



# CONTRIBUTE\*

SUSTAINABILITY REPORT 2020

oberalp  
GROUP

*\*Look around. Our planet is precious, we need to take care of it.*

Sustainability is  
about how every  
one of us chooses  
to do things.  
Every day.

*#CONTRIBUTE*



Alexandra Letts, Sustainability Manager

»Life goes fast. Time passes quickly and we forget that it is made of single moments. A swim is made of strokes; a walk, a run and a climb to the summit are made of steps. One, then another, each one taking us further and rewarding us with achieving a personal goal or reaching a beautiful place.

Just like that, one day follows another. Each day is full of decisions to make, at work, at home, outdoors, shopping. Even though they are personal, they have an effect on other people and the planet we share. And every choice is an opportunity. Our chance to contribute.«

# WHAT WE'VE BEEN UP TO IN 2020



We launched our new brand LaMunt, made by women for women.



We conducted more than 4,500 tests on our products to make sure they comply with the Oberalp Chemical Policy.



We built a new laboratory for performing physical tests.



We were awarded "Leader" status by Fair Wear Foundation for the 4th year in a row for our exceptional work in improving working conditions in our factories.



We extended social monitoring to our hardware factories in Taiwan.



We showed the faces behind our products "Made in Bangladesh".



Salewa completely eliminated the use of PFCs from its Powertex membranes starting from the Spring/Summer2020 collection.



We shifted to using recycled polybags for our apparel items from our Fall/Winter2020 collections.

# COVID-19

2020 will be remembered as the year of the pandemic. We had many challenges, but we never stopped.

Mountains have taught us: if conditions change, all we can do is react as quickly as possible.

And that is exactly what we have done. We have taken on our responsibilities and decided to make collaboration in business continuity, our winning card to limit the effects of the coronavirus, both inside the Company, with our employees, and towards the outside, with our partners worldwide.

During these times, reliability and transparent communication have become more important than ever before.

To better manage this crisis, from the very beginning we adopted an approach based upon clear, rapid communication at all levels. By maintaining constant and open dialogue with our colleagues, our offices, dealers and suppliers worldwide, we have been able to

find joint solutions, support them by allowing more flexibility and reducing the strain for all of us.

Even in these challenging times we are trying to keep our good spirits and stay united. We are certain that we will overcome these difficulties in the only way possible: together.

For more information visit [the website](#)

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# ABOUT US

## OBERALP GROUP IN NUMBERS

We own **6**  
mountaineering  
brands distributed  
in **65** countries

We produce in **24**  
different countries

We employ **703**  
people

We have **236**  
monobrand stores  
worldwide

We work with **3,500**  
dealers to increase  
our reach

We partner with  
**7** premium sports  
brands

# OUR PRINCIPLES

## Passion

We have unlimited enthusiasm for sports and mountains. For six generations this love for sports drives us to develop high quality and technically advanced products and brands.

## People

Positive attracts positive. Our core asset is our team of talented, open, and culturally diverse people who operate effectively, driven by clear goals and shared values.

## Courage

We are courageous in the ways we explore our curiosity, seek new paths, and then take responsibility for our decisions and actions

## Responsibility

We use resources carefully with an acute awareness of our impact and a deep desire to preserve the environment today and for future generations.

## Ethics

We strive to create meaningful relationships with our international partners.

## Sweat together

Sweating together is one of the virtues of sports and we live it also at work.

## Innovation

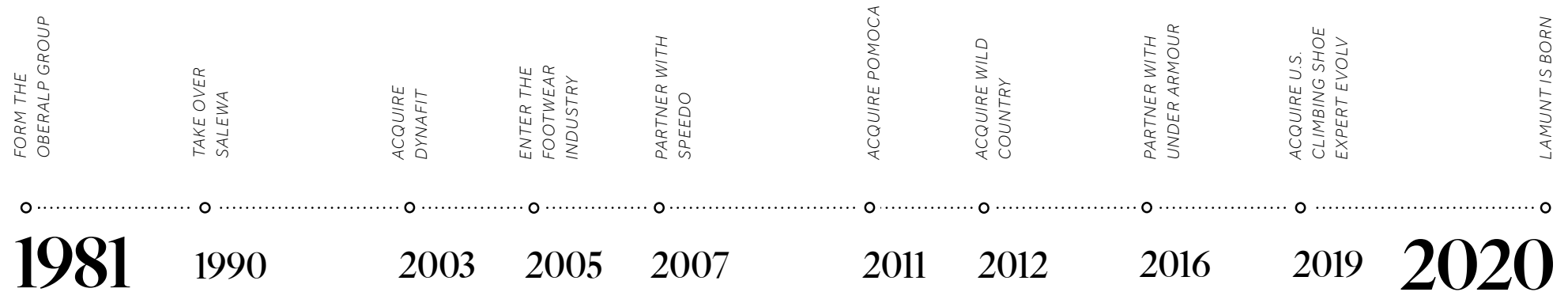
Through the continuous innovation of processes, products and ways of thinking and the cooperation with qualified partners we achieve new standards of excellence.

## Future

Think long-term but act fast and execute well. Financial success is the consequence and ensures our independence.



# OUR LONG JOURNEY



— *Some of our most important milestones.*

The Oberalp Group is a family-owned company.

The Oberrauch Family has been working in the textile industry for six generations. Anton Oberrauch founded the family business back in 1846 when he started to import quality textile products to the Italian market.

In 1981, the Oberalp Group was founded and started distributing clothing and other sports products in Italy.

39 years later, we have around 700 employees. And we're known for building great brands that make the highest quality technical mountaineering products. Today, we're active in the product design, development,

production and distribution of our five brands: Salewa, Dynafit, Pomoca, Wild Country, Evolv and LaMunt.

We also use our management and distribution experience to help our partner brands in the sports sector, including Under Armour, Speedo, Fischer and more.

But while we've grown as a company, we're still a family. And no matter how much we will continue to grow, our people will always come first.

**WHY WE EXSIST**

**WE BELIEVE IN SPORTS & OUTDOOR ACTIVITIES AS A MINDFUL USE OF LEISURE TIME**

**EXPRESSION OF OUR MISSION**

### MOUNTAIN EXPERIENCE

We inspire and encourage people by and for mountains

### SPORTS EXPERIENCE

We provide best-in-class sports brands for ambitious retailers

**MINDSET WE ADDRESS**

MOUNTAIN PERFORMANCE

MOUNTAIN HERITAGE

MOUNTAIN TECHNOLOGY

MOUNTAIN SAFETY

MOUNTAIN COURAGE

MOUNTAIN WOMEN

WINTER COMPETENCE SOLUTION PROVIDER



SUMMER COMPETENCE SOLUTION PROVIDER

**CONSUMERS' DREAMS FULLFILLED BY OUR BRANDS**



Our mountain sports brands:

We're the only house of brands in the world that specializes in a single theme - mountaineering - with our brands, Salewa, Dynafit, Pomoca, Wild County, Evolv and LaMunt.

We're passionate about mountain sports, which means we're the main customers for our products. This is what drives us. Many athletes also use our products, working with us to test and develop them in the mountains.

Our exclusive partner brands:

We partner with international sports brands and offer our know-how in communications, sales and brand building in Europe. We specialize in the Italian market, but have positioned ourselves across Europe by working with seven premium sports brands.

We are not a typical sales partner and distributor in this field. Instead, we're a solutions provider that proves its competence in the selection of partner brands and can offer the retail trade a single point of contact for renowned sports brands.

# OUR BRANDS



## Salewa —*pure mountain*



Salewa provides a balanced combination of functionality and aesthetics and offers the perfect solution for the progressive mountaineer.

Salewa is inspired by the heritage and traditions of the Dolomites in northern Italy, on the southern side of the Alps. With over 85 years of history, Salewa (founded in Munich in 1935) has always been committed to the extraordinary mountain experience ever since it developed the first backpack for an Andean expedition in the 1950s.

Salewa is focused on using natural and traditional alpine materials such as wool and hemp and the brand is committed to full transparency of its sourcing, production and operations.



## Dynafit —*speedup*



Dynafit develops its products into a performance system – by mountain athletes, for mountain athletes. It's all about endurance and determination.

The highest level of performance and speed on the mountain is only achieved when products are as light, reliable, and efficient as possible. Dynafit's products are mostly made in Europe, with materials and technology that work in all seasons.

The brand's goal is to always provide the highest quality products that can last in time, also thanks to its extended guarantee services.



# Wild Country

— *pure climbing*



Wild Country is the brainchild of UK-based climber Mark Vallance. It was set up to manufacture what's become the most famous piece of rock climbing gear of all time: the Friend.

Wild Country offers customers the greatest possible freedom in their vertical activities with its technical climbing products. It uses technology to reduce the risk of climbing to the lowest possible level – exceeding safety standards and setting them even higher.



# Pomoca

— *swiss technology*



Pomoca is not only skins. Pomoca is Swiss technology to empower your freedom in the mountains with precise, reliable and simple solutions.

Pomoca, founded in 1933, is a Swiss manufacturer of ski touring skins and rubber outsoles.

As the oldest skin manufacturer and leader in the field of ski touring, Pomoca initially revolutionized the market in 1975 with the application of adhesive for skins, followed by the invention of waterproof treatments EverDry in 1985. Pomoca strongly invests in innovative and environmentally responsible technologies.



# Evolv

— *urban climbing*



Founded in Los Angeles seventeen years ago, Evolv creates products that embody the relentless progression of the modern climbing culture.

Young, creative and unencumbered by tradition, Evolv advances a vision of climbing that's distinctly urban, where gyms offer the camaraderie and challenge that once could only be found in the mountains. Evolv is the only climbing shoe brand to operate its own US resole service which resoles thousands of pairs a month for end consumers and climbing gyms.

Evolv also makes climbing shoes and feet for adaptive climbers, giving physically disabled sports enthusiasts the opportunity to approach the world of climbing.



# THE NEWCOMER IN THE OBERALP HOUSE OF BRANDS

LaMunt

## LaMunt — *Shape Her Identity*

### A new female perspective on the mountains for the Oberalp House of Brands

Women have long arrived in mountain sports but were given little room in this historically male-dominated adventure scene. LaMunt is the new premium mountain sports brand by women for women that changes this and brings the female perspective on alpine sports. With its launch in 2020, it is the latest addition to Oberalp's house of brands, completely developed in-house, from scratch.

For the "new" modern women out there, mountains are not only a place to be conquered. They are a space for exploration & inspiration as well. Women seek conscious quality time, what LaMunt calls "mountain me-time". These confident women, who face the mountains with determination, want apparel that expresses their femininity and personality, without compromising on functionality.

LaMunt is their answer. Combining function with aesthetics and finesse and providing "smart fit solutions", not compromises. Taking the female body how it is, not how it's stereotyped - so women feel comfortable in all activities. A collection made "by women for women", with inputs from women it connects to.

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From the very beginning, LaMunt products are carefully and mindfully developed, to be as sustainable as possible. This includes ensuring decent working conditions and high standards in the factories where they are made, as well as chemical safety (testing of products and the use of certified materials to exclude harmful chemicals). In addition, the choice of materials is based on three pillars:

- **The use of natural materials**
- **The use of recycled materials**
- **The use of PFC-free durable weather-resistant treatments.**

Each of the products for the first collection (Spring / Summer 2022) will have at least one, but often more than one material fulfilling these criteria.



»Sustainability is something that cannot be overlooked when you are designing - in 2020 - a new brand. But sustainability is more than that. It is about conscious decisions we take on an everyday level while developing high-quality products. We aim to do this in a responsible way, making sure our consumers can make informed purchasing decisions.«

**Ruth Oberrauch**, Brand Manager

# PRODUCT DIVISIONS

Our four product divisions are responsible for transforming our brand visions into product strategies. They develop and propose the seasonal product matrix by following the brands' briefing, contributing to the product line development.

Each division is responsible for the complete product development process, industrialization and control of the manufacturing process: project management, product design, product development, sourcing and purchasing, production planning and quality control of all products.

They also identify new technical solutions and push product innovation (in collaboration with the innovation team) to meet the brands' objectives, quality and compliance requirements, and financial goals.



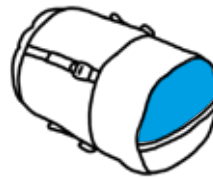
**Apparel**



**Footwear**



**Backpacks**



**Sleeping bags**

## OUR PRODUCTS



**Technical hardware**

climbing and safety equipment, poles



**Ski equipment**

bindings, ski boots, ski skins, skis



**Tents**

# OUR EXCLUSIVE PARTNER BRANDS



*Speedo* was born over 90 years ago in Australia and since then is the essence of swimming. Its heritage and innovative technology make this brand leader in this industry. We started working with Speedo back in 2007 and we now distribute it in Italy, Austria, Czech Republic, Germany, Hungary, Poland and Slovakia.



*Under Armour* is an internationally acclaimed US innovator, marketer and distributor of branded performance athletic footwear, apparel and equipment. In 2016, we started working with Under Armour to help it expand in Italy. We have now opened 10 Under Armour shops in Italy.



*Fischer* is an international expert in Nordic skiing and one of the world's leading brands in Alpine skiing, known for innovation and cutting-edge technology. We've been partnering with Fischer since 2013 and are managing the brand's presence in the Italian market.



*Barts* is an Amsterdam-based brand, excellent manufacturer of a wide range of accessories like hats, scarves and bags, both for winter and summer seasons. We've been distributing Barts in Italy since 2011.



*Spyder* is an American renowned brand in the world of high-end specialized skiing apparel, representing the essence of modern skiing. We've been partnering with the brand since 2015 and are distributing its products in Italy.



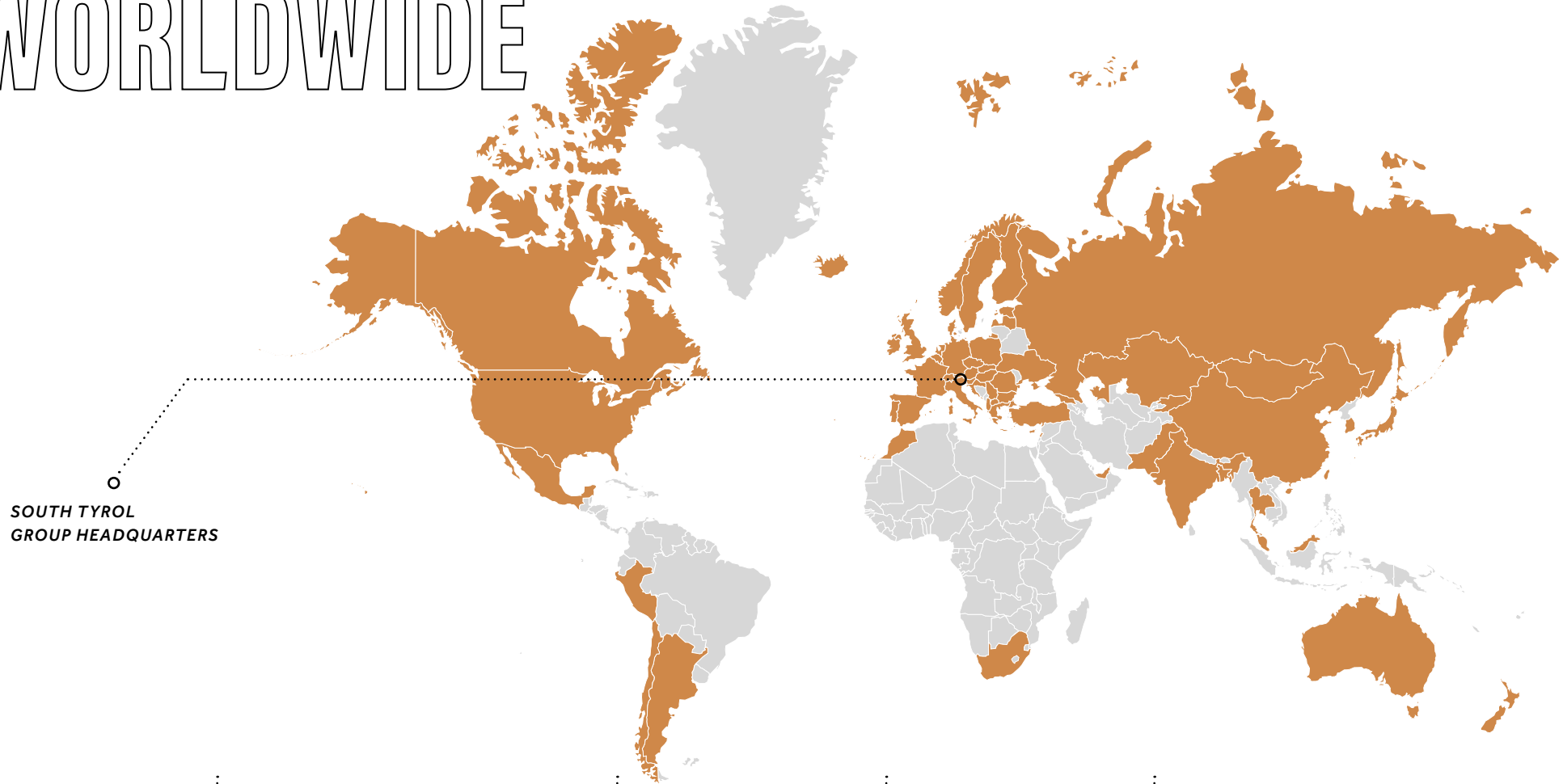
For over 50 years, *Smith* has pioneered advanced products to fuel fun beyond walls, creating innovations that amplify awesome, and crafting gears in which every detail makes a difference. We've been partnering with Smith since 2017 and we are developing the brand in the Italian market.



