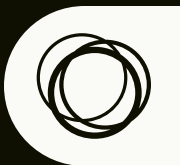




bugaboo



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Disclaimer For translated versions.

This document is a translation of the original Bugaboo Impact Report, written in English. While every effort has been made to ensure the accuracy of the translation, discrepancies or errors may occur. In the event of any inconsistency or ambiguity between the translated version and the English version, the English is the authoritative text. Please refer to the English version for the most accurate and current information.

01 | Our philosophy

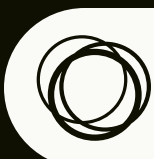
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About this report

Introduction

In 2021, we reimagined our Environmental, Social and Governance (ESG) strategy. Even though we've always adopted inherently more sustainable and ethical practices throughout our operations, we wanted to raise the bar even higher for the sake of our planet and people.

As a pioneering parental brand, we believe it's our duty to do our part for tomorrow's world, for tomorrow's generation. By being transparent about our efforts and limitations, we're holding ourselves accountable.

This year marks the release of our second impact report, and we're excited to see that our renewed 2021 ESG strategy is already bearing fruit. As we hope you'll discover, we're doing more than ever to make a positive impact, but there's still much to do. We strive to look back and reflect, celebrate success where it's deserved, and take stock of where we are now so we can pave the way for even greater changes.



A message from our CEO



Introduction

At Bugaboo, our purpose is to contribute to a better future for the next generations of parents and children. This mission extends far beyond designing strollers, because everything we do today — the way we design our products, the materials we source, our manufacturing processes, how we treat our people — has the power to positively shape the future our children will inherit tomorrow.

Our commitment to making a real difference is unwavering, and we recognize that this journey is fraught with challenges. Delivering on our aspirations for environmental and social impact while facing the realities of rising costs is a balancing act. Technical limitations sometimes force us to return to the drawing board, and the lack of a robust global recycling infrastructure prevents us from sourcing post-consumer aluminum and achieving closed material loops. All these challenges highlight the complexities of pushing the boundaries in a world not yet aligned with responsible consumption and production.

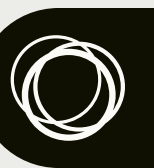
This means sometimes we must make decisions that deviate from our initial plans. Despite these hurdles, we're determined to drive change and challenge the status quo. Through persistent trialing, testing, reviewing, and refining, we remain committed to doing the right thing.

This second impact report delves into our ongoing efforts, challenges, and achievements to date. We are proud to report that by switching to more sustainable materials, we have significantly reduced our products' CO2 footprint without resorting to offsetting. And since 90% of our environmental footprint comes from the materials in our products, we're focusing our efforts on innovation rather than solely making incremental changes to our scope 1 and 2 emissions.

We also became the first global parenting-solutions brand to be a certified B Corporation, joining other high-performing brands in terms of social and environmental performance, and further demonstrating that we're on the right path to making a positive impact.

Looking ahead, we will maintain our high social and environmental standards throughout the entire value chain, working collaboratively with our trusted suppliers, partners, and vendors. Together, we explore initiatives and set standards that define Bugaboo, creating a lasting impact for current and future generations of parents and children.

Adriaan Thierry
CEO of Bugaboo Group



1999

The year Bugaboo was founded – in 2024 we're celebrating our 25th anniversary.

59

The countries we're present in worldwide.

€233m

Our 2023 revenue.

2009

The year we opened our own award-winning factory in Xiamen, China.

935

Bugaboo employees worldwide, 505 of which are office-based while 430 work in our factory.

40

The number of nationalities our workforce represents across 24 countries.

69%

Women in our workforce.

60%

Female board members.

40%

Female management team.

47%

Female leadership team.

38

The median age of a Bugaboo employee.

22

Our Employer Net Promoter Score¹, which saw a strong growth of 48 points since May 2020.

Bugaboo in numbers

¹ a metric that measures employee engagement and satisfaction. A score between 10 and 30 is considered very good.



Executive summary

We set out to achieve a lot of things since launching our new ESG program in 2021. By setting ambitious targets such as reaching net-zero CO2 emissions by 2035, we're making sure we're on the right path to taking care of people and the planet. We're proud to announce that in 2023 we became the first global parental brand to be a certified B Corp™ company.

We're proud to share some of our big 2023 achievements.





Planet

1 ↓5%

Despite increasing our production, we've reduced our absolute **product-related CO2e emissions by 5%** compared to last year.

2 ↓22%

We've reduced the **average CO2e footprint per product** by 22%.

3

Since 2022, we've saved an estimated 800,000 kg of **CO2e emissions** through our circular business models: Certified Refurbished and our stroller leasing services.

4

We've continued to **champion more sustainable materials** like bio-based material and recycled aluminum.

5 ↓69%

We reached our **scope 1 target three years early** by achieving 69% absolute reduction compared to our base year; we're just 4% away from reaching our scope 2 target.

6 ⚡ 25%

We installed **solar panels** on our Xiamen factory, generating 25% of its annual energy demand.

7 ↓49%

Our Amsterdam office accounts for 30% of our **scope 1 and 2 emissions**. In 2023, we managed to reduce these by 49%.



People

1

We focus on **physical, mental, and financial health** for all our employees globally.

2 ↑48%

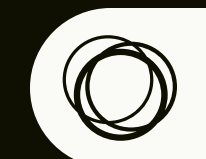
We look after our factory workers by **paying them 48% more than local living wages**, and providing safe and good working conditions.

3

Our owned factory was awarded the **Mercer Outstanding Health Practice Award** for the Healthiest Workplace 2022-2023.

4

We've donated around **2,200 products** to those in need.



bugaboo

Our philosophy



Our iconic strollers and parenting solutions are made to help parents navigate life with ease. We believe that parenthood has the power to shape the future, and we're on a mission to make that future bright — for everyone. It's why we...



Protect our planet.

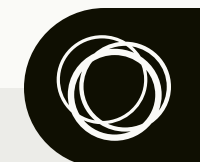
We design products for children who will become the next generation and inherit our planet. By taking care of our planet, we take care of people, and we all have a part to play in this. We can only thrive in a healthy ecosystem, so we pledge to minimize our negative environmental impact so that Earth can remain as harmonious a place for generations to come.

Put people first.

We can't achieve our goals without our people, and their well-being is at the heart of our business. This ethos extends far beyond our office and factory walls: employee programs, strict partner policies, a donations scheme, and designing products that enrich people's lives are just some of the things we have in place.



These two impact pillars form the foundations of everything we do.



1.1

To protect our planet, we're committing to net zero by 2035



1.1

To protect the planet, we're committing to net zero by 2035

In 2021, we took a fearless approach to reducing our ecological footprint. We've set ambitious targets and aim to push towards net zero CO2 emissions by 2035, which are verified by the Science Based Targets initiative (SBTi¹) and align with the Paris Agreement to limit global warming to 1.5°C.



SBTi
SBTi is a collaborative effort established by CDP (formerly the Carbon Disclosure Project), the United Nations Global Compact (UNGC), the World Resources Institute (WRI), and the World Wide Fund for Nature (WWF) that provides companies with a clearly defined pathway to future-proof growth by specifying how much and how quickly they need to reduce their greenhouse gas (GHG) emissions.





To protect the planet, we're committing to net zero by 2035

Our environmental targets

Energy consumption and greenhouse gasses

↓30%

We aim for an absolute reduction of our scope 1 and 2¹ emissions of **30% in 2026** (vs. our base year 2019).

↓47%

Within scope 3 we've set an intensity target for an average **CO2e footprint reduction of 47%** per product in 2026 (vs. our base year 2019).

↑100%

We commit to increasing the use of renewable energy and aim for all our offices and factory to reach **100% renewable energy by 2026**.

SCOPE 1

Direct emissions from owned or controlled sources, e.g., offices.

SCOPE 2

Indirect emissions from purchased energy and heating.

SCOPE 3

Other indirect emissions that occur in the company's value chain.



To protect the planet, we're committing to net zero by 2035



Our environmental policy and targets

Material efficiency

We pledge to optimize material usage and to source responsibly and sustainably whenever possible.

We strive to minimize waste throughout our supply chain by reusing materials, adopting efficient production methods, and partnering with suppliers who share our commitment to the environment.

By 2026, we want to ensure packaging, materials, and shipping lines are from more sustainable and renewable sources.

Circularity

Through design and material innovation, repairability, and promoting responsible disposal and recycling options for our customers, we're dedicated to extending the lifecycle of our products and closing material loops. Minimizing waste through product design that considers sustainability guidelines and circular economy principles is key.

Cleaner operations

We will actively seek to minimize the use of hazardous substances, prioritize the use of eco-friendly materials, and implement effective waste management practices to reduce, reuse, and recycle materials throughout our product lifecycle. We're intent on increasing the usage of more bio-friendly or sustainable materials as measured in our greenhouse gas (GHG) commitments.

Air and water pollution

After careful assessment, we couldn't identify any risk or impact related to air pollution or water consumption. While no quantifiable targets are set, we'll continue to monitor these and remain dedicated to strict emission standards, investing in cleaner technologies, and optimizing logistics to reduce emissions from our supply chain and distribution processes.

1.1

We're a certified B Corp™

To protect the planet, we're committing to net zero by 2035

We're proud to put the B in Bugaboo. We became a B Corp¹ in August 2023 with a final score of 84.7 points². To put this into context, a score of 80 qualifies for a B Corp certification, and the median score for ordinary businesses is currently 50.9.

Becoming a B Corp isn't easy, and nor should it be. It's a rigorous and lengthy process which took us nearly two years — but it's rewarding. From taking care of our employees to launching circular services and using more sustainable materials, making conscious choices is in our DNA. And being B Corp certified doesn't mean our work is done — it means we're on the right path to making a positive impact and committed to continuous improvements.



1

B Corp: B Corp certification is a designation that a business is meeting high standards of verified performance, accountability, and transparency on factors from employee benefits and charitable giving to supply chain practices and input materials.

2

Our score is a weighted average of Bugaboo International (83.6) and our factory, Bugaboo Xiamen (85.3).



1.1

We support the United Nations' Sustainable Development Goals

To protect the planet, we're committing to net zero by 2035

We're a participant of the UN Global Compact, the world's largest corporate sustainability and corporate social-responsibility initiative. As part of this, in 2015 the UN created the Sustainable Development Goals (SDGs), also known as the Global Goals, as a universal call-to-action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity. There are 17 goals in total, and of those, we're focusing our efforts on the following:



Good health and well-being

How are we achieving this?

