

Contribute

Report 2024

oberalp
GROUP



Welcome to our Story!

We invite you to get to know us,
learn what drives us
and how we
contribute towards a shared goal.

Welcome to the Contribute Report.



We believe sustainability is not some distant goal,
but a mindset, reflected in our daily actions and
choices.

It's about how everyone of us chooses to do things.

Every day.





INDEX

01.

WHO WE ARE

1.1 About Us: Our Brands, Values, History & Numbers	10
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02.

DESIGN & PRODUCE MINDFULLY

2.1 Sustainability Compliance & Strategy	24
2.2 Net Zero	28
2.3 Factories Best in Class Social & Environmental	38
2.4 Circularity	64
2.5 Policies & Processes - Chemicals	102
2.6 Data Tools & Systems	114

03.

BEYOND PRODUCT

3.1 Our Group	118
3.2 Our Communities	138



#CONTRIBUTE THROUGH CONSCIOUS ACTION

Ruth Oberrauch
Vice President Oberalp Group



Sustainability is not static – it is a dynamic concept shaped by the choices we make every day. As a family-owned business, we think in generations. Standing still is not an option if we want to shape a better tomorrow for our children and grandchildren.

At Oberalp, we believe that the contribution of each and every one of us is essential to being part of the change. As a company, we take this responsibility seriously. It's about how we care, and how we consciously act to reduce our impact – both as a business and as individuals.

This is more vital than ever, as we face pressing challenges like climate change that will define our collective future. That's why we are committed to measuring, analyzing, and reducing our emissions and overall impact, and are embracing our journey towards Net Zero. Discover how we #contribute.

A handwritten signature in black ink, reading "Ruth Oberrauch".

#CONTRIBUTE THROUGH INTEGRITY ON THE ROAD TO NET ZERO

Christoph Engl
Oberalp Group CEO

We are committed to reducing the impact of our operations on the people and the environment by becoming a Net Zero Company by 2050. This goal was fixed in 2022 and since then, we have undertaken an intensive training phase, documenting our progress annually in our Sustainability Report, “Contribute.”

Our guiding principle remains clear: we do not sugarcoat our efforts; we present both our successes and challenges honestly. In pursuit of our Net Zero objective, we strive to maintain the same spirit – advancing steadily, without the pressure of rapid results, but with a commitment to integrity and sustainability.

Taking this responsibility seriously is fundamental to our mission as a company, as we aim to make a positive impact each day.

Christoph Engl



2024: WHERE OUR GROUP GREW

Pomoca Headquarters
inauguration in Chavornay,
Switzerland in November

Training Hub & Good Habitz
offer Oberalp employees 47 courses
in the new learning center

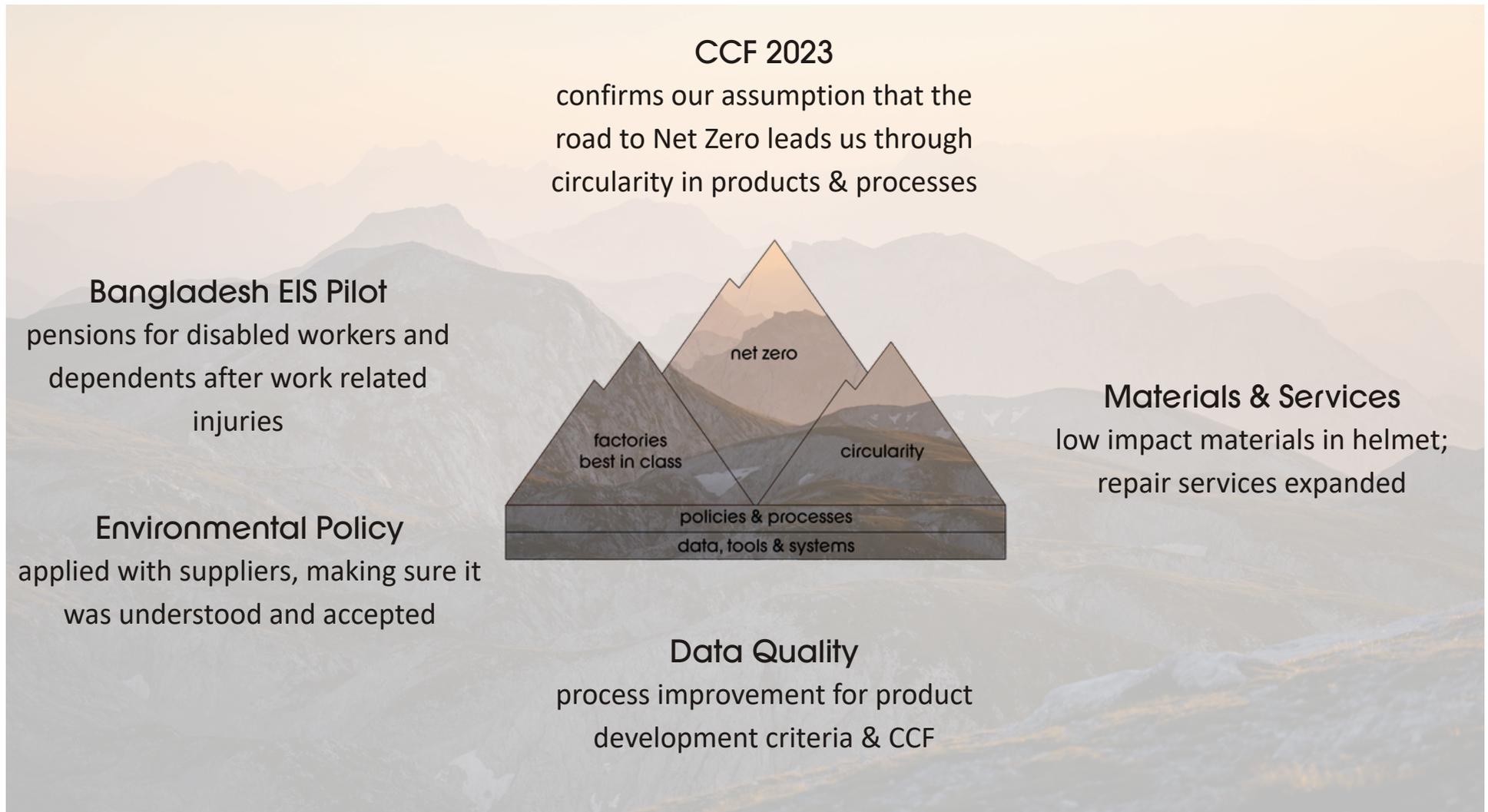
oberalp
G R O U P

Dynafit Headquarters
inauguration in Kiefersfelden,
Germany in September

Bolle & Spy+
welcomed to the
House of Brands

Our international Team
1168 people
38 nationalities

2024: WHERE OUR STRATEGY TOOK ROOTS



01. WHO WE ARE

The Oberalp Group sits in the heart of the Dolomites in Italy.

We are the brands Salewa, Dynafit, Wild Country, evolv, Pomoca, and LaMunt.

All our brands concentrate on the mountain theme. Every product offered is designed and manufactured for the mountain experience.

Our house of brands supports nine leading sports brands through our distribution business.





1.1 About Us

Mountain Brands we burn for
History & Milestones
Our Group in Numbers

MOUNTAIN BRANDS WE BURN FOR



Salewa is passionate about mountain sports – ambitious alpinism and the mountain experience.



Dynafit is made by athletes for athletes. Speed is our DNA, and we are driven by our obsession to equip mountain endurance athletes with the most efficient system possible.



Wild Country offers customers the greatest possible freedom in their vertical activities with its technical climbing products.

Pure Mountain

#SPEEDUP

making friends since 1977

MOUNTAIN BRANDS WE BURN FOR



LaMunt is a reinterpretation of the mountain code for women and specifically addresses the female needs in mountain sports.



Pomoca is a Swiss manufacturer of ski touring skins and the oldest skin manufacturer and leader in the field of ski touring.



Evolv creates climbing products that embody the relentless progression of the modern climbing culture, unencumbered by tradition.

mountain me-time

always forward

creative climbing projects



1.1 ABOUT US

HOUSE OF BRANDS

Leveraging our expertise, **we support leading sports brands through our distribution business.**

With years of experience in communications, sales, and brand building, we have earned a reputation as a trusted long-term partner in the industry.

While our core strength lies in the Italian market, we have expanded our reach across Europe, collaborating with eight premium sports brands to drive their success.

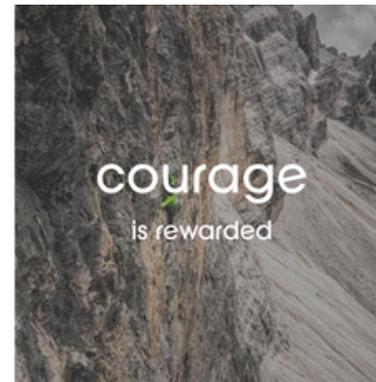
[discover more on Oberalp.com](https://www.oberalp.com)





1.1 ABOUT US

OUR 5 COMPANY VALUES



[discover more
on Oberalp.com](https://www.oberalp.com)

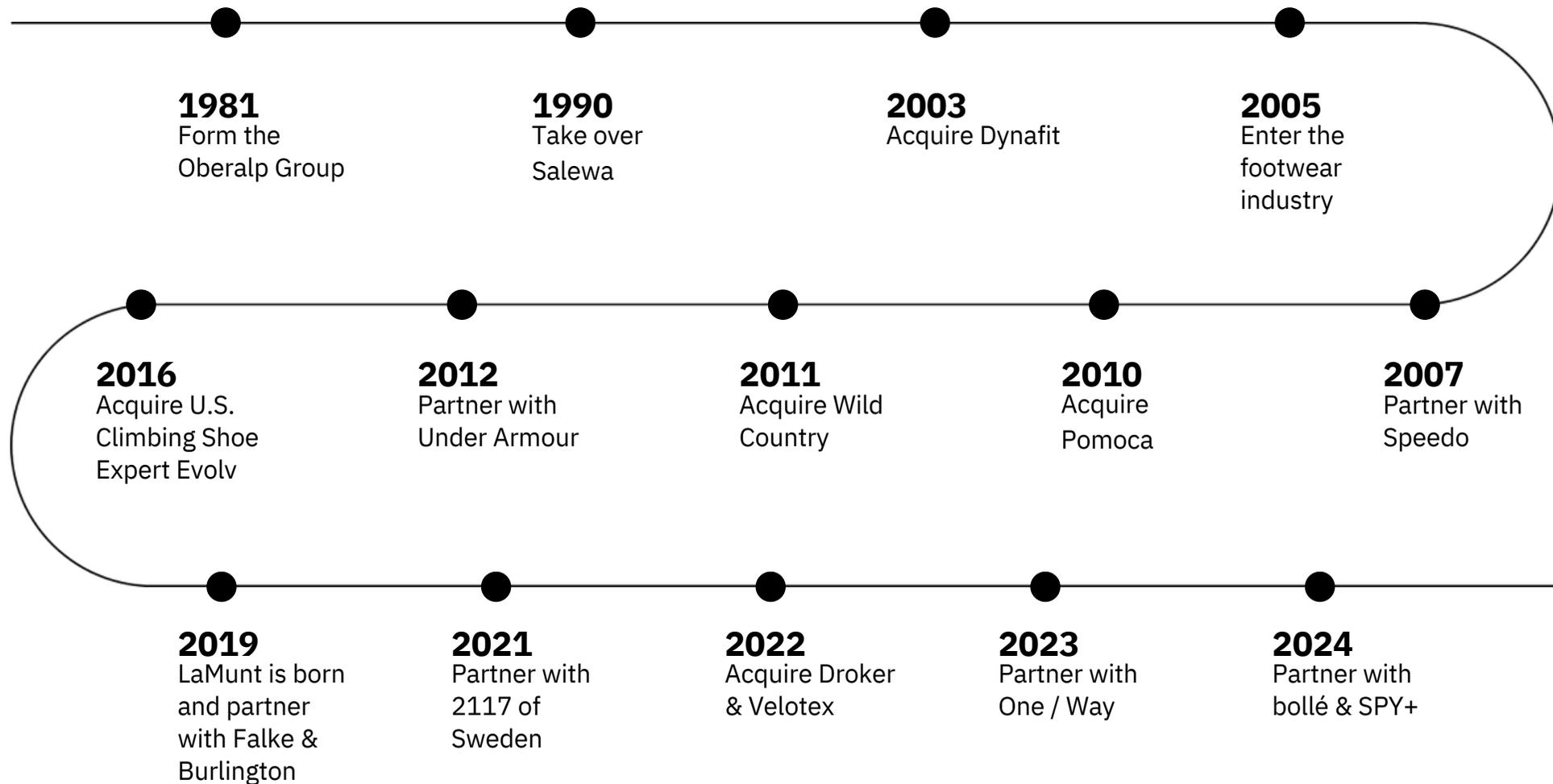
HISTORY & MILESTONES

The Oberalp Group, with its headquarters in Bolzano, Italy, has been a family-owned company for six generations.

In 2024, we have 1157 employees all around the world, who want to inspire and encourage people by and for mountains.



HISTORY & MILESTONES



OUR GROUP IN NUMBERS



6

Own Brands

23

Production Countries

3.500

Dealers increase our reach

38

Nationalities

9

Partner Distribution Brands

4

Product Divisions

1157

Employees

178

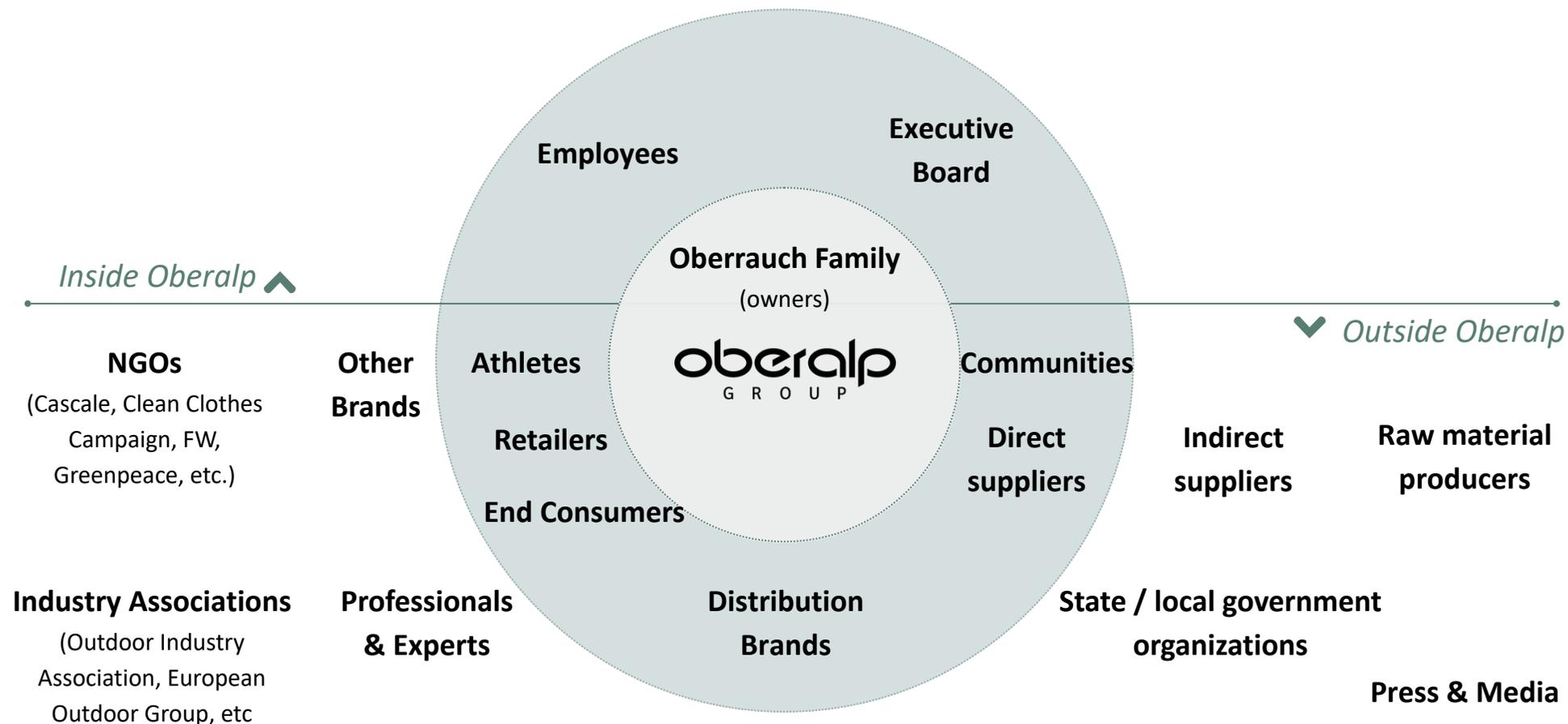
Retail Stores worldwide

8

Product Groups

STAKEHOLDER MATRIX

We engage with a range of internal and external stakeholders who influence us or are affected by our activities. Primary stakeholders are directly involved, while secondary ones play a more indirect or supporting role. Understanding their perspectives helps us shape strategy, meet expectations, and stay aligned with shared priorities.

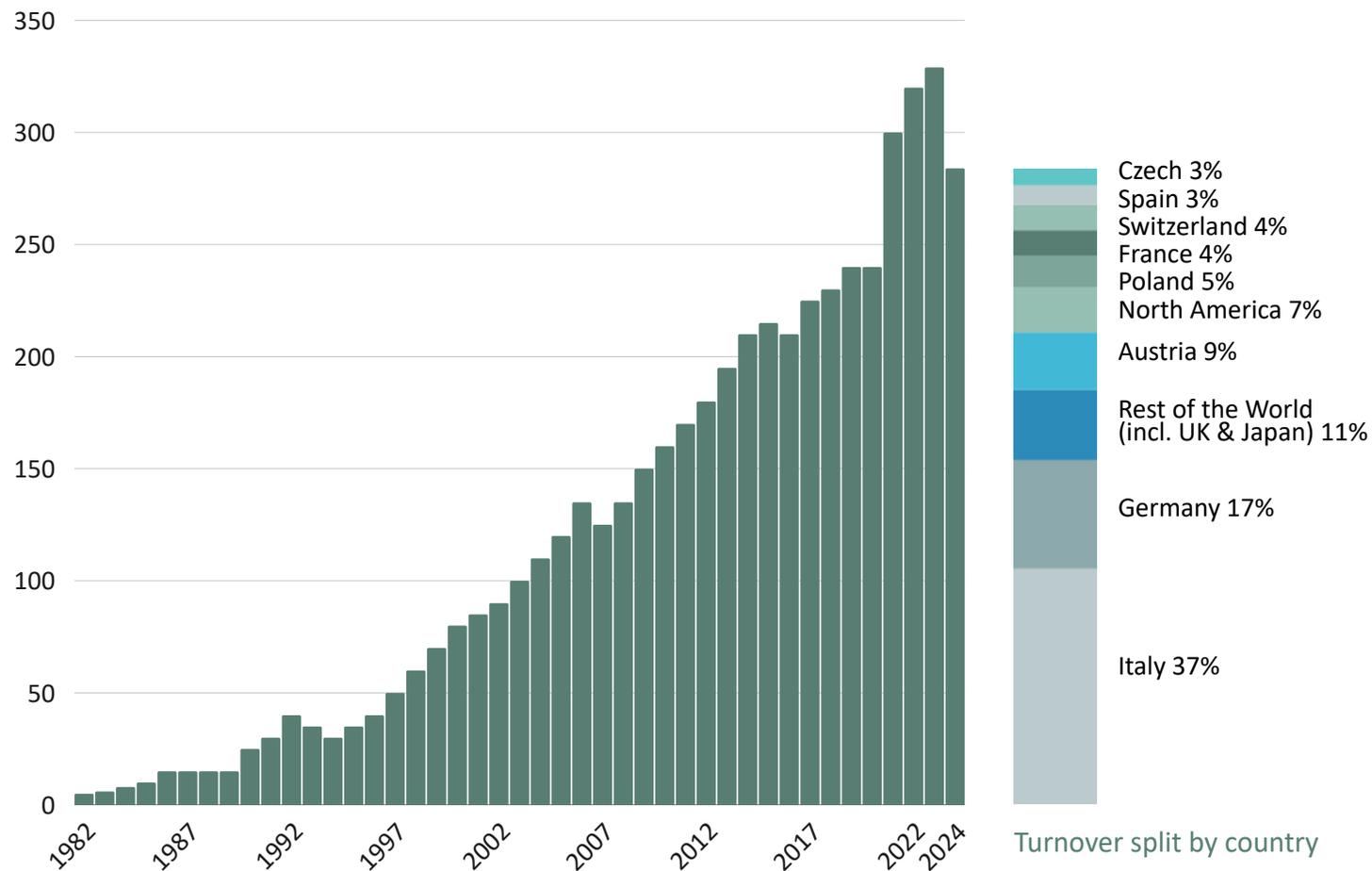


COMPANY GROWTH

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 2024, our turnover was €284 million.





Climbing shoes
adaptive climbing



Footwear



Ski equipment
bindings, ski boots,
ski skins, skis



Apparel

OUR PRODUCTS



Sleeping bags



Technical hardware
climbing and safety
equipment, poles



Backpacks



Tents

Our product divisions...