*X-Bionic* and *X-Socks* unify Swiss engineering and Italian production, redefining the world of functional sportswear. The two brands take inspiration from nature, using technical solutions to transform sweat into energy. We started our partnership in 2019 distributing the brands both in Italy and Austria.



# OUR PRESENCE WORLDWIDE



**SOUTH TYROL  
GROUP HEADQUARTERS**

**12**

OFFICES ACROSS  
EUROPE AND THE USA

**3500**

WORLDWIDE DEALERS IN OVER  
60 COUNTRIES

**31**

MONOBRAND  
OWNED STORES

**27**

MONOBRAND  
FRANCHISED STORES

**178**

MONOBRAND STORES WITH  
OUR LICENSEE PARTNERS



# CENTRAL FUNCTIONS

Administration & Controlling, Business Development, Sustainability, HR, IT, Legal, Logistics, Procurement, Process Management, Research & Innovation – work across all divisions and brands. They're based at our headquarters in Bolzano, Italy.

# OFFICES

South Tyrol in Italy is our home. It is where our headquarters is based and most of our employees work. It is the home of the brands Salewa and LaMunt and where Wild Country is based, as well as all our central functions. Part of our sales and marketing teams are also based here.

Munich/Aschheim is our second headquarters. It is the home of our brand Dynafit and the competence center for the engineering of our Dynafit bindings. It is also the head office of our biggest commercial unit, the Central Europe Region (Germany, Austria, Switzerland). Denges in Switzerland is the home of our brand Pomoca. The production of our ski touring skins is based here. The head office for Evolv is in Buena Park, close to Los Angeles.

Montebelluna, the historical hub of technical footwear development in Italy, is where our shoes and technical equipment are conceived, developed and tested, following the strictest quality standards. It is also home to our apparel technical development and Chemical Management.

Totally we have 12 offices across Europe and the USA, so we can stay close to our consumers and partners and meet their specific needs.

Italy (2 offices), Germany, Austria, Switzerland, Spain, UK, France, USA (2 offices), Poland and Czech Republic.

# STORES

Our stores are a vital part of our business. They're our main contact point with end consumers - the place where we meet our users face-to-face, understand their needs and introduce them to our identity and values.

In 2020 we launched our new store concept: Mountain Shops. Alongside our monobrand stores, Mountain Shops will become another important pillar of our retail business, offering products and services that respond to the needs of local mountaineers and tourists. Depending on the local market demand, Mountain Shops can also sell products from brands outside the Oberalp Group.

## 31 owned stores, 27 franchised stores

(30 Italy, 8 Germany, 8 Austria, 7 Poland, 2 Spain, 2 Switzerland)

## 178 stores with our Licensee partners

(176 South Korea, 2 China)

# DEALERS

Our dealers are retailers that sell our own brands' products internationally. Through these partnerships, we strengthen our brands' awareness around the world. We have over 3,500 dealers in over 60 countries worldwide.

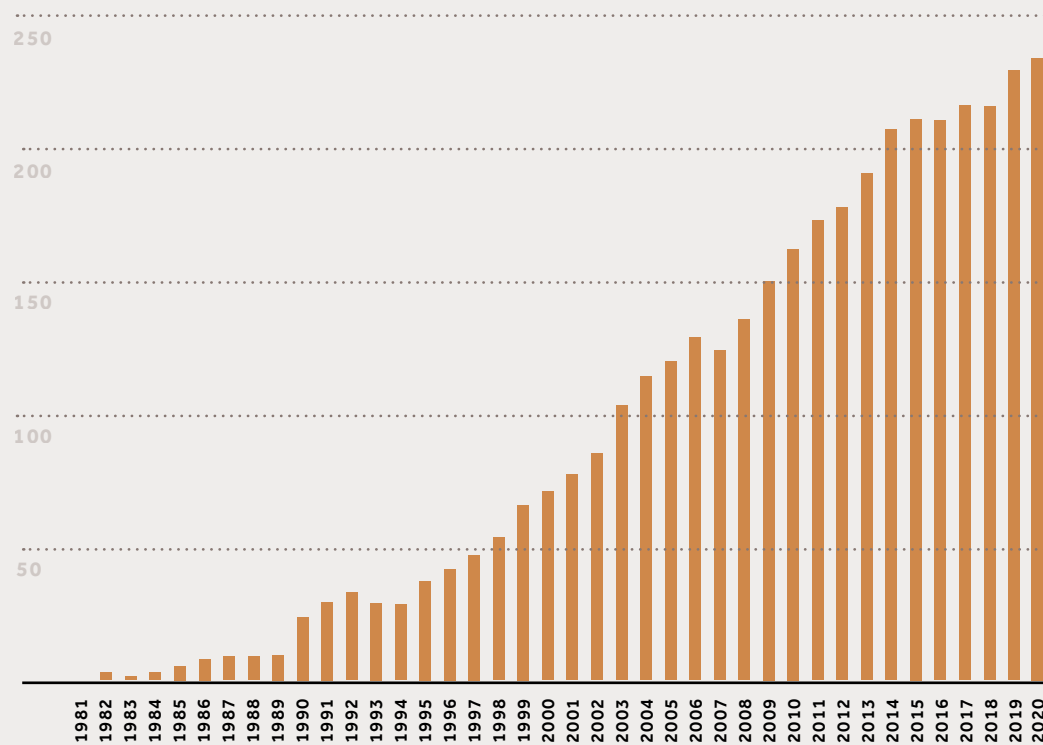
Our distributors help us reach all the markets where we don't have a direct presence. These operations are managed by our export team, located at our Bolzano headquarters.



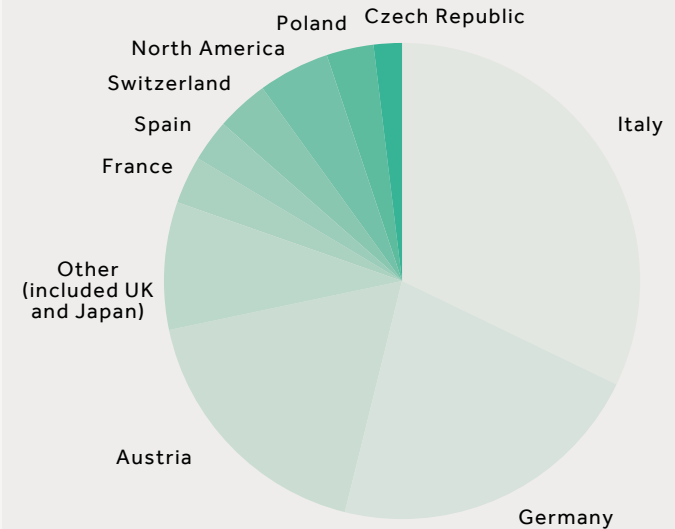
# WE'RE GROWING EVERY YEAR

Our turnover is growing every year – and as it grows, our responsibility grows, too. We believe economic, social and environmental sustainability go hand in hand. Excessively rapid growth and tactical action for short-term flare-ups are not the right components for our company's success. In 2020, our turnover was €235 million.

**OUR GROUP\* TURNOVER(Million)  
YEAR ON YEAR**



**OUR GROUP\* TURNOVER(%)  
BY COUNTRY**



\* this data includes the turnover of our 5 brands and our distribution brands.

# HOW WE DO THINGS

A modern, bright office interior with large glass windows, potted plants, and people working at tables. The space is open-plan and airy, with a high ceiling and a grid of structural beams. The lighting is natural, coming from the large windows. There are several potted plants in white pots, and people are seen working at tables in the background.

As a family business, we choose how we do things.

We're not only interested in quarterly results.

We think long term. We think about the world we're leaving behind for our grandchildren, and their grandchildren.

Sustainability is a choice we invest in, because we believe in it. It's a crucial part of our company values and daily business.

# OUR SUSTAINABILITY STRATEGY

Our sustainability strategy is divided into five focus areas, which fall under two main categories: Empowering People & Engineering Gear.

## EMPOWER PEOPLE



### 1. We're committed to our team

We support our employees' wellbeing and professional growth to ensure a strong, motivated workforce.



### 2. We promote fair factories

We ensure safe and fair working conditions by empowering workers and creating solid relationships with our partners.



### 3. We share our passion & give back

We share our passion for alpine sports and lifestyle, giving back to the communities where we work and live.

## ENGINEER GEAR



### 4. We make leading products

We provide sustainable and innovative products, and guarantee the highest quality, safety and durability.



### 5. We produce mindfully

We're working towards circularity, efficiency and traceability - with minimal impact on people and the planet.

# A MISSION EVERYONE BELIEVES IN

Back in 2010, we created a Sustainability Working Group involving all the key functions in the Company, to identify the areas we should work in, to make our commitment to sustainability official towards stakeholders outside the Group. In 2012, we established a Sustainability Department, which is now a team of four people, led by Alexandra Letts. We have a sustainability roadmap to keep us on track. Our team works to integrate sustainability into every department and brand of the Oberalp Group, and reports directly to the ownership and to our CEO.

We're constantly improving the way we do sustainability and we think the best way to do that is to be transparent: to talk about what we're doing and share the results. That's what this document is for.

We make products for mountain lovers, by mountain lovers. But our mission doesn't just belong to us. It belongs to our consumers, athletes, owners and employees, too. We want to celebrate how far we've come and the progress we've made. But we also want you to tell us how we can improve.

This is why we are frequently engaging with our stakeholders through surveys, interviews, workshops, to understand which aspect of sustainability they believe are most important for Oberalp to focus on.



## OUR STAKEHOLDERS

**Consumers**

**Our athletes**

**The owners**

(Oberrauch family)

**Our employees**

**NGOs**

(Sustainable Apparel Coalition, Clean Clothes Campaign, FWF, Greenpeace, etc.)

**Industry associations**

(Outdoor Industry Association, European Outdoor Group, etc.)

**Local communities**

**Other brands**

**Media**

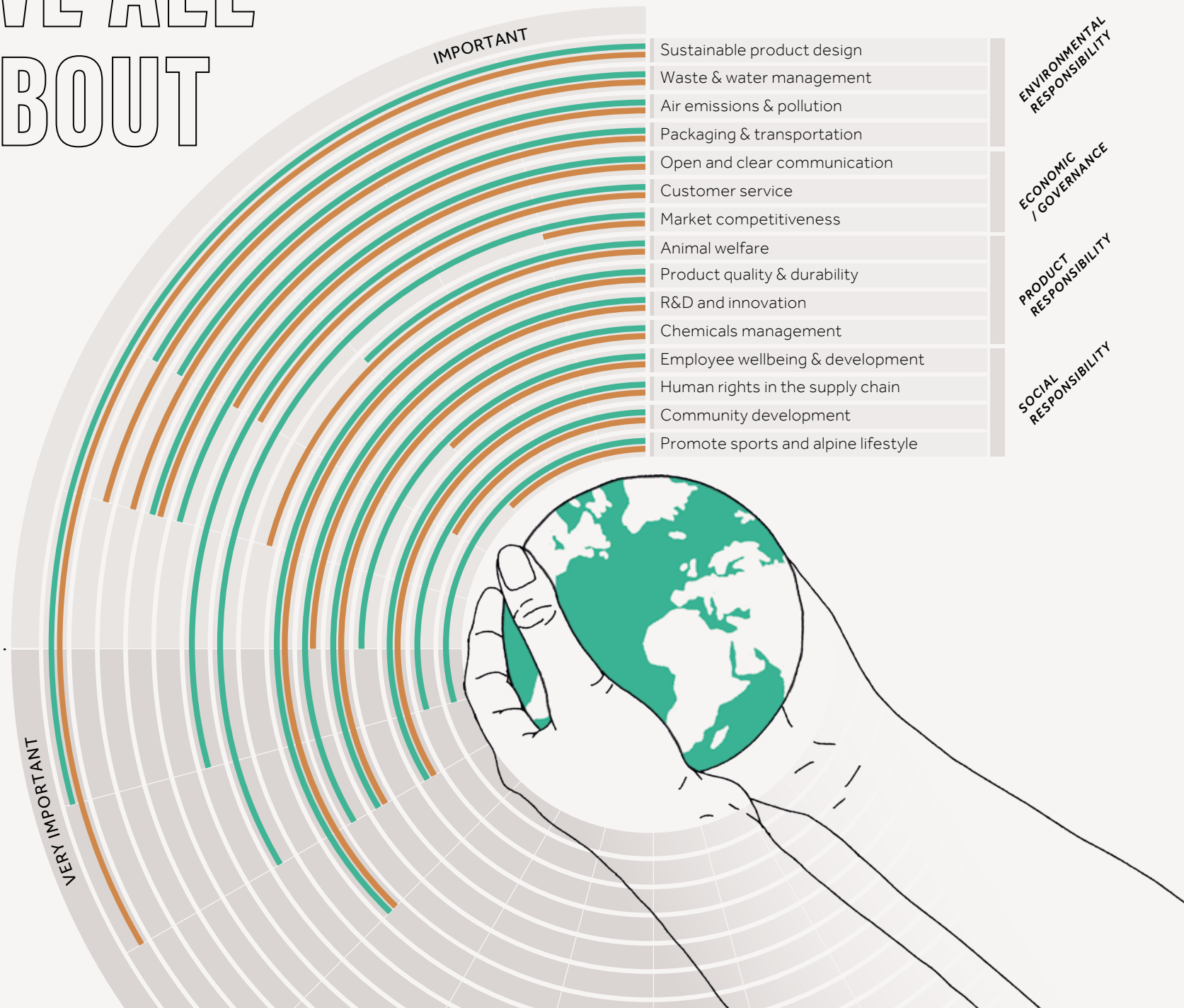
**Authorities**

**Sustainability professionals  
& experts**

# WHAT WE ALL CARE ABOUT

Our materiality matrix is an overview where we rank different sustainability topics according to how important they are to us as a company, and to our stakeholders.

All topics are important to us, but the ones that go beyond this ..... threshold are the most relevant to our sustainability work.



■ IMPORTANCE FOR OBERALP

■ IMPORTANCE FOR STAKEHOLDERS



# SUSTAINABLE DEVELOPMENT GOALS

In 2019 we conducted an in-depth analysis of the SDGs to understand Oberalp's alignment with the roadmap and priorities set out by the UN and where we can contribute as a company. The 17 goals have been adopted by UN Member States as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030.

We identified 10 out of the 17 goals where we have an impact as a company. Here is an overview of the relevant SDGs and on the following page, how they are integrated within Oberalp's sustainability strategy.

The SDGs are mentioned again at the beginning of each chapter.

4 QUALITY EDUCATION



Access to education for all and increase the number of youth and adults with relevant skills for employment.

5 GENDER EQUALITY



End all forms of discrimination and violence against women and ensure their full integration.

6 CLEAN WATER AND SANITATION



Ensure our products and production processes do not use harmful chemicals and materials.

7 AFFORDABLE AND CLEAN ENERGY



Increase the share of renewable energy in the global energy mix.

