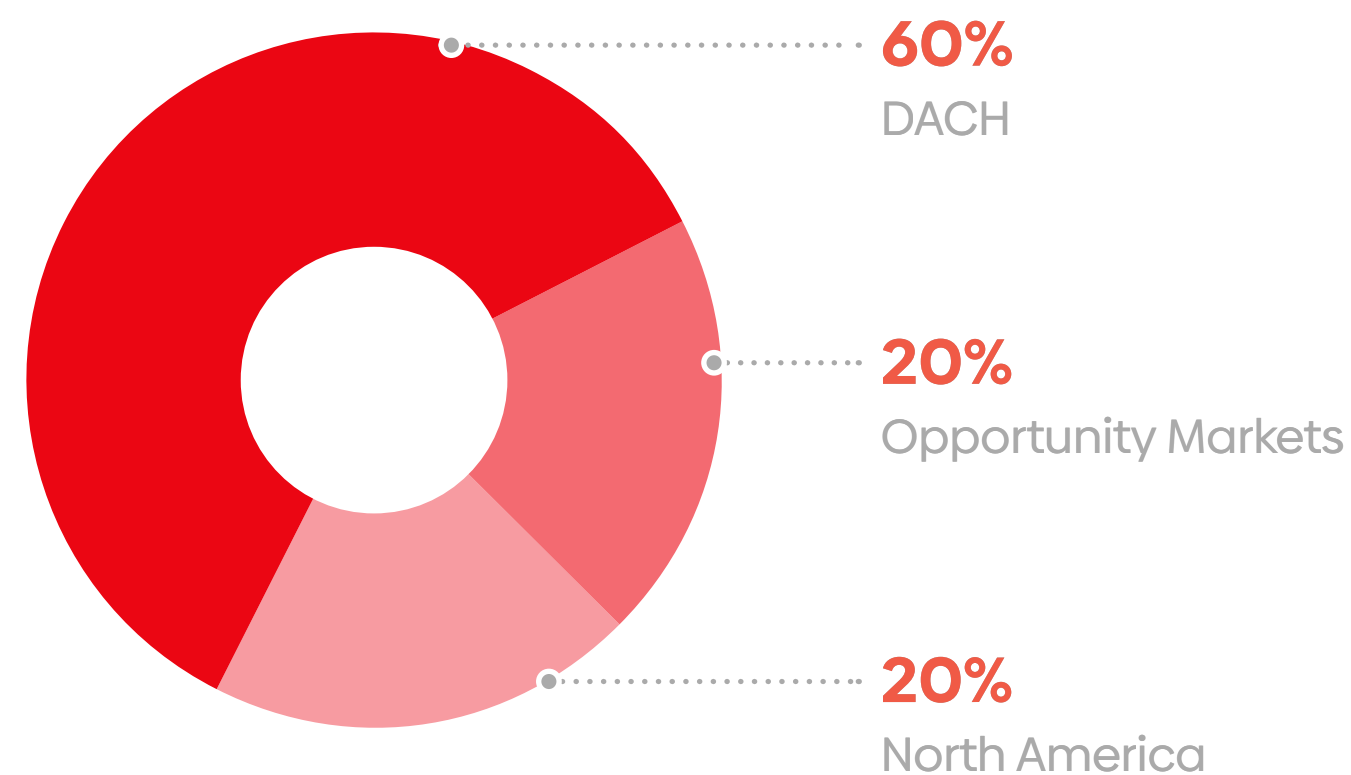
Best, **Paul & Johannes**



## Countries with woom customers



## Sales revenue share by location



## Who we are

We are an international manufacturer of bikes for children and teenagers. In February 2024 we moved our global headquarters from the Lower Austrian town of Klosterneuburg to the Austrian capital Vienna. Our American office and warehouse facilities are located in Austin, Texas.

Our company was founded in 2013 by two fathers, Christian Bezdeka and Marcus Ihlenfeld, who were dissatisfied with the absence of high-quality and child-specific bikes available in the market. Determined to provide the perfect bike for their children, they took matters into their own hands and designed their own bike in a garage in Vienna.

Our company's success was founded on the popularity of the first woom bike model, which appealed to 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. Our business has enjoyed annual growth every year since foundation, propelling Christian and Marcus's start-up to a company with an international workforce of more than 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 of our business model, which involves global operations with local sales to meet the unique needs and expectations of our customers.

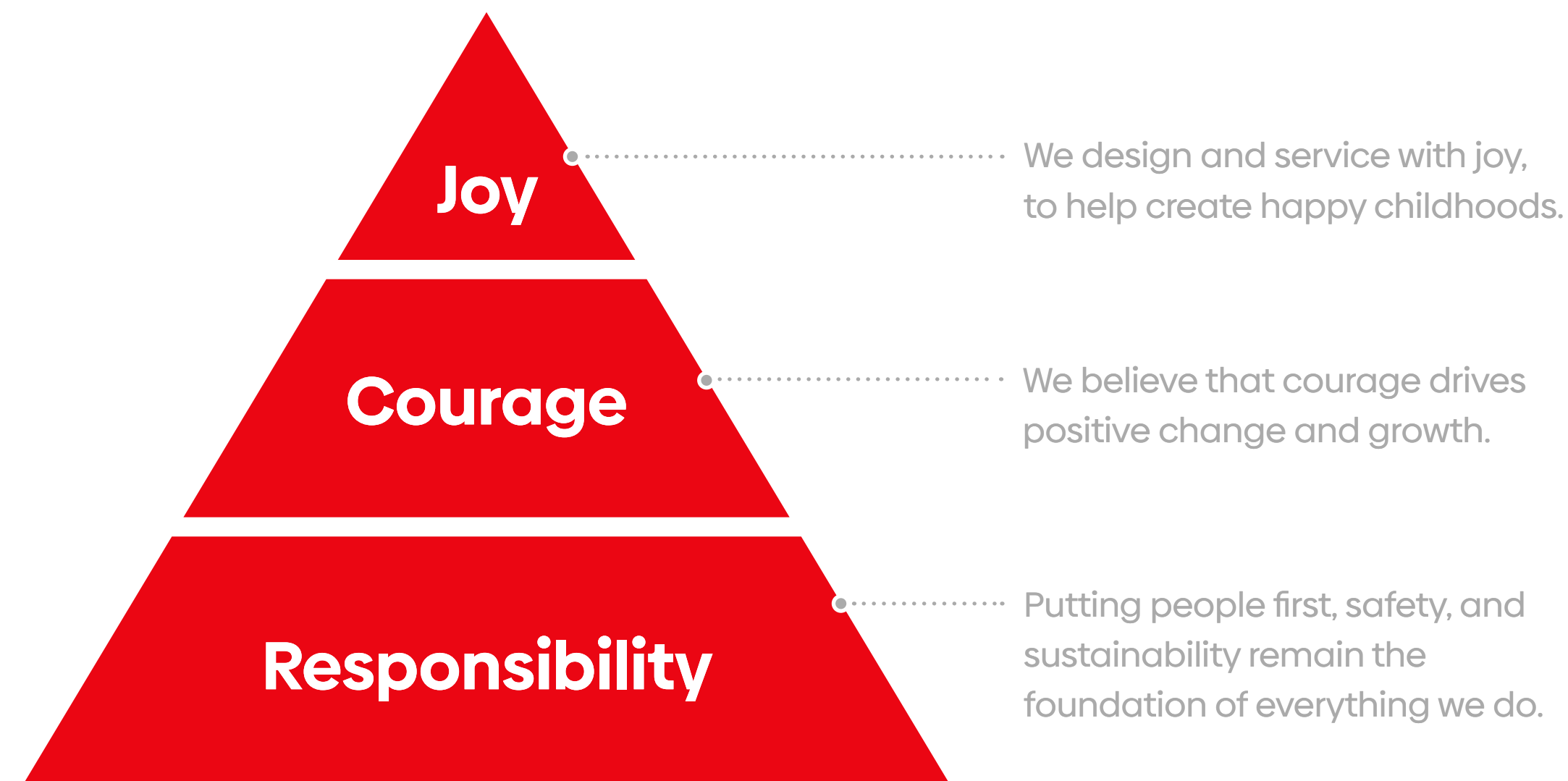
We strive to offer outstanding service and support to our customers, and our products are available for purchase both in brick-and-mortar stores and online retailers across 40+ countries globally.