We place a strong emphasis on our health and safety policies in our factory and offices. Through various programs, we're taking care of our employees' physical and mental health, promoting a healthy and active lifestyle, and improving awareness around the topic.



Gender equality

How are we achieving this?

We've been monitoring and reducing our gender pay differences over the last three years and taking work experience and performance ratings into account. We'll report on these in line with the EU's directive on pay transparency.



Responsible consumption and production

How are we achieving this?

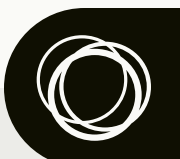
We've created circular business models, promoting more sustainable consumption with care and repair of our products, and a refurbishment program to pass on Bugaboo products to the next family.



Climate action

How are we achieving this?

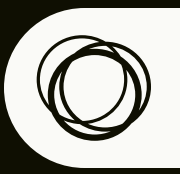
We've been reducing our emissions in our business and individual products with the aim to reach net zero by 2035.



02



Protecting our planet



2.1

The importance of understanding our footprint

To make any impactful changes, we first need to understand where our environmental footprint comes from.



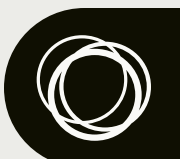
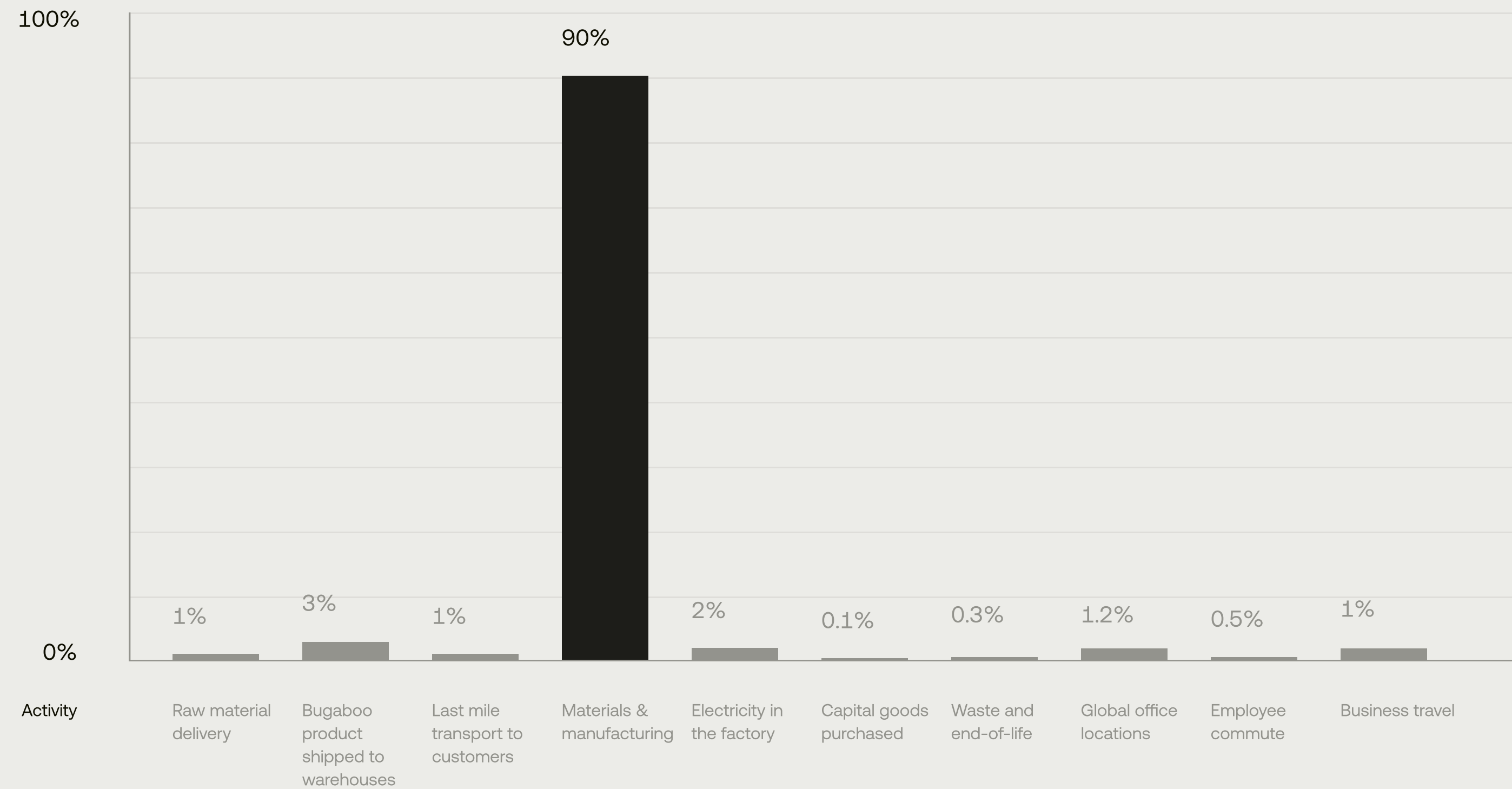
2.1

The importance of understanding our footprint

Understanding where our footprint comes from allows us to make the most effective changes and reduce our emissions quickly and effectively. In the table below, you can see the CO2e breakdown throughout our value chain. The key takeaway is that **90% of our emissions come from the materials and the manufacturing of our products within scope 3**, which is the case for most manufacturing companies. We therefore believe it's here where we can make the most meaningful change.



Contributors to our overall CO2e emissions



2.2

Designed for the future

Based on our 2023 data, around 90% of our carbon footprint comes from the products we sell. A product's environmental impact is determined by its design, such as its materials, repairability, and recyclability. To tackle this, we've created the 'Designed for the future' principles, which provide guidelines to help minimize our products' impact right from the start.



Designed for the future — our key principles



Built to last

Unrivalled product quality

- 25 years' engineering experience goes into our designs
- Use the best materials for form, function, and design

Modular design to:

- Enable repair and refurbishment
- Ensure products can adapt to grow with your family
- Ensure backwards compatibility across older models

Timeless design that never goes out of style

Test beyond industry standards



Use low-impact materials

Prioritize low-carbon and recycled materials without compromising quality

Avoid harmful substances

Fair value chains

- Source from verified and approved suppliers
- Cruelty-free

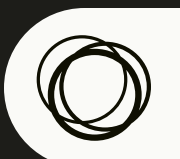


Close loops and cut waste

Enable recycling of each component

Prioritize mono-materials

Enable easy disassembly by using screws instead of glue or rivets



2.3

How we're reducing our product-related emissions

- Step 1 Focus on quality
- Step 2 Choose low-impact materials
- Step 3 Say no to harmful chemicals
- Step 4 Extend the lifecycle of our products



Step 1

Focus on quality

Our goal is to make sure all our strollers are designed in a way that our customers can enjoy more than a decade of strolls. By making our products last, we can reduce their environmental footprint and ensure more than one family can enjoy them.



We go the extra mile for our durability tests

We test all our strollers beyond industry standards. By doubling the duration of several industry-required durability tests, we discovered that on average our strollers:

- Can be folded and unfolded every day for 13 years, no problem.
- Can be pushed up a sidewalk 100 times a day for 13 years without significant damage.
- Can stroll on rough terrain every day for more than four years without causing significant issues.
- Can stand three and a half trips around the world on smooth terrain without showing major wear and tear.

Testing our strollers for real life

Additionally, our products undergo a minimum of one-year consumer testing to make sure they're safe and can withstand real-life use. We do this by asking parents from various communities to try our products and document their experiences.



Step 2

Choose lower-impact materials



Bio-based plastics

In 2022, we started phasing out fossil-based plastic for more sustainable bio-based material made from upcycled plant-based waste. While mass-balanced, bio-based materials are derived from natural sources, they don't compromise durability, strength or quality, so our products will still last for generations to come. By making this switch, we've reduced our CO2e emissions by up to 17%* per product.

*
Calculated as average of individual product reduction of bio-based material only



Recycled aluminum

The Bugaboo Butterfly is crafted using 60% post-industrial recycled aluminum, which has resulted in a 16% CO2e footprint reduction. For other strollers, we plan to perform detailed testing in cooperation with our suppliers to increase the amount of post-industrial recycled aluminum used in our portfolio. We'll continue to investigate how we can switch to post-consumer recycled aluminum to further reduce our impact.