8 DECENT WORK AND ECONOMIC GROWTH



Ensure a safe work environment and assist in the economic development of local communities. Protect human working conditions in our supply chain and promote safe and secure working environments for all workers.

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



Help suppliers upgrade infrastructure and increase resource-use efficiency by adopting clean and environmentally sound technologies and industrial

processes. Enhance scientific research and encourage innovation.

10 REDUCED INEQUALITIES



Contribute to addressing income inequality by addressing wage and social protection issues in developing countries.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Achieve the sustainable management of natural resources and the environmentally sound management of chemicals throughout the lifecycle of our products.

Ensure that consumers have access to relevant information and are aware of sustainable development. Reduce waste generation through prevention, reduction, recycling and reuse.

14 LIFE BELOW WATER



Prevent and reduce marine pollution, in particular from plastics and microplastics.

15 LIFE ON LAND



Ensure the conservation and sustainable use of ecosystems, in particular mountain ecosystems.

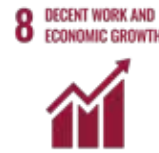
## EMPOWER PEOPLE



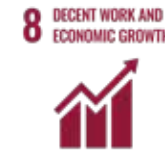
1. We're committed to our team



2. We promote fair factories



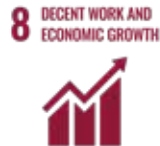
3. We share our passion & give back



## ENGINEER GEAR



4. We make leading products



5. We produce mindfully







# WE'RE COMMITTED TO OUR TEAM



A big team's a big responsibility.

We have more than 700 employees working in 10 countries worldwide.

We want all our employees to help us bring about positive change. And we believe the best way to achieve that is to empower them, making them responsible for their actions.

WE BELIEVE A GOOD

# work-life- balance

is essential and  
we have different perks  
to support it

---

NOW WE'RE A TEAM OF

# 703

People

---

EACH YEAR WE GIVE OUR STAFF

# 6 Oberalp awards

We believe positive change  
goes hand in hand with  
motivation



# HOW WE SHAPE UP ACROSS THE GROUP IN 2020

## A GENDER DIVERSE WORK ENVIRONMENT

	FEMALE	MALE
2016	43%	57%
2017	47%	53%
2018	47%	53%
2019	46%	54%
2020	44%	56%

## WE HIRED

# 136

new employees in 2020 and grew by 8%

Hiring rate\* of 19% and turnover rate\*\* of 18% (in 2019, the hiring rate was 28% and the turnover rate was 22%).

## MOST OF OUR STAFF ARE OFFICE-BASED



## THE AGE OF OUR EMPLOYEES



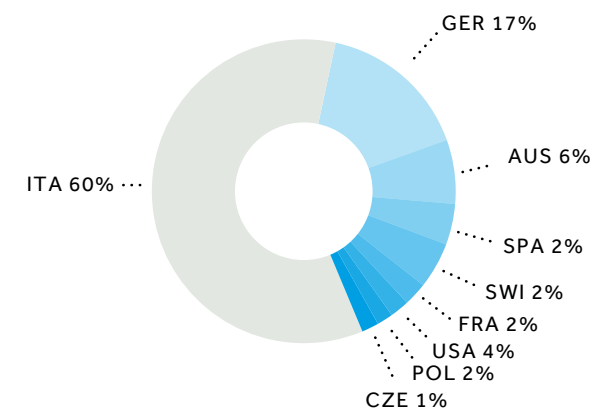
## WE WARMLY WELCOMED

# 33

Interns

\*the number of employees that were hired during 2020 divided by the total number of employees as on 31.12.2020

## 96% STAFF BASED IN EUROPE



# 12

high school students joined us for summer work experience in 2020

\*\*employees that left the organization during 2020 divided by the total number of employees as on 31.12.2020

# POSITIVE ATTRACTS POSITIVE

## We have a 360-degree approach to human resources

That means we think about every aspect of our employees' development: training, workforce planning, talent acquisition, onboarding and integration, performance management and talent review.

Our company is full of active people who love the sports our brands stand for and the mountains we work and live in.

We trust our employees to be our biggest ambassadors. If they help us hire someone, we reward them through our Recruiting Referral Policy.

We consider people's soft skills, as well as their technical ability, when we're hiring. We look for cultural affinity in our candidates and we are interested in knowing who they are as individuals outside of the professional sphere.

Once they join, we make sure their start is as smooth as possible with a comprehensive onboarding process, relaunched in 2019. An onboarding is the process of orienting, instructing and evaluating new employees during the first months of work. Our new "Hire Package" includes induction

meetings which are planned with all relevant departments and a shop experience allows them to learn about our products and our sales experience in first person. The new entries also have the chance to personally meet the CEO at the "Coffee with the CEO" organized every month. During the first six months of work the employee has regular feedback meetings with the manager and specific product trainings.

We help all our people grow by reviewing their performance annually. Together with their manager, employees review what they've achieved during the year and plan where they want to go next. Employees are encouraged to suggest areas of improvement and request specific trainings or courses to further develop their technical and soft skills.



# TRAINING

If our employees are successful, then Oberalp is successful. That's why we're investing in training and development for our people and our teams - so that we're ready for tomorrow's business challenges.

We work in an environment that's constantly changing. So it's crucial that we're continually updating our skills, abilities and knowledge.

We believe that empowering employees and making them feel responsible for their actions is the most effective way to bring positive change.

We offer a wide range of courses in the Oberalp Training Catalogue, including software, languages, internal processes, product, soft skills, innovation and management skills.

*IN 2020*

**11.367**  
**hours of training**

**16 HOURS / PERSON**

Here are some of the courses we organized in 2020:

Online platform - due to the pandemic and the closure of our shops, our Sales Team launched a series of product presentations and trainings on an online platform to prepare and train our retail staff for the re-opening of our stores.

Product development process - we organized an online training for all employees to thoroughly explain the process behind the development of one of our collections. This course helped explain for core processes add value during the lifecycle of our products, giving all colleagues the possibility to perceive the values and work that lie behind our products.

# INSPIRING CHANGE

We believe that positive attitudes bring change and innovation. That's why we reward employees every year – for their motivation, risk, exploration and challenge – with the Oberalp Awards. We have 6 different award categories. Each year we award the teams that have done exceptionally well in one of these fields.

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## Covid *Award*

An award for the contribution to saving running costs, demonstrating high efficiency despite the strong restrictions, developing the most creative alternatives to manage existing processes/events/client relationships, etc.

2020 Winners: HR team for the management of the pandemic, Salewa & Under Armour Retail teams for launching an online training platform during the pandemic.

## Process Improvement *Award*

An award for managing change within and beyond Oberalp – by developing capability, efficiency and reducing costs, as well as focusing on process implementation.

2020 Winner: IT team for their support during the pandemic.

---

## Sustainability *Award*

An award for innovative projects or activities that have a positive impact on economic, environmental and social conditions in the communities that we work in.

2020 Winner: Costing Manager, for the development of a tool that relates our purchasing prices to living wages in each country of production

## Excellent Execution & Service *Award*

Adding value for consumers by understanding, anticipating and fulfilling needs, exceeding expectations in execution and achieving outstanding results.

2020 Winner: Sales and Marketing teams Germany, Austria, Switzerland for their successful campaign.

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## Creativity & Innovation *Award*

Generate increased value and levels of performance through continual improvement and innovation.

2020 Winner: Oberalp Convention task force for the 1st Oberalp Virtual Convention.

# GETTING THE WORK-LIFE BALANCE RIGHT

*We give all our employees responsibility in their role.*

We have a goal-oriented management approach, meaning we trust our team as experts in their field and encourage everyone to bring new creative solutions to the table and think outside the box. We also use a third party to evaluate how well we're doing at giving employees a good work-life balance.

In 2012, we received the Familie und Beruf (Family and Work) certification from the South Tyrol regional government. Since then, they monitor and evaluate our efforts at our headquarters annually.

In 2019, we were granted certification once again. It is valid for 3 years.

An important benefit for our employees in Bolzano is our internal nursery (Salewa Kitas). We look after around 15 children at the daycare center, giving the opportunity to employees to bring their children directly to work. The kitas is available for children until the age of three and has flexible opening hours during weekdays.

In Autumn 2020, we introduced a new policy regarding remote working. The policy ensures a working culture based on objectives, enhances our employees' wellbeing and promotes our employer attractiveness. The FOT gives our employees the possibility to work from home one day per week.

## Parental Leave

Our Italian employees can extend their parental leave from the national standard\* up to the first birthday of their newborn (12 months). Parents continue to receive 50% of their salary\* throughout their parental leave. In 2020, 30 employees took parental leave, and 9 of those took the extended parental leave.

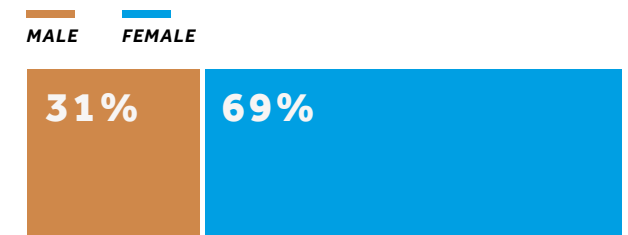
\* Italian public system foresees 9 months in total, with 30% of salary paid after first five months of leave. We cover the extra salary for our employees to receive 50% of their salary throughout their leave.

IN 2020

# 29 %

of our employees had a

## part-time contract



# OTHER EMPLOYEE BENEFITS

- *Access to two holiday homes: one along the coast in Gargano in Southern Italy and another in the mountains of South Tyrol.*
- *Regular company activities and training camps: ski touring or sledding in the winter, trekking in the summer, alpine campus.*
- *Fresh, seasonal and organic food at a discounted price with daily lunches at our larger offices.*
- *In several of our offices there's free access to company gyms and climbing halls, with sports classes (e.g. pilates, yoga) also available.*
- *Free equipment testing and renting.*
- *Employees in Bolzano can take home fresh produce from the Salewa Garden or grow their own produce in the office's backyard.*







chap.2



A main priority at Oberalp is to look after the health and wellbeing of everyone who makes our products – not just our own employees.

WE WERE AWARDED

# »Leader« status

by Fair Wear Foundation for the  
4th year in a row

---

## 92 %

of our textile products  
came from monitored  
factories

---

## 72 %

of our production volume  
came from suppliers who  
have been our partners  
for more than 5 years



# WHERE WE PRODUCE

Most of our production is outsourced, meaning we do not own the factories - apart from the Pomoca site in Switzerland. This means we have to pick our production partners carefully and make sure we install fruitful and long-term partnerships.

We produce our bindings, skis, ski boots, skins and some of our technical hardware - like via ferrata sets and ropes - and some of our footwear in Europe. This allows us to monitor every step of production more easily, checking that it meets our safety and performance requirements.

We always look for the best production location, considering technical expertise and know-how. Many factories with cutting and sewing skills are currently located in Asia, where most of our apparel, textile equipment and the rest of our footwear are made. We select the partners that follow strict social requirements and collaborate with them to reach even higher standards of working conditions.

Being far away from the factories makes monitoring much harder. For achieving high results, we ensure that all the actors in the production network are involved, from the designers in our headquarters to Quality Controllers and the factories themselves.





## SHARING RESPONSIBILITIES

We do our planning, sourcing and purchasing in different divisions. Even though each division has its own internal structure, strategies and partners, they all integrate due diligence and social compliance in everything they do.

The Sustainability team regularly exchanges information with our sourcing and costing managers about local living costs, potential hazards and geographical risks, and actual working conditions. This means they can make informed decisions.

## OUR PRODUCTION VOLUME

We work with the best factories, in countries that have production expertise. In 2020 we worked with 98 factories across 24 countries.



The rise in the number of factories and production countries, and the fall in the proportion of long-term partnerships are due to the addition of Evolv's partners.

# HOW WE SET STANDARDS ON WORKING CONDITIONS



Our code of conduct tells the world how we work as a company and the standards we follow. Every one of our suppliers has to sign and commit to it.

Essentially, it's about social compliance as part of sustainability. It's about behaving ethically towards all workers and the environment at every stage of the supply chain. And it's a tool for employees and suppliers to know their rights. The code of conduct is posted on visible places in every factory we produce in. A hotline is also available for workers to file a complaint whenever they feel their rights are not being respected.

# OBERALP CODE OF CONDUCT

## — *Key points*



We don't tolerate *child labor, ever*



All employees must be *treated with respect and dignity*



People must be *employed based on their ability and never discriminated against*



Business should be *free of corruption*



The employment relationship *must be formally established in a written contract*



Environmental protection through a precautionary approach, *the mindful use of resources and waste management systems*



Hours of work should be *reasonable and overtime must be voluntary and adequately paid*



Working conditions must be *decent and safe*



Employees must *choose to work, not be forced to work*



Wages must enable *decent living standards*



Workers have the *right to join unions*

# WHAT WE FOCUS ON

Our monitoring of labor conditions focuses mainly on suppliers where items are cut and sewn. This is because most of our turnover comes from textile products\*. In 2020, textiles amounted to 82% of our turnover, and 70% of this total was made in Asia and South America. These regions are those that have a higher risk of poor labor conditions and where most regard is needed - it makes sense to monitor them more closely.



## TURNOVER BY PRODUCT TYPE

— **TEXILE PRODUCTS**  
— **TECHNICAL HARDWARE**

\*Textile products include the following: *Apparel* (menswear, women's wear, accessories), *Footwear* and *Technical Equipment* (shoes and boots, tents, backpacks and bags, sleeping bags, cords, ropes, slings). For more information read our Social Report 2020.

## COVID-19 PANDEMIC

### — *Unexpected challenges*

In 2020 we started off by scheduling audits, trainings and other activities to continue progress on the long-term goals in our Social Compliance policy (see previous reports). However, our plans changed abruptly with the arrival of the pandemic, by shifting the focus to more urgent needs: assuring our suppliers that we are a reliable business partner even in these uncertain times, and ensuring that they too provided stability, safety and security to the workers in the factories. Since the beginning of the health emergency, our dealings with our partners were based on three pillars: Dialogue, Stability and Solidarity.

Maintaining constant and open dialogue with our suppliers has been fundamental. Both for reassuring them, and also for checking that they were taking the necessary measures to limit the spread of the virus and complying with local laws regarding wages and payments; and their response

throughout has shown us that the relationships with our partners have strong roots.

The key message from the start was “business continuity” and with it, 100% order stability. To keep our commitment, we requested that all completed orders be shipped to us and confirmed those in or before production, where, for example, materials had already been purchased; thanks to constant dialogue with our suppliers we had updated information on factory closures and restrictions on the production due to sick personnel or distancing rules, and were able to support factories and workers by offering flexibility for delivery, to avoid stress or overtime. We tried our best to ensure that our suppliers were in a position to honor their commitments to third parties.

We have never abandoned our suppliers in this difficult period: we are in this together.

# MAKING BETTER TEXTILE FACTORIES WITH FAIR WEAR FOUNDATION

Back in 2013, we chose to partner with the most rigorous labor conditions expert in textiles that we know of: Fair Wear Foundation. We work with Fair Wear for our brands Salewa, Dynafit and Wild Country. This helps us ensure that we're always putting the wellbeing of people first. Fair Wear Foundation represents the ideas and principles of all parts of the industry – business, workers and civil society. This means it can take a holistic and systematic approach to improving working conditions. They don't just audit our factories – they also verify that we walk our talk through the yearly Brand Performance Check. The results are then published both on their website and our own website.

In 2020, Fair Wear Foundation gave us FWF "Leader" status for the fourth year in a row. It's only given to brands who are "doing exceptionally well and operating at an advanced level" and "showing best-practices on complex issues". This tells us we're going in the right direction. FWF's requirements get higher every year, and we're continually being challenged to try harder. It's tough, but that's also what we like about Fair Wear. Because in the end we all want to see a more fair and equal textile industry.

For more info visit the Fair  
Wear Foundation [website](#)

Read the results in our latest  
[Brand Performance Check](#)



## HOW FAIR WEAR FOUNDATION WORKS

Fair Wear Foundation (FWF) is an independent, non-profit organization that aims to improve labor conditions in the textile industry.