# Our identity

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

Vision



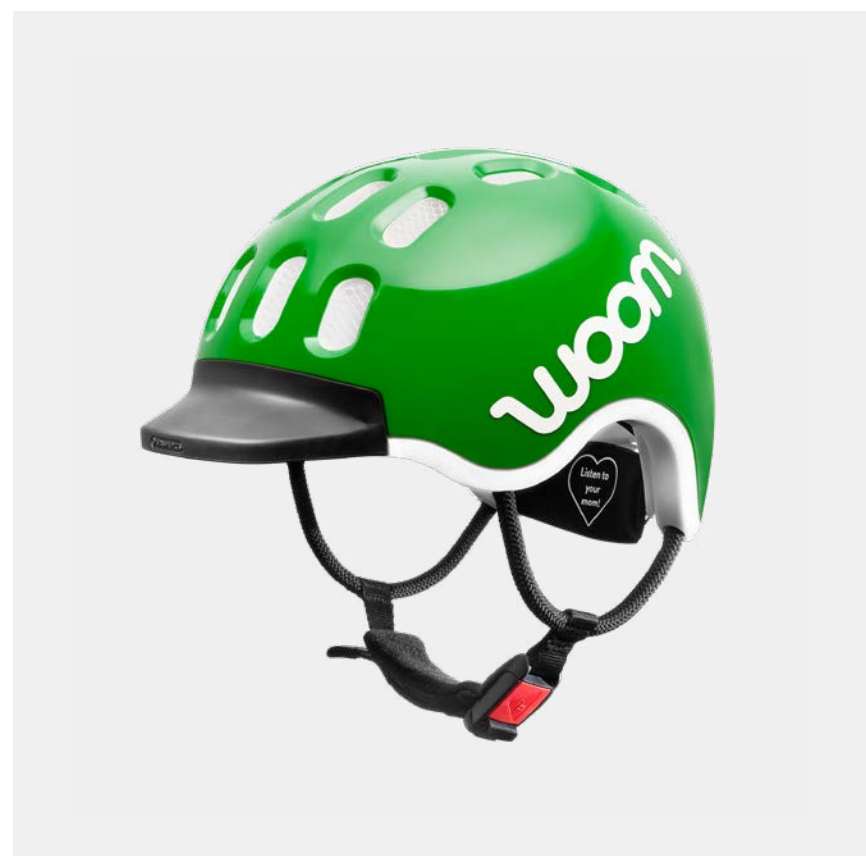
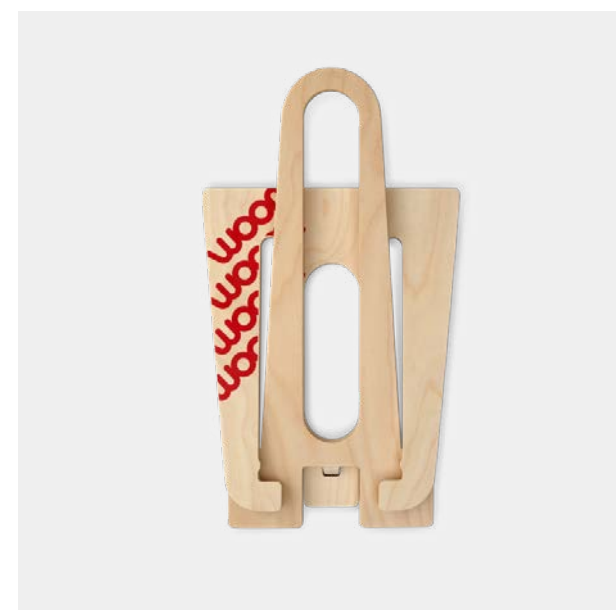
Values

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

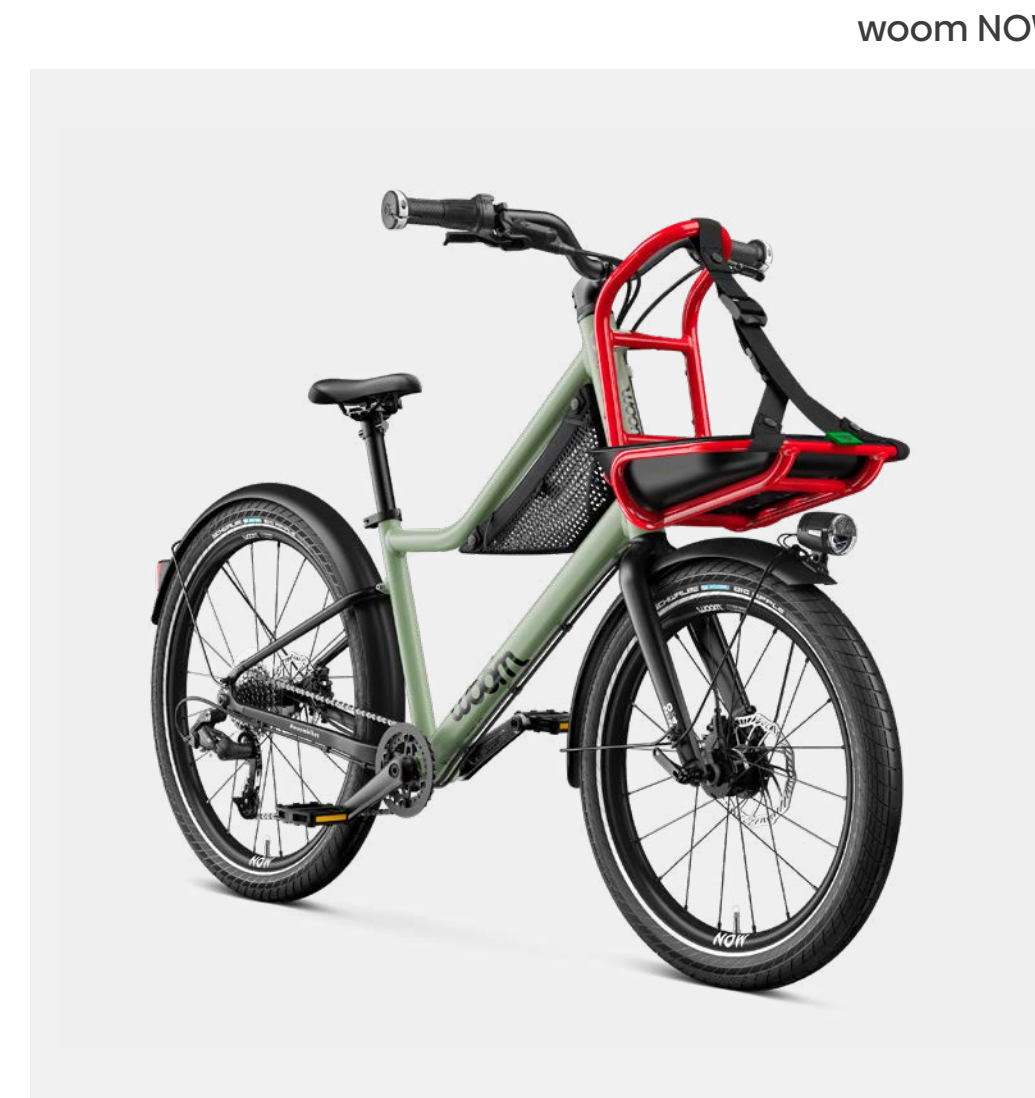
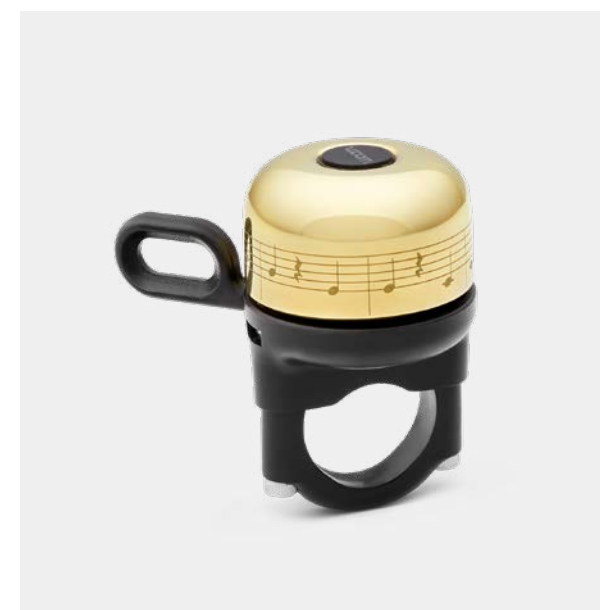
**... and make the  
world a bit better  
along the way.**

Why





woom UP



woom NOW

## Our products

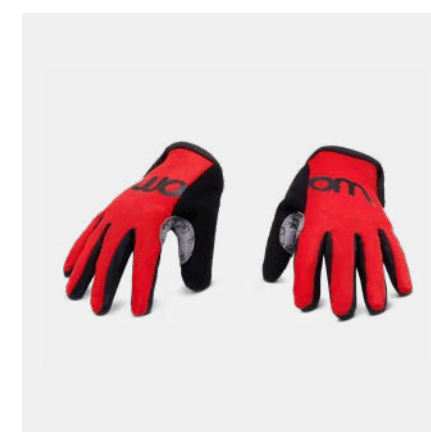
woom bikes are superlight weight and crafted with purposeful engineering to suit the unique needs of kids. This vision led to the creation of our sophisticated sizing system for kids as young as 18 months to teenagers aged 14 years. It also led to our straightforward and easily-recognizable bike designs,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

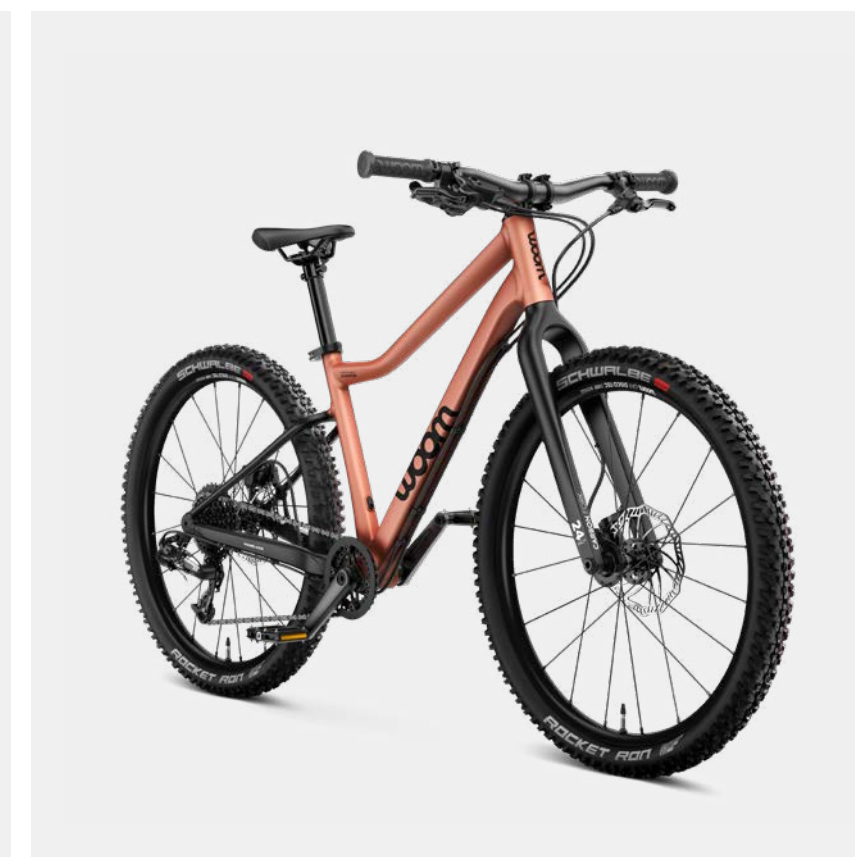
Over the years, we've augmented our all-rounder woom ORIGINAL collection with two mountain bikes: the woom OFF with a carbon fork, and the woom OFF AIR with a suspension fork.