Step 3

Say no to harmful chemicals

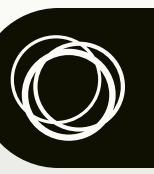
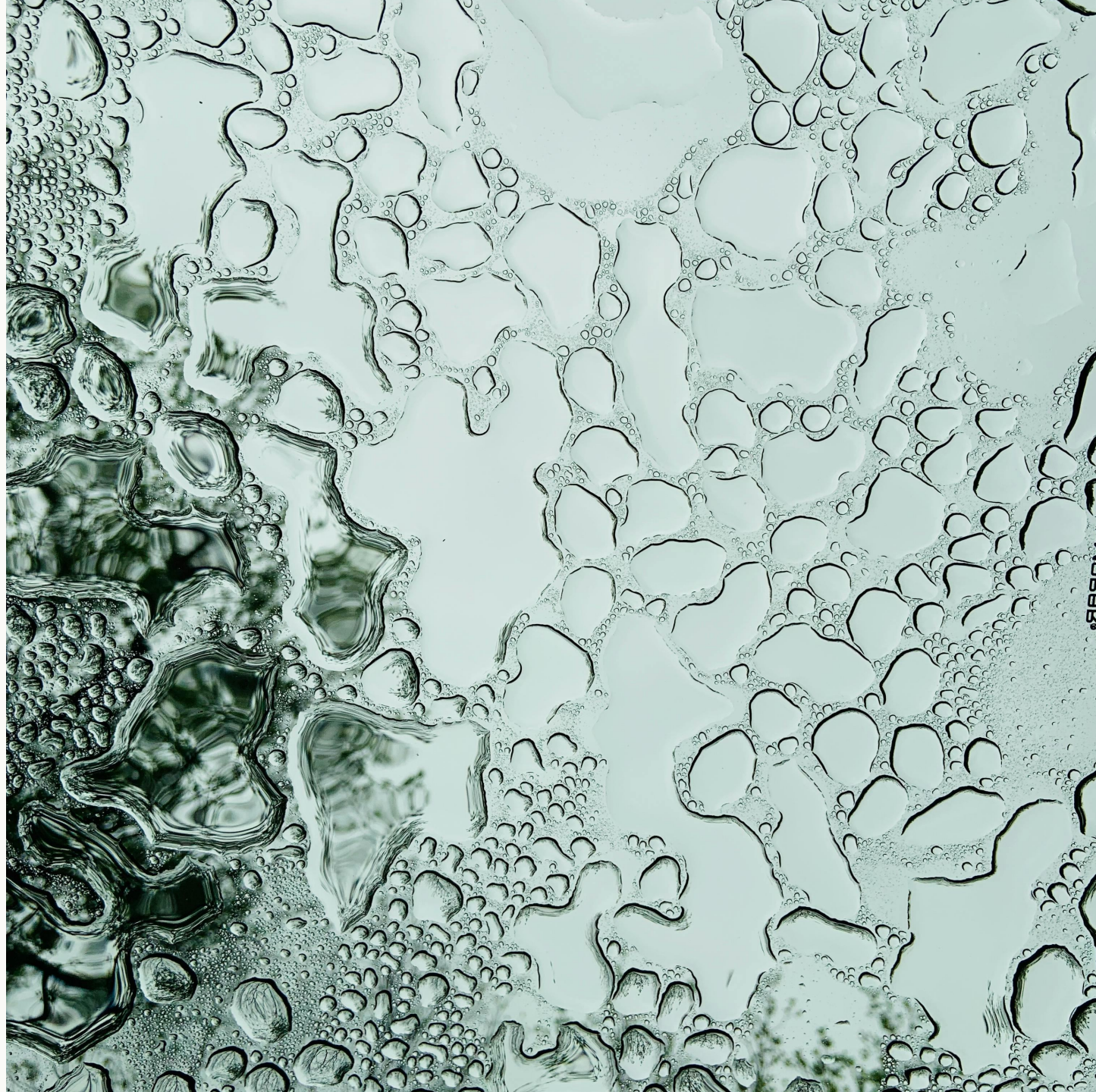
The use of chemicals is a complex topic: they help increase product performance and durability, but some have a negative effect on people, nature, and wildlife. To ensure we only use chemicals that don't impose a risk, we've created a Restricted Substances List (RSL), which goes far beyond regulatory requirements. There's lots to shout about, but there are a couple of key points worth spotlighting. We've added quinoline and PVC to our RSL and have fully stopped sourcing materials that contain PFAS — also known as 'forever chemicals'. Moreover, all our products are REACH¹-compliant, and all our indoor products, Bugaboo Giraffe and Bugaboo Stardust, are Greenguard Gold certified².

1

REACH stands for Registration, Evaluation, Authorization, and Restriction of Chemicals. It is a regulation of the European Union (EU) that was adopted to improve the protection of human health and the environment from the risks posed by chemicals. At the same time, it aims to enhance the competitiveness of the EU chemicals industry. REACH aims to ensure the safety of chemical substances, promote innovation, and protect both human health and the environment.

2

Greenguard certification means that both the item and its manufacturing process were tested and reviewed for over 10,000 chemicals and VOC emissions. Greenguard Gold certification takes things one step further — a product must meet even stricter chemical and VOC emissions standards. Gold certification was established to meet the indoor air quality needs of sensitive environments such as schools, daycares, hospitals, and other healthcare facilities, so it's especially relevant when shopping for baby products.



Step 4

Extend the life cycle of our products

In addition to our circular design approach, we also look at the way we do business. We want to change the way we consume and use products, making sure they're kept in use for as long as possible. This helps reduce waste and can help prevent emissions because it reduces the need to make more products.

Circularity

Back in 2021, we launched several circular business models focusing on lease and refurbishment across Europe and the US, which saw growth last year. In 2023, we:

Overall, our circular way of working has helped save an estimated 800,000kg of CO₂e – that's the equivalent of powering 104 average homes for a year.

- 1 Continued to make sure products with damaged packaging didn't go to waste. In every business, products are sometimes damaged in transit. We offered these at reduced prices through our Pretty Perfect program. Last year, we saved 4,689 products from landfill – and 468,900 kg of CO₂e.
- 2 Refurbished all in-warranty returns, damaged stock, and returned leased products in Europe. Through our Certified Refurbished program, our customers can return used or defective strollers and we make sure they keep on strolling. We refurbished more than 97% of stroller chassis that were sent back by consumers so we could resell them. Our refurbishments are supported by our pioneering partner Refurbished Kinderwagens.
- 3 Increased product life cycles by offering strollers for lease. Because strollers are used for such a short period of time, lease is a great circular option. It encourages more families to use one product while Bugaboo ensures the longest possible lifespan through proper care and repair. Last year, more than 6,000 consumers rented a Bugaboo product in Europe, which saved an estimated 240,000 kg of CO₂e*.

Bugaboo Service Centers

We want to make it easier for customers to exercise their right to repair inside and outside of warranty. That's why we're rolling out more Bugaboo Service Centers across Europe.

So far, we've opened nine Service Centers in major European cities, ensuring we can make in-warranty repairs on the spot. This saves a lot of hassle and the need for transportation and allows us to repair the smallest part instead of replacing a complete chassis. Our goal is to open 34 official Bugaboo Service Centers across Europe by the end of 2024.

* We estimated this impact by comparing the impact of a leased stroller to buying a second-hand one, which is around 40 kg of CO₂e.



2.4

In 2023, we reduced our absolute CO2e footprint

Our emission footprint is split into three scopes, and to reduce them requires specific action within each. Our main footprint lies in the materials of our products, which is why we've chosen to prioritize this area.



2.4

In 2023 we reduced our absolute CO2e footprint



In 2023, our absolute product footprint in CO2e tons reduced by 5% compared to 2022.¹ We're proud of this achievement — even though we're growing as a company and producing and selling more products, our total emissions have gone down since making significant reductions in our Product Carbon Footprint.

What's more, we've overshoot our scope 1 target by 39% and are just 4% away from reaching our scope 2 target. There's still more to do in scope 3 — which is the largest scope — but we're seeing progress, with a 22% decrease in our product emissions.

¹ As our base-year calculations and used-emission factors have changed due to updated global data on energy-mix calculations and data from our suppliers, the numbers reported here are different from last year's report.



2.4

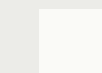
In 2023 we reduced our absolute CO2e footprint