It performs and shares research on workplace-related issues, provides a platform for open exchange of information with other brands and stakeholders, and has available local teams in production countries who carry out worker trainings, seminars, and audits. After each factory audit, a corrective action plan (CAP) is made and shared with management, and a timeline for improvements is set. Another important part of FWF's work is to help us handle worker complaints.

Partnering with FWF is a big commitment. Every year, it reviews our work to see whether we're implementing our code of conduct in an effective way. It assesses our internal organization and processes, our approach and handling of the year's main events, worker complaints and audits, and gives us a rating in a report which is published on their website.



# HOW WE MONITOR WORKING CONDITIONS

## First screening

All potential suppliers need to go through a human rights screening process, fulfill our basic criteria and commit to our Code of Conduct.

## Audits

All suppliers have to agree to audits from third parties at least every three years. These are conducted in the local language by teams of experts to carry out a comprehensive and in-depth evaluation: worker interviews, health and safety check and thorough document inspection (payrolls, safety certifications, time records). Afterwards, findings are shared with the factory and a report on the findings is shared with us.

## Worker interviews

We want to make sure that workers have a chance to tell us how they are doing. So as a part of audits, a team of independent local experts interview workers about factory conditions. This is done away from the premises to avoid biased feedback or retaliation against the interviewees. Workers know that their commitments are anonymous so that they can speak freely.

## Corrective action plan

We turn the results from the audit into an action plan: a to-do list of specific findings of things that need to be improved, with concrete targets and a clear timeline. Problems like a missing emergency

exit sign over the entrance have to be corrected immediately, but solving issues of worker overtime related to production planning can be a longer-term goal. Together with our suppliers, we work out a plan on how to solve these problems and how we can support them.

## Complaints mechanism

The Worker Information Sheet, listing workers' international rights, is posted in our factories, has an anonymous hotline number or an email address. Workers can use these to report problems. It's managed by FWF and they forward the complaints to us so that we can solve them directly with the factory. The content and resolution of complaints are published on FWF's website.

## Regular factory visits

Our quality controllers regularly visit production sites. They're experts on our social compliance requirements – and our eyes on the ground, monitoring the working conditions in person.

## Factory training

Information is power. We set up training sessions in many of our factories that focus on labor rights, social dialogue between management and workers, or special issues like anti-harassment or age verification depending on the needs in a certain country or factory.

## Follow up

We continue checking with each factory until an action plan is completed and problems have been solved.

## Transparency

Every year, we publish a detailed report on what we've done to improve working conditions. Here's our latest Social Report.

## New audit

At the end of each three-year period, we conduct a new audit on our factories. This builds on our previous findings and confirms progress.

## Collaboration

We cooperate with other brands sourcing in the same factories who share the same values in the protection of workers' rights, by sharing the workload and concentrating better on the solution of problems. We thus reduce audit fatigue (an excess of audits) and increase the possibilities of effecting change.

## Evaluation

We evaluate each supplier with an internal tool. Rating and progress are based on the results of audits and follow-up of corrective action plans. Thanks to this tool we are able to understand the most recurring findings and develop methods to address them consistently. It also helps us to see if our strategy is actually improving working conditions in the factories.

# TRANSPARENCY

## Salewa's Transparency Platform

Being transparent is more than just telling where in the world we produce our items. It's about creating an honest relationship with the customer and prioritizing disclosure to identify, prevent and resolve human rights issues in the supply chain.

Salewa's online transparency platform gives information about number of workers, environmental certifications and social compliance of the factories that produce our items and the material suppliers.



## Made in Bangladesh

We went to the source, to the origins of a product that respects the concept of sustainability.

In the beginning for 2020, we went to Comilla (Bangladesh) to see and film the reality of a factory that produces our items.

What we saw is that things are different from the main city Dhaka. It is not the strongest or the person who honks the loudest that wins. It is an organized oasis where people respect one another. This is the atmosphere where products are manufactured. The result of our journey is a short movie that shows you what's behind one of our products. Watch the complete [video](#).

For more information on our social compliance work please read our latest [Social Report](#).



# WE SHARE OUR PASSION & GIVE BACK

chap.3



We want to give back to the communities, nature and wildlife where we work and live, and we want to share our passion with people that love the mountains like we do. People, responsibility, passion and sweating together are some of our core values. Sharing and experiencing them with our community is what really makes a difference.

*WE SHARE OUR PASSION FOR ALPINE  
SPORTS WITH MOUNTAINEERS  
BY ORGANIZING*

# Competitions & sports events

---

*ASSEMBLED BY DIFFERENTLY ABLED  
WORKERS SO THAT EVERYONE CAN  
CONTRIBUTE*

# 100 % of Dynafit bindings

---

*IN OUR VEGETABLE GARDEN IN  
BOLZANO, WE HELP INTEGRATE YOUNG  
REFUGEES BY TEACHING THEM THE*

# Basics of farming



# MOUNTAIN EXPERIENCES

Sharing our passion for alpine sports with professional athletes, adventurers or people

who simply enjoy moving in the mountains isn't just a good way to conduct first-hand product testing. It also allows us to experience the products we make and the lifestyle we promote alongside our most important stakeholders: the people that use them.

We host a number of competitions where consumers can win



experiences that take them to the heart of the mountains, such as the #salewa3000 campaign or Dynafit's mountopia competition.

In 2020, LaMunt organized a two-day workshop with a group of twenty women with different

backgrounds, united by the same passion for the mountains and the outdoors.

The first ideas for the new brand were developed during these two inspiring days spent in the mountains all together.



# WE CARE FOR OUR COMMUNITY

We believe that companies have a responsibility to do more. Through our community projects, we help integrate young refugees, get disabled people into work, give access to climbing to more people, help maintain local livelihoods, engage our colleagues to support charity organisations involved in social work, and protect endangered wildlife.

## SALEWA GARDEN FOR REFUGEE INTEGRATION

First opened in March 2017, Salewa Garden is a 3,000m<sup>2</sup> plot of land next to our headquarters in Bolzano, Italy, where we produce 40 different kinds of vegetables, fruit, leaves, berries and herbs.

The best thing? It's maintained by 15 young refugees from various refugee centres. We give them the opportunity to do meaningful work, learn how to cultivate organic fruit and vegetables from a professional horticulturist, and get in touch with the locals.

Oberalp employees can also take the produce home on a weekly basis in exchange for a donation to the project and a part of the land is also available for employees to use personally. In 2019 and 2020, our supplier of recycled down sent us a fertilizer he makes out of the lower quality down that can no longer be used. An organic fertilizer that helps us close the loop!



# CHRISTMAS GIVING

Each year, during our Christmas dinners, we organize a lottery to collect donations for charity organizations and projects around the world. In Italy, the total amount collected from our employees is then increased tenfold by the company.

In 2020, together we collectively donated €20.160, split between four projects:

- Supporting local communities in Nepal face the consequences of the covid pandemic
- Advar, an NGO that provides home assistance to ill or elderly people.
- Supporting a South Tyrolean family in need
- South Tyrolean Vincent Community, supporting people with financial distress



# SALEWA'S GREEN FRIDAY



For the third edition of Salewa's "Green is the new Black" campaign during Black Friday of 2020, the brand donated 20% of revenue from European online purchases for the renovation of a shepherd's hut in Val di Funes. This is an on-going project, and you can see a [video](#) of it on the Salewa website. For the U.S.A., the 20% was donated to Protect our Winters (POW), which focuses on fighting against climate change impact in the winter sports community. In total, we donated €28.800.

# COMMUNITY VOLUNTEERING

In July 2020, the Oberalp North America team, based in Boulder Colorado organized and attended a group volunteer day in the local mountains. The objective was to help the Front Range Climbing Stewards (FRCS) to restore climbing access trails at Isabelle Glacier in Rocky Mountain National Forest of Colorado.

In May and September 2020, a group of Oberalp employees helped shepherds to lay and then remove fencing on alpine pastures in Val di Funes - and protect the sheep that give us TirolWool.



# SPEED MOUNTAINEERING FOR A GOOD CAUSE

At the end of 2019, Benedikt Böhm, Dynafit Brand Manager, set an all-time record with his expedition in Nepal, when he climbed Dhaulagiri VII (7,246 m) in just over 6 hours. But his expedition was also a way to raise money for a good cause. Dynafit created a headband specifically for this project and all earnings from the headbands went to a privately funded school project in Dandaphaya in Humla, one of the poorest regions in Nepal.



# EVERYONE CONTRIBUTES

## Pomoca

At Pomoca we've been working with manufacturing partners who support people with disabilities since 2013. People with mental disabilities contribute to the production of our ski skins, by stitching, packing and labelling. In 2016, we started a collaboration with social organization Polyval. They are increasingly engaged in our business, making them feel valuable and keeping them motivated.

## Dynafit

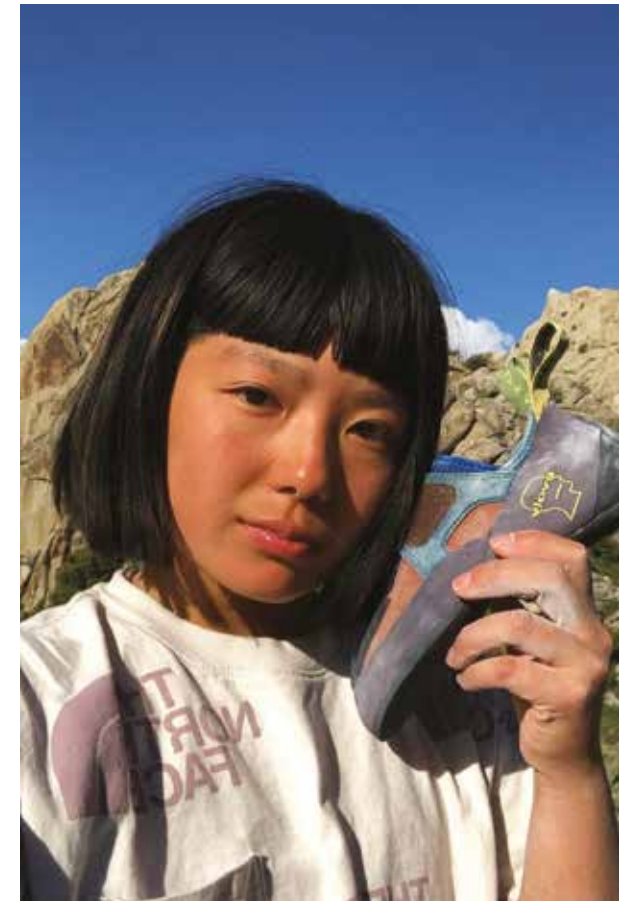
Dynafit works with organizations that enable disabled people to help them get independence, involvement and recognition. We are collaborating with Caritas, Herzogsägemühle Werkstatt Peiting and Barmherzige Brüder Algasing on a unique project in Germany, where a team of disabled workers assemble our ski bindings. Between the three groups, around 175 disabled people are working on our products.



## Evolv

Evolv is the only climbing company in the world that makes climbing shoes and feet for adaptive climbers. We work with several Adaptive Groups in the USA to help climbers with physical disabilities. Evolv also supports a number of different projects for underprivileged groups or women empowerment in the USA by giving them the opportunity to approach the world of climbing. In 2020,

Evolv athlete Ashima Shiraishi and L.A. creative collective Brain Dead reimaged the popular Zenist shoe to advance diversity and inclusivity in climbing. 100% of profit from this project was donated and received by grass-roots organizations that provide marginalized communities access to climbing: Adaptive Climbing Group, Brown Girls Climbing, DEI Film Festival, Long Beach Rising, and Young Women Who Climb.



# PROTECTING WILDLIFE



## DYNAFIT: SNOW LEOPARD TRUST

Snow Leopard Trust is a non-profit organization that has been working to protect the current population of snow leopards since 1981 through community-based conservation projects. The habitat of the snow leopards is becoming smaller and smaller. Research estimates that only about 3,500 snow leopards

remain worldwide. The snow leopard species continues to be threatened by illegal hunting, climate change and the decimation of its habitat. We've been supporting Snow Leopard Trust since 2007 by organizing our Snow Leopard Day each year, a public ski touring event held in several locations. Participants accumulate vertical meters – and for each vertical meter achieved, Dynafit donates one cent to the Snow Leopard Trust organization.

## All-time record for the Snow Leopard Day in 2020.

**2,095,339** vertical Meters gained

**20,953 €** donated

**1,141** Skiers



## POMOCA: SEAL PROJECT WITH EOCA

Until the 1930s, climbing skins were manufactured from real seal skin. As a tribute to this animal and a symbol for ski mountaineers, Pomoca launched a new project in 2016 to protect the Saimaa ringed seal in Finland. It's been estimated that there are only around 370-380 Saimaa seals remaining, all of which live in Finland's Lake Saimaa. We support a project managed by the Finnish Association of Nature Conservation, coordinated with the EOCA (European Outdoor Conservation Association).

Kaarina Tiainen, together with the Finnish Association of Nature Conservation, is fighting for the protection of the Saimaa ringed seal – the most threatened seal species in the world. She mainly works to raise awareness around the issue especially with the inhabitants of Lake Saimaa, where the species lives. This involves organizing events to promote alternative fishing methods and appearing at festivals and in campaigns. After several years of hard work, the Saimaa seal population is finally starting to rise again!



# WE MAKE LEADING PRODUCTS

chap.4



We produce technical mountain sports apparel and equipment for people that are passionate about the mountains.

And our task is to make them responsibly.

Our highest priority is durability - we want our community to consider our products as lasting companions. We're experts in creating products that embody the latest technology and material innovation. When making our products, we always try to leave as little trace as possible in the nature we love and enjoy - it's our greatest responsibility as product makers.

SELEWA HAS ACHIEVED

# 100 %

PFC-free production for  
its Powertex membranes

---

WE SELECT THE MOST TECHNICAL,  
SAFE AND RESPONSIBLE

# Materials

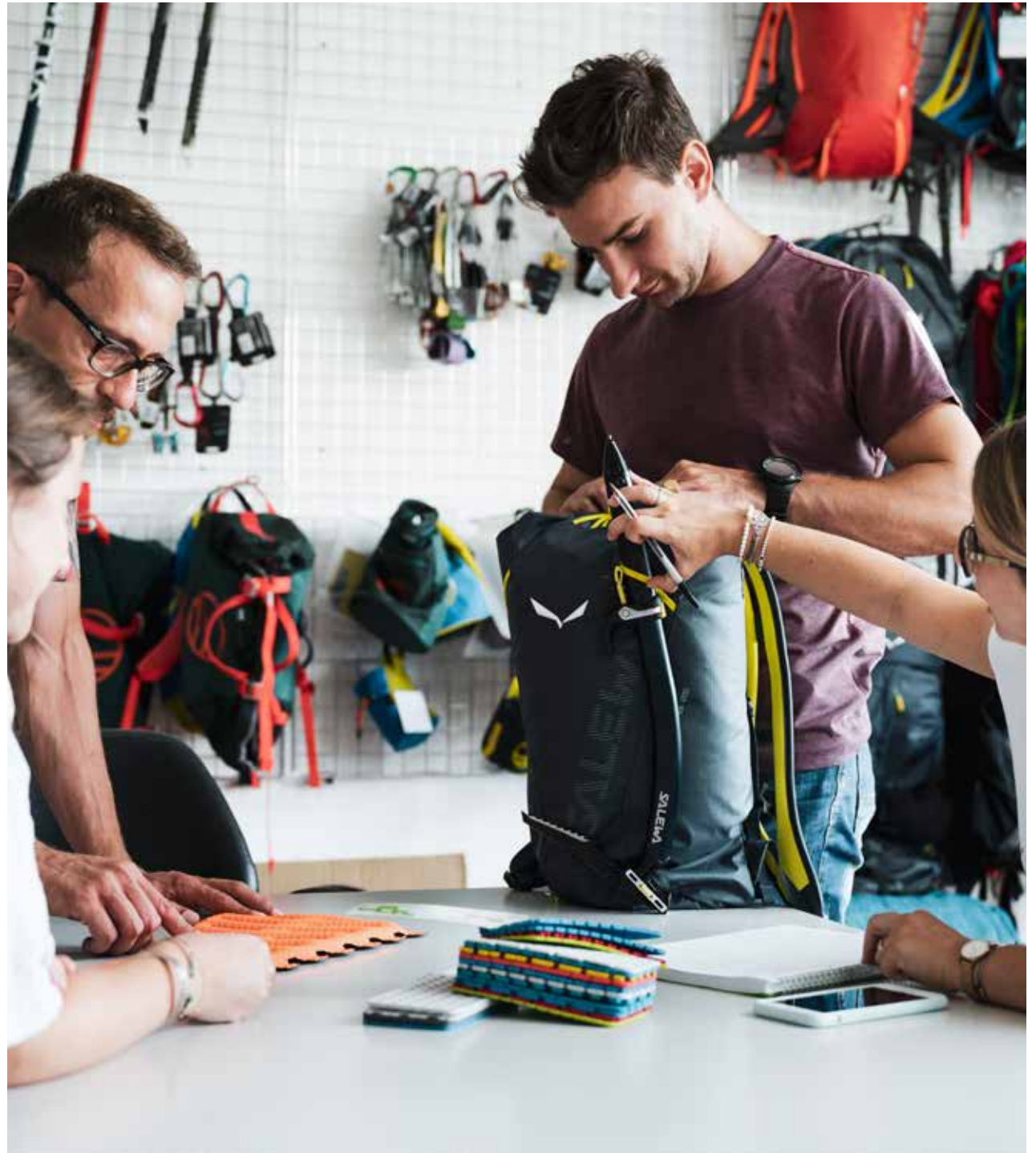
for our products

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WE CONDUCTED MORE THAN

# 4,500

chemical tests on our products  
in 2020



# LASTING QUALITY

Society's biggest sustainability challenge right now is overconsumption. Our grandparents only had a few jackets over their entire lifespan – and we should learn from them. Instead of buying a new jacket every season, we should only buy products we love, maintain them for as long as possible and take pride in their history.