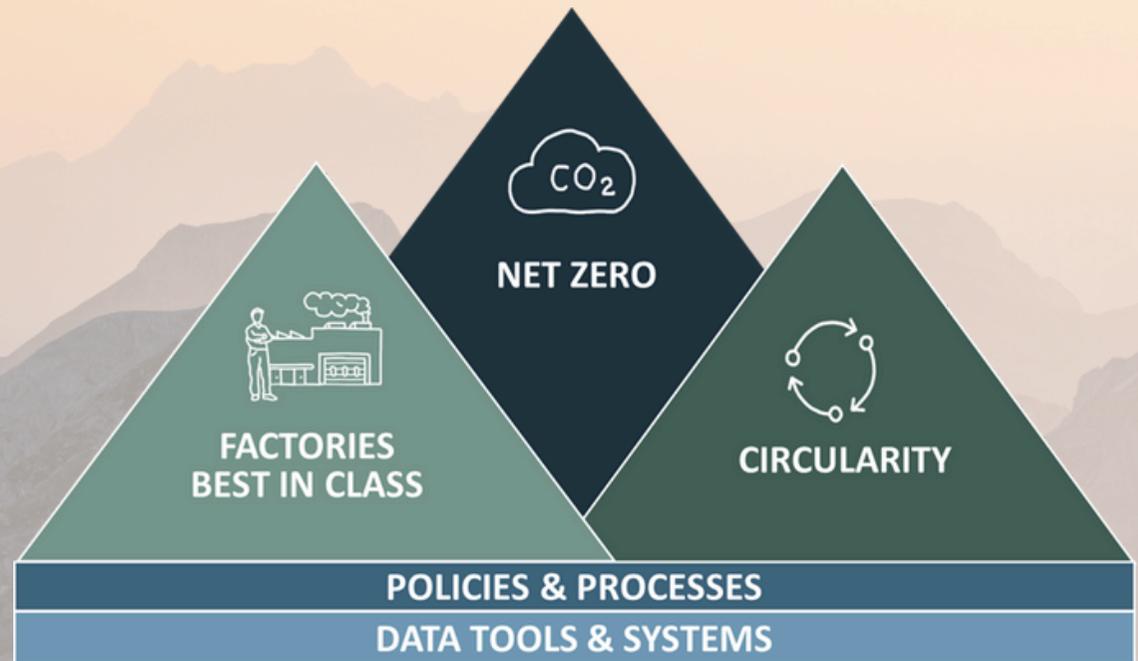
- Footwear & Technical Equipment
- Apparel
- Skins
- Bindings

... develop and propose the seasonal product matrix following the brand's briefing.

They are the competence centers for product development, innovation, and industrialization, and they work alongside our mountain sports brands.

02. DESIGN & PRODUCE MINDFULLY

We aim to halve our emissions by 2030 and achieve Net Zero within 2050 in alignment with the Paris Agreement targets and climate science.





2.1 Sustainability Compliance & Strategy

2.2 Net Zero

2.3 Factories Best in Class

2.3.1 SOCIAL

Where we produce

Social Compliance

Human Rights

2.3.2 ENVIRONMENTAL

Compliance & Environmental Management

2.4 Circularity

Materials

Longevity

Design & Engineering

Take Back & Stay in the Loop

2.5 Policies & Processes

Chemicals Management

PFAS

2.6 Data, Tools & Systems

WHERE DO WE COME FROM



Long-term sustainability should be an obvious, common goal. A system where people progress and the environment is preserved, while the economy grows steadily. However, these three are rarely in balance, because humans are not great at reflecting, and making choices for the common good or the long term.

At Oberalp, we realised that the frantic daily business, with tight product development timings and external economic and political circumstances, can blur the focus on lowering our impact. So since 2010, we have a team dedicated to identifying the risks of our operations and products on people and the environment, developing measures to mitigate them, and integrating this strategy within our organisation.

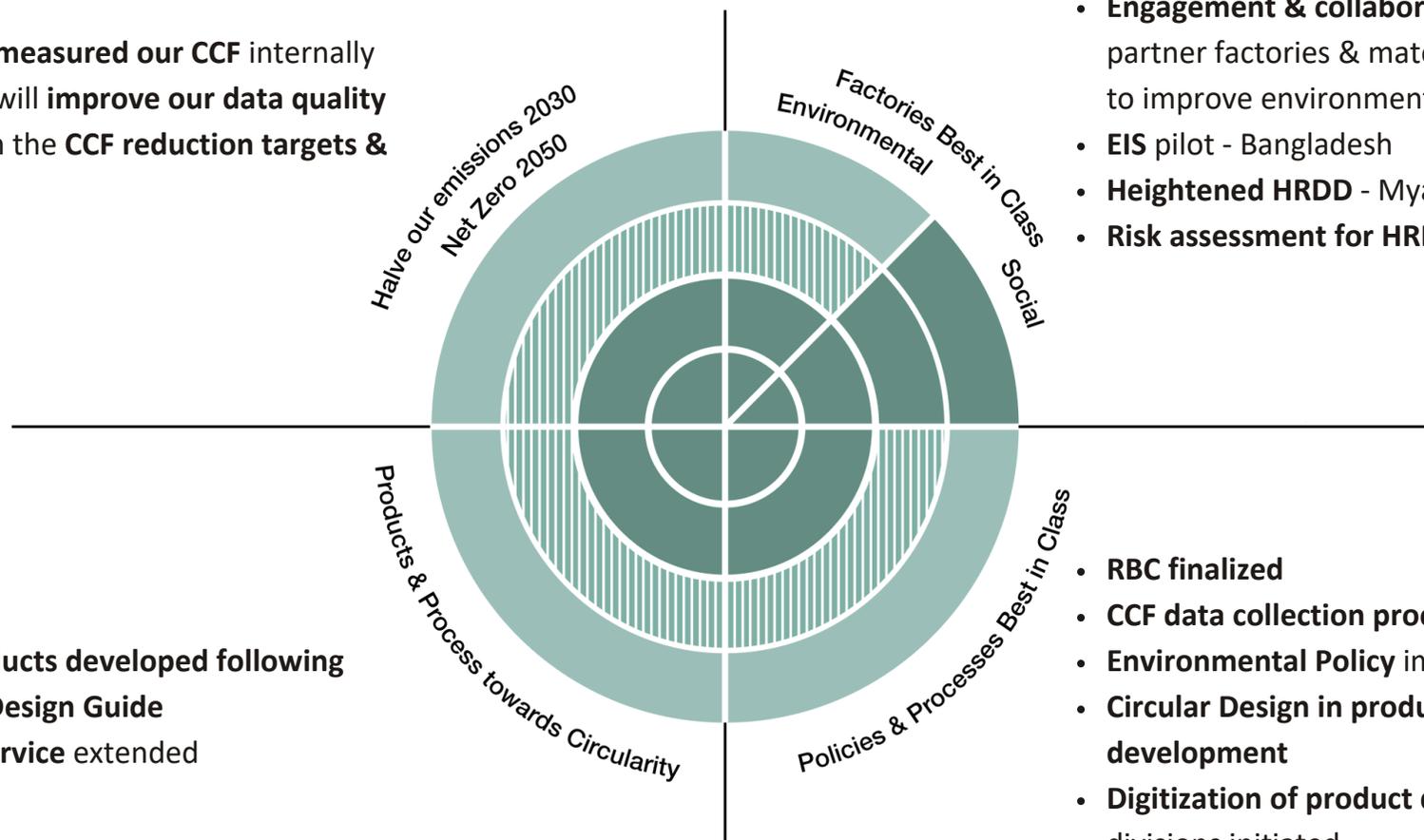
In 2024, due to the increase of regulations related to sustainability around the world, we decided to rename the department to “Sustainability Compliance & Strategy”. The team reports directly to the Vice President and the CEO.

The SC&S Team from the left: **Marie**, Communications & Reporting Specialist, **Georg**, Carbon Footprint & Life Cycle Assessment Analyst; **Alex**, Sustainability Compliance & Strategy Manager; **Martine**, Human Rights Due Diligence Specialist



WHERE DO WE GO - STRATEGY STATUS QUO

- 2024 We **measured our CCF** internally
- 2025 We will **improve our data quality** & work on the **CCF reduction targets & strategy**



- **Engagement & collaboration** with partner factories & material suppliers, to improve environmental performance
- **EIS pilot** - Bangladesh
- **Heightened HRDD** - Myanmar
- **Risk assessment for HRDD**

- **RBC finalized**
- **CCF data collection process** initiated
- **Environmental Policy** implemented
- **Circular Design in product development**
- **Digitization of product data** across divisions initiated

- First **products developed following Circular Design Guide**
- **Repair Service** extended

What we already achieved
 What we are currently working on
 What we have to develop further

“CONTRIBUTE” GOES COMPLIANCE?



Up until now, there was no legal framework for our work.

We built our strategy based on a voluntary effort to incorporate International Human Rights Law, Environmental Law, and best practices in our operations. In recent years, regulation on these topics has intensified, and we anticipate this trend to persist.

The EU Green Deal, and many initiatives around the world: anti-slavery Acts, Greenhouse Gas Reporting requirements, Extended Producer Responsibility schemes, Anti-Greenwashing Laws, are setting rules and obligations for Companies on the “sustainability side-effects” of Operations.

First, the shock: does this mean we will now only adapt to legislation and limit ourselves to comply?

Then, the obvious answer: absolutely not.

Balancing ambition with accountability.

As regulations rise, so does our commitment.



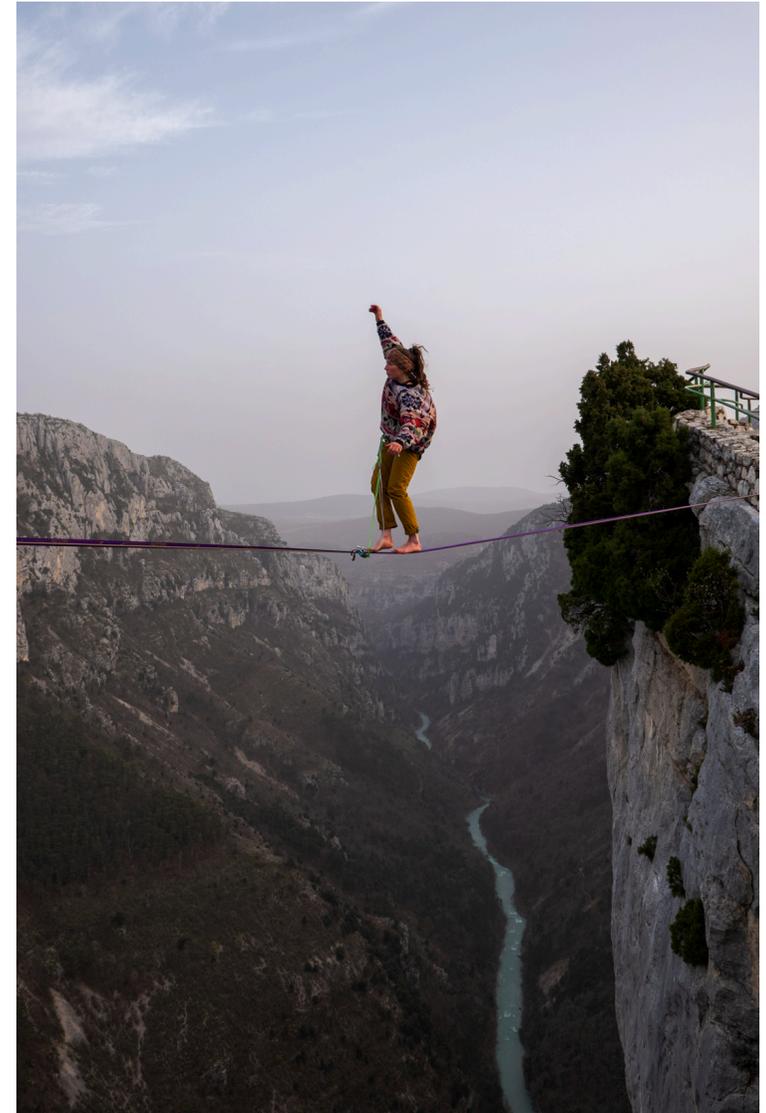
2.1 Sustainability Compliance & Strategy

We will indeed stay up to date with norms and ensure that Oberalp and our products comply with the standards set within.

But we will not stop there, we will continue to drive a strategy that aims further.

We have made progress (see page 25 and previous “Contribute” reports). Still, we will have to be more ambitious, speed up, and leverage collaboration outside our organisation even more if we want to effectively halt the advancement and mitigate the effects of climate change.

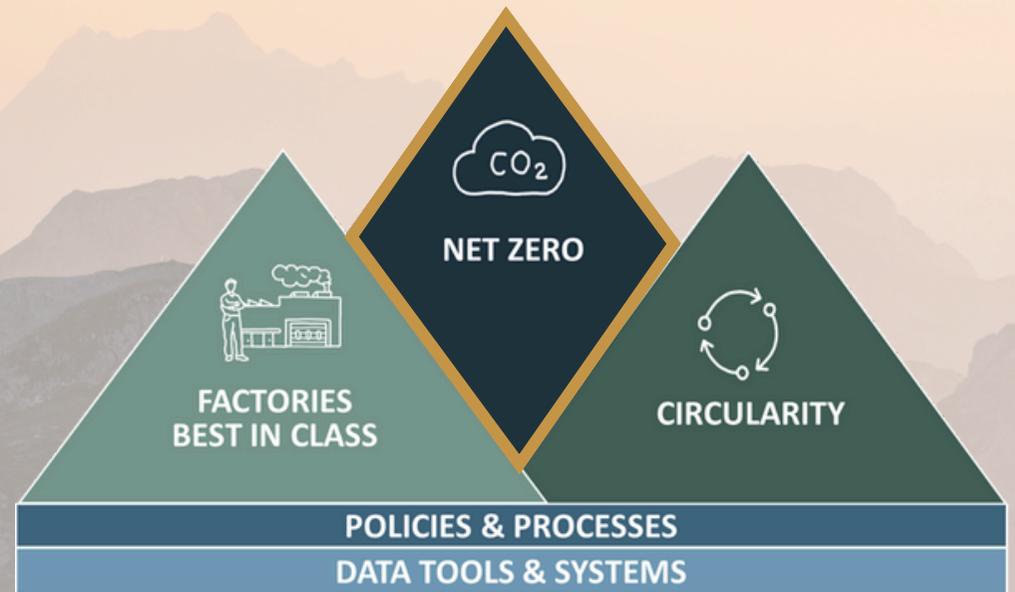
**Keeping the balance.
Step by step with focus and confidence.**
Jana, Wild Country ambassador



HOW TO REACH NET ZERO

In 2024, we broadened our emission calculations to include supply chain (Scope 3) data for the first time. While gathering the data, we realized there were big gaps. We therefore chose not to publish the full results yet. Instead, they serve us as a starting point for targeted action: data quality improvements, and the focus areas outlined in this chapter.

We measured our Corporate Carbon Footprint (CCF), set reduction targets, and defined our way forward – building on the foundations of our already anticipated circularity strategy.

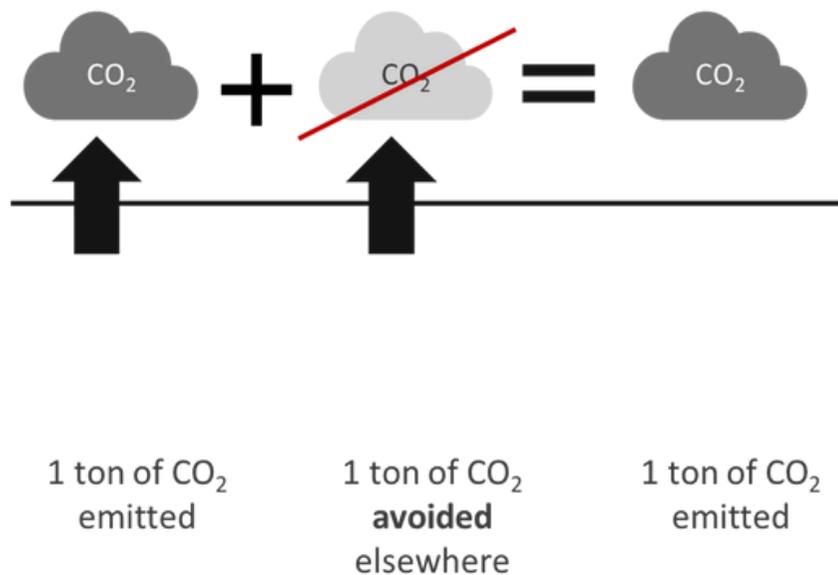


THE BENEFIT OF A NET ZERO STRATEGY

With our Net Zero strategy, we focus on reducing actual emissions across the value chain, leading to a more lasting climate impact. We have decided against offsetting from the beginning, since we do not want to merely compensate for emissions without addressing their root cause.

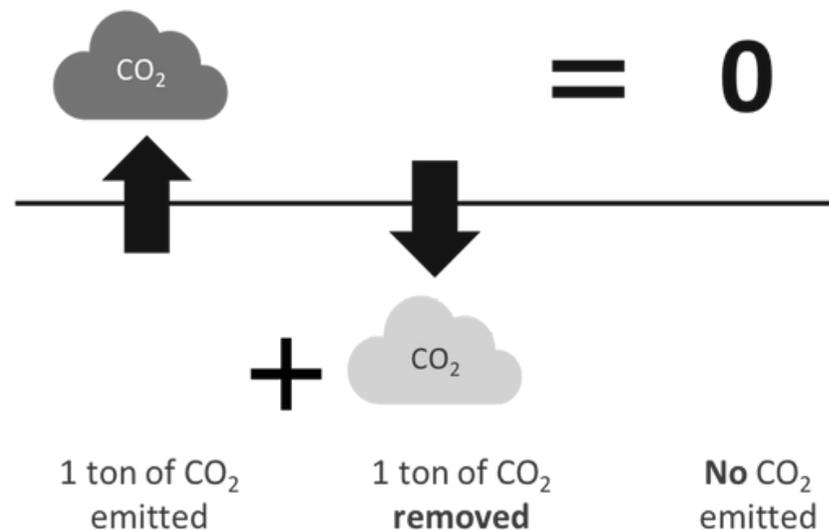
Offsetting

A CO2 neutral strategy with offsetting only maintains the current level of emissions



Net Zero

A Net Zero strategy with removal measures reduces the current level of emissions





HOW TO REACH NET ZERO

MEASURE IMPACT	<ul style="list-style-type: none"> Assess greenhouse gas emissions Choose low-impact materials for Product Development → Circular Design 	
REDUCTION TARGETS	<ul style="list-style-type: none"> Outlined in the chapters → Net Zero → Factories → Circularity Data, Tools and Systems in place to support targets 	
REDUCTION STRATEGY	<ul style="list-style-type: none"> Apply circular design guidelines in product development & production Invest in efficient energy at our own operations & at our partners' Implement measures to reduce our emissions where possible - for as much as possible Encourage partners to join our journey 	 
REMOVE	<ul style="list-style-type: none"> Counterbalance non-avoidable emissions to ensure long-term CO2 sequestration through credible and effective carbon capture projects 	

 completed
  in progress
  not started

MEASURING OUR IMPACT



Each step marks a choice and every action has an impact. Only by measuring it can we understand our impact and change our path if necessary.

For 2023, we have expanded the analysis of our green-house gas emissions and considered not only our direct emissions, but also those arising from our supply chain. However, **despite the significant effort we invested in the calculations, we decided not to publish the full results at this stage.**

Why?

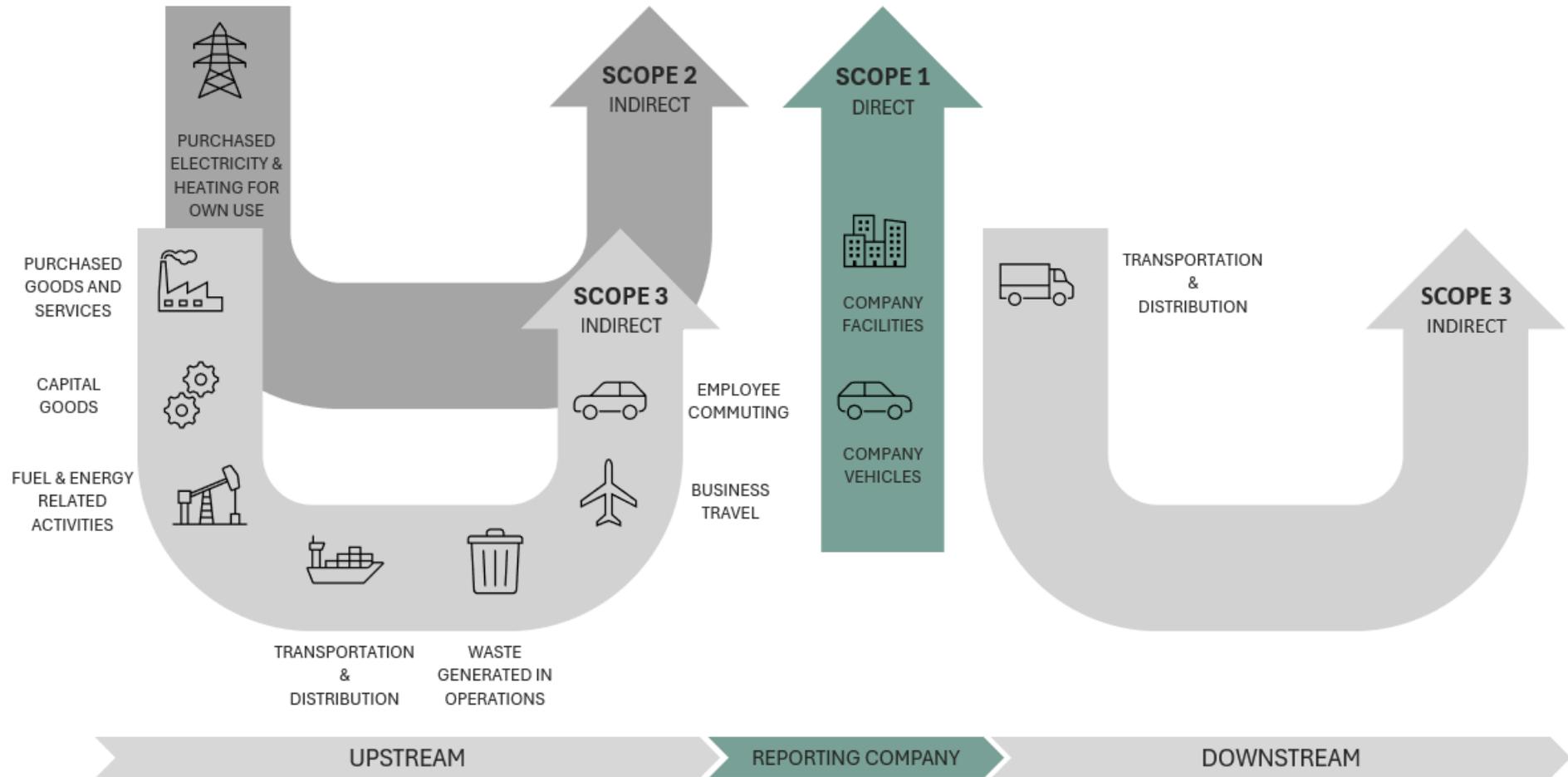
Calculating our Scope 3 emissions for the first time revealed data gaps, especially across our supply chain, and we chose not to disclose incomplete data.