An overview of our total CO2e emissions

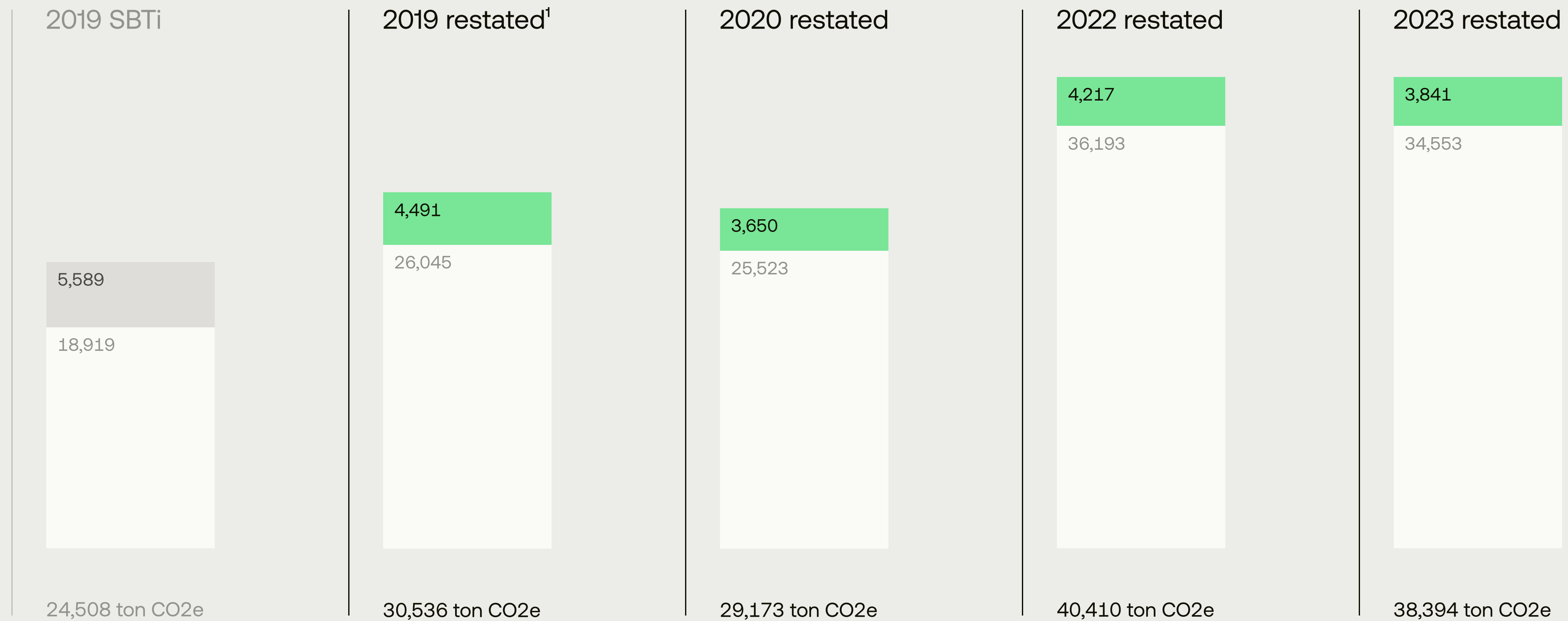
Legend



CO2e emissions **operations** in tons, rounded up



CO2e emissions **products** (incl. accessories) in tons, rounded up



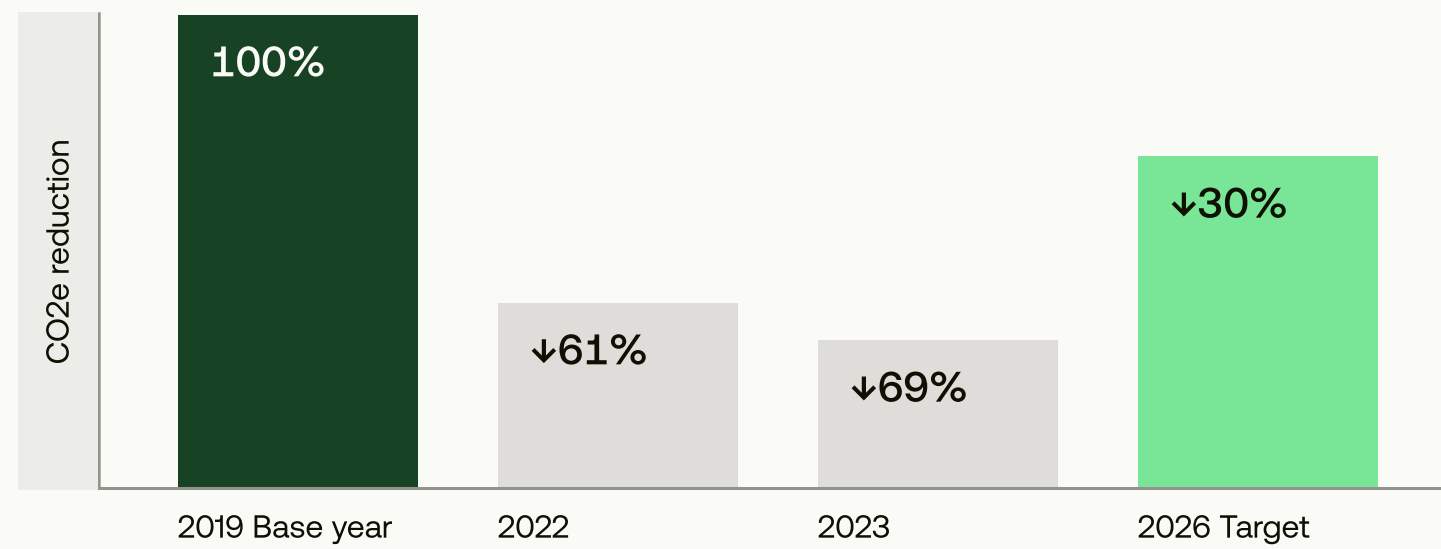
¹ Restated Recalculated based on updated supplier lifecycle assessments on the weight of CO2e from recycled aluminum, aluminum and changes in fabric composition.



A closer look at our scope 1, 2 and 3 emission reductions

Gas usage

Scope 1

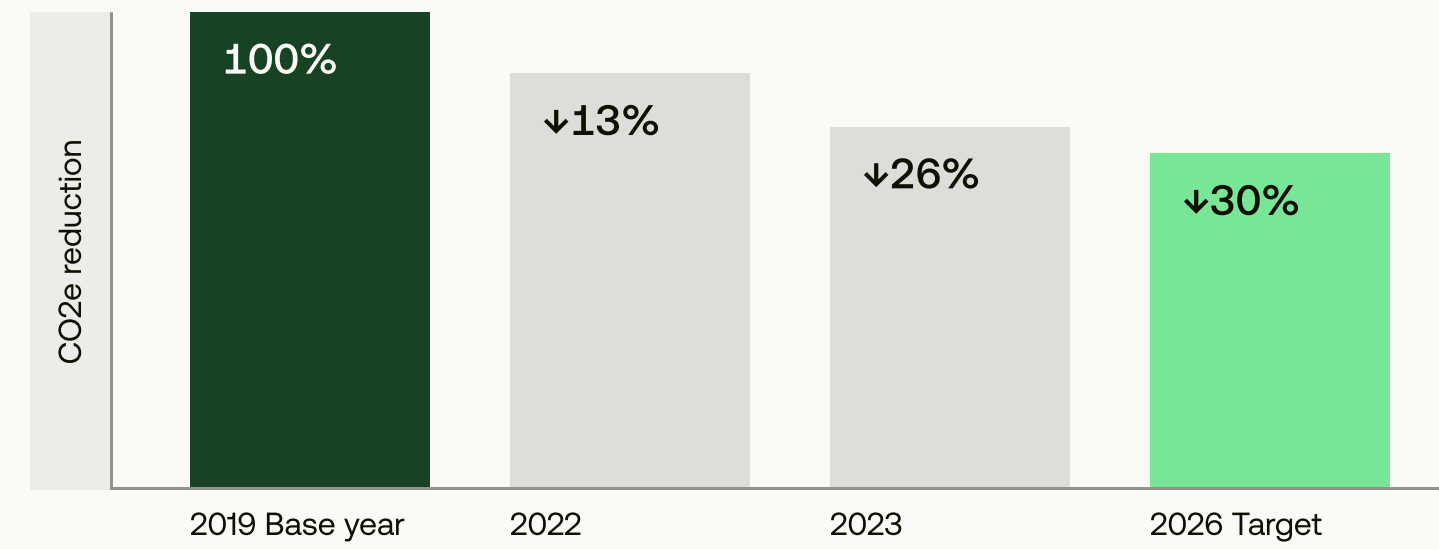


Actions taken in 2023:

1. Increased efficiency of office spaces
2. Mobility policy by not renewing lease contract or switching to electric cars

Electricity usage

Scope 2

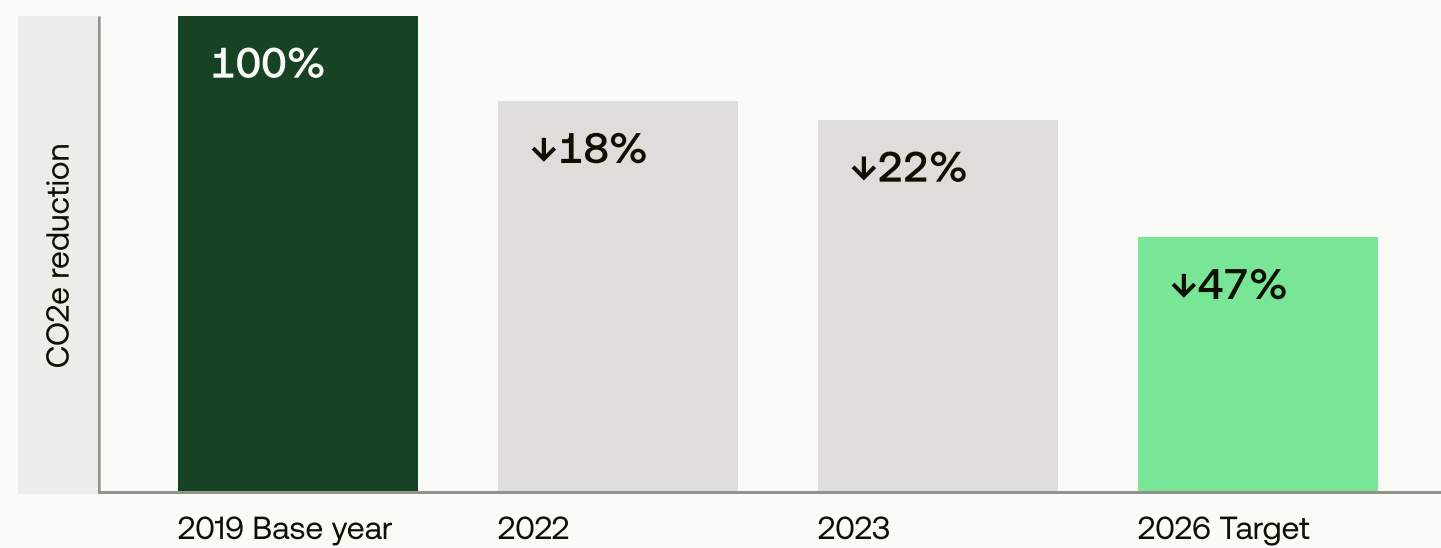


Actions taken in 2023:

1. Solar panels on the roof of our Xiamen factory
2. Switched to renewable electricity sources in our offices
3. Increased efficiency of working space

Product manufacturing

Scope 3

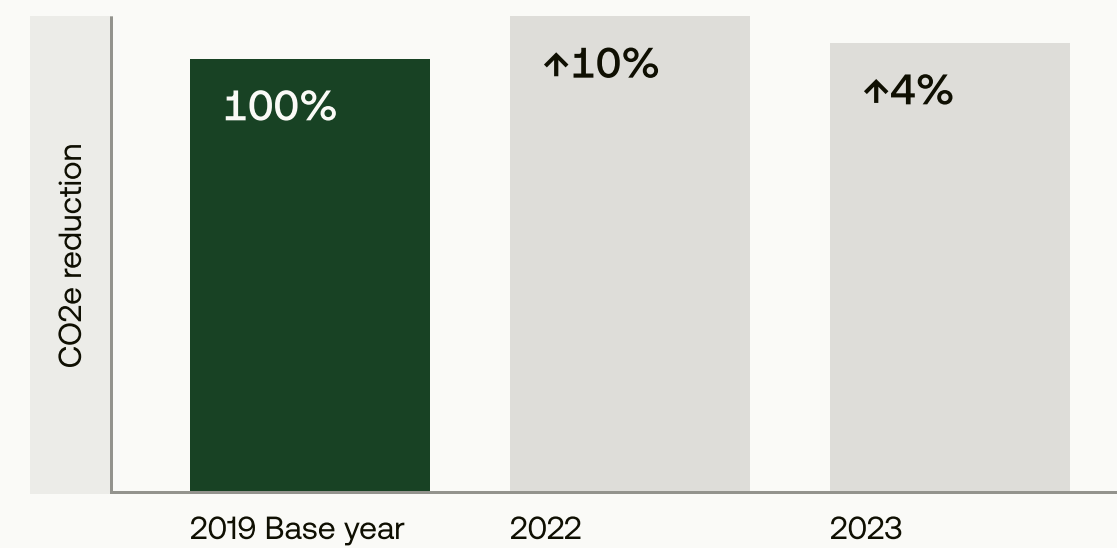


Actions taken in 2023:

1. Bio-based material in the majority of our strollers
2. Recycled aluminum in Bugaboo Butterfly
3. Different product mix

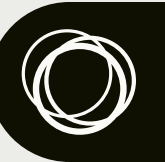
Upstream and end-of-life

Scope 3 — Other



Actions taken in 2023:

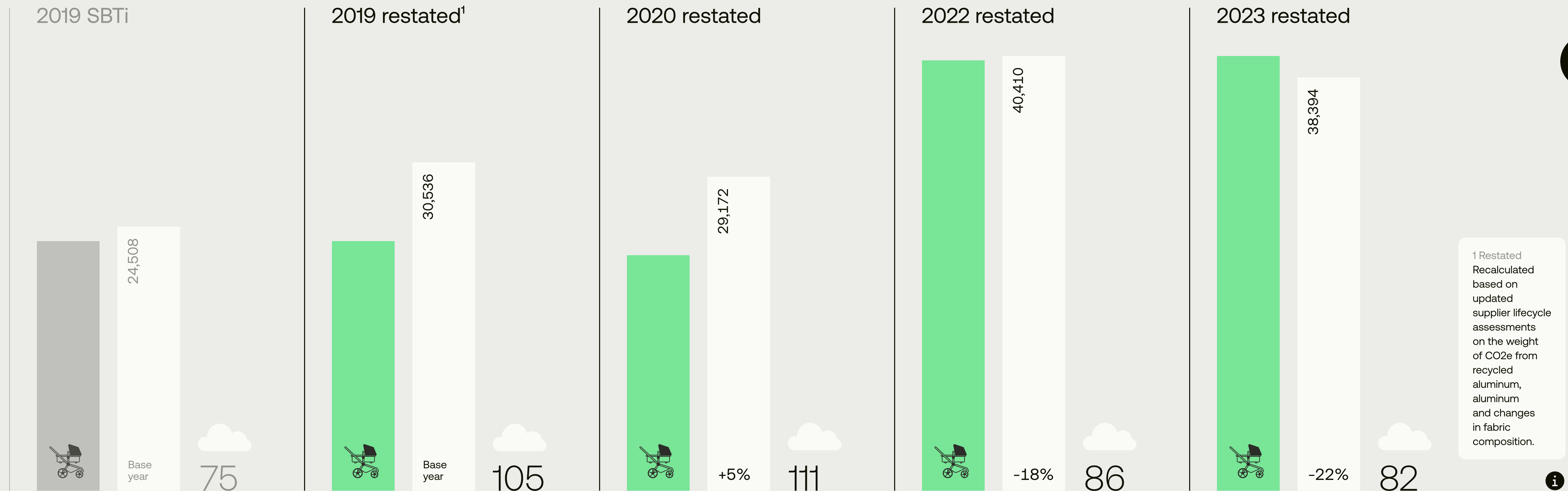
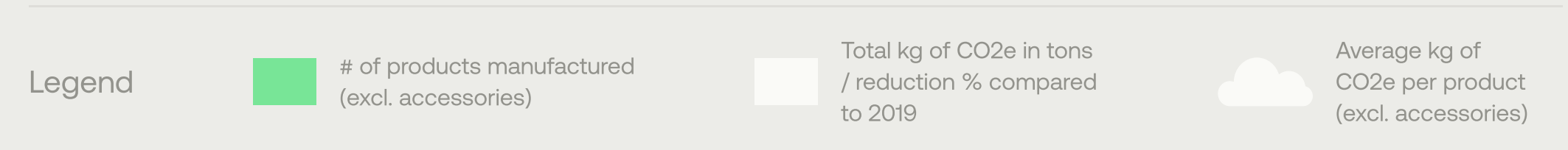
1. 50% of shipping lines using biofuels
2. Reducing waste in our factory
3. Promoting low carbon commuting



2.4

In 2023 we reduced our absolute CO2e footprint

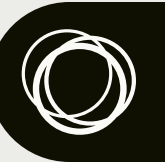
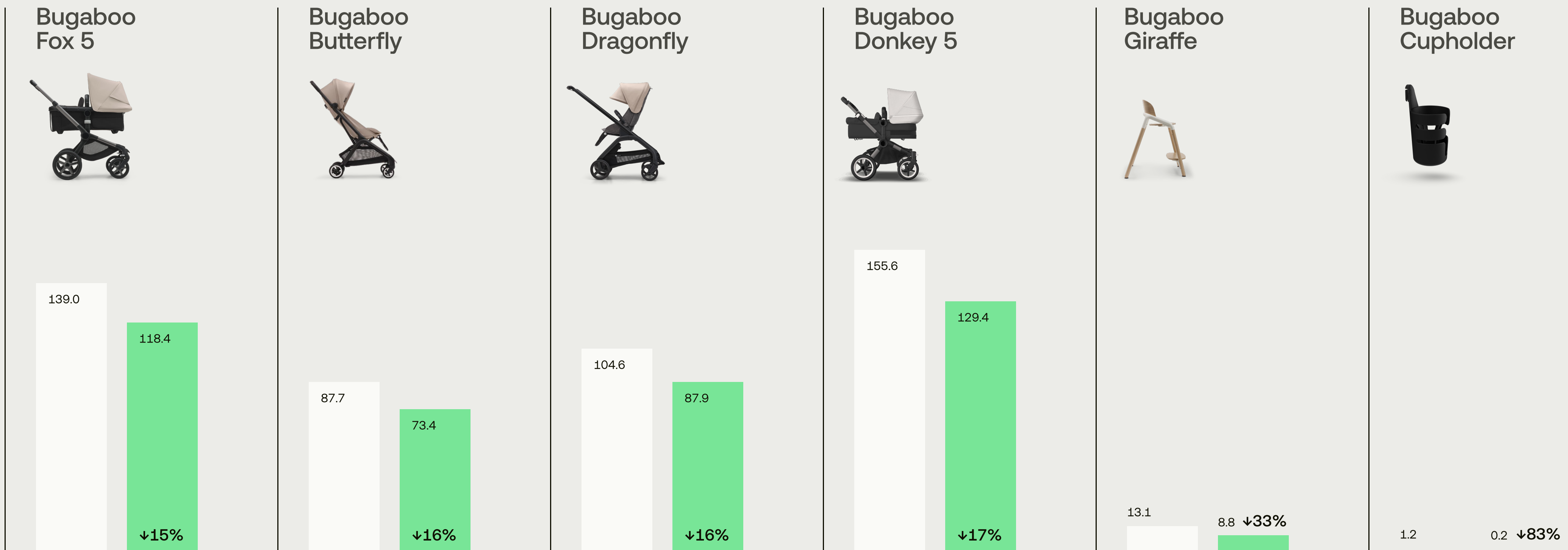
We produced more strollers in 2023, but reduced our absolute CO2e footprint



In 2023 we reduced our absolute CO2e footprint

We've reduced the CO2e footprint of our key products

Legend 2019 footprint (restated) in kg CO2e per product Reduction achieved in 2023 in kg CO2e per product



2.4

Footprint calculations and commitments in a world in flux

In 2023 we reduced our absolute CO2e footprint

Calculating our footprint and setting decarbonization targets is complex. We work with numerous stakeholders, cross-examining our suppliers' life cycle assessments (LCA), global life cycle databases, and global energy mix data.

This kind of information fluctuates over time and is updated regularly, which is why some of the statistics you see here are different from previous years' reports and 2019 base-year figures. As a result, our base year has been restated so that a fair and realistic comparison can be made, which affects our SBTi calculations and commitments. We plan to recalculate and reverify our SBTi commitments in 2024 with the updated data available to us then.

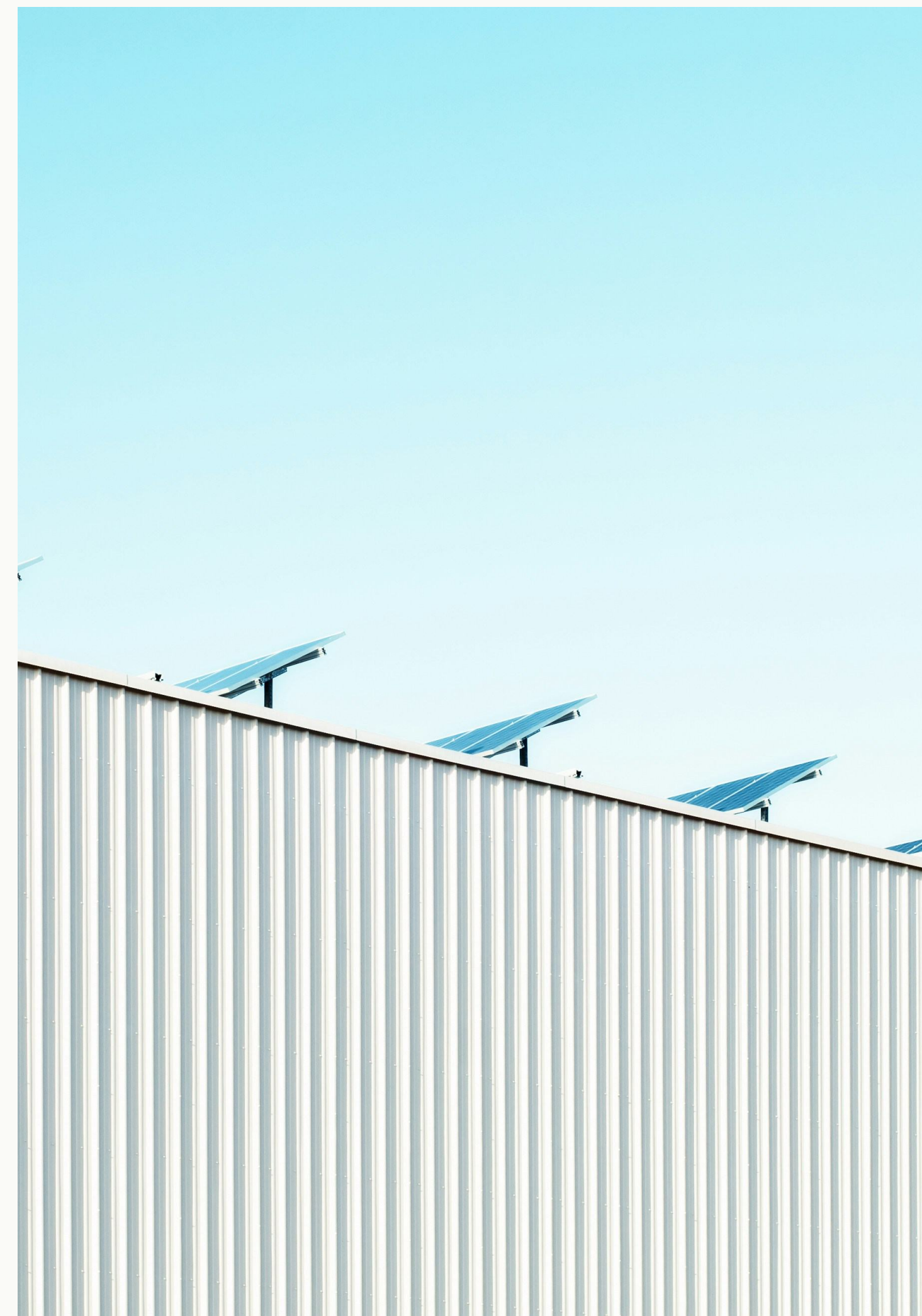


2.5

Operations

We've reduced our operation-related CO2e emissions. Our scope 1 and 2 emissions (gas and electricity) represented 3% of our total emissions in 2023. The main locations contributing to these are our manufacturing facility in Xiamen, China, and our head office in Amsterdam, the Netherlands.