This is why our products are designed to provide security in extreme conditions and comfort that lasts. We keep this in mind from the first steps of product development.

## QUALITY TEAM

Our quality team has two quality managers and 14 quality controllers. They visit production sites regularly to inspect each production lot and work with suppliers to ensure our high level of quality.

## QUALITY MANUAL

We have created a quality manual that we share with our suppliers. It sets out the stringent requirements that we're aiming for, so that we're delivering best-practice in our sector.

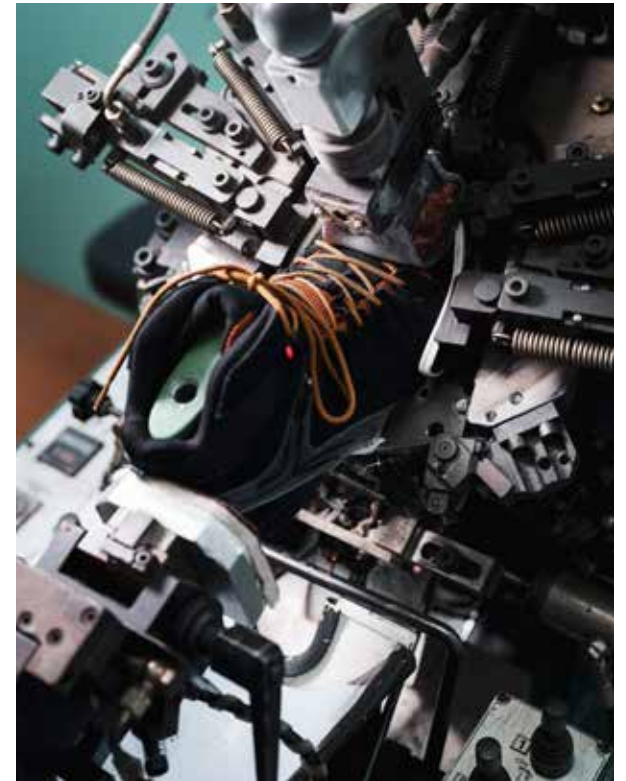
## QUALITY GATE

We have a quality gate for every stage of our product development. Products have to fulfill certain requirements before they move onto the next stage of development, industrialization or production.

## RIGOROUS TESTING

Aside from the quality control during the development and production phases, we test our products both externally with 3rd party labs, and internally with our new testing lab.

In 2020 we opened a lab for mechanical and performance tests in our office in Montebelluna, Italy. The lab is equipped with state-of-the-art machinery for analysing materials and finished products, ensuring



compliance with the highest standards. For our footwear alone, we conducted more than 1800 tests in our lab in 2020.

Field tests by employees and athletes also give us crucial feedback on our products' performance before they go to market.

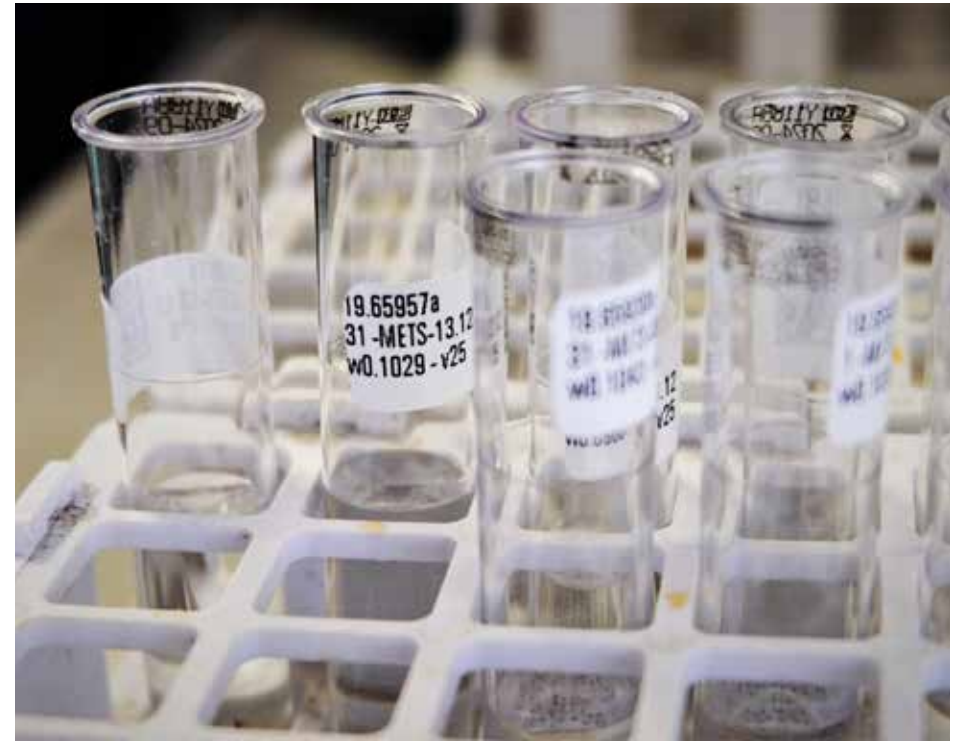
## LISTEN AND IMPROVE

Our after-sales service sends consumer feedback to our technical team so that we can keep getting better.

# CHEMICAL SAFETY

One of our top priorities is making sure our materials and products are safe for both humans and the environment.

Along with our in-house chemical management expertise, we work with industry best-practice partners to ensure the highest chemical standards. Our goal is to control the entire lifecycle of our products – from raw material, through the production process, to the finished product.



## OUR CHEMICAL POLICY

The Oberalp Chemical Policy is an internal document that introduces a formal process to ban, or limit, the presence and use of hazardous substances in our products and production processes. This guarantees safety and compliance. The policy includes our Restricted Substances List (RSL), a list of chemicals that are excluded or limited from all our products. Our ambition is a best-practice standard, and we update it every year to include the latest research and regulatory updates.

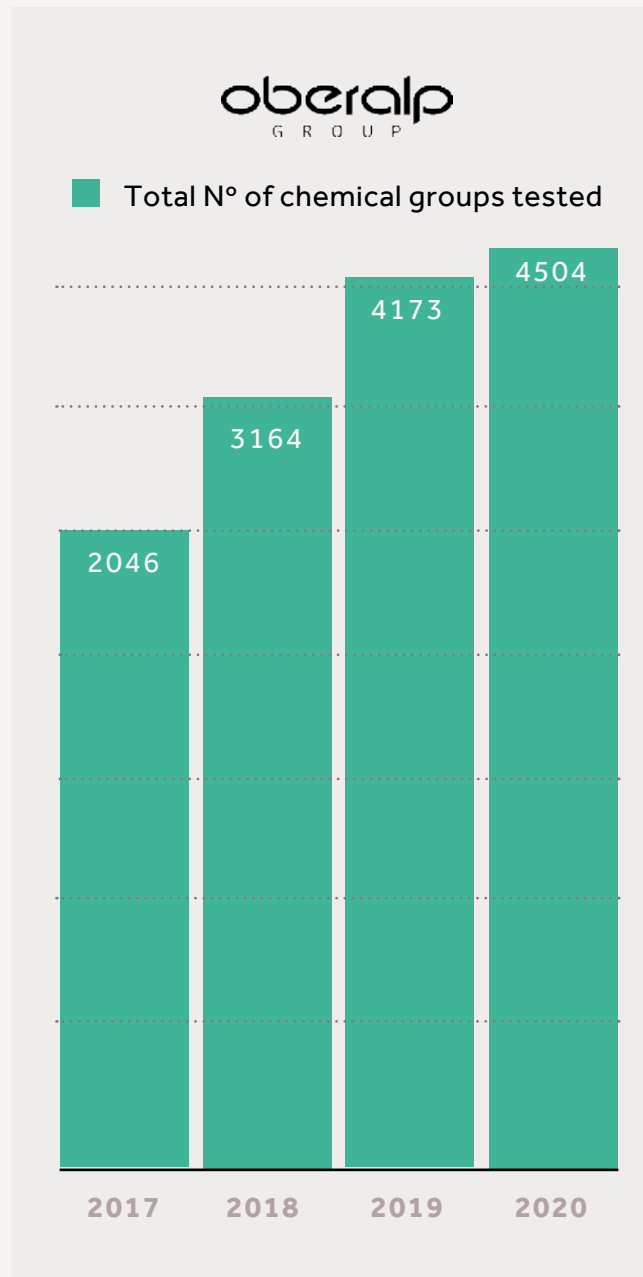
All Salewa, Dynafit, Wild Country, Pomoca and Evolv branded products conform to the policy. It's a central part of the Conditions of Purchase with our suppliers, and it's mandatory at every stage of the production and distribution process.

# HIGHER CHEMICAL STANDARDS

We ensure our products are safe by working with expert partners who test according to the Oberalp Chemical Policy. In 2020 we conducted *more than 4,500 chemical tests on our products.*

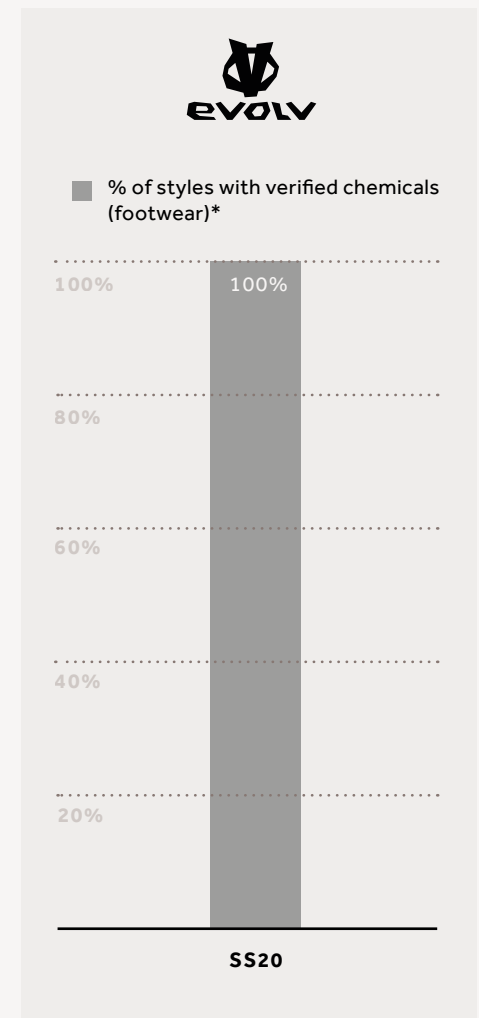
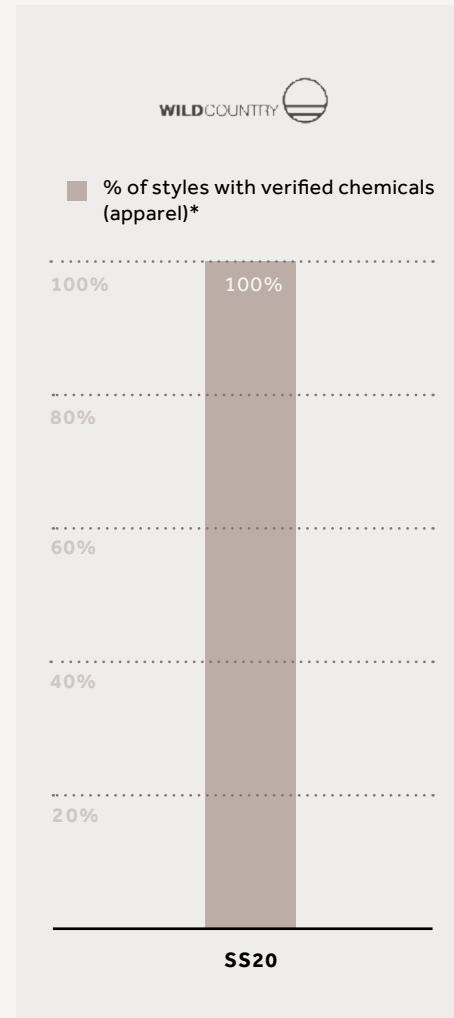
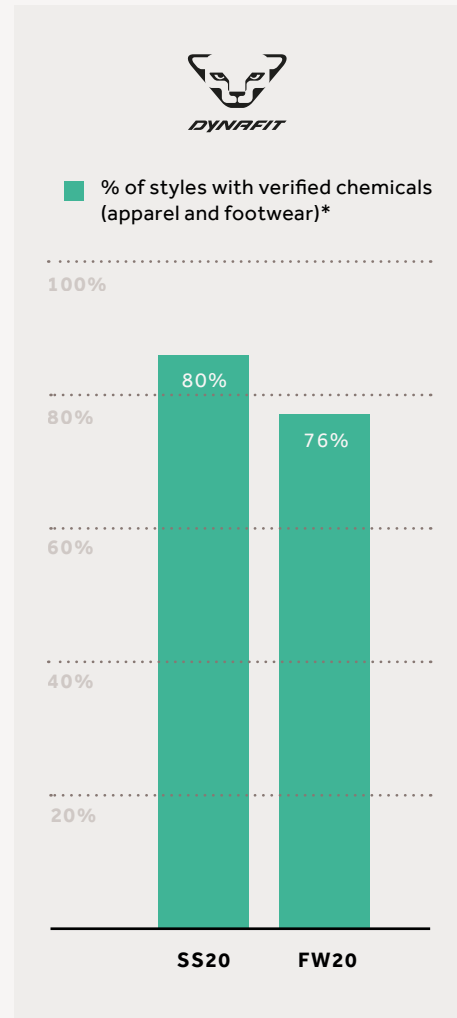
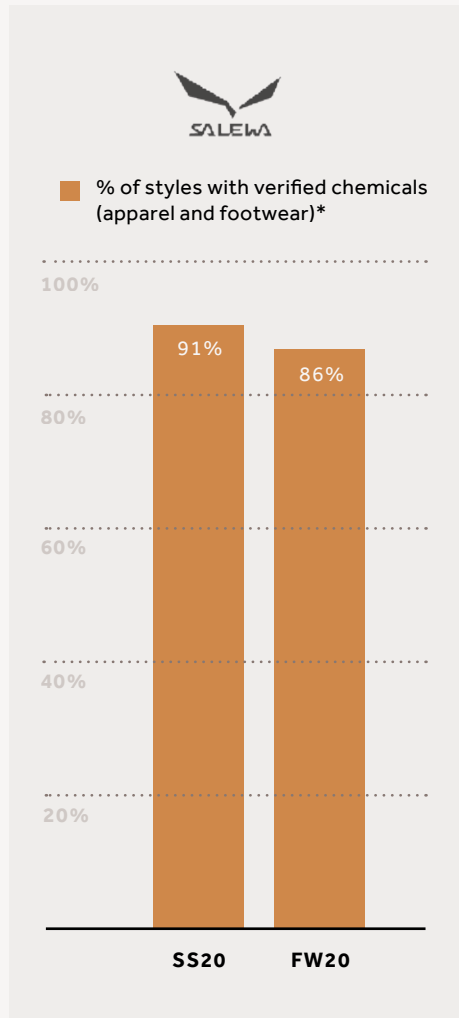
Oberalp works with UL, a global safety science company, to verify its products and materials are in compliance with the Oberalp Chemical Policy. Oberalp and UL collaborated to create a system of strong testing procedures and technical processes that UL utilizes worldwide, so we can be consistent and faster, and wherever our suppliers are located, we can support them.