The obtained results however, are already reliable enough to set the key areas for our reduction strategy.

Rather than serving as a finalized public disclosure, **the results thus function as an internal tool to guide** for our Contribute Strategy as well as our focus on improving data quality for future assessments.

2.2 NET ZERO

TRACKING SCOPE EMISSIONS



Considered Scope categories for the following entities: Oberalp Italy, Oberalp DACH (excluding Switzerland), Oberalp Central Europe & Oberalp North America, including the associated offices, shops and emissions from the considered activities.

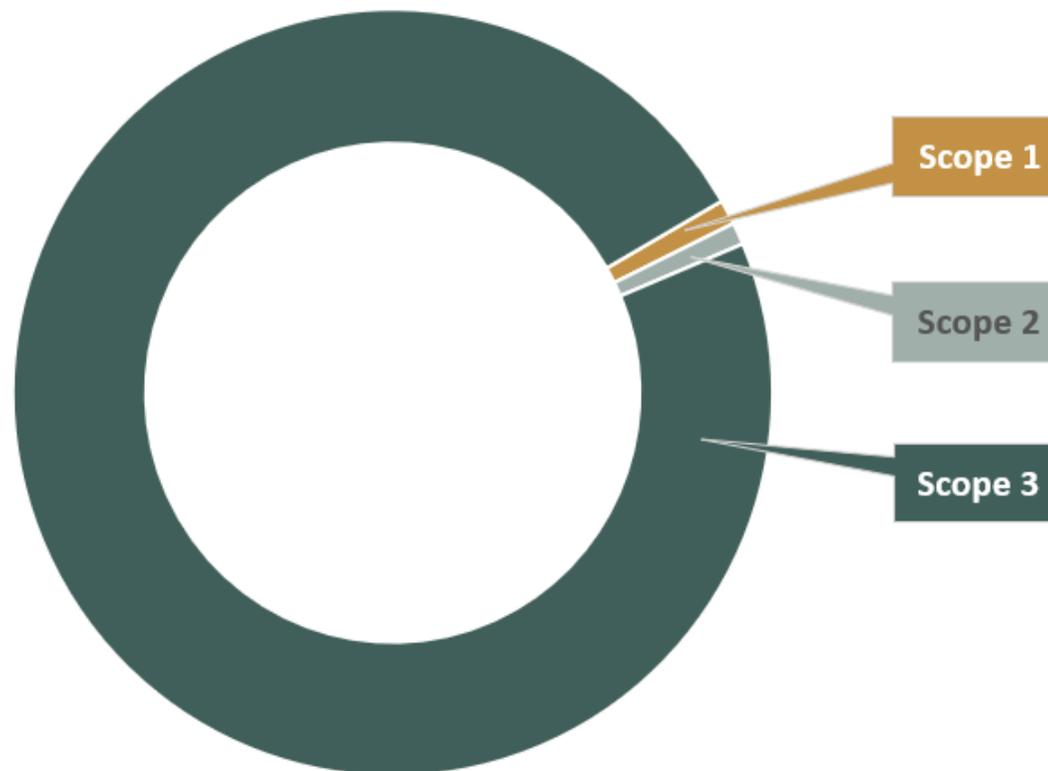
MEASURING OUR IMPACT

Besides the mandatory Scope 1 and Scope 2 emissions, we also considered the relevant Scope 3 upstream emissions as well as the emissions caused by our outgoing logistics.

For the 2024 calculations we aim to extend our assessment to the remaining relevant downstream categories.

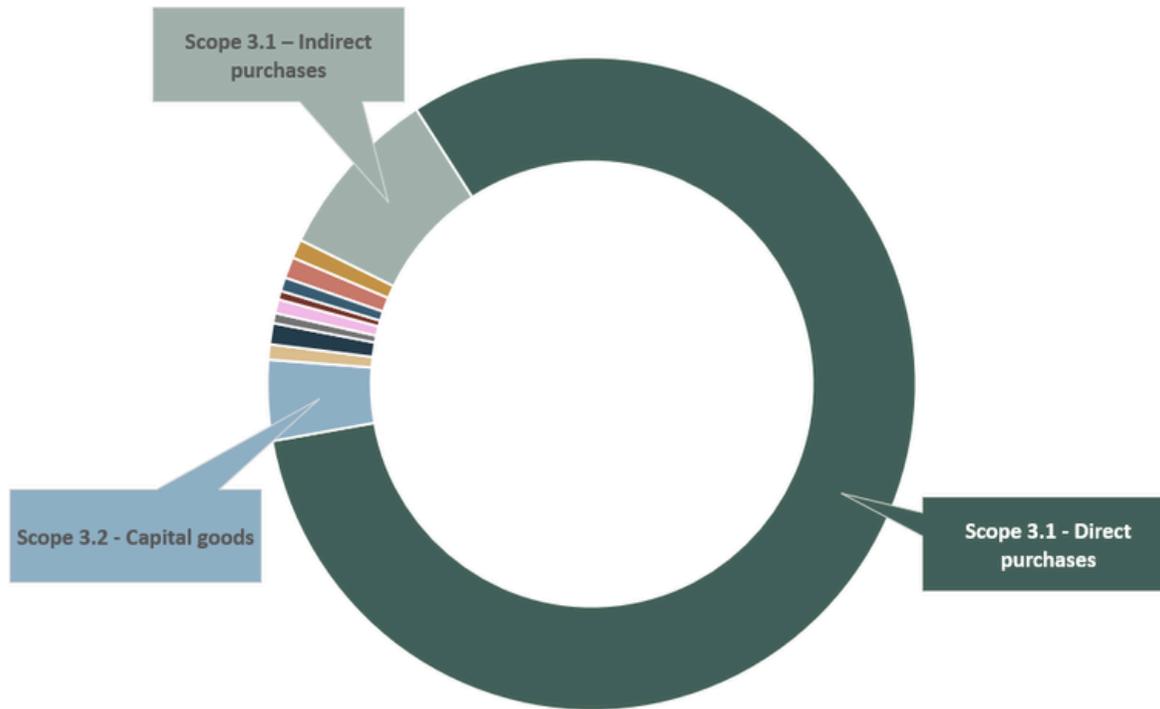
First, we were able to confirm the relevance of accounting for our Scope 3 emissions.

Second, the results of our (for now) internal Corporate Carbon Footprint analysis confirmed our assumption: **our largest sources of emission are the products** - those we design and those we buy as indirect purchases.



Share of emissions between the three main scope categories.

A CLOSER LOOK



The relative impact of Scope 3 categories, such as purchased goods (3.1), capital goods (3.2), and fuel-related activities (3.3), highlights where the most significant emissions occur across the value chain.

The second biggest contributors are the capital goods we purchased in 2023, followed by the remaining direct and indirect emission sources we looked at during the 2023 assessment.

Third, we also confirmed that, within our products, the **biggest driver for emissions is the use of fossil fuels during the production of materials and components**; therefore, the biggest lever for the reduction of our impact is getting our suppliers to **switch to renewable energy**. Big challenge.

REDUCTION TARGETS



Our LCA analyst and CCF specialist loves to climb - the view grounds him and puts everything into perspective. What targets can we reach?

We set our internal reduction targets in line with the 2016 Paris Climate Agreement already in 2023.

Our first comprehensive CCF assessment is based on the international standard of the Greenhouse Gas Protocol. Following its completion, we now take the next step.

The following action is to develop a transparent action plan to reduce our greenhouse gas emissions.

We will furthermore join the **Science-based Targets initiative** (SBTi) to have our climate targets independently and officially validated.

CCF Action Plan:

- Aligned with international standards
- Including all relevant Scopes
- Transparent emission reduction plan with near-term targets
- We join the Race to Zero in 2025
- Validated by SBTi within 2027

REDUCTION STRATEGY



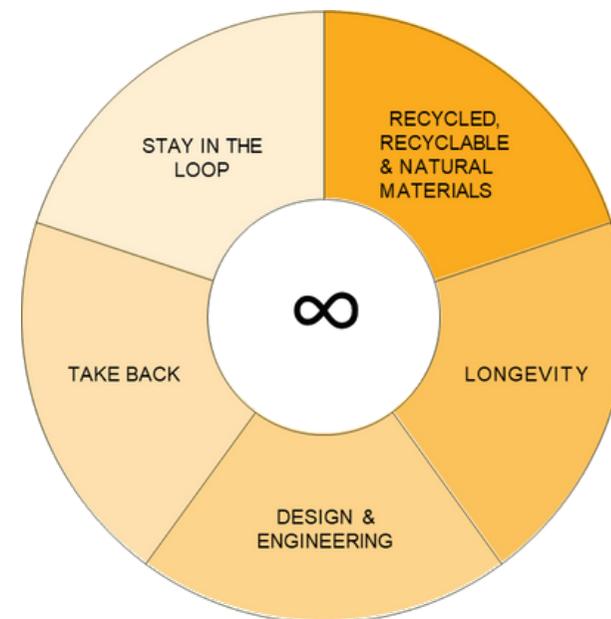
Now that we know our footprint, the tracks that we leave not only in the snow, it is time to address them. We have a plan - and a strategy!

Among our Scope 3 emissions, our products are responsible for the vast majority of our overall emissions, and thus represent our biggest leverage.

We anticipated this in 2023, by implementing the Circularity Strategy in our product development processes.

Our holistic Circular Design Approach starts with responsible material selection and thoughtful design, and aims to extend the lifetime of products and materials.

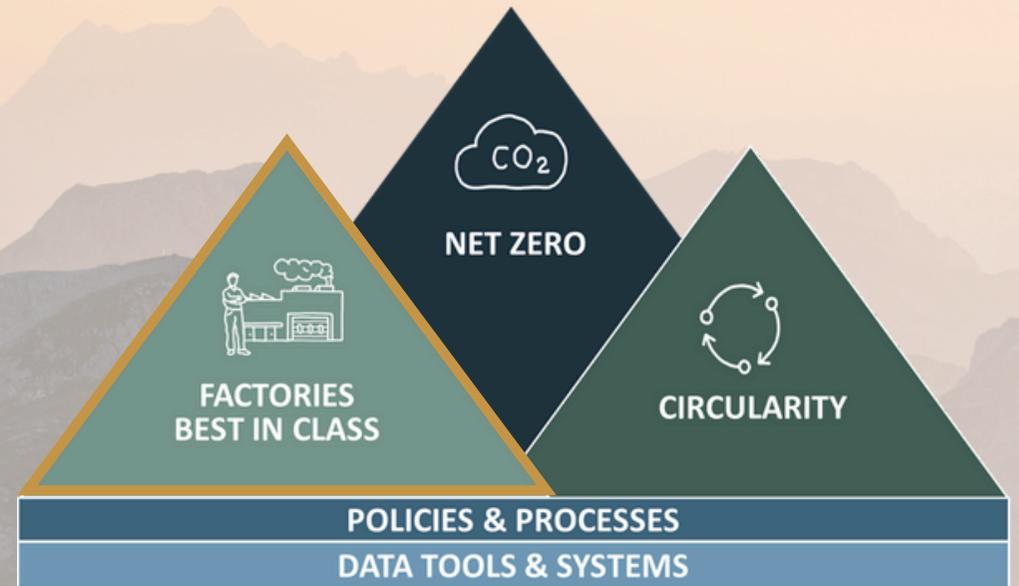
More details about this can be found in chapter [Circular Design](#) on page 67.



BEST IN CLASS SOCIAL & ENVIRONMENTAL

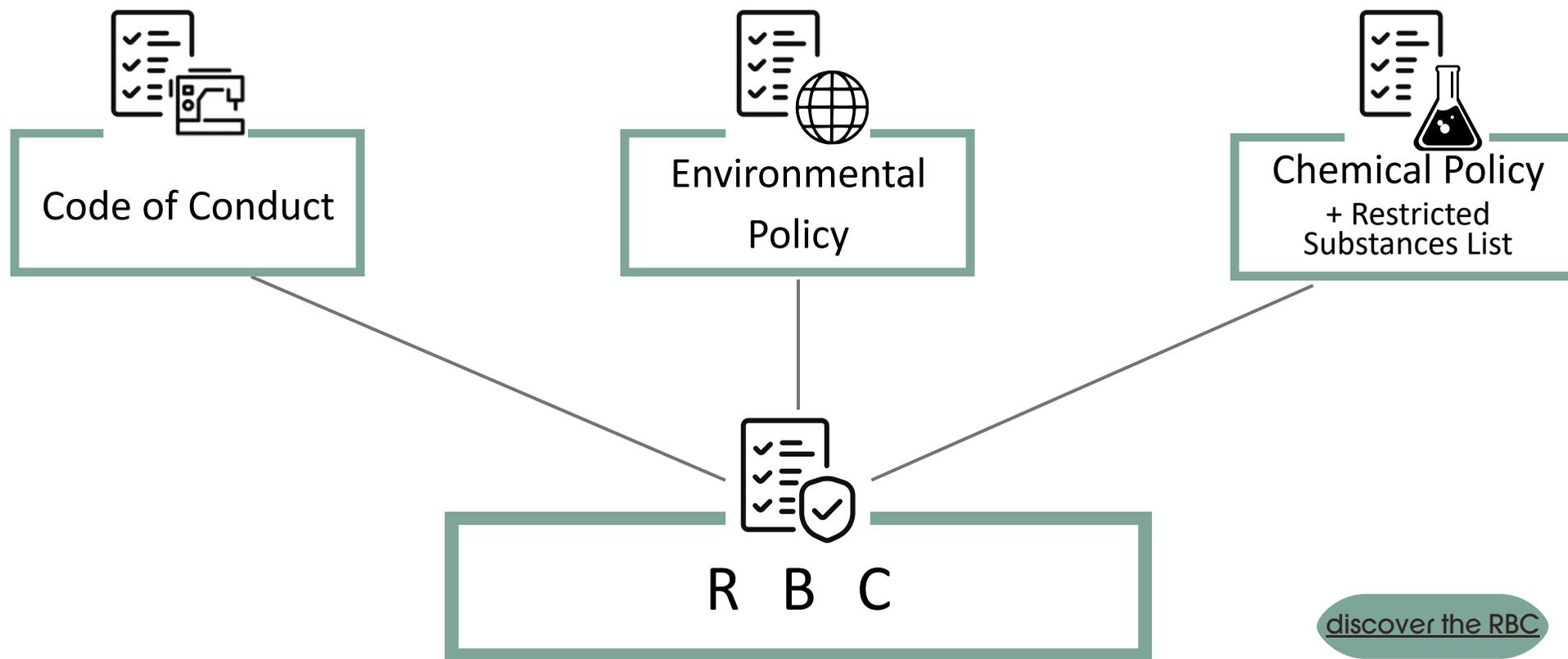
We invest time and resources to improve working conditions globally. This includes integrating human rights due diligence (HRDD) into our policies, choosing suppliers committed to safe and fair workplaces, and monitoring their environmental performance.

We work closely with them to drive progress and meet our high standards. All partners align with our Responsible Business Conduct Policy, reflecting our core values and commitment to improvement.



RESPONSIBLE BUSINESS CONDUCT

We prioritized fair working conditions in our factories and will continue improving towards having "best in class" partner factories, also environmentally. To achieve this, we introduced the **RESPONSIBLE BUSINESS CONDUCT (RBC)**, mandatory for all suppliers. **It is the base for all our policies and responsible business partnerships**, for our Code of Conduct, our Chemical and our Environmental policy, applicable to all product divisions.



[discover the RBC](#)

OUR SUPPLIERS

Our suppliers play a key role in our ability to operate responsibly. Building strong, transparent relationships helps us ensure ethical practices, manage risks, and drive improvements across our value chain. We view collaboration and long-term partnerships as essential to advancing shared goals and raising standards together.

91%

of our finished textile products came from monitored* factories or low-risk countries



81%

of our production volume of finished goods came from suppliers who have been our partners for more than five years

*production sites that are regularly assessed through audits or ongoing oversight to ensure compliance with our standards.

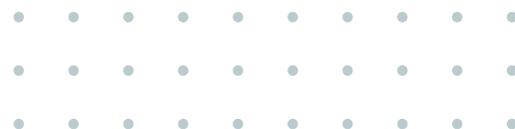
OUR SUPPLIERS

WE SHARE RESPONSIBILITIES

The Sustainability Compliance & Strategy Team works closely with sourcing, costing managers, and Quality Control Teams on location, providing insights on local living costs, risks, and working conditions to support informed decisions.

OUR PRODUCTION VOLUME

In 2024, we collaborated with 129 tier 1 factories across 23 countries, partnering with leading manufacturers known for their expertise.



OUR SUPPLIERS

While much is outsourced, we own production facilities in Switzerland, Romania, and Germany. Key technical products are made in Europe for closer quality and safety oversight.

We produce where technical expertise is highest, with most apparel and footwear made in Asia under strict social standards. To ensure quality, we collaborate closely with designers, quality controllers, and factories.



42%

EUROPE

Key technical gear is made in Germany, Moldova, Lithuania, and Slovakia, while seamless apparel, socks, and headbands – along with LaMunt’s baselayers – are produced in Italy. Wild Country organic cotton T-shirts are made in Portugal. Pomoca ski-touring skins production in Switzerland.

2%

MIDDLE EAST

Denim products, some Dynafit, and Wild Country apparel are made in Turkey.

56%

ASIA

Most of our apparel, textile equipment, and the rest of our footwear are produced in Asia.



One of our factories in Bangladesh

FACTORIES BEST IN CLASS – SOCIAL

Our CODE OF CONDUCT sets our ethical standards, which all suppliers must sign and follow. It ensures social compliance, informs workers of their rights, and provides a grievance hotline.

By enforcing these standards, we support better working conditions, fair wages, and safer workplaces. As a Fair Wear member, we collaborate with experts to drive continuous improvements across our supply chain.





CODE OF CONDUCT



Wages must enable decent living standards



Formal employment relationship in a written contract



Employment based on ability, no discrimination



Working conditions must be decent and safe



All employees must be **treated with respect & dignity**



Business should be **free of corruption**



We do **not tolerate child labor, ever**



Reasonable hours of work, overtime must be voluntary and adequately paid



Environmental protection, mindful use of resources & waste management systems



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



Workers have the **right to join unions**



Code of Conduct

FACTORIES BEST IN CLASS - SOCIAL

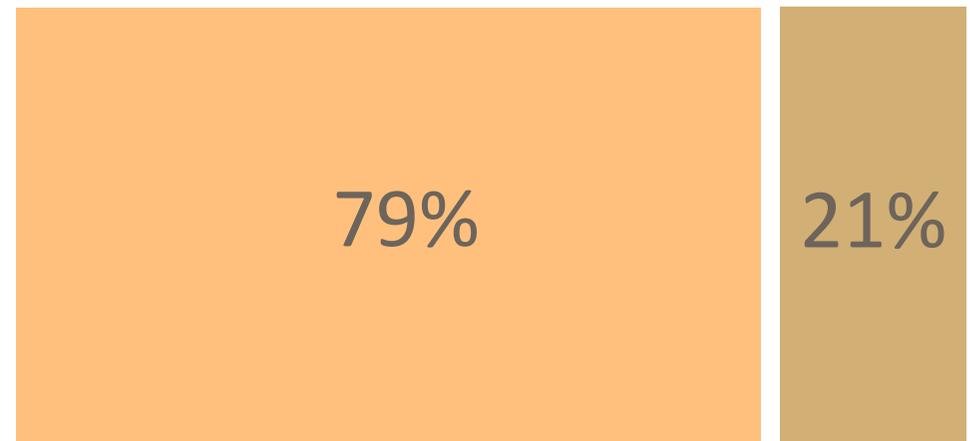
Our monitoring of labour conditions focuses mainly on suppliers where items are cut and sewn. This is because most of our turnover comes from textile products*.

In 2024, textile products amounted to 79% of our finished goods turnover, and 79% of this total was made in Asia and the Middle East.**

Given the higher likelihood of poor labour conditions in these regions, conducting more vigilant monitoring there is prudent, as they demand greater attention and oversight.