We have also developed an electric mountain bike — the woom UP — and an urban lifestyle bike — the woom NOW. We create each new bike with the same dogged focus on child-specific, ingenious designs.

We also offer a range of well-considered accessories, bike equipment, and spare parts. Our upCYCLING program allows for a seamless, expedient, and cost-effective exchange of a current woom bike for the next size up.



woom ORIGINAL

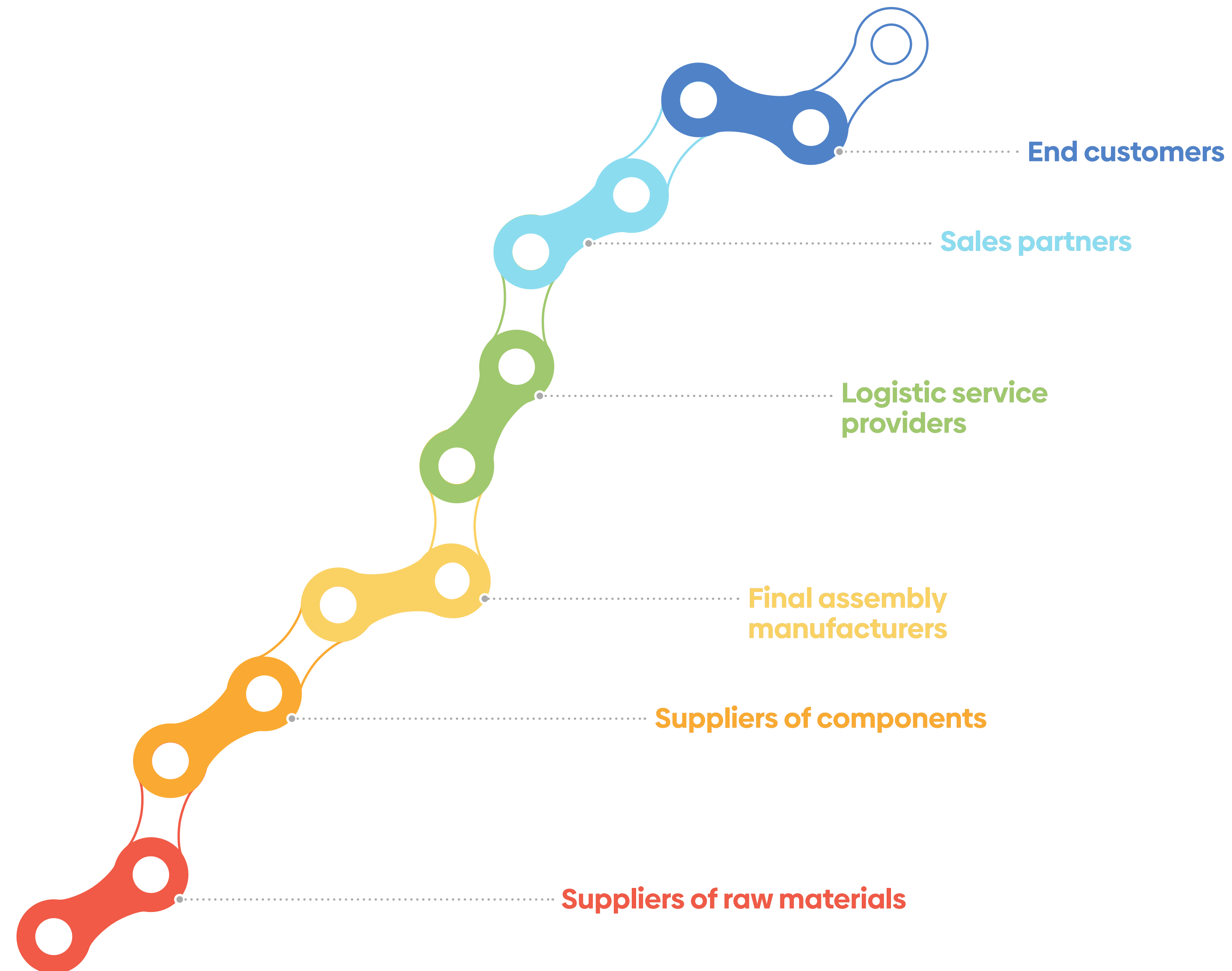


woom OFF



# 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 the society and environment.

In 2022 alone, we won seven prestigious awards. And in 2023, we successfully continued on this path and received several awards for the design of our products as well as for woom as a brand.

For the new generation of our woom OFF and woom OFF AIR mountain bikes, we received three renowned design awards: the 2023 German Innovation Award, the 2023 Red Dot Product Design Award, and the 2023 Big See Award. For the woom ORIGINAL AUTOMAGIC, we were awarded with the 2023 Design & Innovation Award and the 2023 TAIPEI CYCLE d&i Award.

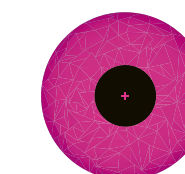
Additionally, woom was recognized as a strong brand with international appeal, receiving the 2023 German Brand Award, the 2023 Red Dot Award for Brands & Communication Design and the 2023 Stevie Award.



red*dot* winner 2023  
bicycle design



red*dot* winner 2023  
children's bike brand



**BIG SEE**  
Product Design  
Award 2023  
Winner







# Sustainability strategy

Last year, we unveiled our bold ambition in the form of 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.

Because of that, we set our 2030 objectives consciously to reflect the areas we as a company want to grow the most and can have critical impact. These objectives guide our woomsters – our employees – every day, so we can make one small step at a time towards 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	Social	Governance
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





Sustainability materiality matrix



Our starting point: sustainability materiality assessment

A **sustainability materiality assessment** is a process by which a company determines the topics that matter most in terms of its impact on society and the environment and which substantially affect the decisions of stakeholders.

In 2022, we conducted our first sustainability materiality assessment with the help of a third-party expert. Our goal was to understand which sustainability topics are most important for our long-term success. Our materiality matrix illustrates the key sustainability topics related to our brand.

These topics were assessed based on industry-driven SASB (Sustainability Accounting Standards Board) standards, industry norms,

and peer best practices, as well as internal and external stakeholder surveys – and have guided us in developing our sustainability strategy pillars.

In 2024, we will progress onto the next level with a double materiality analysis, in order to comply with EU-wide CSRD regulations that will come into effect throughout the next years.





# 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.



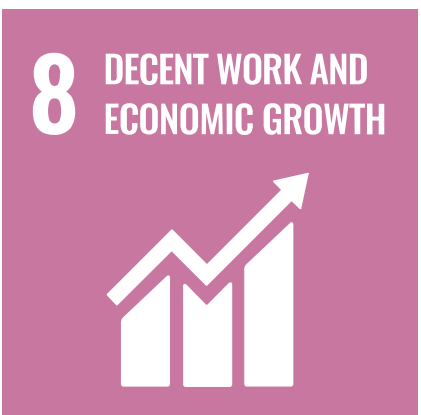
Designing our products with safe and sustainable urban environments in mind.



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 and warehouses in Austria and 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