Oberalp's commitment to chemical safety is not limited to applicable regulations; the Group's Chemical Policy goes beyond legal limits and imposes more restrictive limits, applying a precautionary approach. The cooperation with an important and thorough partner as UL has been essential within Oberalp's sustainability strategy. Through a strong testing protocol, Oberalp ensures that when a material is found to be non-compliant with our Chemical Policy, the problem is clarified and solved with the supplier. So our consumers receive high-quality products that are safe for people and for the environment.



% non-compliance with the Oberalp Chemical Policy			
2017	2018	2019	2020
2.7%	2.1%	2.8%	25%

# SAFE MATERIALS



In our 2020 collections, more than 80% of our apparel styles and all our footwear were verified according to our higher chemical standards. This means, products or the main fabrics were either tested by our partner lab according to our Oberalp Chemical Policy and/or certified by a third-party certification such as bluesign®. Here is the brand overview.

\* Wild Country and Evolv only have one collection per year (summer).





# PERFLUORINATED CHEMICALS (PFCs)

Perfluorinated Chemicals (PFCs) are a family of chemical compounds used to make everyday products resistant to water, grease and stains. We use them in some of our technical products to ensure water repellence and permeability.

## Using PFCs for performance

PFCs guarantee best-in-class performance for technical products that need to be water-repellent and still allow humidity to exit. These qualities are crucial for mountain activities – where often the weather is unstable or extreme, and it can make the difference between life and death. Despite years of industry research, there's still no technology that replicates the performance of PFCs.

## PFCs and the environment

The use of PFCs has been criticized because, in high concentrations, they've been linked to negative health effects in humans and wildlife. They're persistent, which means they don't easily degrade in nature and they can also travel easily through water and wind. PFC molecules look like a snake, with a head and a tail. Different types of PFCs have different kinds of heads and tail lengths – the longer the tail, the stronger their ability to repel water, but also the more persistent they are in nature. That's why in 2014, as soon as we became aware of these effects on the environment, we decided to exclude all long-chain ones, and look for alternatives to replace PFCs altogether.



# Our approach

We are constantly looking for alternatives to reduce our impact on the environment, while still protecting our users. In our apparel and textile equipment collections we have been able to make very important progress and expect to reduce the use of PFCs to a great extent within 2021 and 2022 respectively. In our Footwear segment progress has been slower, due to four factors: first, the complexity of the construction of shoes; second, the properties of the materials used; third, the lack of experience and collaboration from footwear producers to change their processes and try the new technologies and fourth, the lack of real alternatives which guarantee the levels of performance required. We expect to see the first results of our efforts in 2022 and significant progress within 2024. We will continue to report on the results and challenges we encounter along this road.

The process we have put in place consists of 6 "R"s:

1

*Restrict* the use of PFCs to certain short-chained ones, and eliminate long-chained ones

2

*Rethink* the need for water repellency treatments

3

*Replace* Where water repellency is needed, substitute PFC-based treatments with PFC-free or best available alternatives

4

*Research* and invest in our partners to advance in the development of PFC-free water repellency treatments

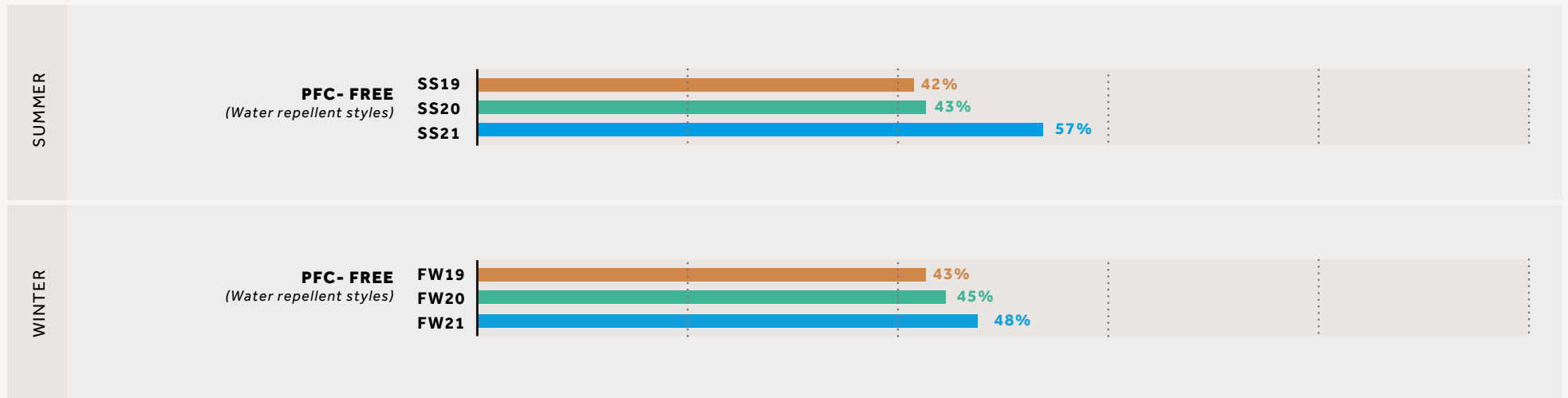
5

*Reunite* and participate in industry and expert stakeholder initiatives and research projects to find joint solutions

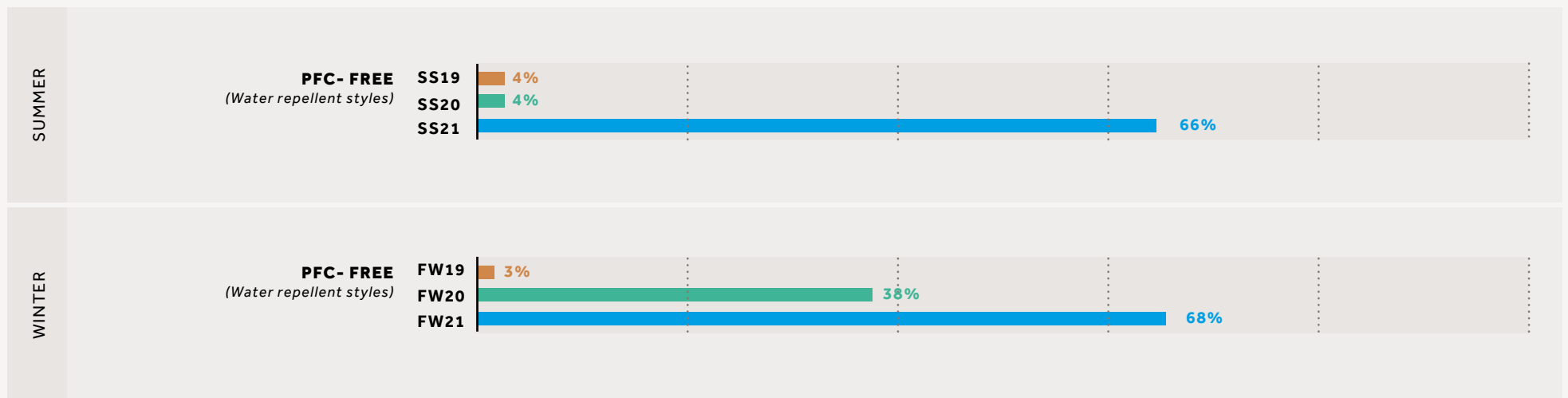
6

*Report* on the progress we make and the challenges we encounter along the way

## APPAREL



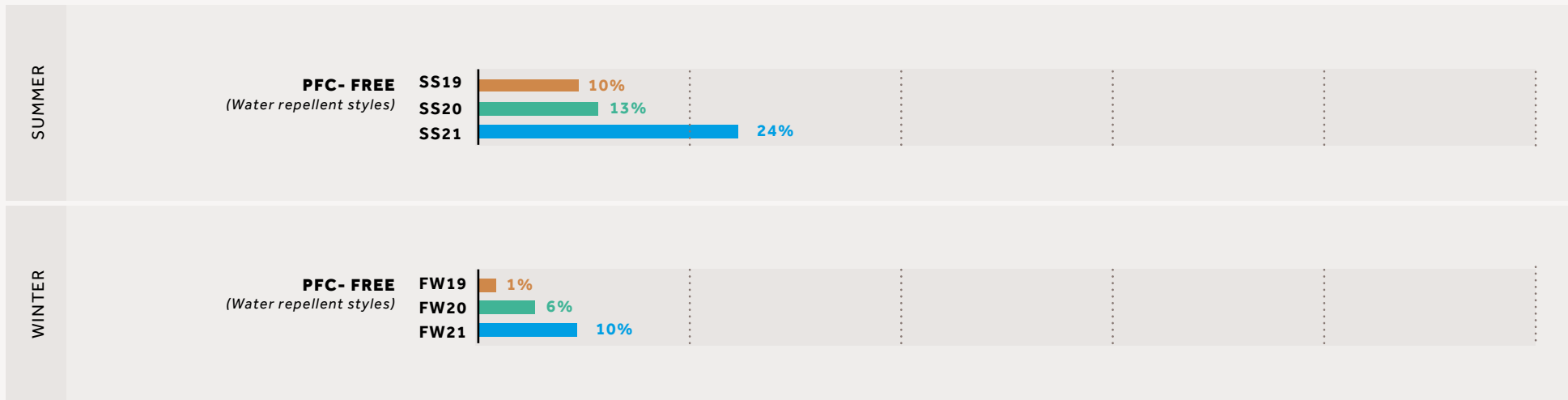
## EQUIPMENT\*



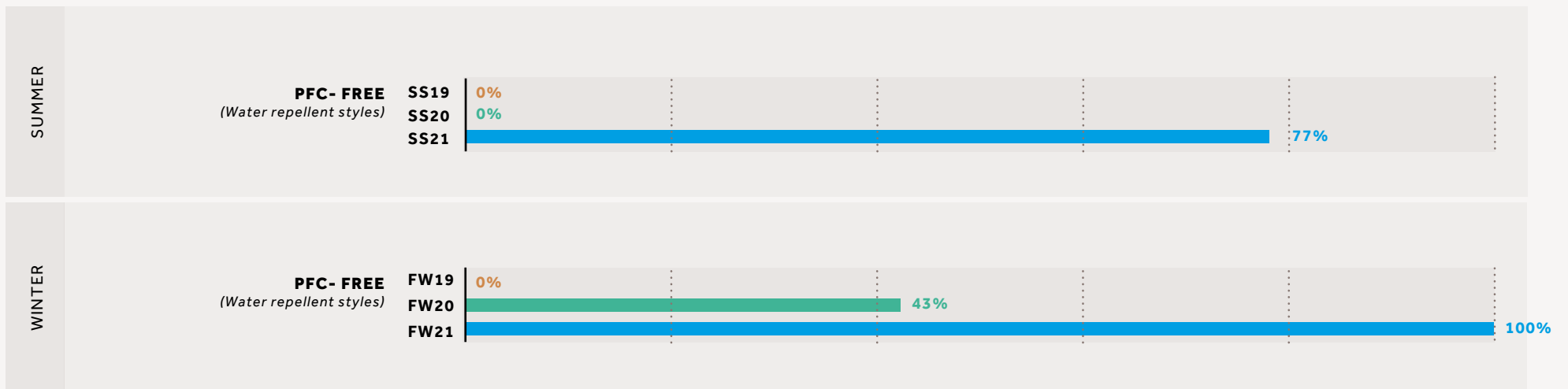
\* Equipment includes: backpacks and sleeping bags



## APPAREL

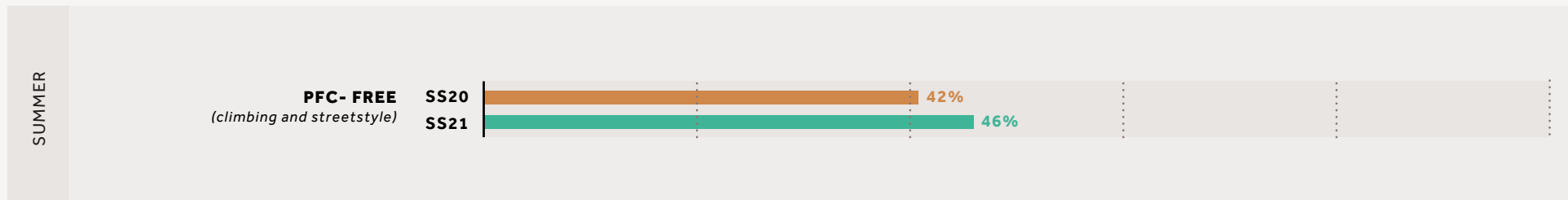


## EQUIPMENT\*



\* Equipment includes: skis, backpacks and accessories, poles, skins

# FOOTWEAR

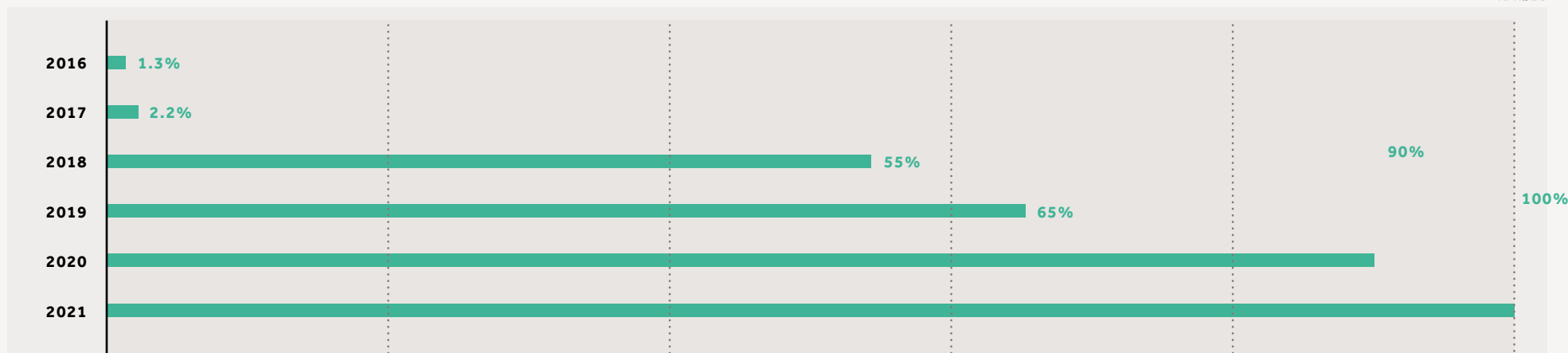


2020 was the year in which we aligned Evolv's operations with our sustainability strategy. As a first step, we tested all materials and shoe styles of the brand's 2019 and 2020 collections to get an overview of the use of chemical substances. In the cases in which we found PFCs, we are applying the Oberalp 6 Rs strategy (pg. 57) to reduce our impact to a minimum.



Wild Country has one collection per year (summer). In 2019 and 2020, some styles had fabrics with PFC-based DWR treatments. In both cases, they were upcycled, leftover materials, that we used to avoid creating waste. In 2021, Wild Country had no styles with water repellent fabrics.

## % OF PFC-FREE POMOCA SKINS IN COLLECTIONS



Pomoca became a pioneer when it introduced the world's first completely PFC-free skins (including coating) in 2016. After many stages of R&D and athlete field testing, Pomoca finally reached 100% PFC-free skin production from 2021 collection.

# NATURAL WARMTH

When it comes to keeping you warm, natural materials of animal origin offer exceptional performance. Wool and down are the ones we use the most, and we take special care to ensure that the sheep, ducks and geese are treated ethically.

## WOOL

Wool is biodegradable and it's packed with benefits: excellent insulation, breathability, thermal regulation and outstanding warmth.