Managing our Amsterdam head office

Within scope 1 and 2, our Amsterdam office accounts for 30% of our emissions. In 2023, we managed to reduce these by 49% with some simple but very effective measures:

- Launching an updated mobility program in which we limit the use of lease cars by employees. If this is granted as an exception, only hybrid or electric cars are permitted. This has reduced our gas emissions by 68% compared to our base year.
- Increasing the efficiency of our office space by 30%.
- Maximizing the efficiency of our gas and electricity within our office by using a maximum heating temperature and switching off lights outside of office hours.

Managing our factory in Xiamen, China

In our manufacturing facility in Xiamen, we operate various assembly and stitching lines, quality testing and a local office. In 2023, our factory was responsible for 50% of our total electricity usage in kWh, which we've managed to reduce with 12 % compared to our base year. We're taking action to further reduce energy consumption with a 2% minimum per year.

Powered by the sun

In 2023, we installed solar panels on the rooftop of our factory in Xiamen, covering 3,000 m². It generates 25% of our factory's annual energy demand with an annual output of 290,000 kW, helping to make us more self-sufficient. The solar panels do more than just generate power — they also enhance the rooftop garden, cooling the building's top floor by 4°C–5°C, reducing air conditioning needs, cutting energy consumption, and helping mitigate stormwater surges.

Sustainable marine transportation

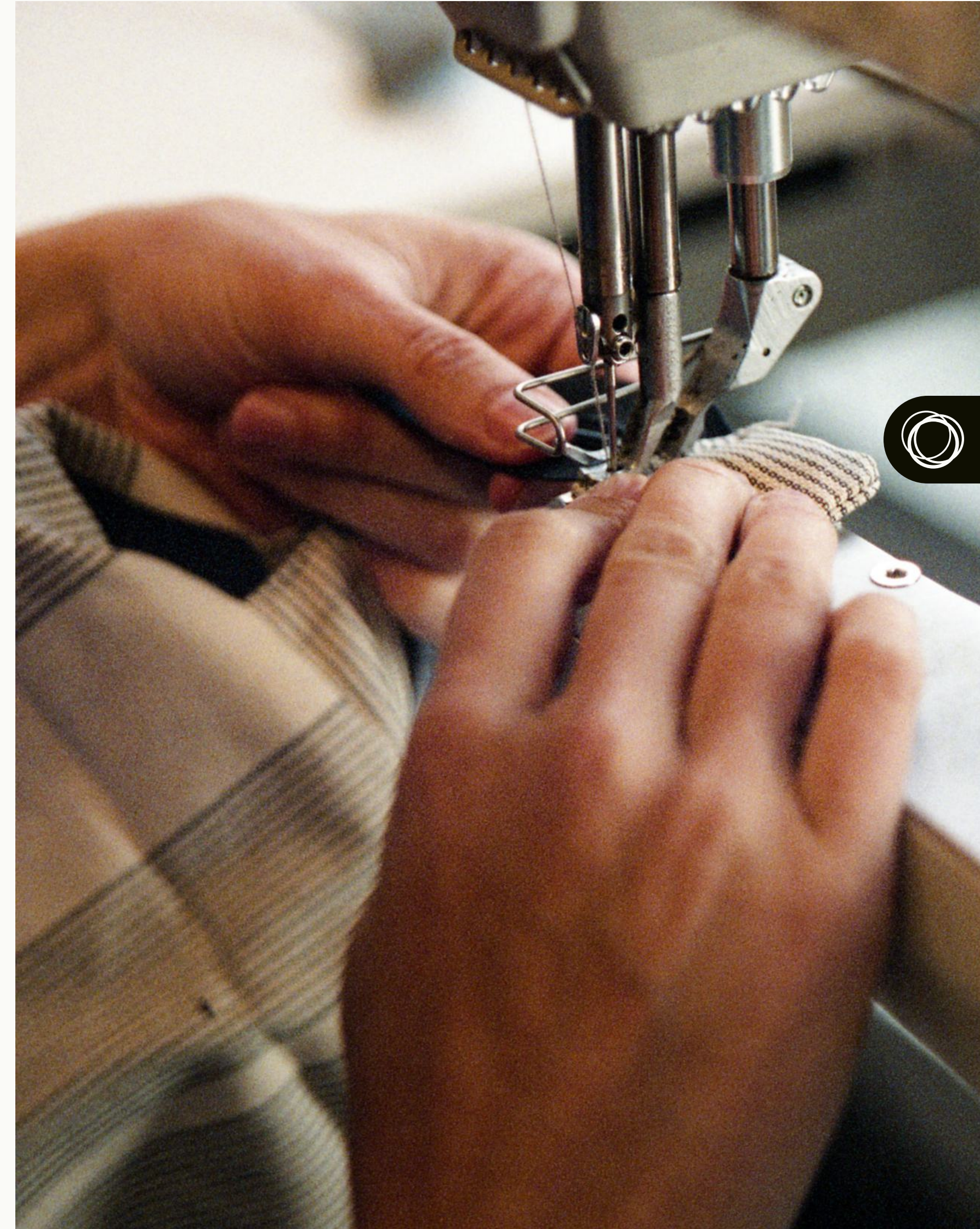
By partnering with GoodShipping — a Dutch organization offering decarbonization solutions — Bugaboo reduced its carbon emissions from ocean freight transportation by 944 tons of CO₂e in 2023. This was achieved by using biofuels rather than conventional fuels for ocean freight shipments from our Xiamen manufacturing facility to our warehouse in Moerdijk in the Netherlands. In 2023, this resulted in a 43% CO₂e reduction of our total upstream transportation emissions.

2.5

Operations

Repurposing leftover fabrics

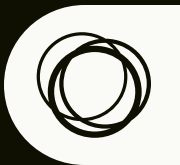
As part of our efforts to prevent waste, we've set up a program to use excess, error, and omission fabric from our factory. We transform the fabric into company Christmas gifts, Bugaboo aprons, or high-quality giveaway bags. The remainder is auctioned locally to clothing, accessory, and furniture manufacturers. In 2023, this saved 15 tons or 55m³ of fabric from landfill.




bugaboo

CSB

Putting people first





No business is an island. From the Netherlands to China, our value chain is a community of consumers, retailers, and suppliers, to name a few — we strive to nurture that interdependence. In this chapter, we share how we try to positively contribute to the lives of those in the world of Bugaboo. The people we can directly influence are our customers, employees in our offices and owned factory, suppliers and partners, and local communities.

3.1 Our customer-experience score

Our company exists thanks to our customers. Making sure they're satisfied and getting value from our products is paramount. This means paying attention to their feedback and channeling that into our design and validation processes so we can evolve and enhance our products.

Each year, we measure our customer experience by cross-examining several metrics. A score between 75%-85% is considered excellent. In 2023 we scored 75%.

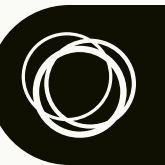
75%

1 Net Promoter Score (NPS) — How likely our customers would recommend our product or service.

2 Customer Effort Score (CES) — How much effort a customer has to exert to get an issue resolved, a request fulfilled, or a question answered.

3 Customer Satisfaction Score (CSAT) — Customer's satisfaction score with a specific transaction or interaction.

4 Trustpilot Score — The average customer satisfaction level with our company's products or services based on reviews.



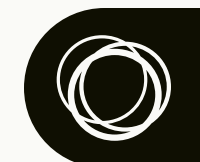
3.2 Happy people in our factory

At the heart of our supply chain is our production facility in Xiamen, China, which we've owned and operated since 2009. Having full ownership helps us prioritize maintaining and enhancing a solid system of traceability and transparency across our supplier base. This lets us diligently make sure our global suppliers never exploit people or natural resources. We want our employees to enjoy their careers and our customers to feel assured they're buying an ethically made product.

We're proud that our efforts have been recognized — we earned the Mercer Outstanding Health Practice Award for the Healthiest Workplace 2022–2023.

Improving physical and mental health

An internal audit in 2018 revealed that the physical health of our Xiamen employees could be improved. We developed a new health management roadmap, but because of COVID-19 it wasn't implemented until 2021. Our leadership team committed itself to taking concrete action to improve the employees' physical and mental health.



3.2

Happy people in our factory



Living wage

The minimum income necessary for a worker to meet their basic needs and afford a decent standard of living for themselves and their family.



In 2023, Bugaboo Xiamen organized:

- **Free health check-ups and first aid training**, including a free monthly medical check, a free eye-health clinic and free diagnostics by a Traditional Chinese Medicine (TCM) practitioner.
- **4 sports events**, including an annual Bugaboo Xiamen event that was attended by 430 employees and 318 family members.
- **11 events focused on well-being and inclusion.**
- **3 workshops focused on interpersonal relationships and management skills.**

Enhancing our people's financial health

We try to go above and beyond what's legally required when it comes to remuneration. We believe in a comprehensive reward strategy and provide the best benefits we can for our employees, especially our factory workers. Here's how:

- **We've been offering a living wage¹ since 2010** and our last assessment revealed that the minimum wage we offer is 25% higher than local living wages, while our average salary is 48% higher.
- **We provide commercial health insurance to all our employees** and provide 80% of their basic salary when unwell, which is more than the statutory 80% of minimum wage.
- **We exceed maternity care requirements** by adjusting workload and providing additional paid leave that covers an employee's basic salary.
- **We provide nearly 50% more than the standard annual leave** and reward our long-term employees with up to 20 days' additional annual leave.
- **We reward paid overtime above statutory requirements** while limiting overtime hours to a maximum to safeguard a healthy work-life balance.