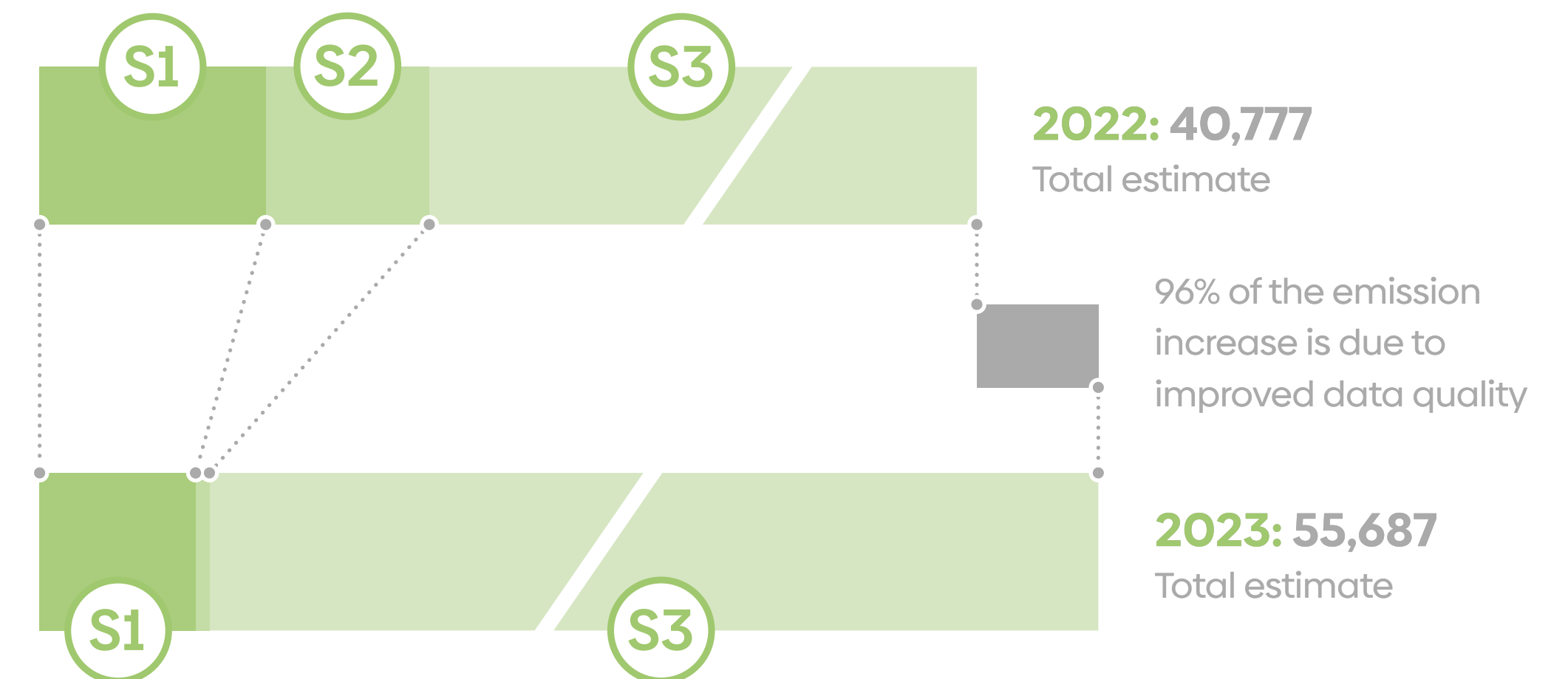
S3

## 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 2022 to 2023

in tCO<sub>2</sub>eq



Scope 1 emissions have decreased by 20 tCO<sub>2</sub>eq, Scope 2 emissions by 43 tCO<sub>2</sub>eq. Scope 3 emissions have increased compared to 2022 due to more accurate data assessment.





## Our progress on Scope 1 and 2 emissions

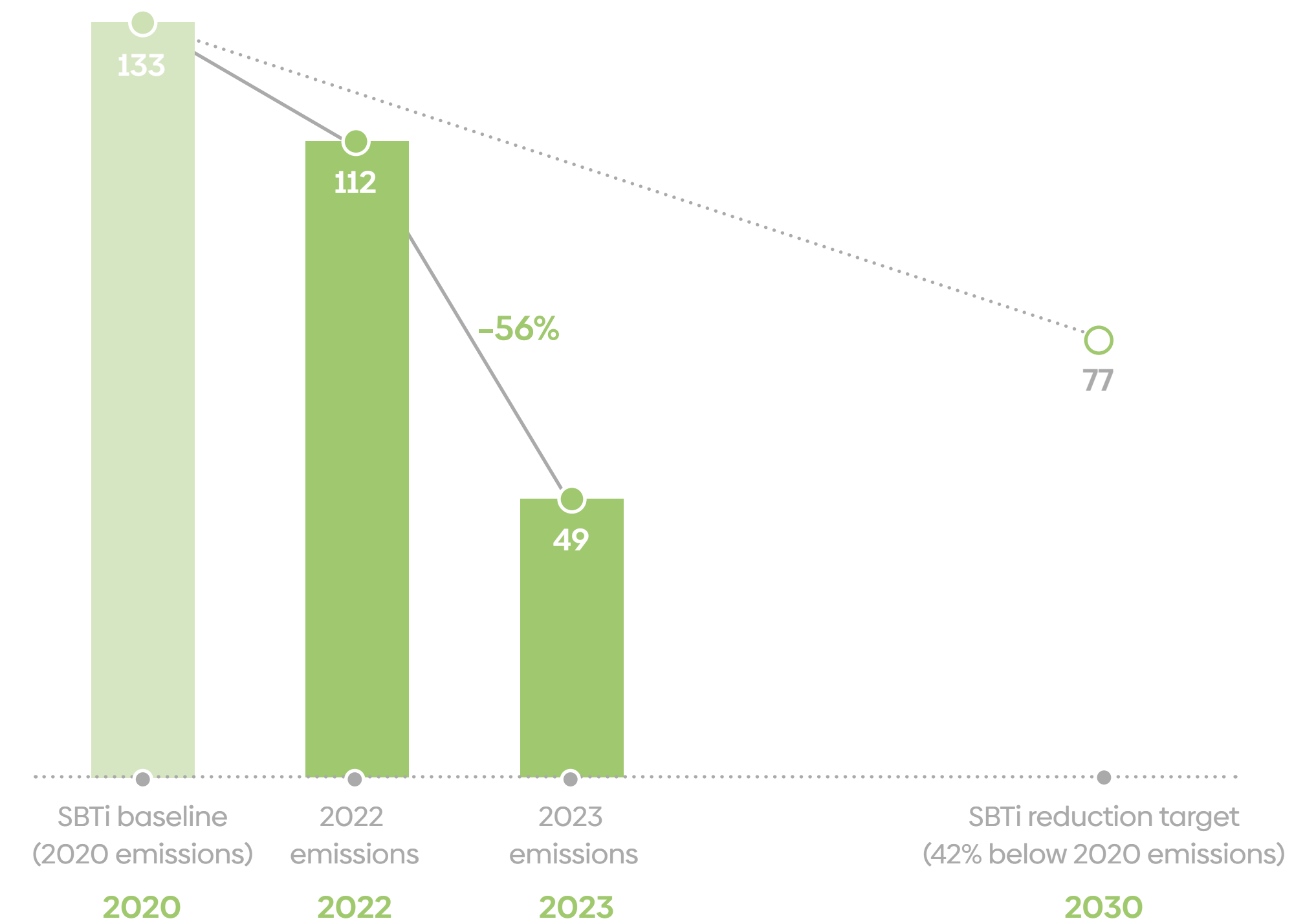
At woom, we are deeply committed to reducing our environmental footprint, particularly our Scope 1 and Scope 2 emissions. Scope 1 emissions result from the burning of fuel in our company vehicles and the use of gas to heat our offices and warehouses in Klosterneuburg, Austria, and Austin, Texas. Scope 2 emissions stem from the energy generation used to power these facilities.

In 2023, we achieved a significant milestone by decreasing our combined Scope 1 and Scope 2 emissions by 56% compared to 2022, bringing our total to 49 tCO<sub>2</sub>e. This remarkable reduction allowed us to fulfill our Science-Based Targets initiative (SBTi) reduction goal for 2030 seven years ahead of schedule.

Looking ahead, as we move into a new office in 2024, our priority is to maintain these low emission levels and strive for even greater reductions. 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. For more detailed information on our Scope 3 efforts and future plans, please refer to the next page.

### Emission reduction pathway to 2030







# 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.

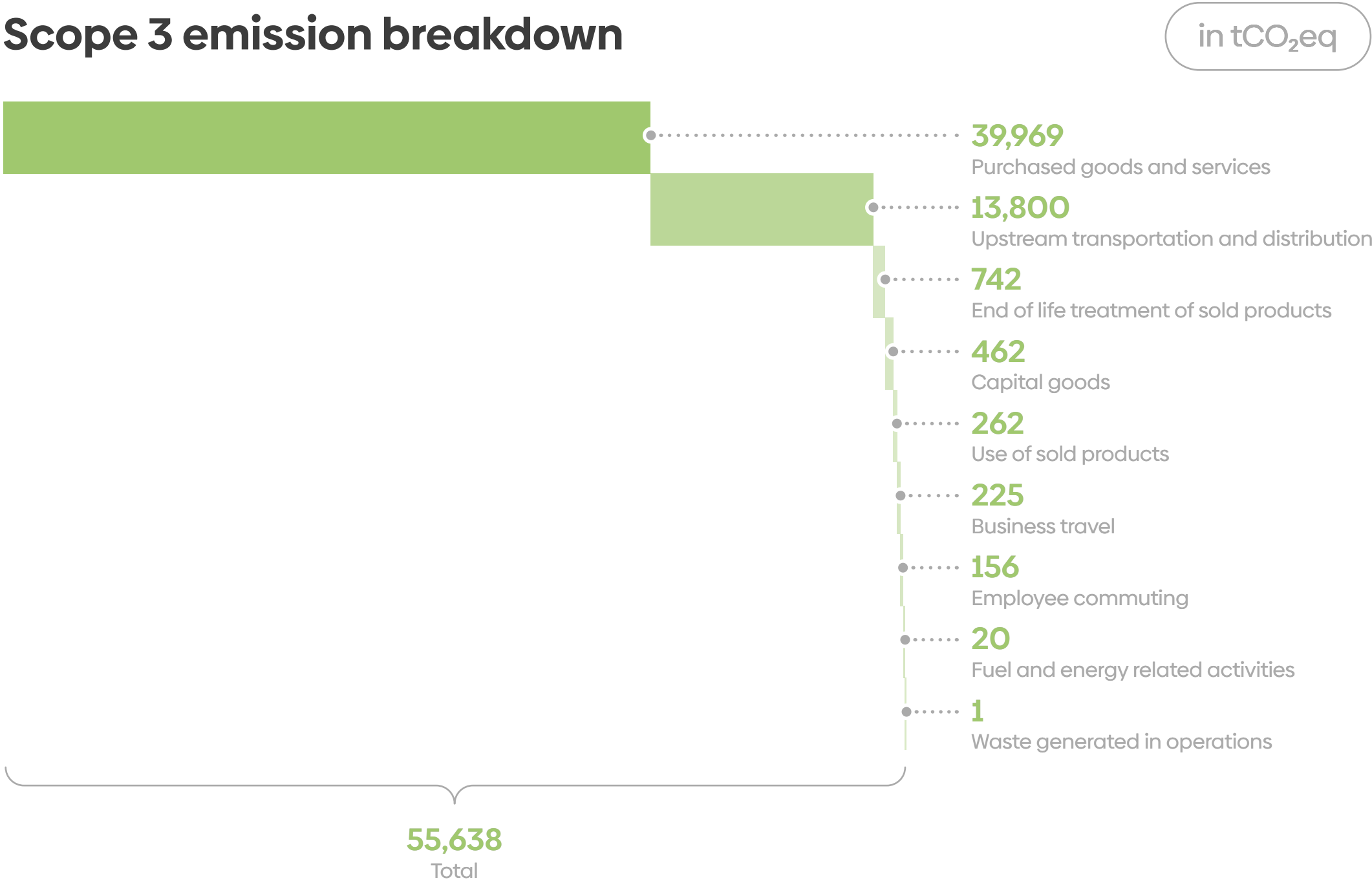
In 2023, our Scope 3 emissions increased by 34%. While an increase in emissions is not ideal, this rise reflects our hard work in improving data quality and transparency: We have made significant strides in understanding our supply chain, particularly concerning our most important raw material, aluminum. Through detailed emission reports from our EU logistics partners and assessments on our sustainability platform, sustainabill, we have gained a much clearer picture of our own and our partners' environ-

mental impact. These data improvements account for 96% of the rise in our Scope 3 emissions.