It is also part of our DNA. We have been using wool for years. Recycled, virgin, boiled, as yarn and as a padding for our insulations. All our suppliers of virgin wool guarantee to avoid mulesing, a cruel practice that causes pain to the sheep.

When we began looking at possibilities for using local wool, we found that it was not being sold for clothing. Because of its coarseness, it was only used as a filling material for construction, or thrown away - at a cost.

We thought this was a pity, both for the high potential of this material, and for the herders. In cooperation with them and various other partners, we looked for ways to use this traditional resource, and combine with an innovative technology.

The result is TirolWool® Responsive.

## TirolWool®



### *From the Mountains for the Mountains* —

Sourced from Tyrolean mountain sheep.



### *Support local farmers*

Farmers receive better money for their wool.



### *Traceability* —

We know exactly where our wool comes from and how animals are kept.



### *Animal Welfare* —

Farmers shear sheep twice a year in a humane manner to keep the animals healthy.



### *Responsible Chemical Treatment* —

The wool is washed with Oxy-Wash; a patented oxygen washing technique that does not use chlorine.

## Responsive



### *Made From Nature* —

Is a blend of 13 different natural thermo-reactive minerals.



### *Recycled Polyester* —

Responsive is blended with recycled polyester fibres, produced from post-consumer bottles.



### *Recycled Heat* —

Keeps you warm and dry longer, reflecting your body heat back to you.



### *Better Performance* —

The insulation allows for faster recovery by improving local blood circulation and promoting oxygen in your bloodstream.



### *Long-Term Durability* —

Wear it for years, put it in the washing machine, get it wet; it will continue to keep you warm.

Salewa's 2020 collections used TirolWool® Responsive in 75% of apparel product insulations

# DOWN

We only use 100% Responsible Down Standard (RDS)- certified down.



COLLECTOR CHAIN



**Households or small farms** raise geese and ducks for personal consumption or sale in the local market.



**Collectors** move from town to town and collect the down and feathers that have been set aside.



**Larger collectors** pool the down and feathers from the smaller collectors.



**Pre-processor/Processors** clean and sort based on quality and down/feather type.

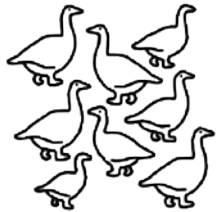


**Manufacturer**



**Retail**

INDUSTRIAL CHAIN



**Industrial farms** raise geese and ducks for their meat.



**Farms deliver** birds to the slaughterhouse on trucks.



**Slaughter Houses** process the birds for meat and feathers.



We use exclusively RDS-certified down in our apparel since 2014, and our sleeping bags followed shortly after.

RDS is currently the most comprehensive animal welfare standard worldwide, guaranteeing that ducks and geese are treated well throughout their lives and all steps along the collector and industrial supply chains are checked and controlled. The standard is independent and is based on regular checks and inspections that are conducted without warning.

## RDS-certified down means:

No live plucking

No force-feeding of ducks and geese

No slaughtering of animals only for down and feathers

Yes to a fully audited supply chain by a professional, third-party certification body

# MICROFIBERS AND MICROPLASTICS

## What is the problem with microfibers?

Microfibers are textile fragments less than 10 micrometers. They can be either synthetic or natural. Microfibers are increasingly being found in nature, and are identified as a source of marine, air and ground pollution. Small parts of these fibers can be released during production processes, as well as consumer use, care, and disposal. This is called “shedding”.

## What's the difference between microfibers and microplastics?

Microfibers are tiny textile fragments. Technically, they are very fine synthetic or man-made fibers, like polyester or viscose, but sometimes researchers also refer to natural fibers, like cotton and wool in their studies. Microplastics are minute particles of plastic origin only. These may come from nylon or polyester based synthetic fabrics, but they may also result from the degradation of other types of plastic waste, like PET bottles, paints and tyres.

## Do only synthetic materials and fabrics shed?

No, ALL fabrics and fibers are known to shed.

Researchers have found microfibers of cotton, viscose, polyester, nylon, and fibres of animal origin in nature.

The focus on microplastics may be explained with a broad concern about plastic pollution, because of the risks to human health, with particles entering our bodies through the food chain or through air pollution, and the slow degradation process of materials.

## What are we doing to address this issue?

We are participating in various research projects and industry-wide initiatives, geared at establishing the causes of shedding. As a company which specializes in mountain equipment, we mainly use synthetic materials and therefore, our focus is on polyester and nylon-based fabrics. We are collaborating with research institutes and our fabric suppliers to find out the possible issues and solutions for the materials we use. We are a founding member of The Microfibre Consortium (TMC), a research project which is looking into the causes of shedding in the construction of materials and also aims to develop a universal testing method, for determining and quantifying fiber release. We also contribute to Textilemission, another project which is focusing on fiber shedding during home laundry of products to generate immediate knowledge and data - and practical

advice, like the tips we are giving you. We are also following other developments and research projects worldwide. In 2020, we started conducting tests with a third-party laboratory, using the method developed by TMC. By finding out the causes of and possible solutions to shedding, we aim to make products which are more robust and durable, and therefore to reduce microfiber release.

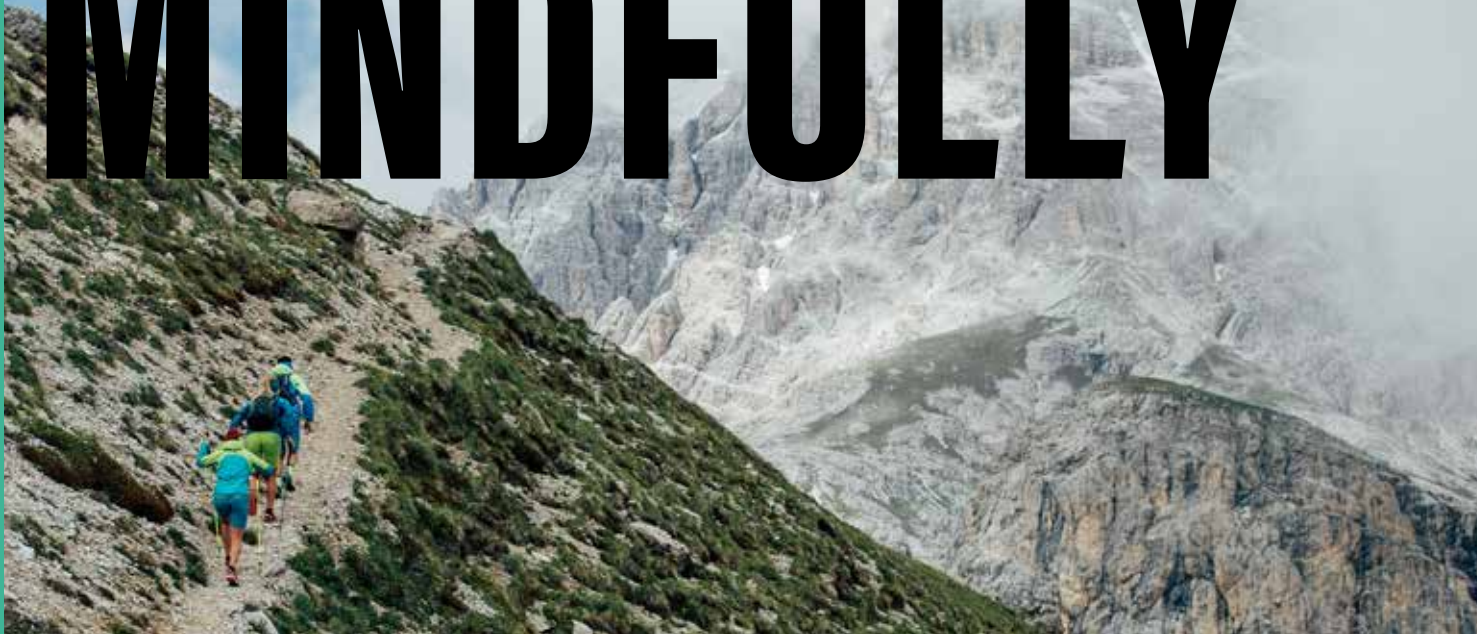
## What can you do to reduce microfiber and microplastic release?

When doing your laundry:

- Keep the temperature down. The lower the temperature, the less your clothes get damaged and fewer fibers are released into the water. 30° is just fine!
- Fill it up. More microfibers are released when the machine is at half-load.
- Use liquid detergent instead of powder. And avoid high PH detergents.
- Let your clothes drip-dry. Drying machines cause large amounts of microfibre release - and consume a lot of energy.
- Simply wash less. Wash your clothes and home textiles only when really necessary.



# WE PRODUCE MINDFULLY



chap.5



Environmental challenges affect all of us – businesses, people, nature and future generations. We're serious about reducing our impact across our entire supply chain.

We want to close the production loop, and every year we increase our efforts to reduce waste. Our various upcycling projects turn leftovers and wasted material into fun, useful products.

Reducing our carbon footprint – We're mountaineers and mountain sport specialists, spending most of our time working and living among nature and the mountains. That makes us feel particularly responsible to protect the environment.

# We are extending product lifetime

by providing a lifetime guarantee on all Dynafit bindings from November 2019.

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OUR ANNUAL

# car-free to work

competition rewards employees who opt out of commuting to work by car.

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# We're turning waste into new products

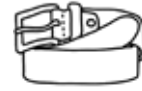
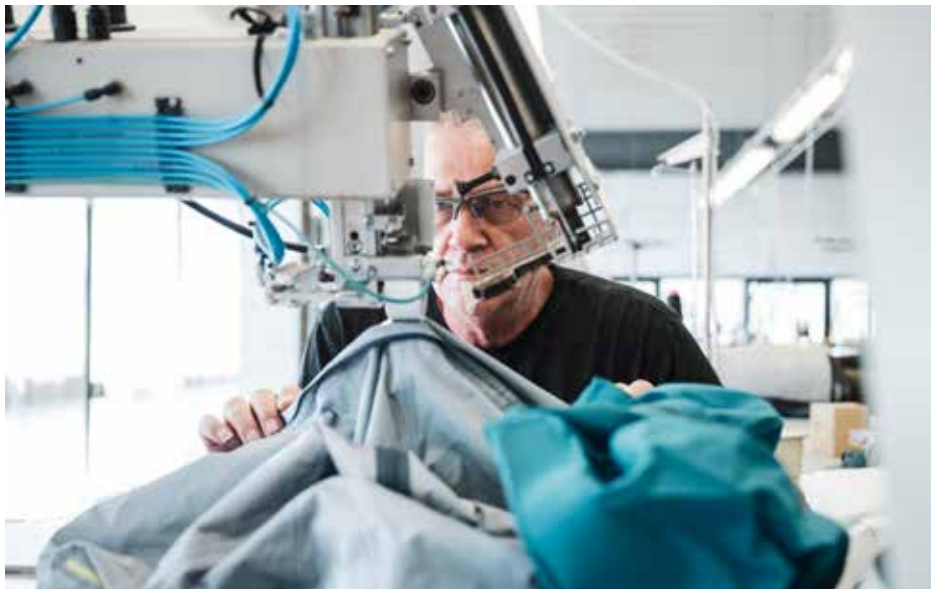
in a number of new initiatives.



# GOING CIRCULAR

Probably the most important step in reducing the environmental impact of our industry is to go from the old "take, make and dispose" thinking, to a circular business model.

This means for example making production efficient, extending the life of our products and recycling materials for as long as possible. We are doing our best to go in the right direction. Here are a number of examples of things we do.



## Upcycling

We're creating products from production leftovers, reusing materials that would have otherwise gone to waste.



## Long-lasting design

In 2020 Salewa collections, 64% of apparel styles, 87% of backpacks and 80% of sleeping bags were carried over from previous collections. This allows us to use materials efficiently and reduce leftovers.



## Packaging

We're testing different options to reduce the impact of our packaging, and we're studying a closed-loop recycling system for this.



## Recycling

We've started to use more recycled fabrics within our collections - helping us reduce our dependence on raw materials.



## Care & Repair

We offer repair services - like fixing, resoling and spare parts- so that products last longer.

# EXTENDING PRODUCT LIFETIME

We create high quality products and offer spare parts and repairs for your damaged items, so you can use them for longer.

## Dynafit lifetime guarantee

Dynafit is proud of the outstanding features and long-lasting durability of its ski touring bindings. Our products allow every mountain athlete to equip themselves from head to toe for ski touring. We are so convinced of the quality of our bindings that we are expanding their warranty. For this reason, we are now able to offer a limited 10-year lifetime guarantee to every Dynafit customer who buys Dynafit bindings after the 1st of November 2019 and registers them on our website. The lifetime doesn't mean your personal lifespan. Rather, it refers to the lifespan of your bindings and their materials, components and engineering. In the case of Dynafit bindings, that amounts to 10 years. In product development, we pay very strict attention to quality controls for materials and production. It is especially essential you get up the mountain and down again on your bindings without worries. If you should nevertheless ascertain a defect on your bindings, Dynafit will assume full responsibility for repair or replacement of the bindings.



## Salewa and Dynafit replacement parts

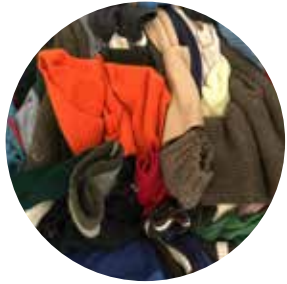
Repairing products means giving them a second chance and extending their life until they really cannot be used anymore. Our brands offer a variety of spare parts for their products, some of which can be bought directly on the brand websites. Our dealers are equipped with these spare parts for the most common types of repairs. Service teams in each one of our offices are always available with help and advice for technical enquiries. When our dealers are not able to carry out repairs themselves, the products are sent to us for servicing.

## Evolv resoling service

Evolv operates its own US climbing shoe resole operation which resoles thousands of pairs a month for end consumers and climbing gyms. It is the only climbing shoe brand that offers this service in the USA. This is our way of promoting and encouraging the revival of used products and the reduction of product waste. We are planning to extend this service to the European market in the near future.

# RECYCLING

One of our bestselling flagship products, Sarnier, isn't just 100% made in Italy – its wool is also 100% recycled from discarded woollen goods.



## *Sorting*

The woollen sweaters are sorted according to composition and color



## *Unravelling*

The sweaters are unravelled to recreate the wool fibres



## *Carding*

The fibers are cleaned of impurities



## *Spinning*

The fibers are spun to obtain a new homogeneous and resistant yarn



## *Bonding*

The wool fabric is bonded with one in jersey to line the inside of the jacket



## *Garment Production*

The fabric is sewn to create the jacket

# Ski boot prototypes

Our commitment to circularity starts from the very beginning of our product development stages. Since 2019, we have created a circular system for recycling the prototypes of our Dynafit ski boots.

When we finish all the product testing and development phases, we separate the materials (plastic and metal parts) and send them to our supplier who uses the plastic for the production of our collection. We've recovered more than 550kg of plastic since the start of this project.



# MEASURING THE IMPACT OF OUR PRODUCTS THROUGHOUT THEIR LIFE CYCLE

We believe that understanding the real impact of our single products throughout their entire lifetime is our responsibility.

We cannot only look at the production phase, we need to look at the greater picture in order to identify ways to improve.

We have been starting to conduct LCAs on some of our key products. We started with the bestseller Pomoca skin, we are now conducting one on our bindings, and our goal is to expand it to our other product ranges.

## What is a life cycle assessment?

If you want to reduce the negative impacts related to a product, you have to know where to start. A life cycle assessment (LCA) is a method to assess the environmental impacts of a product - looking at the entire life of the product, from extracting the raw material, to the day when it becomes waste. And all the steps in between such as manufacture, transport and use. The results of an LCA let you understand which steps in the life cycle have the biggest impact. This way you know what to focus on.

## Salewa's LCA on a Helmet

In 2020, as part of its commitment to reduce the environmental impact of its products, Salewa commissioned an LCA on one of its most popular helmets. The study included a full assessment of the materials used and their production processes, all transport of raw and finished products to our warehouse, and the after-sales impact of the helmet in case of damage claims, through to the possible or assumed end of life.