**It is a coincidence that these numbers match.

TURNOVER BY PRODUCT TYPE



* Textile products include the following: Apparel (menswear, women’s wear, kids’ wear, accessories), Footwear and Technical Equipment (shoes and boots, tents, backpacks and bags, sleeping bags, cords, harnesses, ropes, slings).



DOUBLE INTERVIEW WITH THE ILO

We are excited to share insights from a special collaboration that required dedication and trust from all sides. In this interview, the ILO’s EIS pilot coordinator and our Social Compliance Specialist reflect on the journey, key challenges, and the impact we hope to achieve.

In 2023, Oberalp joined the **Employment Injury Scheme (EIS) Pilot**, covering all 4 million workers contributing to the export-oriented readymade garments (RMG) sector of Bangladesh. In cases of work-related injuries, the Pilot provides compensation payments for the permanently disabled and the dependents of deceased workers in the form of monthly pensions, paid as top-ups to the lump-sum compensation already paid by the national institution. It also aims to establish a long-term solution.

The EIS Pilot’s payments are financed by voluntary contributions from international brands, including us.



Anne Marie La Rosa
ILO Principal Policy
& Legal Specialist Advisor, EIS
pilot coordinator



Martine Riblan
Oberalp Human Rights
Due Diligence Specialist



2.3.1 FACTORIES BEST IN CLASS - SOCIAL

How does the EIS Pilot work?

Anne Marie: Without EIS, worker compensation in Bangladesh is slow, unpredictable, and inadequate. Full participation strengthens the system, aligning it with international labor standards.

The pilot ensures injured RMG workers and families of deceased workers receive monthly pensions instead of one-off payments.

Once an accident is reported and a claim verified, payments are made through 100% traceable systems. Compensation is calculated based on permanent disability level, age, and last salary, following global social insurance standards.



Why did Oberalp join the EIS Pilot?

Martine: Our decision is based on the key factors responsibility, scale, and limited cost.

We believe even our limited purchasing power can drive transformative change. Recognizing the gap between existing lump-sum compensation and international standards, we adjusted our risk-assessment and joined the pilot.

The pilot's impact extends beyond our partners, covering the entire industry. Instead of emphasizing monitoring and compliance, it shifts the focus to systemic, long-term solutions.

The financial commitment is minimal: just 0.019% of Bangladesh's total garment orders is enough to sustain the pilot annually. This demonstrates how a small contribution can create a significant safety net for workers.

2.3.1 FACTORIES BEST IN CLASS - SOCIAL

What is key to success?

Anne Marie: We are at an advanced stage of the pilot, this is the last mile. To make it work for the future, we need two important elements: more brands to join and demand a national injury scheme, and working with the government of Bangladesh to create a functional and financially viable system transitioning from employers' liability system to a sustainable, nationally funded, wage-based social insurance scheme for work-related injuries.

When will the pilot end, and what comes next?

Anne Marie: The EIS Pilot runs until July 2027, after which it will transition into a national institution with a legal framework for all Bangladeshi workers. While in operation, the pilot is laying the groundwork for a national employment injury insurance scheme through data collection and capacity building.

By gathering reliable injury data, it aims to establish a cost-effective, comprehensive system for occupational injury insurance. The long-term goal is full social insurance coverage, ensuring medical care, financial compensation, rehabilitation, and accident prevention.



2.3.1 FACTORIES BEST IN CLASS - SOCIAL

How many brands are involved, and what is required?

Martine: Around 60 international brands and retailers contribute to the pilot. The primary requirement is financial support, while deeper involvement is optional.

We and other participants receive monthly updates on injury cases and compensation payouts, and recently, more brands have joined us in engaging in the technical aspects of national implementation, helping to shape the future of worker protection.

We would like to thank Anne Marie for her continuous support and expertise in this developing story, and for taking the time to do this interview with us!

Thanks to Martine for your valuable contribution to our work ethics, not only in this project but also in your collaboration with Fear Wear and many others.



Jahanara Akhter's "Journey from Tragedy to Hope" is available on Youtube.



EIS Pilot Stories

HUMAN RIGHTS DUE DILIGENCE

- As an active player in the garments and footwear industry, we are committed to gaining in-depth knowledge of our supply chain partners.

- In line with OECD guidelines, we work to identify, prevent, mitigate, and address actual and potential adverse impacts within our supply chain.

OUR STANDARD PROCESS



Before we start working with a supplier



Risk assessment

We use a structured approach to assess human rights risks, tailoring our due diligence based on the likelihood and severity of potential adverse impacts.

First screening

All potential suppliers undergo a human rights screening process and must commit to our Code of Conduct.

HUMAN RIGHTS DUE DILIGENCE



During collaboration with the supplier



Complaints mechanism

Our textile factories display a Worker Information Sheet outlining international rights, along with an anonymous hotline and email for reporting concerns.

Collaboration

We partner with like-minded brands sourcing from the same factories to share workload, address challenges more effectively, reduce audit fatigue, and drive meaningful change.

Audits

All suppliers must undergo third-party audits at least every three years. Conducted by expert teams in the local language, including interviews, health & safety checks, and thorough document inspections.



HUMAN RIGHTS DUE DILIGENCE



During collaboration with the supplier



Worker Interviews

Independent local experts conduct off-site interviews, guaranteeing anonymity to encourage honest feedback.

Corrective Action Plan

Audit results lead to specific issues, targets, and timelines. Concerns such as missing emergency exit signs are addressed promptly. Long-term issues like excessive overtime require collaborative planning with suppliers.

Follow up

We continue working with each factory until all corrective actions are implemented and issues resolved.

Factory training

Training sessions on labor rights, social dialogue, anti-harassment, and other key topics tailored to the specific needs of the country or factory.



HUMAN RIGHTS DUE DILIGENCE



During collaboration with the supplier



Regular factory visits

Our quality controllers visit production sites to monitor conditions & ensure compliance.

Evaluation

Suppliers are assessed with an internal tool, tracking audit results & corrective actions. This helps us identify recurring issues, refine our approach, and measure improvements.

New audits

At least every three years, we conduct audits to assess progress and reinforce continuous improvement in our factories.

Transparency

We publish an annual Social Report detailing our efforts to improve working conditions.



[discover our Social Report](#)



OUR JOURNEY WITH FAIR WEAR



Fair Wear (FW) is an independent multi-stakeholder initiative dedicated to improving labour conditions in the textile industry.

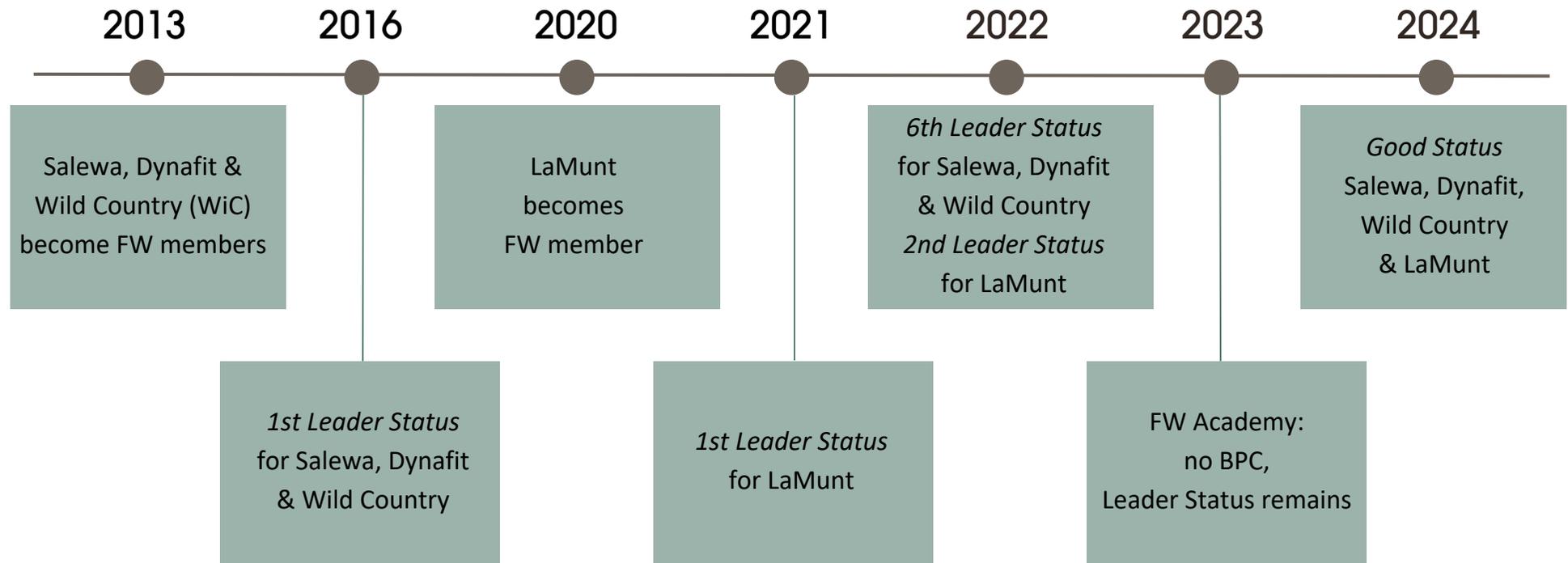
It conducts research, facilitates information exchange, and provides training and audits in production countries.

After factory audits, FW helps us to develop corrective action plans with the management.

Each year, FW evaluates our processes, risk management, and response to complaints and audits. The results are published in a Brand Performance Check (BPC), a public report.



OUR JOURNEY WITH FAIR WEAR



FAIR WEAR - BRAND PERFORMANCE CHECK

After six consecutive years as a Fair Wear “Leader,” our brands Salewa, Dynafit, and Wild Country, along with LaMunt, for two years, now hold “Good” status. While this represents a shift, it remains a strong recognition of our commitment to responsible sourcing.

Our brands have been FW members for over a decade, improving factory relations and labour practices.

Our commitments remain unchanged, and our sourcing strategy – shaped by close cooperation between Sustainability and Operations – continues to exceed many FW standards.

In 2022, FW updated its BPC criteria to align with OECD Human Rights Due Diligence guidelines. A key change requires brands to publicly disclose supplier names and addresses to retain “Leader” status.

While we anticipated this would affect our ranking, we chose not to publish factory addresses, prioritizing transparency in our own way – by focusing on WHAT we do and HOW we do it. FW and relevant stakeholders still have full access to our sourcing data.

The BPC also highlighted the need to refine our risk assessment system, ensuring we effectively identify, prioritize, and mitigate potential risks in our supply chain. This remains a key focus for continuous improvement.

[read our BPC online](#)

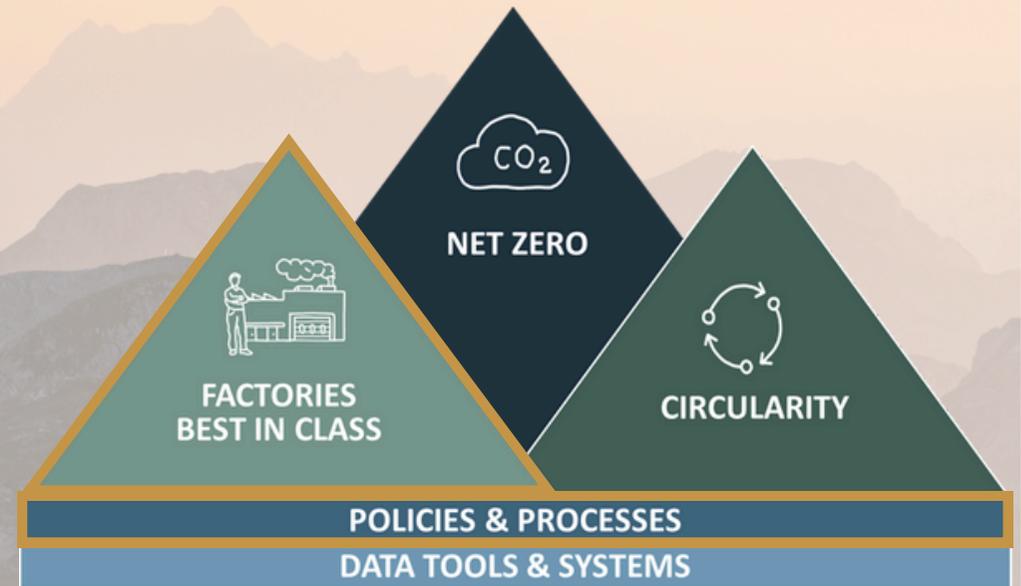




FACTORIES BEST IN CLASS – ENVIRONMENTAL

Our ENVIRONMENTAL POLICY goes beyond chemicals, setting standards for energy use, air quality, water consumption, and waste management, supporting suppliers in adopting sustainable practices.

During factory visits, our Chemicals & Environmental Compliance Senior Specialist ensures traceability of chemicals and raw materials used, enabling suppliers to track material batches back to the finished product.

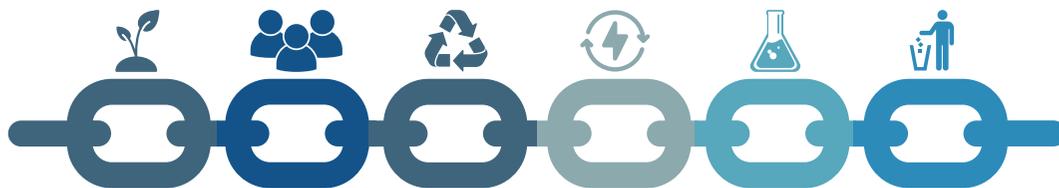


FROM POLICY TO ENVIRONMENTAL PRACTICE

As **environmental regulations tighten and expectations for corporate transparency grow, we are evolving our environmental policy** to focus on what we can realistically assess, improve, and influence. Rather than broad commitments, we are prioritizing specific, measurable actions that address known gaps in our processes, especially within our extended supply chain.

One of the immediate areas of focus is our Printing House Guidelines. We are developing criteria for selecting and maintaining printing facilities based on concrete environmental parameters, such as chemical use, wastewater handling, and energy consumption. These guidelines are not marketing tools, but working standards to help us make better decisions and set expectations.

We are carrying out a **detailed Supply Chain Mapping**, starting with Tier 2 apparel (fabric) suppliers. This involves site visits to nominated suppliers to better understand their environmental and chemical management practices. The aim is not to demand perfection, but **to establish a more honest view of our impact and identify where support or change is needed.** This approach will guide future policy updates and investment decisions based on what we learn – not on assumptions.



Supply Chain Mapping: raw materials; manufacturers; materials, water & production waste; energy; chemicals, and waste handling

ENVIRONMENTAL MANAGEMENT

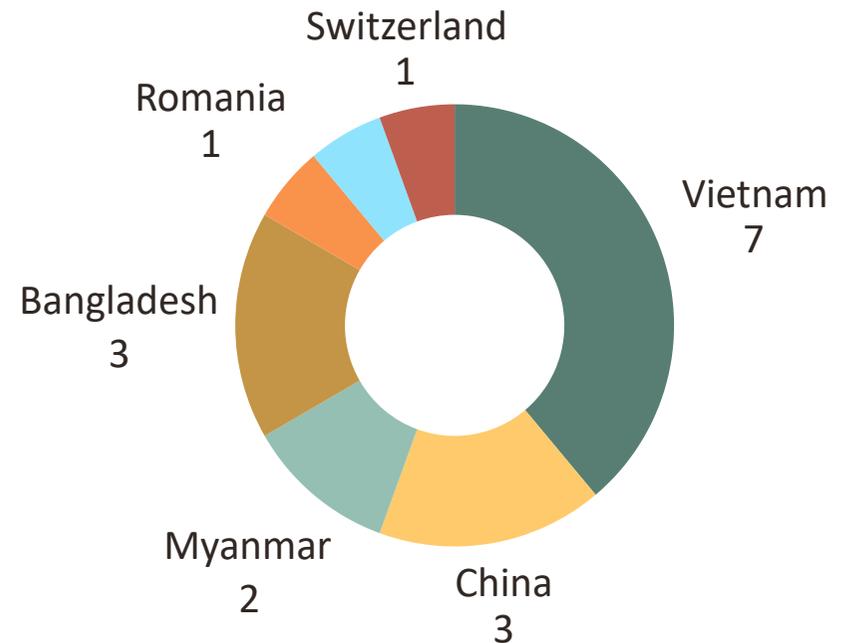
Environmental standards vary widely among our suppliers, with some having advanced water treatment systems and others using basic ones. Each production facility also presents different environmental risks based on its processes.

Our Environmental Policy establishes a common understanding of the standards we aim to meet and continually improve with our suppliers.



Environmental Policy

In 2024, we conducted 25 visits across 12 Tier 1 and 6 Tier 2 suppliers to understand their commitment and to address critical topics:



Seven of these were follow-up visits, during which 85% of the previously identified issues had been resolved.

ENVIRONMENTAL MANAGEMENT



BEFORE



Areas where solvents are used were without safety signal and strong smell

AFTER



Clear labels, warnings and a new lid

The Environmental Policy guides suppliers and requires them to improve their environmental management and set targets. During visits, we assess their status, focusing on textile products and evaluating seven key areas:*

- Their own supply chain
- Raw materials in their warehouses
- Production processes & final product (incl. traceability)
- Environmental management profile
- Chemicals storage & chemical warehouses
- Water & wastewater, including purifiers
- Health & safety of working environments

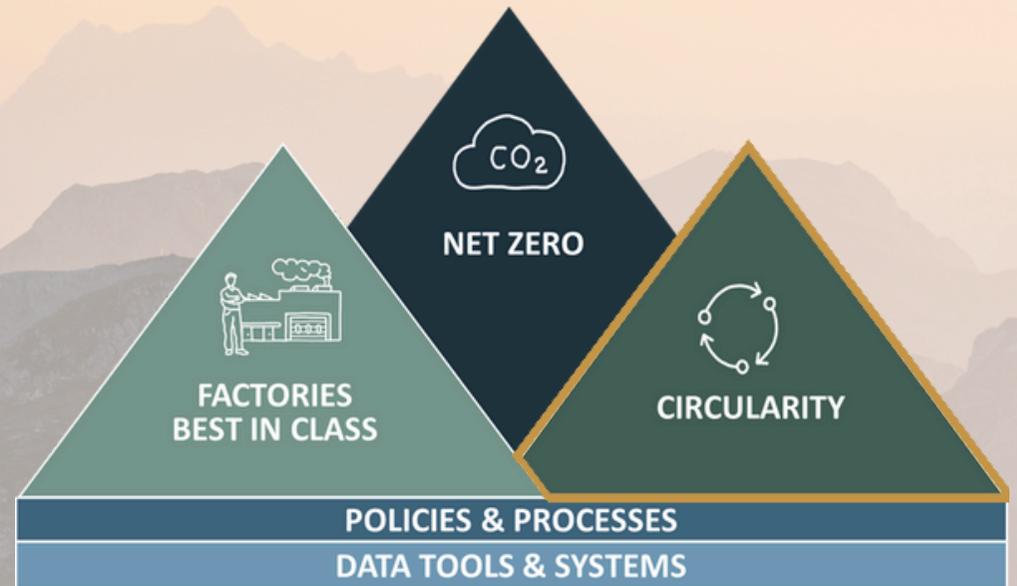
*Focus on textile:
Read more on page 46

[Risk-based monitoring](#)

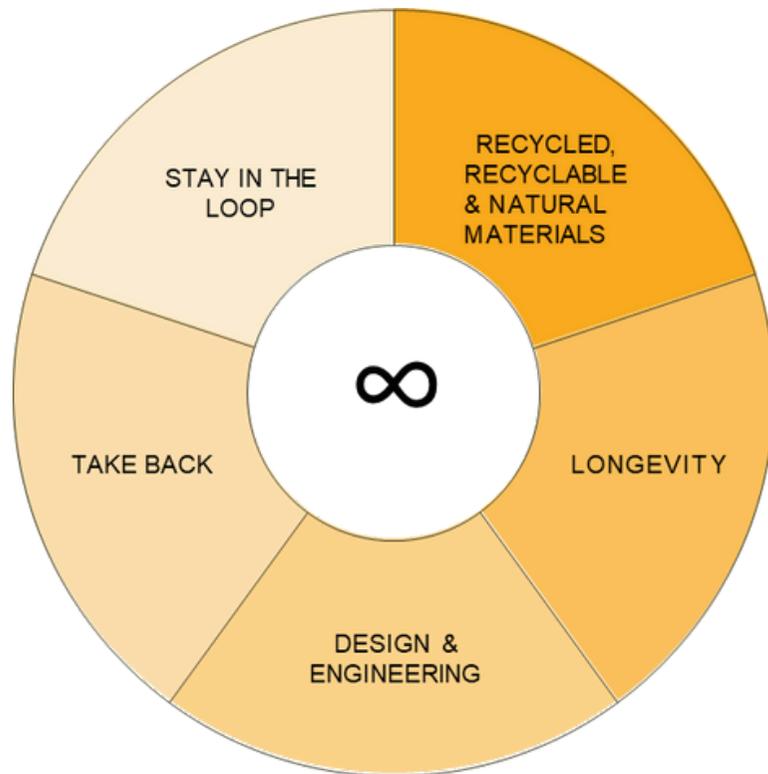
WE DO NOT RUN AROUND IN CIRCLES

We're transitioning from a "make-take-dispose" model to a circular approach by reducing virgin materials, minimizing waste, and extending product lifespans through better reparability and services.

Product design plays a key role in reducing our climate impact. Last year, we moved from outlining our 5 Circularity Criteria to showing how they apply to our products.