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.

Despite the increase in our Scope 3 emissions, we can be proud of the progress we have made in shedding light on our supply chain's environmental impact. This enhanced transparency is a crucial step towards more effective emission reduction strategies. As a company committed to growth, we acknowledge the challenges of reducing emissions but remain determined to tackle them head-on.

## Scope 3 emission breakdown





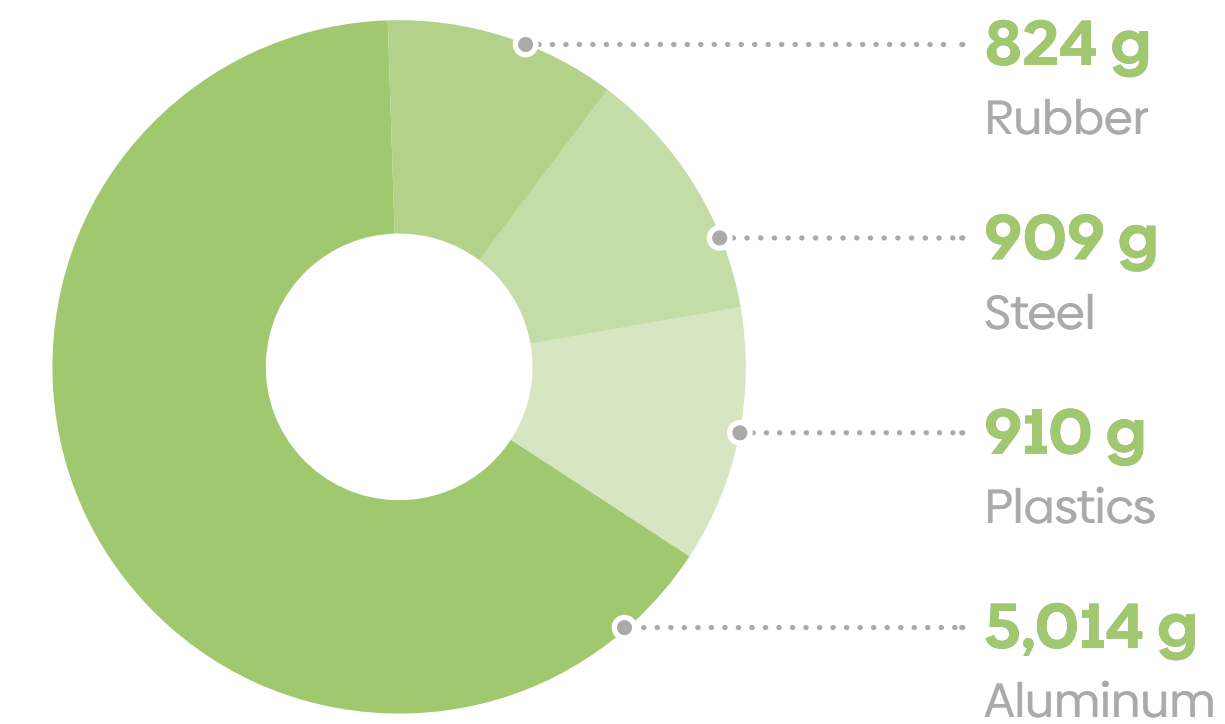
Aluminum is a major component of our bikes, making up more than half of the total weight. It is used in critical parts such as the fork, frame, handlebar, stem, cranks, shifting system, cassette, seatpost, brakes, rims, and hubs. While aluminum offers numerous benefits, including a high strength-to-weight ratio, corrosion resistance, and durability, its production is energy-intensive and contributes significantly to greenhouse gas emissions.

Production comes with significant environmental challenges, not just for the bicycle industry. Raabe et. al. 2022 indicate that aluminum production (across all industries,

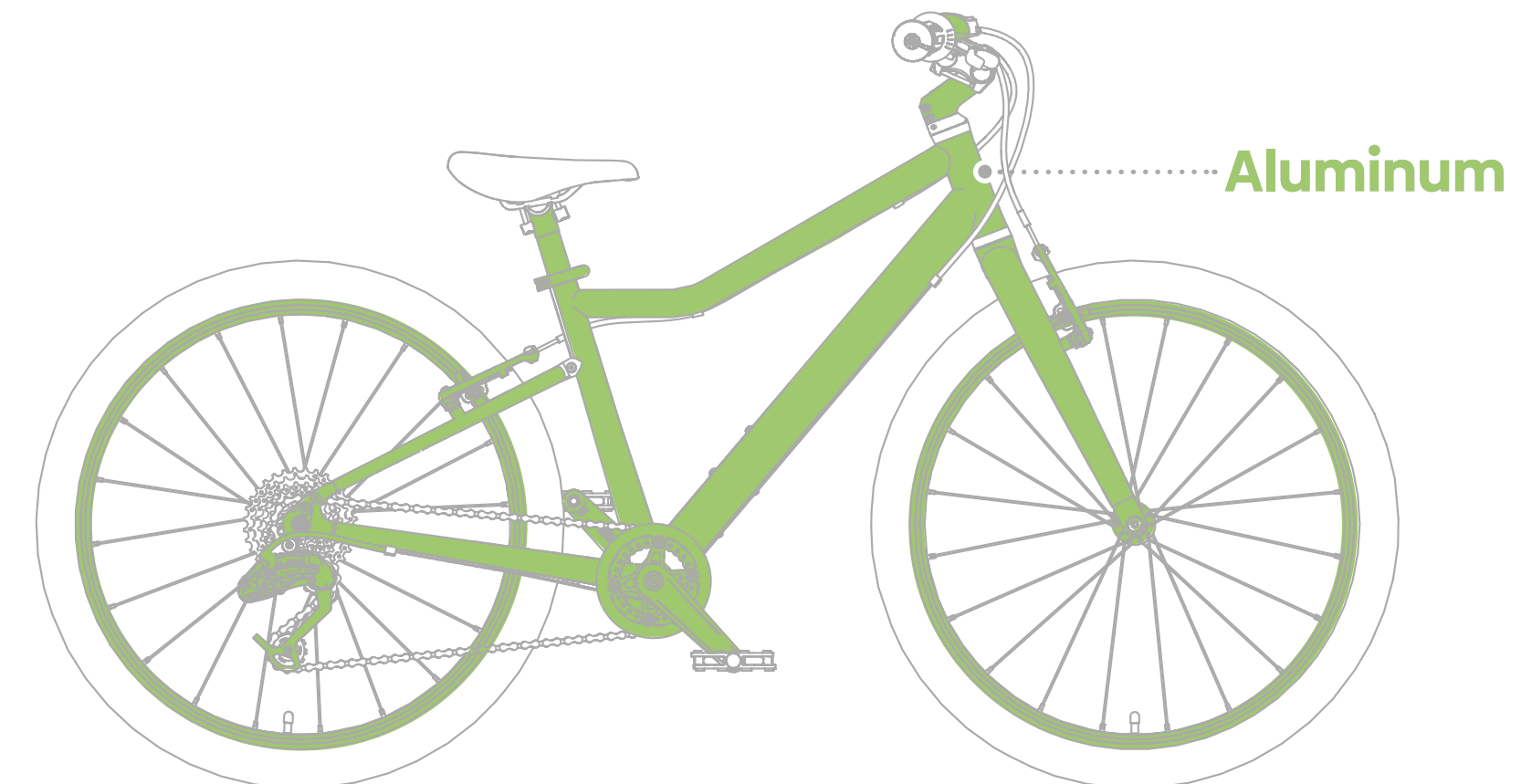
not just the bicycle industry) accounts for roughly 3% of global greenhouse gas (GHG) emissions. A substantial portion of these emissions is due to the fact that about two-thirds of the electricity used in the electrolysis process, a critical step in aluminum production, is generated from fossil fuels.

According to our GHG emission analysis, approximately 40% of woom's Scope 3 emissions can be attributed to aluminum. This makes aluminum a major focus area for our sustainability efforts — for us as well as for the global bicycle industry that heavily relies on aluminum for state-of-the-art products.