### What we learned

1. The area with the highest environmental impact is raw material production.
2. Transport does not have a big environmental impact.
3. We can improve the environmental performance of the climbing helmet with an alternative design concept that includes: the optimization of the material use by eliminating unnecessary reinforcements with high environmental impact; the use of recycled and recyclable materials; the functional



integration of some components into other modules; the reduction of the amount of materials used; a repair-friendly design, to extend the life of the product and reduce the potential environmental impacts in case of a customer claim; a “circular product design” with clear instructions for disassembly and recycling.

### Next steps

We will invest on research and development to make improvements in these aspects. Some changes will already be visible from 2022: our new helmets will be designed for disassembly to enable repair and recycling, include the use of recycled materials, have less components, and our packaging will be improved.

# Dynafit's LCA on a skitouring binding

## Background

Ski touring has gained popularity in recent years, and experienced a real “boom” during the Covid pandemic. The growth in the market, alongside Dynafit's concern about the environmental impact of its products, prompted the brand to carry out a comprehensive life cycle assessment for one of the brand's core products, one of the best-selling ski touring bindings, in 2020.

Modern ski touring bindings are mainly made of steel, aluminium and high-tech synthetic materials, which are subject to various mechanical and chemical processes. In the LCA, we did not only look at the materials and production processes, but also took into account all other stages of the bindings' life cycle. Applying the so-called “Cradle-to-Grave” approach, we analysed the environmental impact from production to assembly, distribution, usage and the disposal stage.

To date, the majority of LCAs in the outdoor sector are focusing on textiles, and there is hardly any LCA published data on technical hardware. To the best of our knowledge, this is the first comprehensive LCA on this kind of product. We gained valuable knowledge on the environmental impact of our bindings (measured in CO2 equivalents



and eco-points), and hope it will help us lay the foundations for the development of better products, reducing this impact.

## What we learned

-About 65% of the total environmental impact is caused by raw material and packaging. At the same time, there's also great potential for optimization.

-Transport of the finished product makes less than 3% of the total environmental impact.

-Overall, the balance is good, thanks to 3 facts: most of our suppliers are in Germany, Austria and Switzerland; our production

sites are in Germany and the long lifetime of Dynafit bindings (enhanced by Dynafit's “Lifetime Guarantee”).

## Next steps

Dynafit is taking a close look at all the findings. Starting in 2021, we will invest in research and development to optimize every possible aspect and make the next generation of ski touring bindings and equipment even more sustainable. We will report on our progress in the next collection.

# UPCYCLING

## From banners to bags

Our in-store marketing banners show beautiful photos of mountain landscapes and adventures. We change them every year - but we don't want to see this material go to waste. Since 2019, we are collaborating with social organization La Venenta to turn them into useful products, like tote bags.

## Pomoca — *new life for skin waste*

In 2016, Pomoca decided to give a second life to its skin waste material by partnering with Skinalp - a small company from Aosta Valley, Italy, that produces accessories from the waste of ski touring skins. With our production waste, \*Skinalp has created belts, key chains and bags. A portion of the proceeds then go to a Nepalese non-profit that supports housing for children.

## Salewa — *turning waste into resource*

Salewa strongly believes in the partnership with the University of Bolzano. Through the years, the core of the projects have been to give a second life to Salewa's leftovers. This year, the upcycling project has met the need to help the less fortunate. Belts and a covers for slipping bags were designed and donated to the homeless. Our designers studied the entire production process for a number of our products, and learned that they could use the offcuts - pieces of fabric that are left after a garment's been cut out - in other products.

In 2020, Salewa partenered with Skinalp to create a wallet with the leftover stock of camping tents' groundsheet. The external cladding of the wallet is made from Pomoca upcycled ski skins.

## Dynafit — *may nothing go to waste*

Dynafit has also been working on different projects to reduce their waste to a minimum. In 2018 several upcycling projects were launched, and continued through 2020.

The Battery Life Saver is a phonecase designed to keep your smartphone warm during your most extreme excursions. The case is made using leftover fabrics from previous seasons, both for the internal and external layers. Same goes for the Removable Sweat Pad, designed and produced with residual fabrics.

Leftover fabrics were used also to create bags and give them to athletes for use in races, like the "Mezzalama", and in 2020, we made colourful "drybags" using waterproof leftover fabrics.



# PACKAGING

Our packaging is split into two main categories: plastic packaging and cardboard packaging. Our objective is to eliminate what we can and recycle what we can't. Here's what we're up to:

## PLASTIC PACKAGING

Our main source of plastic consumption are the polybags we use for protecting our single products as they move from manufacturing, through our logistics terminals and retail stores, and oftentimes into our customers' homes. We are currently using these plastic bags because our products need to be protected while traveling and being stored in our warehouses. Currently, polybags are the only option that works in terms of quality and efficiency.

*Single-Use Plastics Project* – We are members of the Single-Use Plastics (SUP) Project led by the European Outdoor Group. We are working with over 30 brands and retailers from the outdoor industry to significantly reduce the impacts of our single use plastic packaging.

We all face the same problem – so the best way to find a solution is to do it together.

Together we researched the scale of the problem, the ecological impacts of plastic packaging and several material alternatives, and end of life scenarios for our polybags. We learned that plastics do some things better than alternatives, and that during their production, transport, and use phases, they have a superior ecological performance. We also learned that in their end of life, they are particularly problematic. Our current aim is to reduce the quantities of plastics which end up with consumers, ensure that our materials are retained in the resource stream, and create systems which prevent our polybags from ending up in landfills, incinerators, or the natural environment. The project is currently focusing an open-loop industry recycling stream by which all polybags are collected and sent to recycling - leaving no responsibility to the end consumers.



For more information visit [the website](#)

## WHAT ELSE ARE WE DOING?

*Recycled boxes for all online orders* – In 2020 we changed our cardboard boxes for recycled and recyclable ones, for all orders that are sent out from our warehouse.

*Recycled polybags* – in the meantime, while we are working on the SUP Project to find a long-term solution, we have shifted to using recycled polybags for our apparel items from FW20 collections.

*Dynafit boots packaging* – we eliminated the packaging inside our ski boots. This way we avoid 120,000 single-use bags (1.2 tons of plastic) and cardboard tubes equivalent to 600,000 A4 pages (3.0 tons of paper/pulp).

*Pomoca Skin Boxes* – we launched a new reusable packaging for our ski skins. The packaging is perfect both for carrying skins during your tour as well as any other use (lunch box, repair kit, etc.).

# REDUCING OUR CARBON FOOTPRINT

Back in 2015, we conducted a Corporate Carbon Footprint study on our entire company, to see where our biggest environmental impacts are. This was the outcome:

## OUR ENVIRONMENTAL IMPACT



Our study showed that over 80% of our impact is actually related to our production. However, we don't own any of our production – it's all outsourced, except for our skins production in Switzerland. But this doesn't mean we will sit back and ignore the problem.

\* Indirect impact refers to all our outsourced operations (production, transportation, etc). Because a company has no direct control over them, the responsibility is normally limited.

## SOME OF WHAT WE'VE ACHIEVED SO FAR

*Our Code of Conduct*, which all suppliers sign and agree upon, sets environmental protection as one of the standards.

*We're bluesign® system partners* and many of our partner factories are, too.

*A majority of our suppliers are committed to using the Higg Index\** as a way to transparently share, benchmark and track the environmental performance of our supply chain.

*We encourage employees to organise car-sharing for their business travels.*

*Our car-free to work competition* rewards employees who opt out of commuting to and from work by car. In 2020, the competition was more sustainable than ever before. This year, only the employees who commuted on their bikes or by foot could participate. Despite this limitation, together we covered a total of 22.094 km, resulting in an estimated saving of 7,6 tonnes of CO2 emissions.

*LED lighting in shops:* as of 2017, we only use LED lighting in all new or renovated shops.

We have a *certified Energy Manager*, an external consultant that helps us to improve our energy use through energy audits, energy consumption monitoring, monitoring and optimization of comfort parameters, report processing and energy balances, innovation works evaluation, and energy procurement.

*In 2020, our global electricity consumption* across all our offices was 4359 GJ (1,210,799.00 kWh). Electricity consumption per square meter of office space in 2020 was 35.01 kWh/sqm.

In 2020 we *substituted all our printers* in our Italian offices to *more energy efficient devices*, helping us further reduce our carbon footprint.

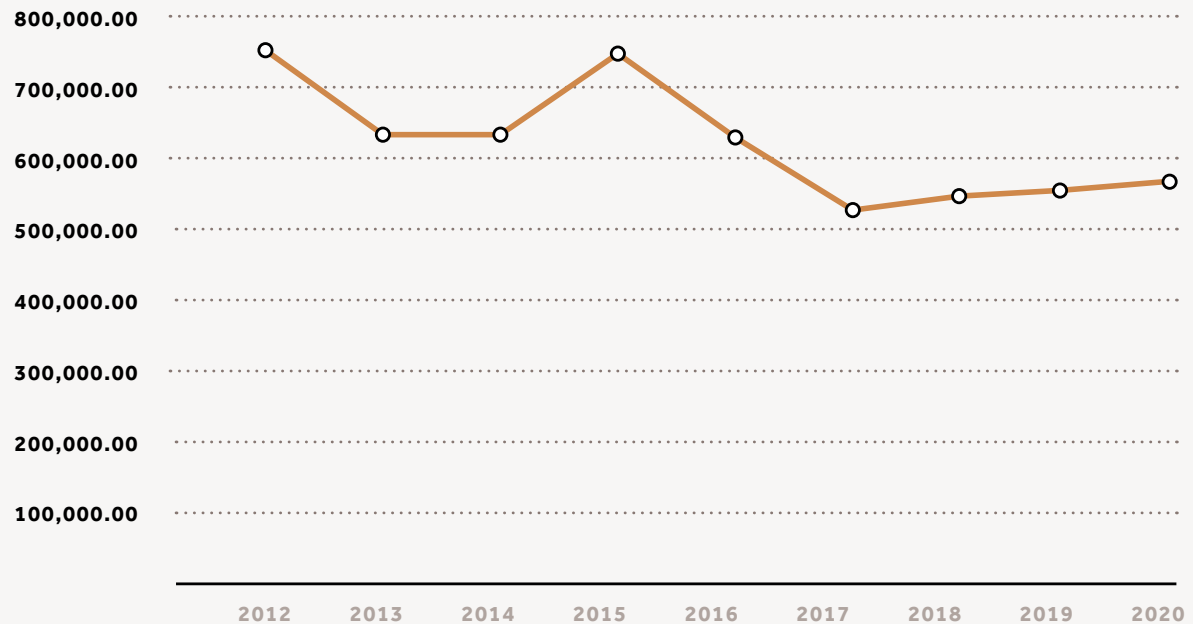
\* The Higg Index is a self-assessment and benchmarking tool for apparel and footwear industries for assessing environmental and social sustainability throughout the supply chain.

# OUR HEADQUARTERS AND ENERGY REDUCTION

We opened the doors to Oberalp's new global headquarters in 2011. It's the heart and soul of our company. A warm, welcoming, ecological workplace for over 200 Oberalp employees. It's also a second home to local residents, consumers, alpinists and more – the building offers a climbing gym, a centre for conferences and events, a Salewa shop, and a café.

— *From the start, we designed the building to be as efficient as possible.*

## ENERGY CONSUMPTION AT OUR HEADQUARTERS



*We have a photovoltaic system* that produced 740,006 kWh of energy in 2020, which we fed into the public energy grid. The amount of solar energy we produced and fed to the grid in 2020 equaled to 136% of our energy consumption, helping us compensate for our emissions.

We've also worked to *minimize our energy consumption*. Since 2012, despite the opening of 4 new office floors, *we've decreased it by 32%*. In 2020, despite the closure of our offices during lockdown, our energy consumption slightly increased in relation to 2019. This is because, to comply with the protocols

for limiting the spread of covid-19, the ventilation system was constantly left on and the warehouse shifts were increased.

*Our heating and cooling system is based on concrete core activation*. Pipes run through the concrete walls and ceilings, acting as large thermal storage units and regulating the building temperature while saving energy.

Next to our *solar panels*, we have a *living green roof* that provides natural insulation.

We manage 75% of all warehouse operations through an *automated central warehouse system*, which features an energy recovery function through the braking system.

# LOGISTICS CENTRE

Our central warehouse, opened in 2011 along with our offices, is built over four floors and is around 10,000 m<sup>2</sup>. More than 70% of our orders are fulfilled through the automatic warehouse system, which handles around 30,000 pieces each day.

The automatic system can't handle some items due to their size (e.g. skis) so they're dealt with by a manual warehouse system.

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— *Sustainability and energy efficiency in our logistics centre has been the focus since day one.*

*All cardboard boxes used both by us and our suppliers are 100% recycled carton. We compress all used cardboard boxes with our compressing machine before sending them to a recycling company.*

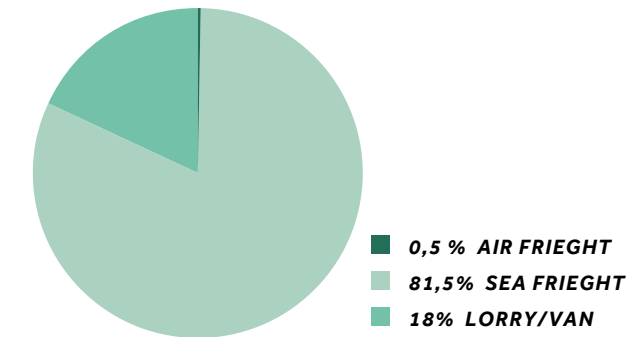
*We monitor the time and energy consumption to start up our machines so that a maximum of four machines can start at the same time.*

*We set the remaining machines in motion with a time lag, because acceleration requires the most amount of energy.*

*We feed the energy generated during the braking phases back into the system via corresponding power feedback modules.*

In 2020, we tracked the environmental impact of transporting our products. Overall, the majority of our products are shipped to us by sea freight. We try to avoid air freight where possible and opt for sea freight, the more sustainable option.

## INBOUND TRANSPORTATION



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## Your contribution?

Look for *recycling possibilities* close to home.

Don't throw your *old clothes* in the bin.

Look out for *circular products* on the market (recycled, upcycled, etc.).

Take a *reusable shopping bag* with you.

Use your *bike*.

*Enjoy the mountains* without leaving any trace.

# REPORTING

We work with a wealth of different organizations to report on our sustainability efforts.

*Why are there so many?*

Because we believe that being held accountable – and revealing how we're doing – is a vital part of our responsibility as a transparent organization.

## MEMBERSHIPS IN EXTERNAL INITIATIVES

European Outdoor Group

Outdoor Industry Association

Fair Wear Foundation

Bluesign

Responsible Down Standard

Economia Alto Adige

EOCA (Only POMOCA)

SOS Kinderdörfer (Only in Germany, Austria, Switzerland)

Caritas Werkstätten (Only in Germany, Austria, Switzerland)

## MEMBERSHIP OF ASSOCIATIONS

Assoimprenditori Alto Adige

ASSOSPORT

CVCI

(Chamber of Commerce of Vaud region,  
Only POMOCA)

International Ski Mountaineering Federation (ISMF)  
(Only POMOCA)

Thinksport (Sport lobby in Switzerland,  
Only POMOCA)

Bundesverband der deutschen Sportartikelindustrie (BSI)

# METHODOLOGY FOR CALCULATIONS

Our 2020 Sustainability Report is an important milestone in our journey towards a transparent and structured reporting process. It gives details on our sustainability performance and the industry's key indicators. And it provides information on issues that affect our stakeholders.

## SUSTAINABILITY REPORTING STANDARDS

We prepared this document in accordance with the GRI Sustainability Reporting Standards issued in 2016 by the GRI - Global Reporting Initiative. The breadth and detail with which we cover issues in the Sustainability Report reflect the materiality analysis carried out according to the approach described in the paragraph 'How we do things'. This report has been prepared in accordance with the GRI Standards: Core option.

## SCOPE OF REPORTING

The reported information and data refer to 2020 (from 1 January 2020 to 31 December 2020), unless otherwise noted. Any data referring to previous years is presented for comparative purposes only, so as to allow an assessment of the evolution of our operations over time.

The performance indicators were collected on an annual basis and the reporting frequency will be annual.

## CALCULATION CRITERIA

Several of our operating departments were involved in the process of data gathering and report drafting, in order to shape this report. One of our ultimate objectives through the report is to strengthen our reporting system, and enhance the accuracy and reliability of the information and data we provide.

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