CIRCULARITY CRITERIA

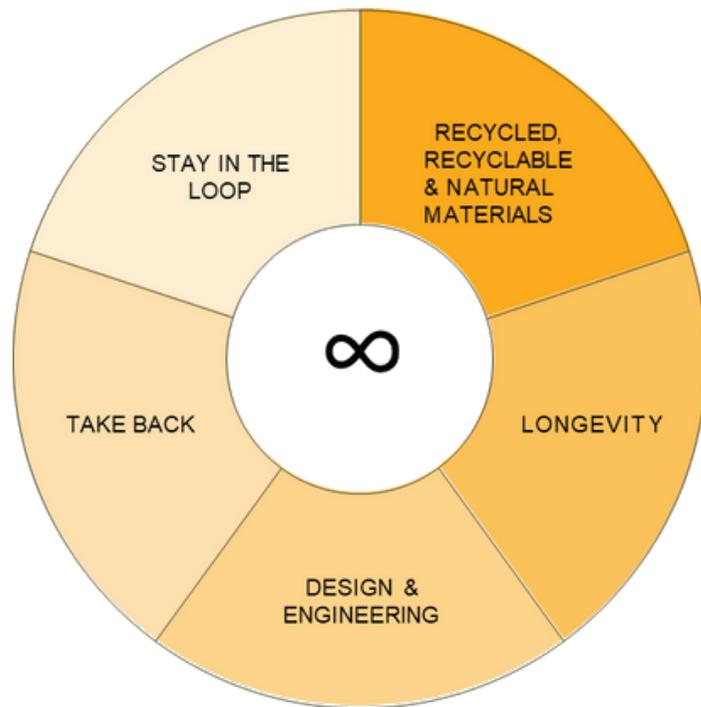


In 2024 we extended the Scope of our Carbon Footprint assessment to our relevant upstream and downstream activities. The results confirmed what we were already expecting: most of the greenhouse gas emissions caused by our activities as a company are attributed to our products.

To reduce their impact, we developed a Circular Design Approach: Starting from material selection and design, we aim to extend the lifetime of products and materials, delaying their dismantling for as long as possible to avoid the use of new resources. Over and over.

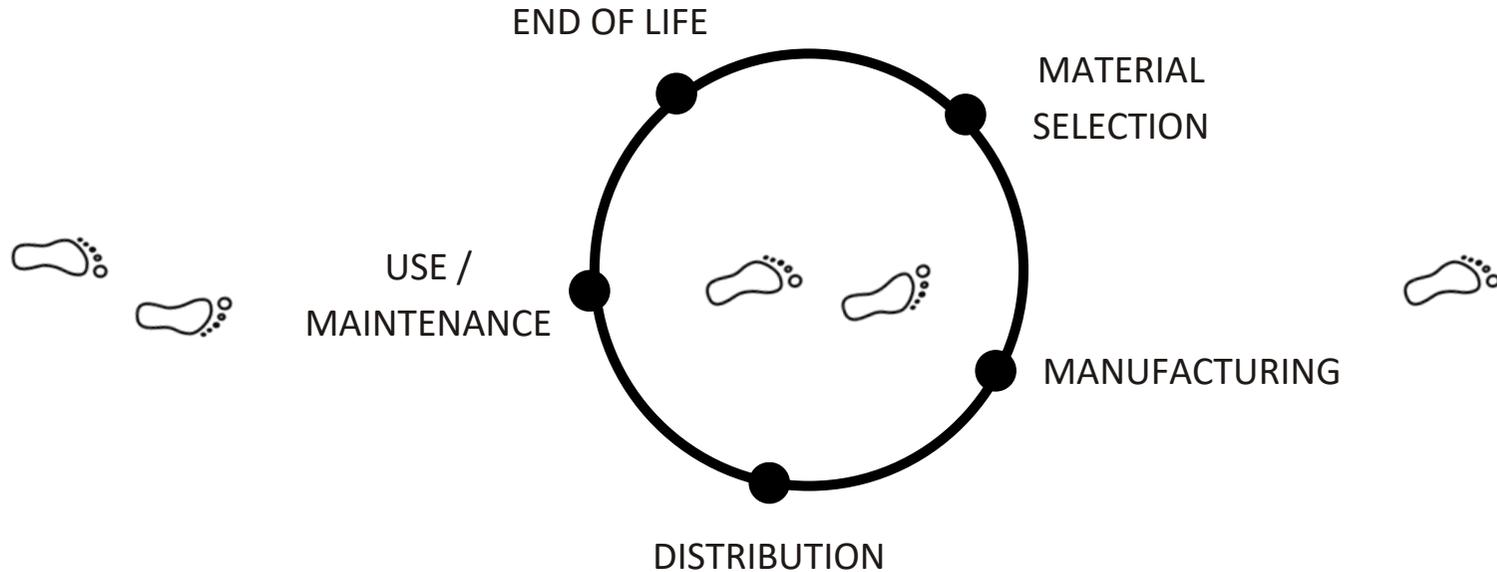
We want to minimize our impact on the environment, and thus we began integrating the concept of circularity into our product design and business models.

CIRCULARITY CRITERIA



Recycled, Recyclable & Natural Materials	Longevity	Designed & Engineered for
<p>Reduced Impact</p> <ul style="list-style-type: none"> • Recycled materials • Natural & bio-based materials 	<p>Designed to last</p> <ul style="list-style-type: none"> • Select durable materials, components & trims • Reduce & reinforce potential stress points 	<p>Resource efficiency</p> <ul style="list-style-type: none"> • Optimize product design to reduce material consumption • Modularity & Versatility
<p>Designed to be Circular</p> <ul style="list-style-type: none"> • Selecting & marking materials for recycling • Easy separation of materials 		<p>Repair</p> <ul style="list-style-type: none"> • Simplified product architecture • Standardization of trims & spare parts

CIRCULAR DESIGN GOES PRODUCT

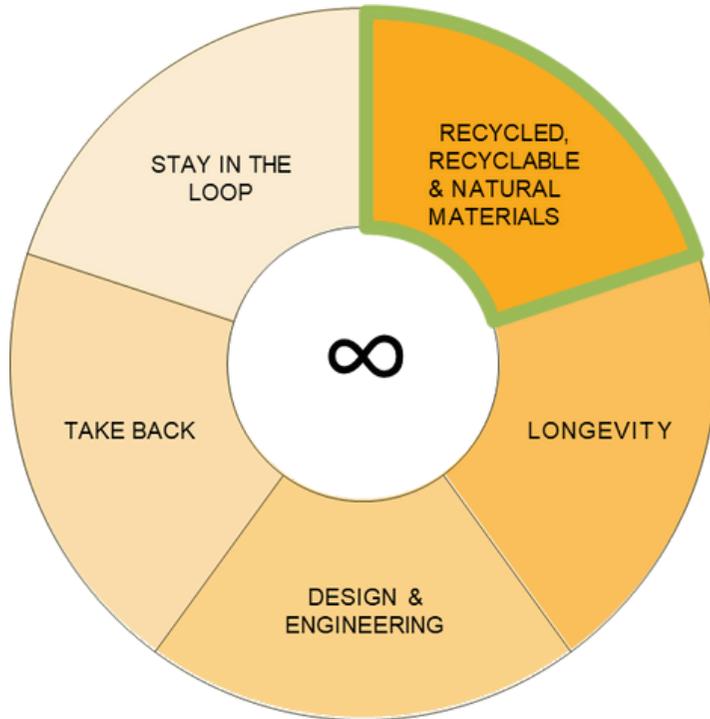


Last year, we worked together with our product teams to further **improve the Circular Design Guide**, tailored it to each product category, and subsequently integrated it into the product development process.

As teased already last year, we're seeing the first results already in the new developments of the current summer 2025 collections.



RECYCLED, RECYCLABLE & NATURAL MATERIALS



We prioritize lower impact materials, such as recycled materials and materials of renewable sources. We want to reduce reliance on virgin resources, opting for ethically sourced options like hemp, viscose, and wool.

Initially driven by conviction, we now support our choices with LCAs to measure impact. Our goal is to close the loop, ensuring materials can be recycled again at the end of a product’s life.

“We cannot solve our problems with the same level of thinking that created them.” – Albert Einstein

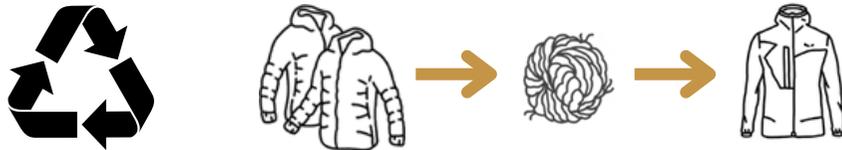
RECYCLED – OR UPCYCLED?

Recycling

Breaking down materials into components for new products.

It helps reduce waste but can degrade material quality over time.

In this example, a jacket is broken down into its fibres, which are then spun into a new jacket.
More on the next pages.

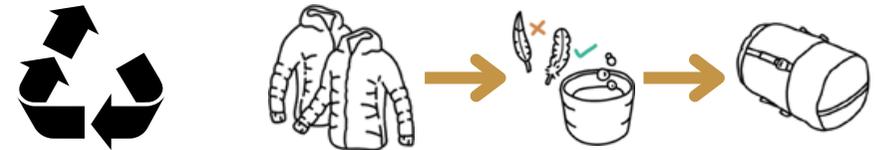


Upcycling

Repurposing materials into new products without breaking them down completely.

This can extend their lifecycle and minimize waste.*

In this example, a jacket’s down filling is taken out, sorted and washed, before becoming the down filling of a sleeping bag.
More examples → [here](#).



*If done correctly – when the new material is of lower quality and functionality than the original one, it is called “downcycling”.

RECYCLED MATERIALS

- REMOCA: NEW LIFE FOR SKIN "WASTE"



The ReMOCA Pad is LaMunt's unique in-house synthetic insulation padding made from recycled POMOCA skiing skins. With outstanding technical performance and high thermal capacities, this light-weight insulation material is recycled from the manufacturing off-cuts of POMOCA ski touring skins (60%), combined with post-consumer recycled polyester fibers (40%) for added durability and suppleness.



1. Reclaiming

Production waste from POMOCA ski touring skins



2. Processing

The fibers are garneted, opened out, and recovered.



3. Blending

The fibers are blended with recycled post-consumer polyester



4. Products

ReMOCA Pad® is now ready to fill our LaMunt products.



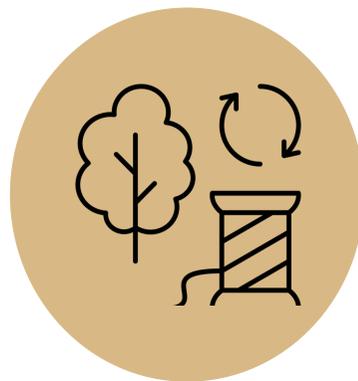
NATURAL MATERIALS – MATERIALS OF RENEWABLE SOURCES

We use materials of natural origin because they often offer reliable performance and a lower dependency on fossil-based inputs. Here's an overview of the materials we mostly work with.



Vegetable origin or plant fibers

Cotton
Hemp



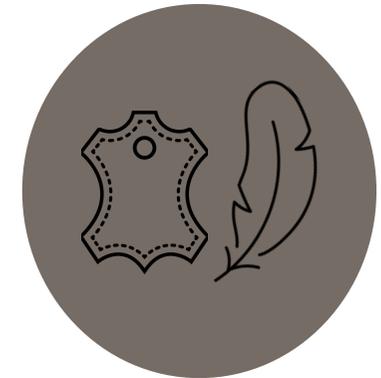
Manmade cellulosic fibers

Viscose (rayon)
Acetate
Lyocell
Modal



Animal fibers

Wool
Cashmere
Silk
Mohair



Animal origin

Leather
Down



NATURAL MATERIALS WOOL COMBINED WITH HIGH-TECH



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

SALEWA RESPONSIVE TECHNOLOGY



Made from Nature

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



Recycled Polyester

Blended with recycled polyester fibers, **produced from post-consumer bottles.**



Recycled Heat

Keeps you warm and dry, reflecting your body heat.



Better Performance

The insulation allows for fast recovery by improving 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.



NATURAL MATERIALS

WOOL COMBINED WITH TRADITION



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 humanely shear sheep twice a year to keep the animals healthy.



Responsible Chemical Treatment

The wool is washed using a patented oxygen washing technique without chlorine.



The “Undyed Sarnier” is the continuation of our wool success story.



NATURAL MATERIALS – DOWN

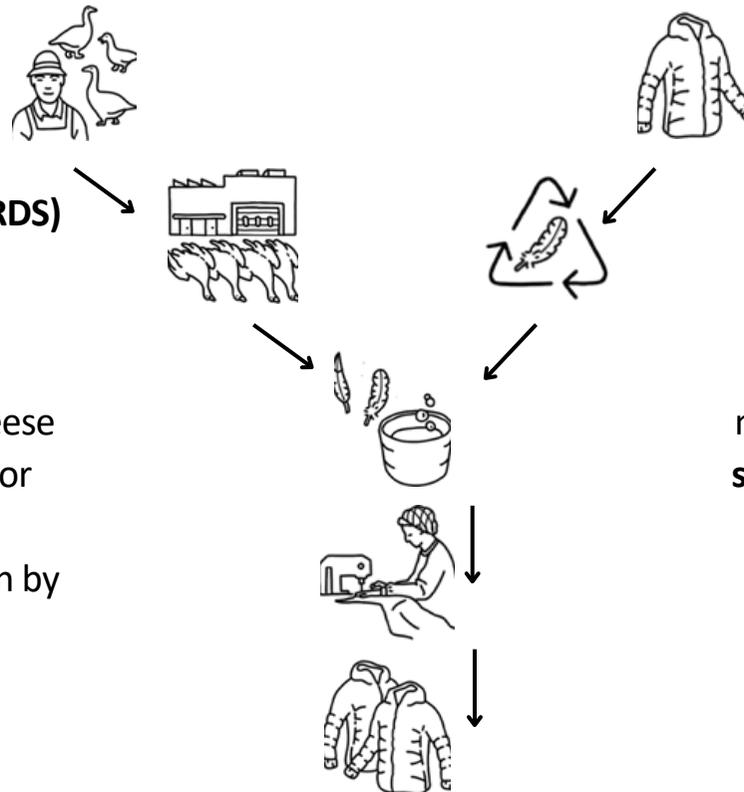


Virgin Down

In case of virgin down we use **100% Responsible Down Standard (RDS) certified feathers.**



- 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



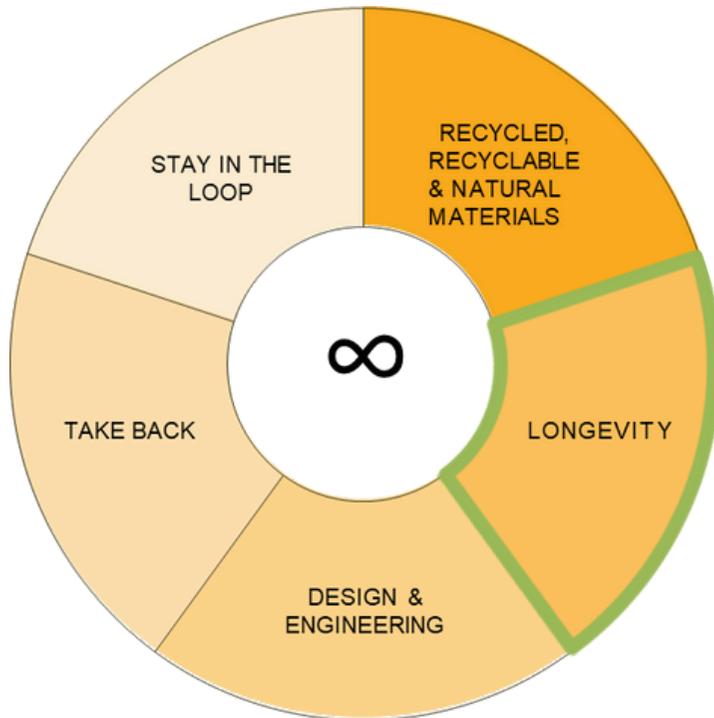
Upcycled Down

In products that contain **upcycled down and feathers**, the RDS certification cannot be given:

Even if it is high quality upcycled material, it comes from **many different sources and the supply chain is not yet fully transparent.**



LONGEVITY



More than 4/5 of clothing ends up in landfills. It might not all be outdoor sport apparel, but this number is scary.

We choose durable materials and want to encourage our consumers to have as many adventures with our products for as long as possible, have them repaired and either trade them or return them, when no longer needed.

“Buy less, choose it well, make it last.”
- Vivienne Westwood

CARE & REPAIR

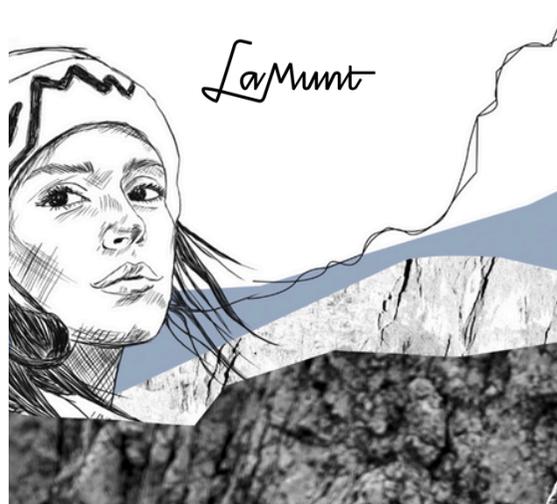


Taking care of your gear helps it last longer and perform better.

All brands have care instructions online — check the label and visit the brand’s website for clear, specific guidance. From washing to simple repairs, small steps can make a big difference.



[discover more](#)



[discover more](#)



[discover more](#)



2.4 CIRCULARITY - LONGEVITY

WATER-PROOFING

Waterproofness diminishes over time through abrasion or dirt. Did you know that your water-resistant outdoor products benefit from washing? Regular washing reactivates the water repellency treatment (DWR)!

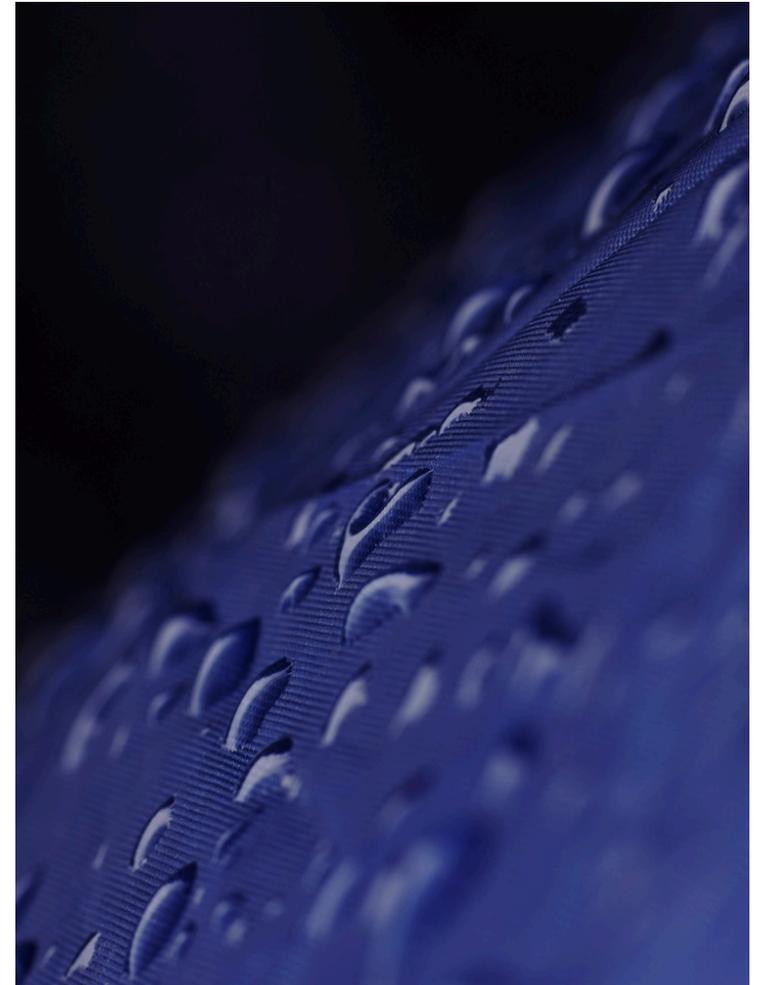
Before reapplying new DWR treatments, we encourage you to **maintain waterproof performance and durability**:

- ✓ Brush off dirt
- ✓ Clean gently (Apparel also in a washing machine, footwear - please only manually!)
- ✓ Air-dry naturally (Footwear does not go into the dryer!)

Visit our brand's websites to find out more.

More about PFAS and our phase-out journey in the chapter

[Policies & Processes - Chemicals](#) on page 107 ff.



RUGGED THREAD – OBERALP NA



Oberalp North America partners with Rugged Thread Repairs in Bend, Oregon, to handle warranty apparel repairs due to their deep expertise in technical outdoor gear restoration and shared commitment to sustainability.

Rugged Thread specializes in repairing zippers, seams, rips, and other damage on jackets, pants, packs, and tents, using industrial sewing machines and durable materials to restore function and extend product life.

Their skilled team evaluates each item to provide cost-effective, high-quality repairs that preserve performance and reduce the need for replacement. This partnership supports Oberalp’s mission to reduce textile waste and promote a more circular, environmentally responsible approach to outdoor apparel.

right: Wildland fire repairs

below: focused at work



FROM OLD TO NEW: YOSEMITE BUM



Yosemitebum is owned by Evolv, making it the only resoling company operated by a climbing shoe manufacturer. Recently, we have been expanding new programs for more sustainable climbing shoe resoling operations!