3.3 A thriving global workforce

We're a global network spread across the world — from Amsterdam to New York and Seoul. An international workforce brings diverse perspectives, local insights, innovative ideas and cultural understanding. Without them, we wouldn't be the pioneering parental brand that we are today. Our mission is to ensure that each person thrives throughout their journey with us, so here's how we look after our people.

Happy at work

- Twice a year, we conduct an employee happiness survey.
- Each year, happiness improves — most recently, 81% of employees submitted scores of seven or more out of ten.
- We offer an additional day off on employees' birthdays.
- We make sure that all our employees who want to work from home get a budget to set up their own comfortable and ergonomic home office.
- We're believers in lifelong learning and apply this by creating individual development plans, offering customer training sessions through resources such as LinkedIn Learning and personal development budgets.
- Working together also means celebrating together. We make sure we connect our global teams regularly, with our annual Bugaboo party being a big highlight.

Maintaining a healthy work-life balance

- Since the pandemic, we've adopted a hybrid working policy. This means that in the countries where we have an office location,
- employees have the freedom to work 50% of their contractual hours remotely. We believe this creates a healthy mix of flexibility and connectivity.
- Our employees are allowed to work from anywhere in the world for a total period of eight weeks per year. This supports our international workforce, allowing them to spend more time with their families abroad.
- We provide one additional day of leave per year of service (up to a maximum of five extra days).

Prioritizing mental well-being

In 2022, we partnered with OpenUp, an innovative company dedicated to fostering employee well-being. OpenUp prioritizes mental health and personal development by providing employees access to confidential counseling services, mindfulness resources, and tailored wellness programs offered in 15 different languages.



3.4 Fair value chains and impactful partnerships

Our closest partners are our suppliers, and with them we ensure our products are not only compliant with necessary product-safety requirements, regulations, and industry standards, but also exceed both industrial-performance benchmarks and Bugaboo's proprietary test regimen.

We're proud to have achieved 100% value chain transparency for all our first- and second-tier suppliers, enabling an ethical value chain. We continuously monitor and interact with our suppliers, supporting the ongoing development of our supply base and making sure they can continue to meet our exacting levels of quality, proactive regulatory compliance, and social responsibility.

We safeguard responsible sourcing throughout our value chain by:

Setting benchmarks

- We perform regular formal supplier-performance audits, utilizing scorecards to evaluate quality, compliance, delivery, cost, corporate social responsibility (CSR), and risk.
- We set a minimum threshold of requirements, aligned with ISO 9001 (an internationally recognized quality management system), Responsible Business and Chemical Compliance, and Bugaboo's Restricted Substance List.
- Through our comprehensive CSR audits, and in collaboration with verified third-party organizations, we actively involve our suppliers in our journey to create a meaningful ripple effect in local communities where we source our materials.

Monitoring

- We perform regular formal supplier-performance audits, utilizing scorecards to evaluate quality, compliance, delivery, cost, corporate social responsibility (CSR) and risk.

Taking precautions

- Where a supplier's performance is below expectations, we issue corrective action reports and support them with improvements.

Preventing modern slavery

We're an official signatory of the Modern Slavery Act and are committed to preventing all forms of modern slavery in our factory and supply chain. We enroll our suppliers in training, hosted within our factory and provided by an independent third party.



3.5 Supporting families everywhere

Charitable giving

We believe in making a positive impact beyond our business. As part of our commitment to doing what’s right, we get involved with charitable initiatives through our Product Donation Program. Each year, we collaborate with community-serving organizations to give back and provide extra support for those who need it.



In 2023, we donated more than 2,200 products to various causes. Three large donations were dedicated to:

Turkey–Syria earthquake relief

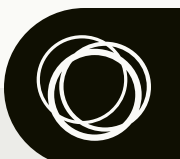
With support from our partners we provided a truck full of baby essentials for those affected by the 2023 earthquake.

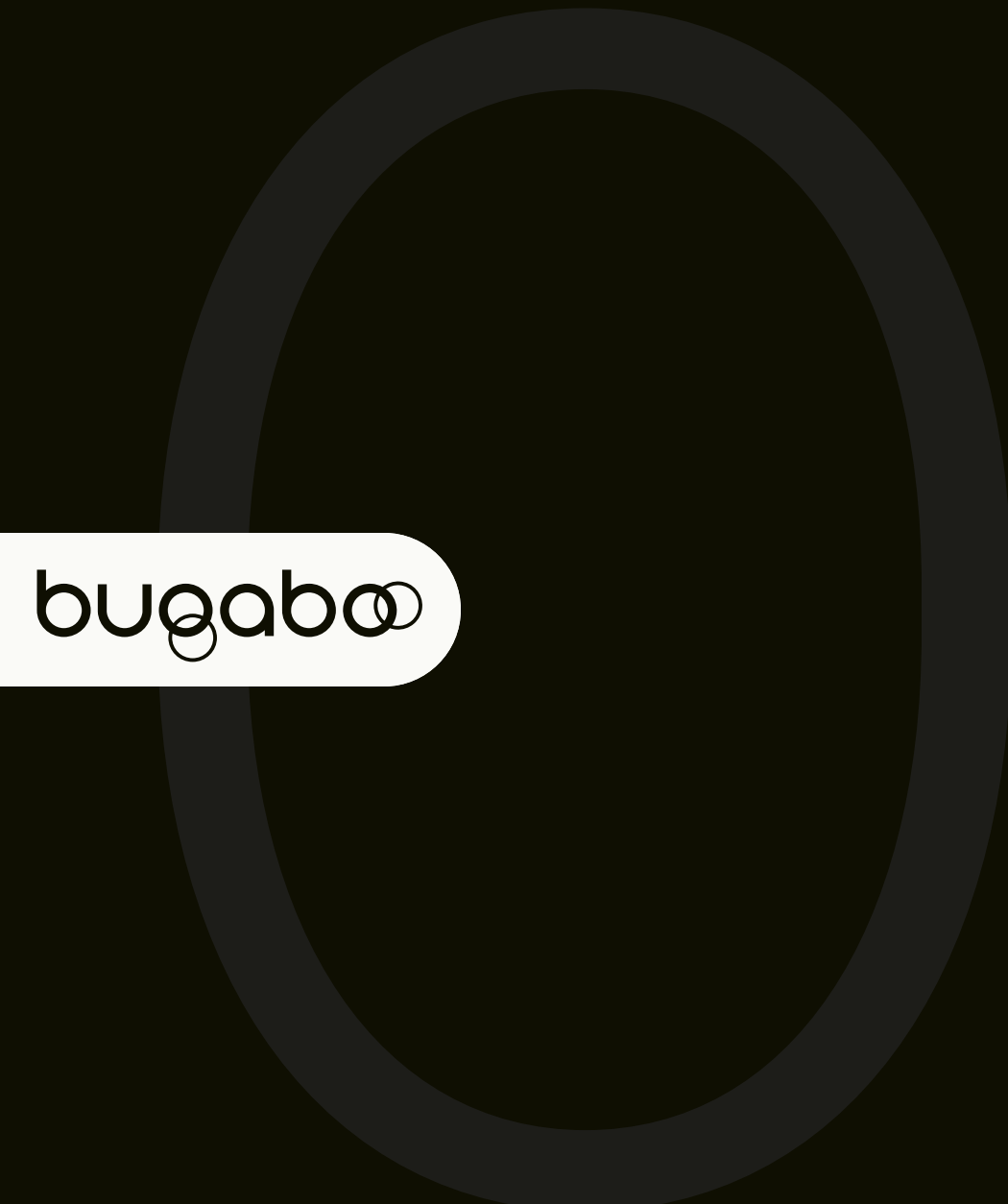
Room to Grow

a US-based charity supporting parents and caregivers during their children’s critical early years

Because We Carry

supporting refugees across Europe





It's not easy being green





The road to becoming responsible isn't easy, nor is it straightforward. Striving to be leaders in our sector while dealing with technological limitations, rising costs, and a lack of more sustainable materials have been hurdles on our journey.

We also want to inspire other businesses. To do that, we're dedicated to being transparent about our progress, challenges, and learnings so we can grow not only as an industry, but as a worldwide community for the benefit of people and the planet.

It's not easy being green

There's a lot to share, but we've chosen a few areas that we think are worth highlighting.

01

More sustainable packaging

We've committed to removing all our single-use plastics from our packaging by 2026, but we want to acknowledge that reaching this target will be difficult.

Why are we using single-use plastic packaging in the first place? Because we create premium products for long-term use, we need to protect them from in-transit damage; sending damaged products to landfill is worse than using plastic to protect them. We looked into alternatives such as non-woven fabric bags — which would also provide a more premium experience for our customers — but found that these have, in fact, a larger environmental footprint.

As mentioned earlier in the report, the majority of our emissions come from the materials in our products, so to make a greater positive impact, we've focused on material innovations in our products and paused our packaging project until we can invest more resources and budget.



It's not easy being green

There's a lot to share, but we've chosen a few areas that we think are worth highlighting.

02

Enabling high-value textile recycling

We make our products using high-performance fabrics. Unlike fast fashion, ours are durable and long-lasting; think waterproof, breathable and anti-bacterial. However, the coatings that we apply to give them these features further complicate high-value textile recycling and the possibility to close material loops.

We're not alone in facing this problem — businesses that create high-performance textile products also have this issue. Finding the optimal solution between performance, environmental impact of coatings, and recyclability is tricky, but we're committed to the task and want to be part of an industry-wide effort to invest in innovations.



It's not easy being green

There's a lot to share, but we've chosen a few areas that we think are worth highlighting.

03

Using recycled aluminum

We use aluminum in our products because it's strong and lightweight. It needs to be high-grade and of a consistent quality so that all products meet the same standard, but it's a material that consumes a lot of energy.