## Raw materials in woom ORIGINAL 4



## Bike components made of aluminum





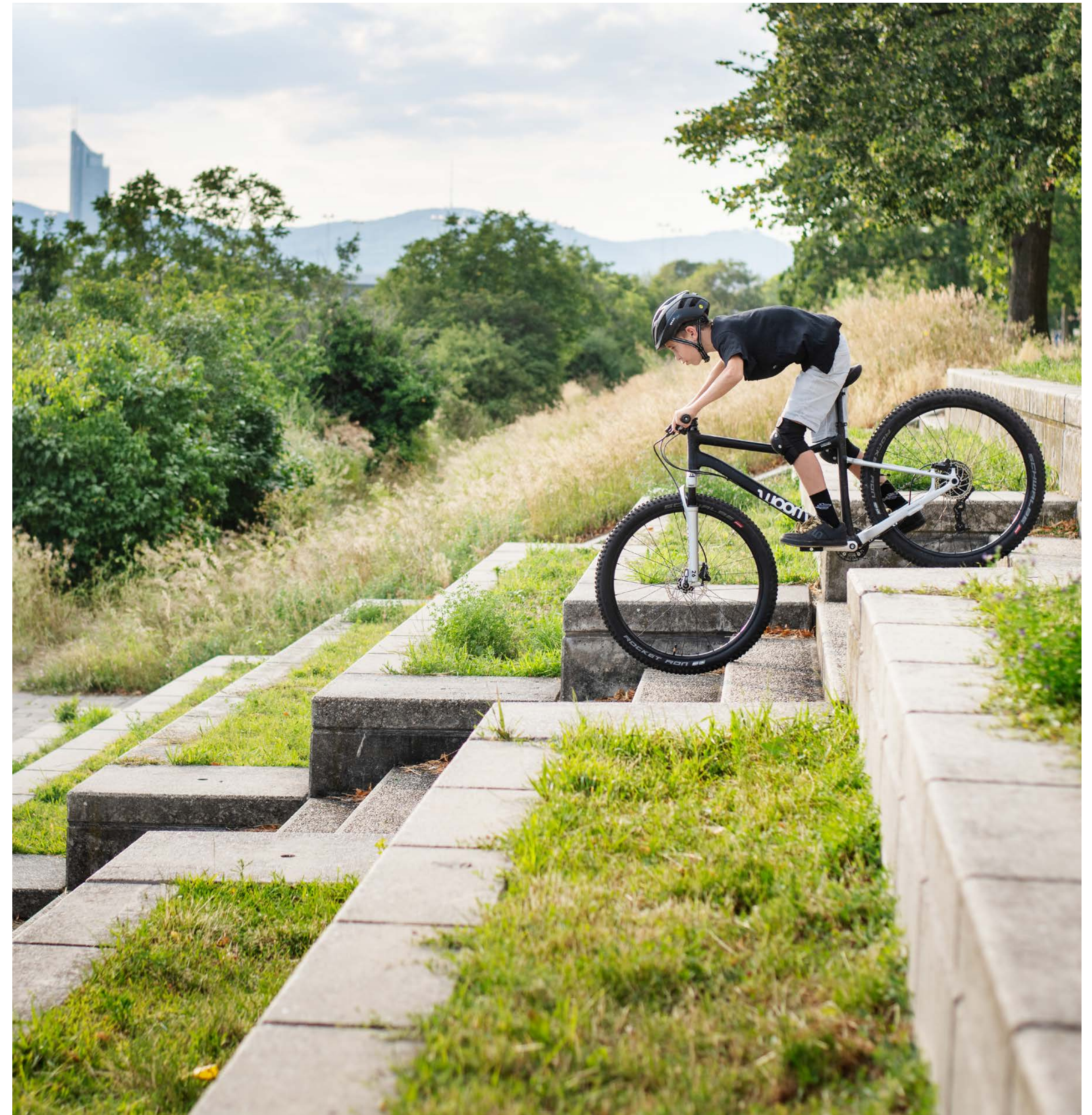
# Reducing our emissions

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.

Next to our strategic objectives, we have set targets. These are approved by the Science Based Targets initiative (SBTi) and are aligned with the UN Paris Agreement to limit global warming to 1.5°C. Our overall long-term goal is to create a great product without harming the planet. Here's some of our progress.

## Scope 1 and Scope 2 emissions

- Achieved a 56% reduction in Scope 1 and Scope 2 emissions in 2023 compared to 2022, fulfilling our SBTi reduction target for 2030, seven years ahead of schedule.
- Transitioned to renewable energy sources for all woom facilities, significantly cutting down our emissions from energy use.
- Introduced a green car lease policy mandating the leasing of only electric company vehicles, with plans to transition entirely to electric vehicles by 2027.
- Introduced the sustainability policy, where we outline green practices in our day-to-day business conduct to ensure we'll stay on track.
- Continued on with our Upcycling program, where we refurbish used bikes to good-as-new and rolled out used bike warehouse sales across both our offices in the EU & US. Every pre-loved product is one step towards lower global emissions.







## Scope 3 emissions

- Improved data quality and transparency overall.
- Enhanced our understanding of the environmental impact of aluminum, which accounts for approximately 40% of our Scope 3 emissions and 56% of per-bicycle emissions.
- Recognized transportation as a significant contributor, and acquired detailed emission reports from EU logistics partners.
- Encouraged our suppliers to perform sustainability assessments on our platform of choice, sustainabill, providing deeper insights into our supply chain – where 95% of our suppliers have now registered.
- 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.



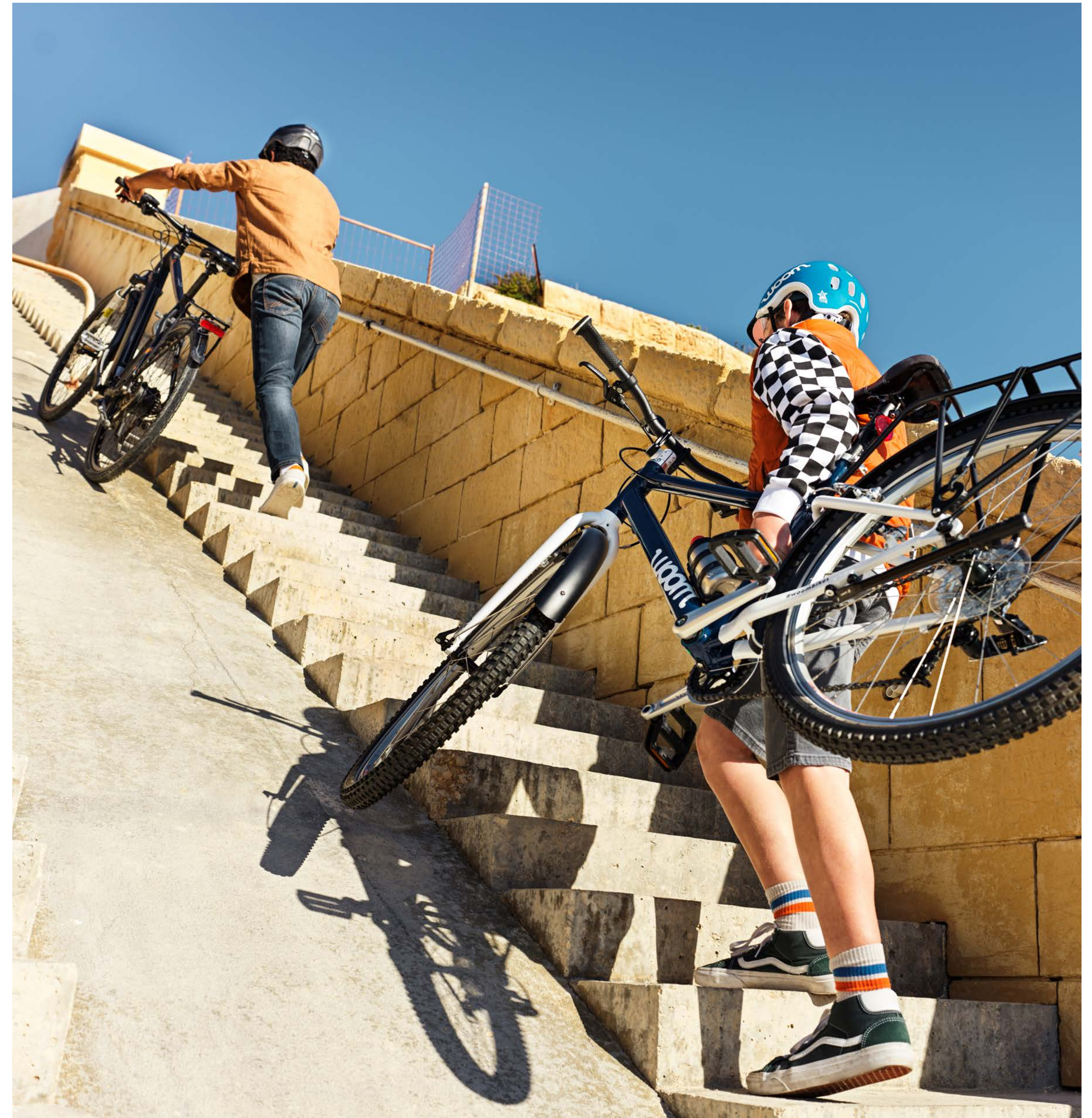
## Fostering the joy of cycling

We have implemented various measures to facilitate cycling as a preferred mode of transportation for our employees. These include parking spaces for bicycles, both inside and outside the office building, as well as shower facilities and checkrooms for cyclists to freshen up upon arrival. We also offer a bike maintenance and repair self-service space to ensure the bikes are in optimal condition.

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

## Embracing public transport

All employees in Austria receive a bonus on public transport including the Austrian Climate Ticket, which grants unlimited access to public transportation across the entire country for a year.







## Our commitments

At woom, we know that commitments are just one lever to visualize 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 action to reduce it. These commitments demonstrate our dedication to the UN's climate objectives and aim to inspire other companies in the industry.

One of our biggest commitments towards the Science-Based Targets initiative (SBTi), was reducing our Scope 1 & Scope 2 emissions – a feat we have achieved 7 years early. Through leading by example, we strive to encourage kids and parents alike.