Approximately 85% of Yosemitebum’s resole orders come from individual climbers using the online form and mailing their shoes directly. To reduce ship-ping emissions, we offers free shipping for group orders of five or more pairs, encouraging customers to consolidate orders with friends. These 5+ group orders account for about 10% of total orders. The remaining 5% come from bulk submissions (30–50 pairs) organized by partner climbing gyms.

To grow the group order program, we partnered with local climbing gyms to install custom drop boxes with instructions and a QR code for order submission.

A Yosemitebum team member handles weekly pickups and drop-offs.

We aim to expand this initiative to more gyms in 2025 to enhance convenience and environmental impact.



In 2024, Yosemitebum resoled 12.600 climbing shoe pairs, saving them from going to waste.



ybum.com

2.4 CIRCULARITY - LONGEVITY

TRUST YOUR GEAR – CLIMB WITH CONFIDENCE!



At Wild Country, we know how important reliable equipment is — that’s why we offer a re-slinging service to keep your Friends in top shape.

Metal parts can last indefinitely with proper care, but the textile sling needs replacing within 10 years of manufacture. Check the serial number to find the age.



re-sling@wildcountry.com

Need to replace the sling? Inspect it regularly and look out for:

- ✓ All bar tacks present
- ✓ No loose or open stitching threads
- ✓ No cuts or abrasions

If your Friend is in good shape but the sling needs replacing, simply send it to us for re-slinging.

Need new triggers? We’ve got repair kits for that too!



LIFETIME GUARANTEE



The most sustainable product is the one you have.



We adapt the product architecture of the entire product assortment with a strong focus on the reparability.

At our Care & Repair Center, we expertly repair Dynafit products and all other Oberalp Group brands, including **clothing, ski boots, bindings, shoes, backpacks, tents, and skins.**

Repairs are done on-site in Kiefersfelden, with previous cost and time estimates. Once repaired, you can either pick it up or we ship it back to you – ready for another round of mountains.



[discover more](#)





2.4 CIRCULARITY - LONGEVITY

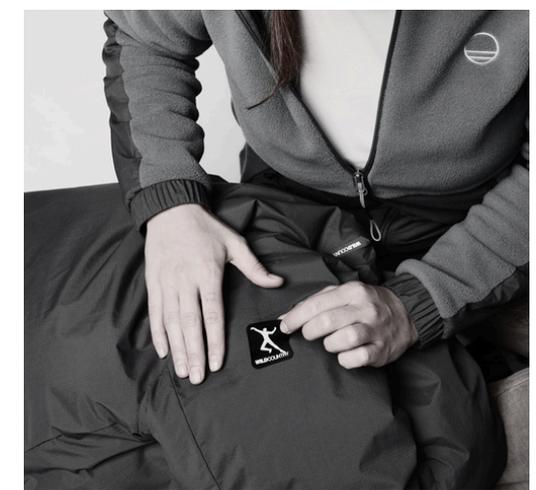
IT'S TIME TO PATCH THINGS UP!

Rip happens - but that doesn't mean the adventure's over.

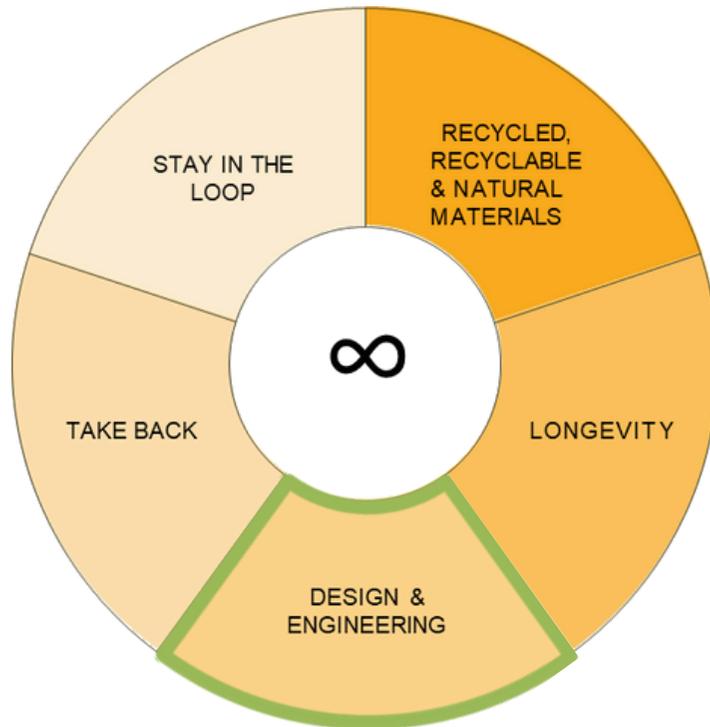
Our repair patches let you fix your gear fast, with style and zero shame. Quick, dirty, and proudly worn: repair is the new upgrade.

Save your tears for another day, because every tear has a tale – a summit reached, a fall taken, a line pushed further.

Don't cover it up, patch it up – and wear your story with pride.



DESIGN & ENGINEERING



Contribute - by Design

Scaling the use of sustainable materials and extending product lifespans is important, but **it only works if products are designed for resource efficiency and longevity.**

This also means **not only optimizing a products' design to reduce overall material consumption but also creating items that can be disassembled for repair** and ensuring materials are **suitable for recycling.** While this requires effort and adaptation, it is essential for real change.

A CONCRETE EXAMPLE



Salewa Aria Helmet

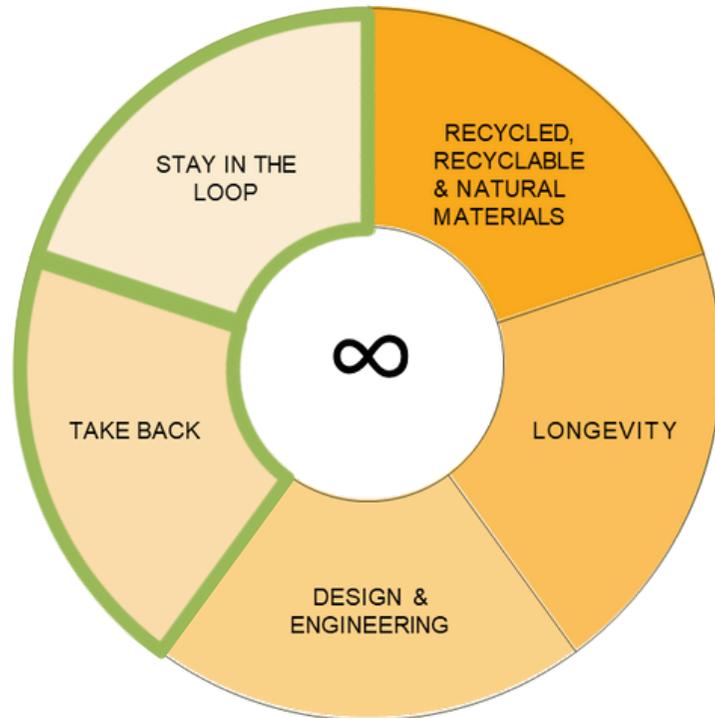
Our first in-mold climbing helmet made with recycled materials

The Salewa Aria helmet, newly developed for the Salewa Summer '25 collection, is **one of the first developments where we applied our Circular Design Principles in the product development process from the very beginning.**

This is the first time that recycled PC and EPP (plastic) have been used to make a lightweight in-mold climbing helmet that conforms to the highest levels of safety and protection.

We furthermore aim to prolong the helmet's lifespan: hence, all parts are fully replaceable and readily available – from the padding to the fit system and lamp clips.

TAKE-BACK & STAY IN THE LOOP



Let's change the way we dispose of our clothes.

We are testing ways to take back your products and repair, resell or dispose of them properly.

This includes not only second life platforms but also refurbishing offers and renting services, so they are re-used many times

And at their end of life they are not perceived as waste but may come back into the loop as new resources.

GROUP WARRANTY MANAGEMENT IN KPIS

Since the KPIs were set in 2021, Group Warranty Management has made significant progress across strategic areas:

<p>Building New Measurable Repair Processes and Transparency:</p> <p>A new Repair Request Tool (RRT) was developed and is now live in the Care & Repair area at the new Dynafit HQ in Kiefersfelden, Germany.</p>	<p>Supporting Development Divisions for Increased Longevity:</p> <p>Circular Design Workshops were followed up with all brands and divisions. In 2024, new spare parts were developed for DYNAFIT soft goods, and work is in progress for SALEWA hard goods and equipment.</p>	<p>Expanding Repair Services and Partnerships:</p> <p>In 2023, existing services were able to meet demand. By 2024, collaboration with resoling partners has expanded, now including SALEWA trekking shoes in addition to climbing shoes.</p>
<p>Connecting and Expanding Service Networks:</p> <p>The initiative has committed to responsible practices, such as second-choice and repair pilots in Italy and expanded repair services in Germany. In 2024, these programs continue with 2nd Choice & 2nd Life offerings in Italy, and the introduction of Repair & Care Areas in Germany.</p>	<p>Redefining Service Levels and Optimization:</p> <p>Efforts include investment in product and repair specialists, spare parts management, and process handling. A key 2024 milestone is launching an official Repair Guide and Standards (Apparel) for both repair and retail shops.</p>	<p>Improving Customer Experience:</p> <p>Initially, services were offered for own brands. In 2024, the service scope was extended to external brands in Bolzano, Italy, with work in progress to do the same in Kiefersfelden, Germany.</p>



SALEWA STORE CIRCULAR EXPERIENCE

The **Salewa Store Bolzano**, Italy, is based on our concept of **Circular Experience**. After a testing phase, the repair and re-sell services are now ready for roll-out to our Munich, Germany, and Graz, Austria, stores.

We are striving to extend the life of our mountain sports products, focusing on long-lasting design, repairing and mending our products, and making them ready for a second life on different mountain experiences.

Repair Service

We offer a repair service to customers who might not have the parts, tools, or time to repair it. Repairs are carried out by experts using original parts and materials for our own products; external brands are accepted, too.





Second Life

Our Second Life products are pre-loved items that belonged to Salewa athletes and other mountain enthusiasts. Second Life products are professionally repaired as well as refurbished if needed, and are subject to Salewa’s high-quality standards. To meet this growing demand, we have expanded the network of stores where products can be returned.

From summer 2025, Salewa Second Life will be available not only in Bolzano, but also extended to the Salewa Stores in Graz, AT, and Munich, GE, promoting sustainable consumption, reducing waste, and extending the lifespan of mountain gear.

Rental Service - discontinued

We are collecting our learnings and might try again, differently, at another time.



2.4 CIRCULARITY - TAKE BACK & STAY IN THE LOOP

GROUP WARRANTY MANAGEMENT TEXTILE RESCUE

Our Montebelluna (Italy) sample room team normally creates samples for our own brands. But they also carry out over 1,000 repairs each year – helping extend the life of our products and support customer satisfaction.



Eliana (left) and Ketty (right, coordinator) in the Sample Room Montebelluna, Italy.

Repair

~1300 textile repairs in Italy

~1700 textile repairs in Germany & Austria

Rescue

464 pieces rescued within 2nd Choice Outlet Italy (565 in 2023)

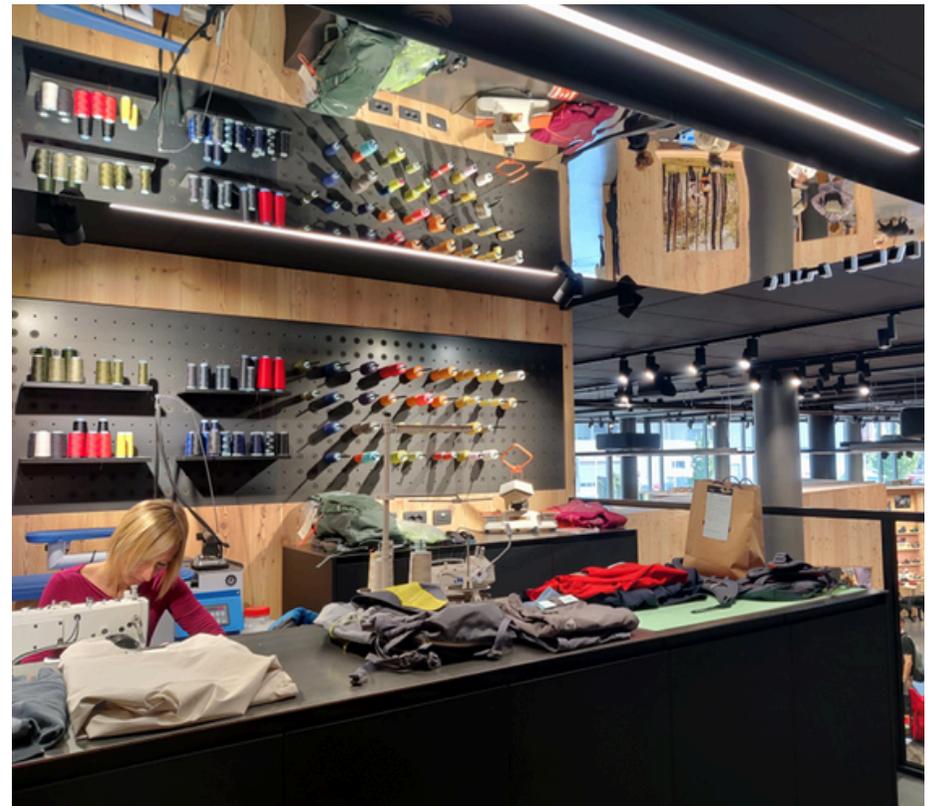
Second Life

1605 pieces given a second life in the Salewa Store in Italy (~2000 in 2023)

GROUP WARRANTY MANAGEMENT MENDING FAVORITE ITEMS

Since the opening of our Salewa Store in Bolzano, Italy, in March 2023, we have gained valuable experience. We hired a sewing specialist, prepared trims and materials, like zippers and original fabrics, and set up a process both internally and externally. The offer has been well received: over 400 clothing and textile products have been restored so they can continue to be loyal companions in the mountains for somebody.

In winter 2023, we reintroduced our repair service for Dynafit ski boots and bindings, and, since autumn, we have also been accepting textile and clothing items of any brand for repair.



Our **Care & Repair specialist, Tanja**, repairs Salewa and other own-brand items — not those from the SALEWA Store, but also, when possible, products sent in by our Italian dealers.

GROUP WARRANTY MANAGEMENT BOOTS & BINDINGS

Repairs of Dynafit ski boots and bindings are carried out at our headquarters in Bolzano, Italy, where Arno and his team in the warehouse manage far more than just returns.

A core part of their work involves refurbishing and repairing products to extend their lifespan. This hands-on service not only supports our customers but also strengthens our sustainability efforts by reducing waste and conserving the resources and energy required to manufacture new equipment.

By giving products a second life, the team actively promotes a more responsible approach to consumption and gear maintenance.



Christian, Repair Specialist in Bolzano, Italy.

GROUP WARRANTY MANAGEMENT SPEED FACTORY KIEFERSFELDEN



At the Speed Factory, repair takes center stage!

Bring new life to your Dynafit gear with on-site clothing repairs and hands-on services tailored to mountain athletes. Whether preparing for a trail run, ski tour, or alpine adventure, you can restore and customize your equipment — even build your own skis.

Repair Instead of Discard

We help extend the life of your gear, from clothing and ski boots to backpacks and tents. We accept all Dynafit and Oberalp Group own-brand products. Repairs are either done on-site or by trusted partners, always with a cost and time estimate upfront. Whether you pick it up or have it shipped, your gear will be ready for many more mountain adventures.



Christian, a hands-on Warranty Manager, at our Care & Repair Center. Giving a second life to ski boots, bindings, and more.

PACKAGING SMART PROTECTION, SMARTER COLLECTION



Our packaging is split into two categories: cardboard and plastic. We have been eliminating what we can and recycling what we can not.

We use plastic polybags to protect products from moisture and dirt during transport and storage, as they remain the most efficient solution

Collection initiatives with the Single Use Plastics Project and the European Outdoor Group, have started in our shops in Germany, Austria, and Italy. While the data is still being gathered, we know that we have collected and certifiably recycled over 2 tons of plastic in 2024, thanks to the active support of the warehouse team.

[find out more](#)



Also, our colleagues in Direct Purchasing took meaningful steps to reduce waste in outbound logistics, proving once again that everyday improvements can add up to real impact.

PACKAGING

TINY TWEAKS, TANGIBLE IMPACT

Two key changes stand out: First, the team replaced plastic sleeves used for shipping documents with recyclable paper alternatives, eliminating unnecessary plastic at a common touchpoint. Second, they optimized pallet packaging by switching to a new type of stretch film that uses less material while maintaining performance.

We compared the current plastic stretch film with a new, lighter alternative:

- Plastic usage per pallet is reduced by 69%
- Cost per pallet drops by 75% (€1.76 → €0.44)
- Italy's packaging tax is reduced by 77%
- Almost double the number of pallets can be wrapped per roll (from ~40 to ~78)
- Overall, the film weight per meter is lower, yet less wrapping is needed per pallet

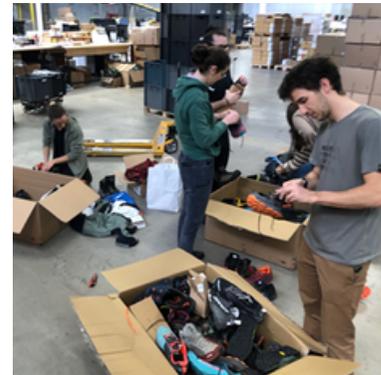
This means less plastic, lower costs, and more efficient logistics - a win-win in both environmental and economic terms.

Looking ahead, there's more to come.

The mid-term goal is to phase out stretch film entirely and explore more sustainable alternatives. In the meantime, the team is developing a solution to communicate the film's recyclability to the receivers, making disposal easier. These small but smart decisions move us closer to more responsible packaging practices across operations.



UPCYCLING INITIATIVES - INTERNAL



What happens to faulty products that are returned to us?

Some can be repaired or sold, but most of those products must be disposed of, also for safety reasons.

We spent a few hours sifting through the trash boxes and found a surprising amount of “trash” that could be saved with a bit of motivation and creativity.

Repairing, repurposing, and upcycling feels right and good, and is also a lot of fun.

Thanks to all colleagues for joining our expedition into the depths of the warehouse and the creative outcomes!



UPCYCLING INITIATIVES - COLLABORATION



Skinalp upcycles production leftovers and overtrimmed skitouring skins from Pomoca, giving new life to materials that would otherwise go to waste. These skins, essential for ski mountaineering, prevent skiers from sliding backward when ascending. Originally made from animal hides, modern skins now use synthetic fibers and mohair in varying compositions.

By repurposing excess material, Skinalp reduces waste while maintaining the functionality and performance of high-quality skitouring skins.

[skinalp website](#)

LEFTOVER PROJECTS - COLLABORATION



LaMunt
&
SURRI



SURRI was born from a passion for outdoor sports and creative design. The artist from Zurich, Switzerland, sews each bag herself, with great attention to detail and a focus on sustainability. The bags are practical, functional, and versatile: thanks to interchangeable ropes and carabiners, they are customizable. Perfect for any adventure, whether in the city or out in nature.

LaMunt collaborates with the artist, creating unique bags from old marketing banners – by women, for women.

[SURRI website](#)

LEFTOVER PROJECTS - COLLABORATION



Some materials become waste faster than others, like in-store marketing banners featuring mountain landscapes, adventures, and products. These visuals are updated regularly, often after just one season.

In 2021, a social cooperative based in Trento recognized the potential of this leftover material and began transforming it into unique bags. Together with Salewa and LaMunt, the cooperative gives new life to banners.

SMART Cooperativa Sociale is an Italian organisation that offers people in fragile and disadvantaged situations employment, to meet their needs and requirements.

[smart website](#)



UPCYCLING INITIATIVES - COLLABORATION



The Gorpcore Hackenporsche reinvents the shopping trolley with an outdoor inspired design, targeting younger audiences. The ultra-light frame is ski-compatible, and the detachable bags are made from upcycled Salewa mountain gear.

When not in use, the trolley transforms into a wardrobe, offering a neat way to hand or store the bags at home, blending style and functionality.

Great job Mariya and Leika, Faculty of Design & Art, University of Bolzano, for your passion and creativity!