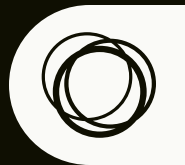
At present, the most reliable and more sustainable sources are post-consumer and post-industrial aluminum. Though post-consumer aluminum is a better option, it's difficult to source consistently high quality in China, so we're using post-industrial aluminum until a better alternative is available.





05

Looking to the future





We revolutionized the stroller industry 25 years ago and we're determined to continue blazing a trail — not only by providing bold and pioneering products, but also by becoming the sustainability leader in our industry. As we strive towards net-zero emissions by 2035, we know there's still a long way to go. To reach our goals, we're collaborating with a wide network, from our teams to consumers, retailers to suppliers, and competitors to investors.



We've identified three key action areas:

01

Innovation roadmap for carbon reduction

- Switching to post-industrial recycled aluminum in our key products.
- Prioritizing recycled polyester while continuing to search for even better alternatives.
- Trial innovations in more sustainable materials such as bio-based fabric and alternatives to conventional rubber.

02

Insights and honest reporting

- Being an ethical company means it's key to be transparent about the impact we have on people and the planet. To understand our impact, we did a materiality assessment in 2021 and will reassess this in 2024.
- We're preparing for upcoming legislation under Corporate Sustainability Reporting Directive (CSRD) and the EU Taxonomy.
- As part of the Green Claims Directive, we're reviewing our communication for greenwashing.

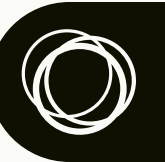
03

Value-chain transparency

- We're planning to invest in setting standards and further engaging with our suppliers when it comes to working conditions in the factories, equal rights, and prevention of child and forced labor. We will be doing this via a new supplier portal to create awareness around ESG topics.



There's a long journey ahead to keep us strolling more sustainably. Follow us on our website and social channels for regular updates on our progress, and stay tuned for our next impact report.



Certificates and commitments

Company wide



B Corp certification

is a third-party standard that shows that company meets high standards of social and environmental performance, accountability and transparency. Certified B Corporations are globally recognized as leaders in the movement for an inclusive, equitable, and regenerative economy.

Bugaboo is B Corp Certified since 2022

EcoVadis

is a globally recognized assessment platform that rates businesses' sustainability based on four key categories: environmental impact, labor and human rights standards, ethics, and procurement practices.

Bugaboo is EcoVadis Silver certified in 2023

The United Nations Global Compact

supports global companies committed to responsible business practices in human rights, labor, the environment, and corruption. This UN-led initiative promotes activities that contribute to sustainable development goals to create a better world.

Bugaboo is a signatory since 2021

The Modern Slavery Act

is a comprehensive legal framework aimed at eradicating modern slavery, protecting victims, and holding offenders accountable.

Bugaboo is a signatory of the Modern Slavery Act since 2021

Certificates and commitments

Product-related

The Forest Stewardship Council® (FSC®)

unites citizens, businesses, governments, and NGOs under a common goal: protecting healthy, resilient forests for all, forever. FSC-certified wood comes from well-managed forests; it benefits local economies and, it's environmentally friendly and durable.

The Bugaboo Giraffe is crafted from FSC-certified European Beechwood



The mark of responsible forestry

Greenguard Gold

certifies products for low chemical emissions. Greenguard Gold Certified means products are built to contribute to safer, healthier air. Greenguard Gold Certified products are low-emitting and contribute to cleaner indoor air for you and your family.

Bugaboo has certified their indoor products, the Bugaboo Giraffe and Bugaboo Stardust.

ISCC

is a sustainability certification system covering the entire supply chain and all kinds of bio-based feedstocks and renewables.

The ISCC certification provides the guarantee that the material is recycled, and consumption of virgin feedstock is reduced.

All bio-based material in the Bugaboo Bee 5, Bugaboo Donkey 5, Bugaboo Dragonfly, Bugaboo Fox 5, Bugaboo Fox Cub, and Bugaboo Giraffe are ISCC-certified.

The Responsible Down Standard

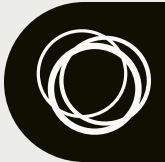
is an independent, voluntary global standard that recognizes and rewards the best practices in animal welfare. The RDS was developed and revised over three years, with the input of animal welfare groups, industry experts, brands, and retailers. We ensure that all our suppliers are RDS-certified

Our high-performance footmuff uses RDS-certified down.



Certificates and commitments

Factory-related



SA 8000

is an international certification standard that encourages organizations to develop, maintain, and apply socially acceptable practices in the workplace such as fair wages, labor rights, working conditions, health and safety, and gender equality

SEDEX

is a not-for-profit organization that aims to improve ethical and responsible business practices in global supply chains. SEDEX stands for Supplier Ethical Data Exchange, which is an online system that allows suppliers to maintain data on ethical and responsible practices and allows them to share this information with their customers.

ISO 14001

is the international standard that specifies the requirements for an effective environmental management system (EMS).

It maps out a framework that a company or organization can follow to set up an effective environmental management system.

ISO 9001

is an international standard that sets out the requirements for a quality management system. Organizations use the standard to demonstrate the ability to consistently provide products and services that meet customer and regulatory requirements.

Definitions

CO₂, Carbon Dioxide (CO₂)

A naturally occurring gas in our planet's atmosphere. However, human activities, especially burning fossil fuels, have significantly increased CO₂ levels, transforming it into a greenhouse gas. This leads to the trapping of heat, resulting in global warming, climate change, and detrimental effects on ecosystems and human health. Consequently, reducing emissions becomes essential to mitigate CO₂'s impact and ensure the preservation of a habitable planet for future generations.

CO₂e

Throughout our report, we are not speaking about CO₂ but CO₂e. This refers to "carbon dioxide equivalent," which is a way to measure the impact of different greenhouse gases on global warming. It's like a common language for comparing how much each gas warms the Earth.

If CO₂ is the standard unit of measurement, then other gases, such as methane or nitrous oxide, are converted into how much CO₂ it would take to have the same warming effect. This makes it easier to understand and compare their impacts.

CO₂e tells us how much a given amount of any greenhouse gas is equivalent to in terms of carbon dioxide's warming effect. This helps scientists and policymakers understand and manage the total impact of all greenhouse gases together.

Carbon footprint

This is a measure of the greenhouse gas emissions released into the atmosphere by a particular person, organization, product, or activity. A bigger carbon footprint means more emissions of carbon dioxide and methane, and therefore a bigger contribution to the climate crisis.

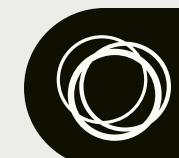
Measuring a person's or an organization's carbon footprint entails looking at both the direct emissions resulting from the burning of fossil fuels for energy production, heating, land and air travel, and indirect emissions resulting from the production and disposal of all food, manufactured goods, and services they consume.

Carbon footprints can be reduced by shifting to low-carbon energy sources such as wind and solar, improving energy efficiency, strengthening industry policies and regulations, changing purchasing and travel habits, and reducing meat consumption and food waste.

Carbon neutral and net zero

In a carbon-neutral organization, there's a commitment to evaluate the CO₂e emissions produced. This is coupled with finding ways to reduce those emissions and compensating for them by reducing emissions elsewhere, or by removing an equal amount of CO₂e from the atmosphere. This balancing practice is known as carbon offsetting and could involve planting new trees or investing in renewable energy, or with, for example, bioenergy carbon capture and storage (BECCS).

Net zero, on the other hand, means that a company reduces its absolute emissions across its whole supply chain to support the target of limiting global warming to 1.5°C, which aligns with the Paris Agreement. The Science Based Targets initiative (SBTi) has set out the world's first net-zero standard, providing companies with a framework and tools to effectively implement the net-zero target.



Definitions

Circular economy

This refers to models of production and consumption that minimize waste and reduce pollution, promote sustainable uses of natural resources, and help regenerate nature. Circular economic approaches are all around us. They can be employed in many sectors from textiles to building and construction, and at various stages of a product's life cycle, including design, manufacturing, distribution, and disposal.

Besides helping tackle the problem of pollution, circular economy plays a critical role in solving other complex challenges, such as climate change and biodiversity loss. They can help countries accelerate their transition to more resilient and lower carbon economies while also creating new greener jobs. Currently, only 7.2% of used materials are cycled back into our economies after use. This has a significant burden on the environment and contributes to the climate, biodiversity, and pollution crises. As a result, we currently need nearly two Earths to deliver on all the world's resource demands.

ESG

A holistic approach to sustainability that evaluates environmental, social, and governance criteria. It helps stakeholders assess how organizations manage non-financial risks and opportunities

GHG

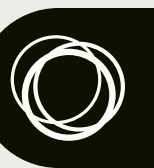
This refers to greenhouse gas, which describes a group of gases that trap heat in the Earth's atmosphere. While essential for our survival, excessive emissions of GHG contribute to global overheating.

The Science Based Targets initiative

A collaborative effort designed to encourage and support companies in setting greenhouse gas (GHG) emission reduction targets that align with the latest climate science. It is a joint initiative by CDP (formerly the Carbon Disclosure Project), the United Nations Global Compact (UNGC), the World Resources Institute (WRI), and the World Wide Fund for Nature (WWF). It offers sector-specific guidance, tools, and methodologies to ensure that targets are scientifically robust and in line with climate goals.

Offsetting

In offsetting, carbon emissions still take place, but someone else offsets it, for example by planting trees, through the creation of wind farms or carbon storage. Reducing, eliminating, and reversing GHG emissions is a more effective approach to reducing emissions. Offsets do not encourage polluters to stop producing GHGs; they encourage them to fund other entities to do so.



Definitions

Scope 1,2, 3 emissions

A categorization framework used to classify greenhouse gas (GHG) emissions associated with an organization's activities, products, or services. These categories help in understanding the sources of emissions and devising strategies to mitigate them effectively.

Scope 1 emissions encompass direct GHG emissions resulting from sources owned or controlled by the organization. These emissions are produced from activities such as burning fossil fuels on-site (e.g., company-owned vehicles, boilers, furnaces) and other processes like chemical reactions that occur within the organization's boundaries.

Scope 2 emissions include indirect GHG emissions resulting from the generation of purchased electricity, heat, or steam consumed by the organization. These emissions occur outside of the organization's direct operational control but are associated with the energy it purchases and uses.

Scope 3 emissions encompass all other indirect GHG emissions that occur in the value chain of the organization. These emissions are associated with activities and sources both upstream and downstream from the organization.