# 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<sup>®</sup>

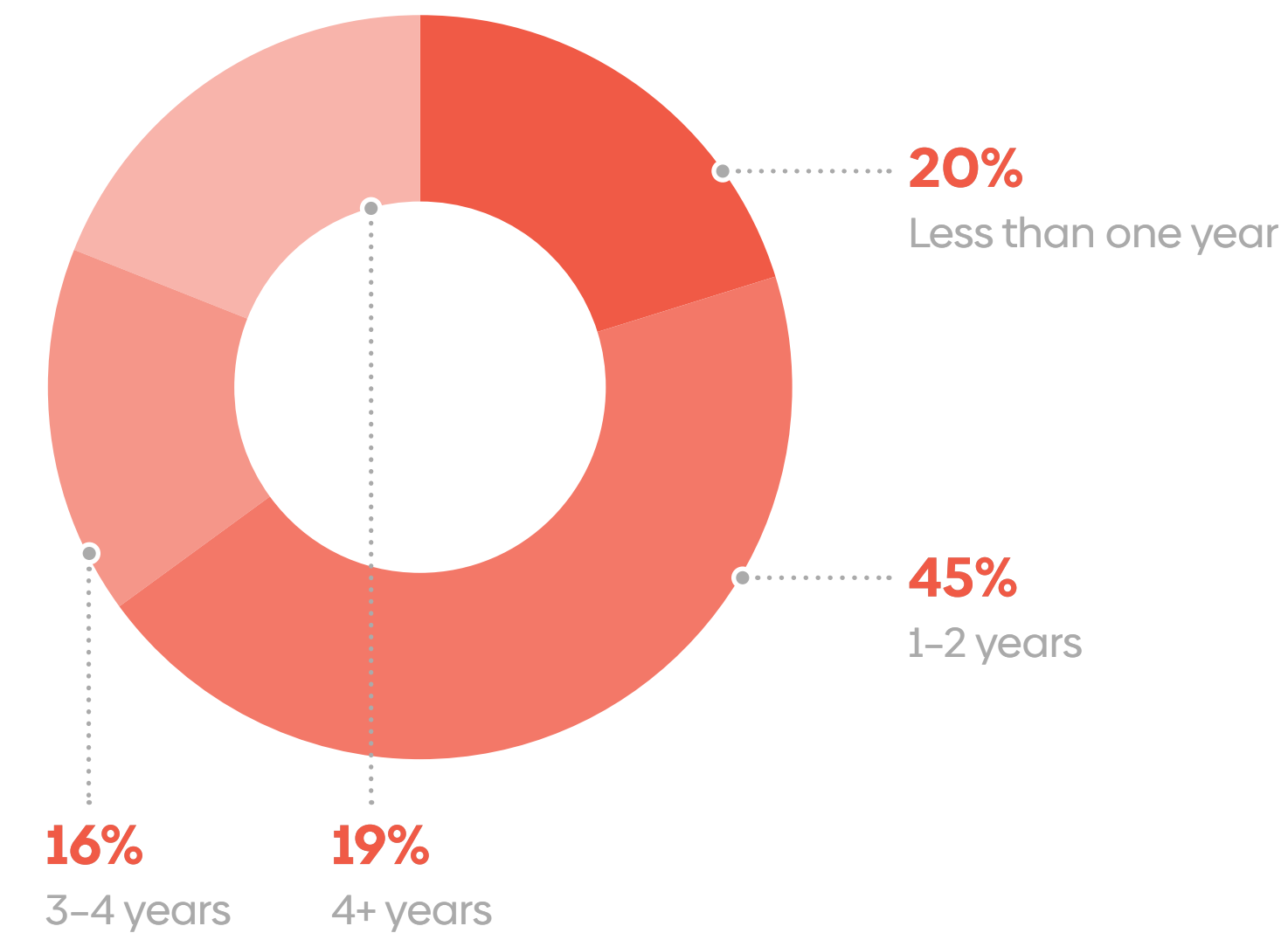


# We are woomsters

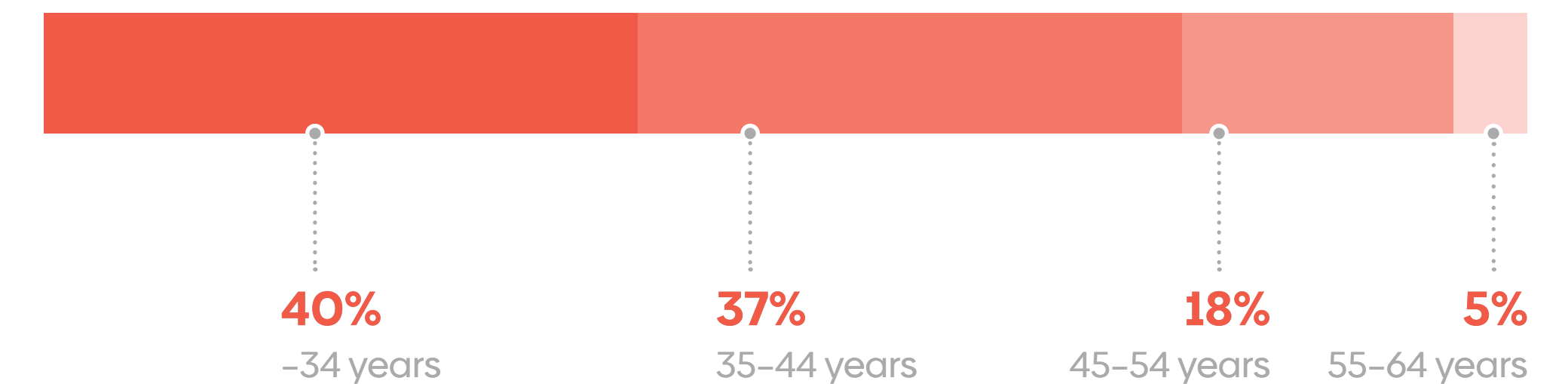
We call ourselves woomsters! In 2023, our team included 217 employees: 179 in our office in Austria and 38 in our US office. Since 2021 our team has doubled and tripled since 2020. In 2023, we were focused on digesting this massive growth and stabilizing the organization.

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' tenure



## woomsters' age





## New woomsters 2023

# 51

We onboarded 51 woomsters in 2023.

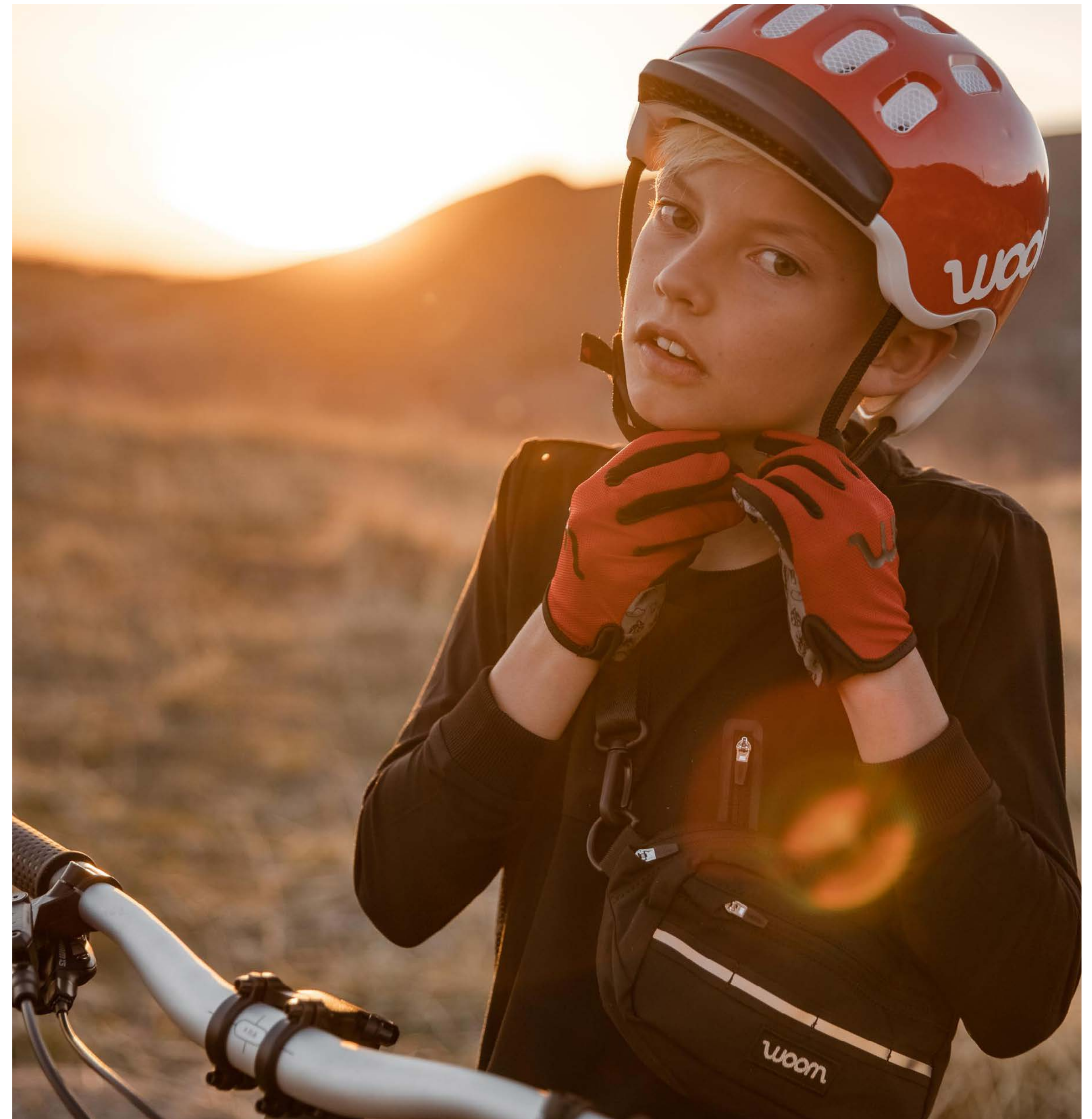
## Starting at woom

New hires at woom embark on a comprehensive onboarding program that spans their first week and up to the first month. During this time, they gain a deep understanding of our organization and get comfortable with calling themselves a woomster.