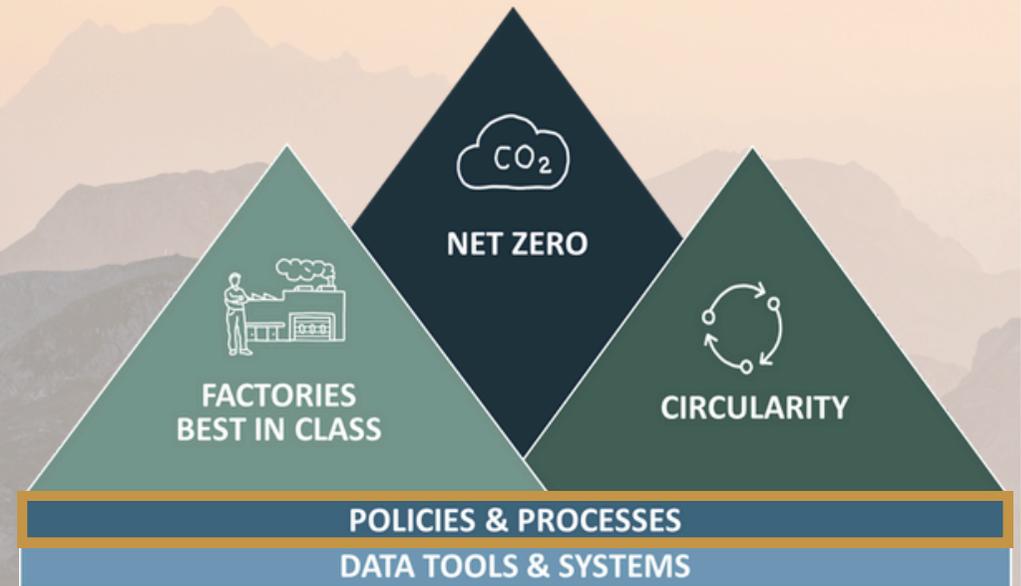
**It's only waste
if it is thrown away.**



POLICIES & PROCESSES – CHEMICALS

Suppliers must adhere to our Code of Conduct, Chemical Requirements, and Quality Manual. We work with industry experts to maintain the highest chemical standards, supported by in-house chemical management expertise.

Even though Chemicals Management is not explicitly listed in our Circularity Criteria, it is essential for enabling safe, circular systems. Because circularity is enabled by safe and traceable inputs, embedded in strong policies & processes.



CHEMICALS MANAGEMENT

Verifying compliance with mandatory requirements and the Chemical Policy is a fundamental part of our product safety procedure to avoid hazardous substances in the Company's products as much as possible.

The Product Restricted Substances List (PRSL) details chemicals excluded or limited in our products. We update it every two years to stay aligned with the latest research and regulations. All products must comply, and this policy is enforced throughout the production and distribution process.

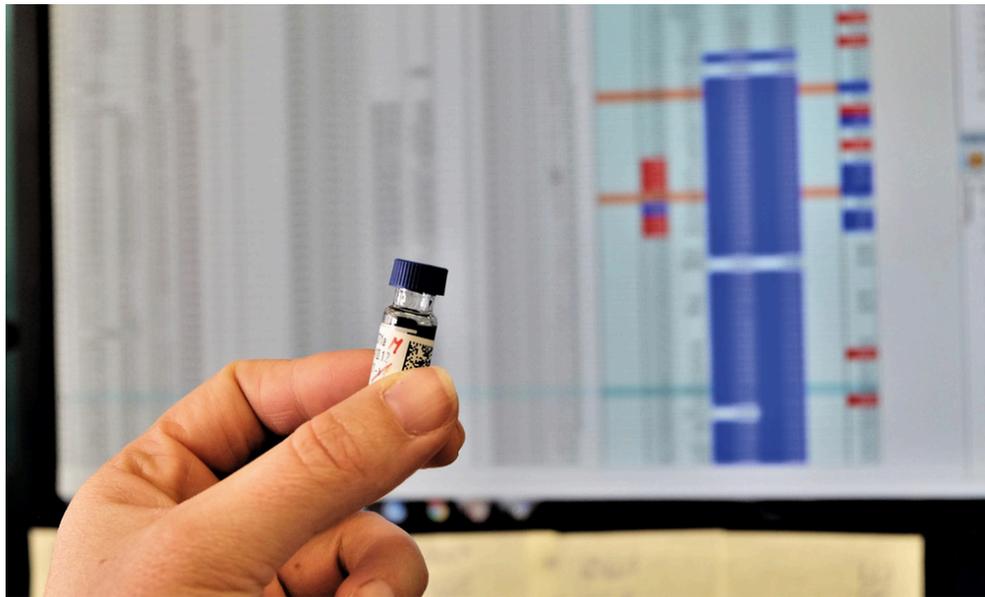


Our products are not chemically safe due to testing but because we enforce strict regulations that all suppliers must follow.



Chemical Policy

CHEMICALS MANAGEMENT



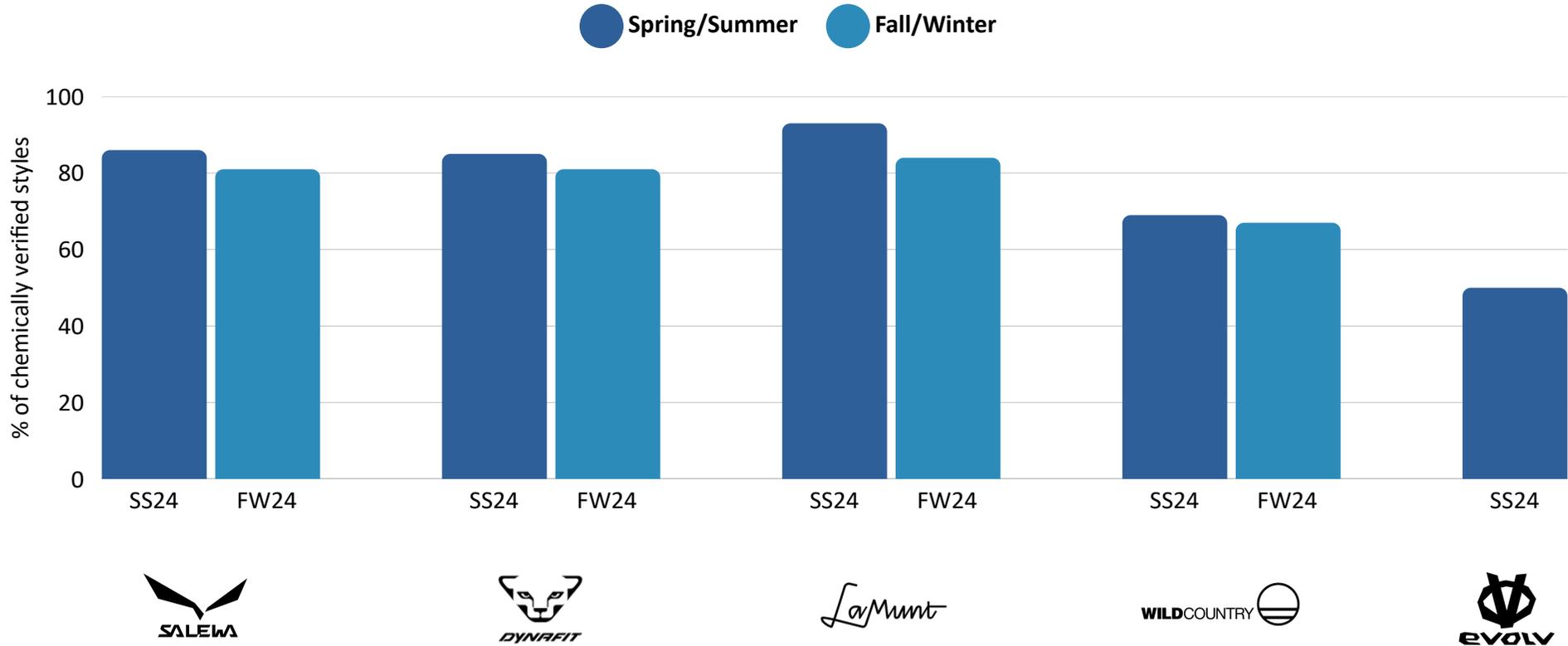
Our suppliers must comply with the Oberalp Chemical Policy.

A key focus of the Chemicals & Environmental Compliance Senior Specialist visit is **traceability at production sites** – ensuring all chemicals and materials used can be tracked back to their source. This allows suppliers to identify specific batches used and to isolate products if test results fail.

The Chemical Policy meets EU (e.g. REACH) and non-EU (e.g. US CPSA) regulations, and in some cases goes beyond them by including substances flagged by major certifications, scientists, and other stakeholders.



CHEMICALS MANAGEMENT



Oberalp verifies compliance with its Chemical Policy through certified lab testing based on a risk matrix for each material. In 2024 collections, 84% of the entire Oberalp apparel & footwear styles were chemically verified.

Our goal is to control the entire lifecycle of our products
– from raw material, through the production process, to the finished product.



Quality Manual

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



Quality Team

Our quality team has three 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.



Rigorous Testing

Since 2020, our in-house lab in Montebelluna, Italy supports R&D by testing materials and products to the highest performance standards. Equipped with advanced machinery, it ensures quality and gives the final approval before commercialization.



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.



Listen & Improve

Our after-sales service sends consumer feedback to our technical team so that we can keep getting better. Field tests by employees and athletes also give us crucial feedback on our products' performance before they go to market.



PFAS – THE FOREVER CHEMICALS



Per- and polyfluorinated chemicals (PFAS) are a family of organic fluorine compounds. Among them are PFCs – but this term also refers to a greenhouse gas. We use the acronym PFAS.

PFAS are chemicals used for water, grease, and stain resistance. However, they are persistent, spreading through water and air, and pose risks to humans and wildlife.

Some PFAS are already restricted in Europe, with broader regulations still under discussion. In the U.S., state-level rules vary, but most of our customers follow California’s Assembly Bill 1817, which bans all PFAS from 2025 (FW24). EU and U.S. requirements differ due to testing methods and limits, with the U.S. generally applying stricter criteria.

Feathers naturally repel water thanks to their microscopic structure and natural oils, creating a surface that causes droplets to bead and roll off—an example of nature’s own durable water repellency, without chemicals.

WE ARE PFAS-FREE

LaMunt



APPAREL

All LaMunt water repellent styles have been manufactured without the use of any PFAS from the beginning.

WILDCOUNTRY



EQUIPMENT

PFAS-free since 2022.

APPAREL

Wild Country does not have any water repellent apparel styles.

PO
MO
CA
SWISS MADE



SKINS

PFAS-free since 2015.

Pushing further, we developed the first the first PFAS-free skin treatment.

evolv



EQUIPMENT

PFAS-free since 2022.

FOOTWEAR

Evolv never used PFAS in the production of their shoes.



PHASING OUT PFAS



We are progressing toward a complete PFAS phase-out, although various factors could impact the final timeline.

On the next pages, we illustrate what hurdles had to be overcome, what unexpected (or expected) issues arose, but also where progress was made.



All other models across the divisions have been part of the PFAS-transition of the last decade and are PFAS-free.



PHASING OUT PFAS



Our PFAS-free transition began a decade ago, with our “6R-Strategy”: Rethink, Restrict, Replace, Research, Reunite, Report. While we have taken important steps, we still have to manage a few cases for our two bigger and historical brands.



All other models across the divisions have been part of the PFAS-transition of the last decade and are PFAS-free.

PFAS PHASE-OUT IN FOOTWEAR: CHALLENGES

By Andrea Carraro, Operations and R&D Director Footwear & Technical Equipment

The transition to PFAS-free water repellency in footwear is an important step, but it comes with several challenges:

- technical, as changes on materials entail performance compromises
- production, because of changes in processes
- economic decisions, because of the increased costs involved
- the necessary engagement of the users in taking care of their gear

Evolving treatments: Progressing, but not yet as durable

The shift to PFAS-free materials has required manufacturers to adapt production processes, often making them more complex and energy-intensive. The transition to PFAS-free was very fast, and at the beginning of the transition, in some cases, treatments were still not stable throughout production.

Our R&D team collaborated with our suppliers to make significant improvements in performance and stability. While our PFAS-free shoes stay dry and breathable, their water-repellent finish may not endure as long as older PFAS-treated ones did. With PFAS-free coatings, a little routine care, like regularly cleaning and renewing the waterproofness of your boots, is even more important to keep their performance.

More about care on page 78.

Meeting consumer expectations

Outdoor enthusiasts demand high-performance products, and if a shoe's durability or water resistance declines, this can lead to customer dissatisfaction or returns. This is especially the case with technical categories where performance is critical. To avoid this, it is crucial to make users aware of the implications of the substitution of PFAS: the need to actively care for their footwear to maintain performance and improve longevity.

PFAS PHASE-OUT IN FOOTWEAR: CHALLENGES

Navigating evolving PFAS regulations

The strive for alternative treatments is further complicated by the regulatory landscape. As governments introduce stricter rules, companies must quickly adjust to new requirements, often before PFAS-free solutions are fully stabilized. This ongoing uncertainty makes the transition even more complex. We remain committed to finding the best balance between performance, responsibility, and innovation.

Next-Generation Materials: Membranes

Our products use two types of membranes: our own Powertex, and branded ones. We did not have to change the composition of Powertex membranes, since they did not contain fluorine in the first place. Other membranes were fluorine-based, and are evolving to align with the PFAS phase-out. While they provide reliable waterproofing and breathability, there is a slight reduction in breathability compared to previous ones.



Dynafit's Traverse GTX is among the carry-over styles that are PFAS-free as of Spring-Summer 2024.

PFAS PHASE-OUT IN FOOTWEAR: CHALLENGES

Looking Ahead

We are committed to innovation that serves both performance and responsibility. Moving to PFAS-free footwear is an ongoing process, and although we are convinced that the phase-out of these chemicals is necessary for environmental reasons, we also need to recognize the current challenges and their implications. We need to assess and weigh the solutions we apply, against the compromises and the consequences they bring, especially in terms of longevity.

Alternative treatments are constantly being improved; however, they still do not offer the same durability and performance as the PFAS-based solutions of the past, while granting the waterproofness and breathability levels we are used to.

Our research and development teams are actively working to improve the effectiveness, stability, and longevity of alternative surface treatments to ensure the best performance and product durability.

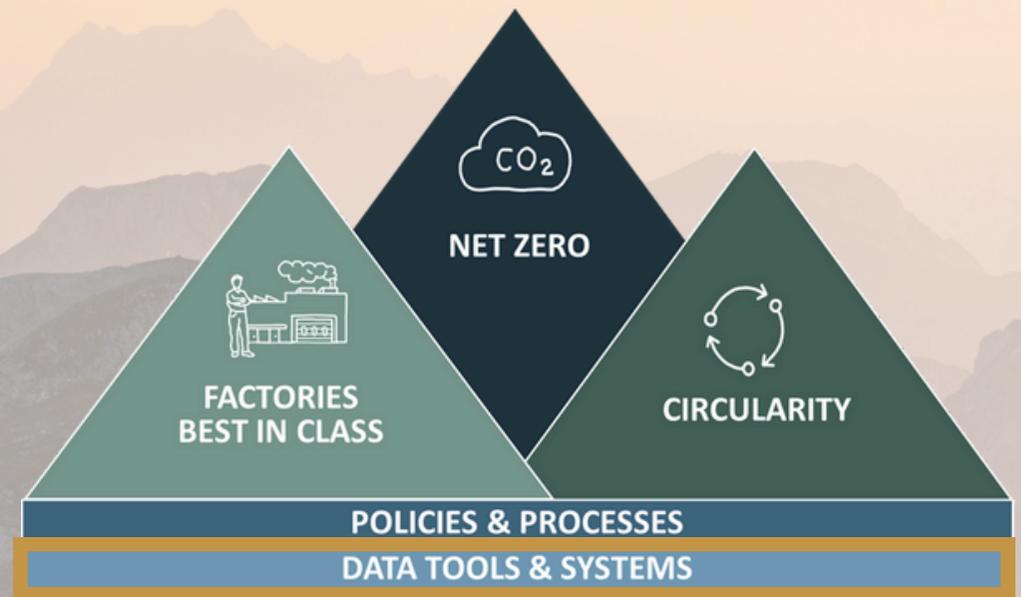


DATA TOOLS & SYSTEMS

Data is the backbone of progress. If it's not measured, it cannot be improved – and if it's not transparent, it can't be trusted.

Turning sustainability data into resilience means transforming environmental and social metrics into actionable insights that strengthen our long-term adaptability and decision-making.

Making sustainability measurable, comparable, and transparent – a necessity for also becoming compliant with evolving EU regulations within the Green Deal.



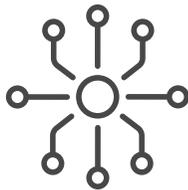


RETHINKING SUSTAINABILITY

To support this shift from voluntary to compulsory reporting, data and infrastructure must evolve. **Attributes and criteria across products, suppliers, and operations need to be fully digitized, accurate, and integrated.** This ensures traceability, simplifies reporting, and provides audit-ready, actionable insights.

Beyond compliance, this data-driven approach is a huge opportunity: It embeds sustainability into core processes, reduces risk, builds trust, and transforms sustainability from a reporting duty into a strategic advantage.

We are moving towards this transition in three concrete ways:



We centralize sustainability data across systems

Integrating key sustainability attributes into our internal systems. This ensures that sustainability data is not siloed, but accessible and consistent across departments like product development, sourcing, and compliance.



Building a Scalable Compliance Framework

Our Sustainability Compliance & Strategy team ensures we meet new regulatory standards while keeping claims credible and verifiable. The team plays a key role in aligning this framework with both legal and brand-level needs.



Empowering Teams with Tools and Training

Through tailored tools and training, our teams can make data-informed decisions – from choosing more responsible materials to making transparent product claims – advancing our group-wide strategy, Contribute.

ALIGNED INTELLIGENCE

It is a challenge. The workload is high. We are in the process of collecting, cleansing, and aligning all necessary data for different reporting purposes (i.e., this GRI report, CCF data collection, etc) with the support of all relevant departments across the whole company. Any data is not ok, data must be qualitative (= complete, in time, etc.). The most important challenge an organization faces is identifying the right Data Owners who are passionate and accountable for achieving such goals.



Teamwork is required for data gathering, as well as the right structure.



03. BEYOND PRODUCT

We are a group of adventurers and dreamers.

Mountaineers looking for their next peak.

This is where we work and where we are present.



3.1 Our Group

Our Presence

Our People

3.2 Our Communities

3.1 OUR GROUP

WHERE WE WORK IN THE US

While our headquarters are rooted in South Tyrol, Italy, Oberalp’s presence spans the globe. From the western United States to Eastern Europe, our offices are home to our brands and support a diverse network of distributors worldwide.

- **EVOLV**
Tustin, Los Angeles, California
- **OBERALP NORTH AMERICA**
Boulder, Colorado



WHERE WE WORK IN EUROPE

We have key European offices outside Italy, located in Germany and Switzerland, as well as two production facilities in Romania and Germany, each supporting our brands and partners across the region.



POMOCA HQ,
Chavornay, Switzerland
(see page 124)

DROKER, Romania
Sebeș, Romania
Our production facility for
Salewa footwear

DYNAFIT HQ
Kiefersfelden, Germany
Competence center for Dynafit
bindings and head office of the
Central European Commercial Unit
(Germany, Austria, Switzerland).
(see page 125)

VELOTEX
Wermelskirchen, Germany
Mohair-velvet production of the
main component in Pomoca
skins.

3.1 OUR GROUP

WHERE WE WORK IN ITALY



OBERALP HQ, Bolzano (above)

Home of sales & marketing, Central Functions, Administration & Controlling, Business Development, HR, IT, Sustainability Compliance & Strategy, Legal, Logistics, Procurement, Process Management, Research & Innovation – here we work across all divisions and brands.



Oberalp Product Competence Center, Montebelluna (above)

Historical hub of technical foot-wear development in Italy, our shoes and technical equipment are conceived, developed and tested here, home to our apparel technical development, Chemical & Environmental Management.

Milan, Oberalp Offices & Showroom

For all own and partner brands and Oberalp offices.

HOW WE REACH OUR CUSTOMERS



Stores



monobrand stores

- 52 Europe / 174 in Asia

multibrand stores (Mountain Shop)

- 43 Europa

Our main contact point with our end consumers to understand their needs and introduce them to our identity and values.

Dealers & Distributors

- 3,500 dealers
- in over 60 countries worldwide
- 50 distributors



Our dealers are retailers that sell our own brands' products internationally.

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

NEW POMOCA FACILITY IN CHAVORNAY



On November 21st, we inaugurated Pomoca’s new headquarters in Chavornay, Switzerland – a milestone marking a strategic investment in the brand’s future.

The facility reflects our commitment to Swiss innovation, sustainability, and high-performance manufacturing. It lies close to Lausanne’s research and innovation ecosystem, enabling collaborations with regional centers of excellence.

The building itself is more than just a production site; it is the brand’s new heart, where Swiss expertise and a passion for the mountains come together to shape next-generation ski skins.

At the opening ceremony, leaders from Oberalp, Pomoca, and the local community emphasized the importance of having a brand ‘home’ that unites identity and production under one roof.

NEW DYNAFIT “SPEED FACTORY” KIEFERSFELDEN



After two and a half years of construction, DYNAFIT has opened its new headquarters – the Speed Factory – in Kiefersfelden, Germany.

Designed by the award-winning architects Barozzi Veiga, the building stands as a striking landmark at the northern gateway to the Alps, blending minimalist architecture with alpine inspiration.

The six-floor building is the brand’s hub, with flexible workspaces and public areas inspired by speed, efficiency, and mountain performance.

The facility includes a flagship store, a Bivac Bistro, a Care & Re-pair Center, and a consumer-accessible Ski Factory, all designed to bring the brand’s DNA to life. It is a full brand experience that merges innovation, community, and environmental responsibility, embodying DYNAFIT’s mission: by athletes, for athletes.

OUR PEOPLE

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.

Because, at the end of the day, we're all passionate about the same thing: the mountain and sports.

And that won't change.