Our onboarding program includes in person as well as virtual get-togethers, featuring participation from various hierarchy levels, including our Management Team and the different locations. We want to highlight that

each newcomer engages in a #whywoom session with our CEO to gain deeper insights into our company's mission and values as part of the onboarding program.

We also added a focus on diversity awareness for all, and new hires experience a detailed tour of our facilities, witness the bike design process, and learn to assemble our bikes from a box, gaining hands-on experience with the customer journey.







# 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, women, and one gender-fluid individual. Women hold 35% 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 over 217 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.

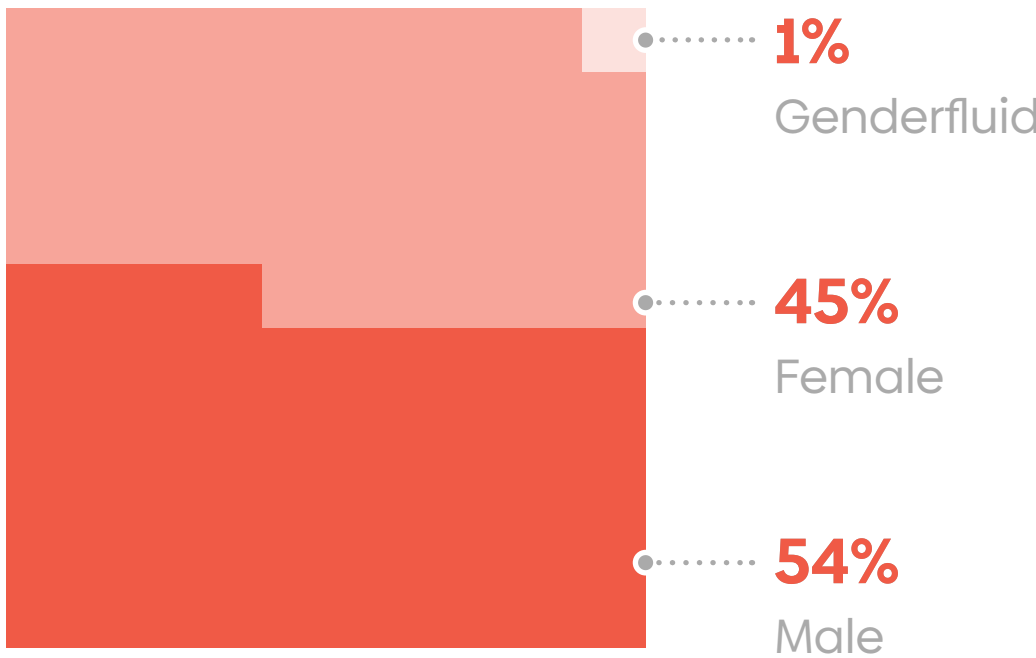
## Sexual orientation

We actively support LGBTQIA+ inclusion, celebrating Pride and hosting guest speakers in 2022 and 2023. Our training programs aim to raise awareness and foster a welcoming environment for all.

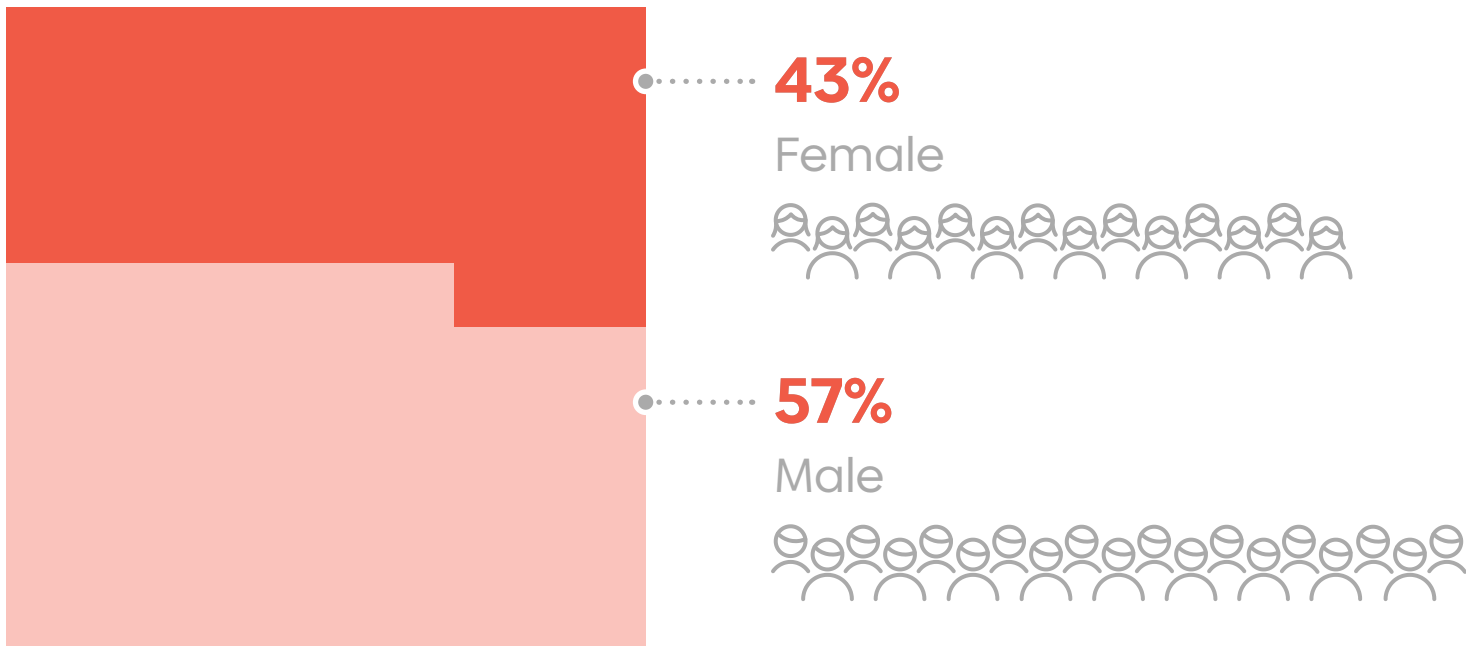
## Ongoing initiatives

Our DEI strategy is a work in progress, including efforts to implement unconscious bias training and further develop our inclusive practices. We are committed to continual improvement and creating an environment where everyone is respected, valued, and empowered to succeed.

## Self-identified gender distribution



## Gender representation in leadership roles







# Supporting woomsters’ wellbeing

To support employee well-being — including physical, mental, social, and financial health — we offer attractive benefits. Our woomsters enjoy the following:

	Austria	USA
Remote work	✓	✓
Work equipment for home office	✓	✓
Complete coverage for computer glasses	✓	
Free gym membership	✓	
Half of the cost of public transportation tickets covered	✓	
2 woom bikes free of charge per employee	✓	✓
Discount on woom accessories	50%	35%
Discount on woom bikes		35%
Subsidized lunch in the office	✓	
Medical insurance*		✓
Short and Long Term Disability insurance*		✓
Life insurance*		✓
401(k) Retirement Program		✓
Occupational psychologist	✓	

\* Insurance in Austria provided by the government



# Doing more

We understand that our responsibility extends beyond just our own employees. We work together with many partners across the world, and are also responsible for the many kids learning to ride with a woom bike.

In 2023, jointly with one of our shareholders, we decided to give back to our community in Bangladesh — where some of our bicycles are assembled. We donated 50 bikes to the kids in the SOS Children's Village in Bangladesh and 90,000 EUR to the SOS Kinderdorf as a whole.

We also donated 80 bikes & ride-on toys to families in need in Ukraine, and our woomsters themselves were active in cleaning up the streets and donating to kids in need with a back-to-school supply drive. Our efforts are global, and we made sure to also donate bikes to families affected by the wildfires in Maui and to the Ghisallo Cycling Initiative in Austin.









# 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<sup>®</sup>



# 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. This is why the woom management team now consists of seven people from all across our organization.

In 2023, the Management Team was made up of six men and – for the first time – one woman: CEO Paul Fattinger, COO Johannes Kissinger, CBO Bernhard Schmidt, VP of Innovation Chris Small, VP of Finance Patrick Orlet, and our two Managing Directors Jan-Marcel Katuin and April Obersteller – responsible for the Eurasian and American markets respectively.

The Management Team is regularly supported by members of the extended leadership team, which is composed of the people & function leaders at woom – about a quarter of them female. Depending on the issue, members of the extended leadership team join Paul, Johannes, Bernhard, Chris, Patrick, Jan-Marcel and April in their meetings to help them make the best decisions possible.



**Johannes Kisslinger**  
COO



**Paul Fattinger**  
CEO



**April Obersteller**  
Managing Director NA



**Chris Small**  
VP of Innovation



**Jan Marcel Katuin**  
Managing Director EU & RoW



**Bernhard Schmidt**  
CBO



**Patrick Orlet**  
VP of Finance





# 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. 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 amend the problem.

## Legal compliance, requirements, and standards

We are committed to ensuring that our products comply with all relevant regulations and standards. Our Product Quality, 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 in our supply chain

One of our achievements is embracing technology to elevate our collaboration on sustainability across our value chain.

To bring benefit to our suppliers as well as ourselves, we rolled out the platform sustainabill in 2023. 95% of our suppliers are registered on sustainabill and have benefitted from the detailed assessments that help in identifying action areas.







# Ensuring fair labor practices throughout our value chain

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.

## 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 the right to collective bargaining is granted









#### Contacts

##### PR / Communications

press@woom.com

##### Sustainability Management

sustainability@woom.com

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woom GmbH

Muthgasse 109 A

1190 Vienna, Austria

+43 1 358 58 03

woom@woom.com

##### Further publications

##### Our website:

woom.com

##### Sustainability website:

woom.com/en\_INT/sustainability