HOW WE SHAPE UP ACROSS THE GROUP

Distribution of our Employees

637
Office based



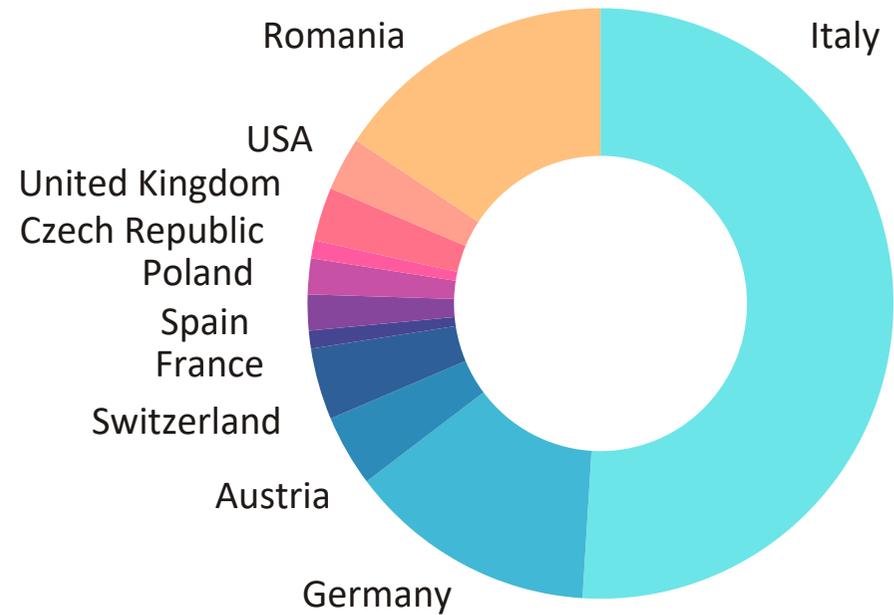
336
Retail based



195
Factory
Droker 182
Velotex 13



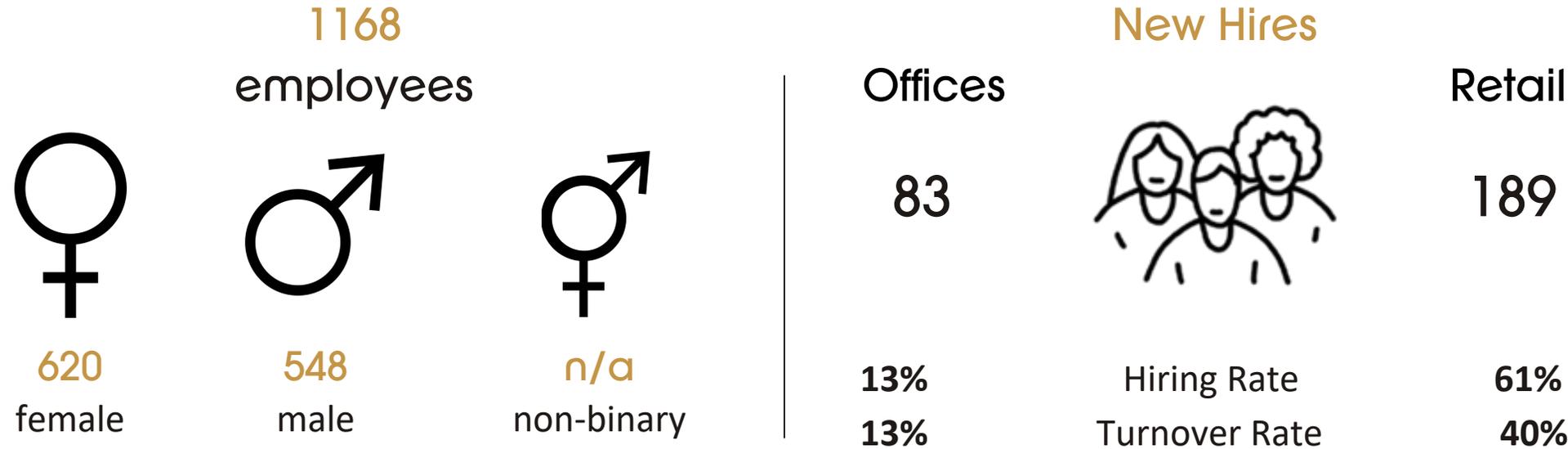
97% Staff based in Europe





3.1 OUR GROUP

HOW WE SHAPE UP ACROSS THE GROUP



Distribution of our employees by age

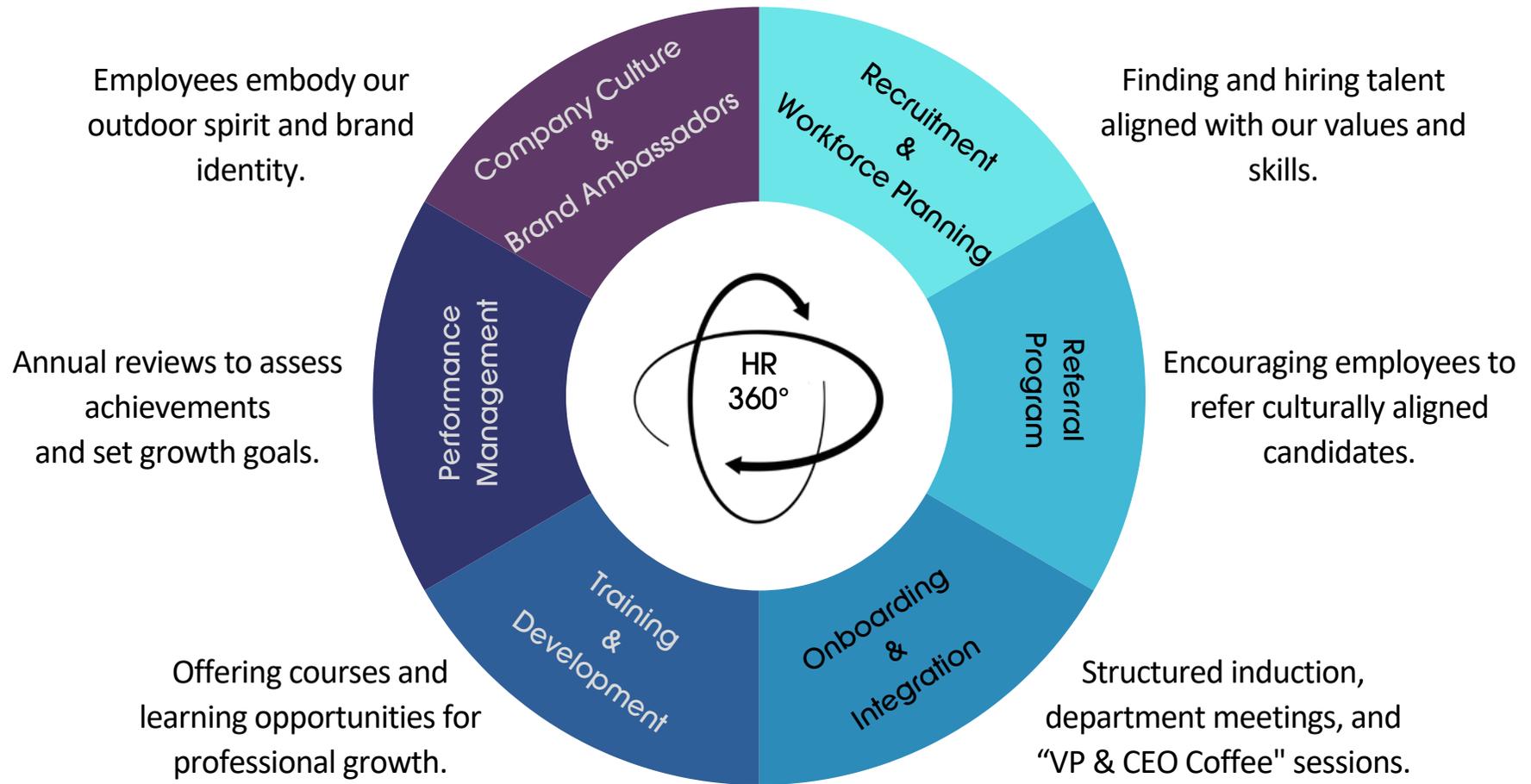
● 22% <30 years
 ● 64% 30-50 years
 ● 14% >50 years



34 Interns & 13 student/summer interns in IT | 9 Interns Ger/At

EMPLOYEE DEVELOPMENT 360°

As outdoor enthusiasts, we value cultural fit alongside technical skills and reward referrals through our Recruiting Referral Policy. New hires receive a structured welcome, including intro sessions and coffee chats with leadership. Annual reviews help identify goals and training needs to support continued growth.



TRAINING CATALOGUE



What if we invest in our employees?

To support personal development, we introduced the **Training Hub**: a dedicated space offering 2 hours per month for individual training & growth.

Promoting training and development initiatives increases employee engagement, improves business efficiency, and ensures that skills, abilities, and knowledge remain constantly updated.



There is something for everyone

Our **Learning Catalogue** offers 47 courses, online and in person, from a couple of hours to several days. Furthermore, our new partner **GoodHabitZ** offers 20 additional future-focused courses to our training library.

The catalogue includes Digital skills & Tools, Communication, Languages, Personal Development, Leadership, and more.



6256.5 Training hours in 2024 19.4 Th/Person

To boost and advertise the new catalogue, **our L&D Team hosts Group-wide contests each month**, such as public speaking, Copilot skills – or “Origami for Change Management”.

Employees were invited complete the courses and apply what was learned in a short video or folded crane. Convincing the jury, the employees could win prizes.

OBERALP AWARDS



We award great achievements

We believe that positive attitudes bring change and innovation.

During our End-of-Year Meeting, we recognize employees for their exceptional motivation and execution and reward specific projects that stand out with special awards.

Sometimes a category has no winner at all, and sometimes there are two.

Sustainability Award

Salewa Aria Helmet

This is the first Oberalp Personal Protective Equipment item with a strong focus on reducing environmental impact, guided by technical data and circularity principles.

Kudos to **Alessandro, Georg, Alessio & Alessandro** for driving innovation in circular product design!

More on page 85!

Best Customer Care in Italy

The Salewa Customer Care Team has been named "Italy's Best Customer Service" by Corriere della Sera in the "Apparel and Accessories Outdoor" category!

Kudos to **Irmi & the Customer Care Team** for setting a new standard in customer service!

OBERALP AWARDS

Excellent Execution & Process Improvement Award

Store Takeover: Polarsport & Walkabout

In response to economic challenges faced by our long-term franchise partner in Poland, we transferred five stores to a new franchisee and taken direct control of three others.

Kudos to **Jarek, Wojciech, Nadia, Esther, and Alessandro** for their dedication!

Apparel Costing Tool: C.L.I.M.B.

To enhance supplier communication and pricing efficiency, we launched a **Collaborative Linking Interface Manufacturers and Buyers**, a new costing tool for our Apparel Division.

Kudos to **Marco** for leading this development!

Risk Award

Lean Board for Customer Service

The Customer Service Team in Kiefersfelden introduced a Lean Board to streamline workflow and track key tasks, priorities, and deadlines.

Kudos to **Franz & Tobi** for leading this initiative!



OBERALP AWARDS

Cost Saving Award

Pomoca production moves into new building

The team managed the entire production facility relocation inhouse, from disassembly, relocation, and reassembly of machinery to efficient and cost-effective execution. A great example of project management during a challenging period!

Kudos **Josep, Jean, and the Pomoca Team** for their exceptional effort in cost management and smooth transition!

New Setup of Performance Marketing Agencies

In the past, we had varying approaches for paid activities on Meta and Google, leading to complex management and high agency fees we. The situation was assessed and a new setup proposed, consolidating efforts to one agency for Meta and for Google.

Kudos to **Manuela, Guido**, and the brand specialists **Elena** (LaMunt), **Giulia** (Salewa), **Katharina & Anna** (Dynafit), and **Sara** (overall)!

Creativity & Innovation

Ridge Boot: A New Benchmark in Touring

The Montebelluna FW Team redefined touring boots by optimizing lightweight design and downhill performance.

Kudos to **Silvio and the Development & Quality Team** for this outstanding achievement!

FAMILY & WORK

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.

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

SALEWA KITA

At the Bolzano headquarters, employees benefit from an in-house daycare facility. Operated by a team of three trained childminders, the center currently cares for 15 children up to the age of three.

The daycare offers age-appropriate activities that support independent learning and personal development, following a child-centered approach. Opening hours are designed to accommodate standard weekday working schedules, making it easier for employees to balance work and family responsibilities.



In 2024, 33 employees took parental leave in Italy.

EMPLOYEE BENEFITS



HOLIDAY HOME

at the coast of Gargano in Southern Italy



COMPANY ACTIVITIES & TRAINING CAMPS

ski touring or climbing or trekking



SALEWA GARDEN

employees in Bolzano can take home fresh produce – or grow their own in the office backyard



DISCOUNTS

on our own and on our distribution band's products



SALEWA KITAS

nursery at the headquarters for children under the age of three





Oberalp employees enjoy free entry to the climbing gym “Cube” next to the HQ in Bolzano, Italy.



OUR COMMUNITIES

We are present in many countries and what affects our regions affects us.

Additionally, our brands, offices and colleagues have one or the other affair of the heart that they support.

Here, we are illustrating some of them.



X-MAS LOTTERY – DOING GOOD TOGETHER



"Positive attracts positive" is more than just a motto for us: It is a mindset that drives real change. Shortly before Christmas, we launched an initiative —a lottery — that reflects our commitment to fostering a culture of solidarity and collective impact. Colleagues could buy tickets and win prizes, with the proceeds donated to three organisations.

Through the generosity and support of our community, we have successfully delivered €10,500 in donations to three organizations dedicated to making a difference: ABIO Montebelluna, Dormizil Bolzano, and the Bäuerlicher Notstandsfonds South Tyrol.

We extend our heartfelt gratitude to everyone who contributed generously!

OBERALP NORTH AMERICA & SOS OUTREACH



Top pic from the left: Alison, Francisco, Breeze, Rachel, Drew, and Kelsey

Left pic: Jeremiah



We care deeply about making a positive impact on our communities. One of the ways in which Oberalp's North American team makes a difference is by supporting SOS Outreach's Career Development Program.

“No matter what social, societal, or economic barriers exist —SOS Outreach believes every child deserves the opportunity to thrive. It starts with skiing or snowboarding, because it’s on the mountain that kids unearth the courage to step outside of their comfort zones, develop new strengths within themselves and cultivate lifelong skills. Since 1993, the organization has been using mentorship and a proven, multi-year curriculum, to empower kids and teenagers to discover their true potential.”

Since the outset of the program, Oberalp North America has hosted a paid summer internship for a high school student from the SOS program to work in our office and gain experience in the outdoor industry and a professional setting.



3.2 OUR COMMUNITIES

OBERALP NORTH AMERICA SERVING TIME FOR THE OUTDOOR INDUSTRY

We are active and engaged members of our industry and business communities. In North America, our team is actively engaged with Snowsports Industries of America (SIA), Outdoor Industry Association (OIA), and the Climbing Wall Association (CWA) – the trade groups for the ski, outdoor, and climbing gyms industries.

Our General Manager, Drew, is serving a three-year term on the Board of Directors of SIA. He also serves on the Trade Advisory Council of OIA, a committee focused on preserving free trade that benefits the global outdoor industry economy. In that capacity, Drew travelled to Washington, D.C., in April 2025 as part of OIA’s Capitol Summit to meet with members of the U.S. Congress and advocate for favorable trade and outdoor recreation policies.

On the climbing side, our Evolv and Wild Country brands are active members of CWA and participated in the 2025 CWA Summit, which is the indoor climbing industry's premier professional development conference and trade show.



SIA Snowsports Industries America

MEET OUR NEW BOARD OF DIRECTORS

 <p>DREW SAUNDERS GENERAL MANAGER NORTH AMERICA, OBERALP GROUP</p>	 <p>SERGIO KIEHL PRESIDENT & CEO, FISCHER SPORTS USA</p>	 <p>GARY FLEMING PRESIDENT & CEO, WINTER SPORTS RETAILERS, INC.</p>	 <p>HELMUT HOLZER DIRECTOR ANTICIPATION & ADVANCED RESEARCH ATOMIC AUSTRIA GMBH</p>
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3.2 OUR COMMUNITIES

BOLIVIA GIRLS LEARNING FOR A BETTER LIFE



In an effort to reduce educational gender gaps in remote mountain villages of Bolivia, we have teamed up with the charity Caritas South Tyrol. From the 24th of November to the 25th of December, 10% of all sales made through our online shop were donated to their “ABC: Learning for a Better Future” project, which educates young girls. Thus, we could fund the schooling of 5 Bolivian girls for a whole year.

In the mountain villages of Bolivia, girls often face a future without education, which means they will never enjoy full independence. In these remote areas, scarce economic options mean that parents often have to make the difficult decision of prioritising the education of their sons.

The Bolivian government's education system focuses on primary schools in indigenous communities, leaving rural areas without middle and high schools. This contributes to increased illiteracy and dropout rates among farmer families. The pandemic exacerbated the situation, with schools becoming a lower priority, widening the rural-urban gap.

3.2 OUR COMMUNITIES

SLAB-DUCATION IN NEW (WILD) COUNTRIES



Climbing is about sharing the same passion and also a commitment to #pureclimbing to unite us, be it to the community or to the places we all cherish.

We have always believed that the wild spaces we explore and the cliffs we climb are not just backdrops for adventure — they’re sacred, and they deserve our respect, care, and approach. Together with our athletes, we try to spread education and know-how worldwide.

Our ambassador, Martín Talo, travelled to Egypt to share his experience with a local climbing community. Martín organized a slab and bolting workshop to support the rise of climbing in the country and to share with climbers tips and skills for outdoor climbing.

The workshop was a joint activity with Ascent Egypt, the biggest climbing gym in Egypt, which we also supported with some climbing accessories and apparel. Since then, the collaboration has grown in different ways.



FREE YOUR JOURNEY



A more sustainable approach to ski touring?

With the main campaign of FW24/25 “Free your Journey”, we underlined the topic of climate change: **Changing winters are also affecting ski tourers.** The campaign promoted a new way of practicing ski touring, adapting to unpredictable winter conditions.

Rising temperatures and scarce snowfall have driven a creative reinvention of snow-related activities, **blending ski touring with other sports such as mountain biking and trekking.**

To raise awareness, we organized a PR event in Austria, hosting German and Austrian journalists and influencers, and organized a raffle for end- consumers. We collaborated with POW Austria, glacier experts and Innsbruck Tourism, to raise awareness of the situation and our impact — and to inspire a shared commitment to using public transport for reaching ski touring destinations.



3.2 OUR COMMUNITIES

WHAT MATTERS – YOU MAKE IT POSSIBLE



Last year, we introduced Eline’s bike to climb project “upossible”, promoting a more sustainable way to reach your favourite climbing destination.

Since then, she has included advocating through workshops and events, showcasing their pitch and sharing their message, inviting people to join.

In 2024, she continued to go climbing by bike, starting in different cities, one long weekend at a time. With this, she is consistent with her mission to show how the outdoors can be sustainably accessible despite the time constraints of a full-time job. Additionally, she focused on multipitch climbing, having planned seven new destinations in France, England, Austria, Germany and Italy.

Look out for her on the road, on the rock, on stage or here:

[upossible.com](https://www.upossible.com)

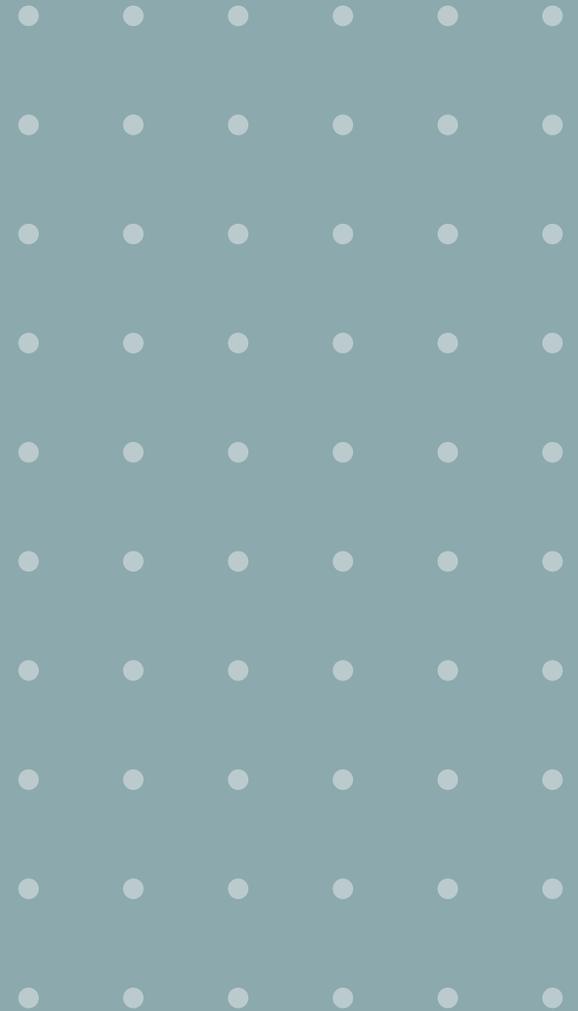


APPENDIX - DISCLAIMER

This Contribute Report is published voluntarily, to the best of our knowledge, and in the most transparent manner possible. All figures and calculations presented are based on the best available methodologies and data as of the publication date.

The forward-looking statements contained in this Report reflect our current views and expectations regarding future developments affecting Oberalp Group and its brands. These statements involve risks and uncertainties and are based on assumptions that may differ materially from actual future outcomes.

Forward-looking statements are not guarantees of future performance and do not constitute historical facts. Oberalp Group and its brands will endeavour to update or revise any forward-looking statements contained in this Report in light of new information, future events, or otherwise.



WHAT WE CARE ABOUT

SUSTAINABLE DEVELOPMENT GOALS

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 13 out of the 17 goals where we have an impact as a company. Here is an overview of those SDGs. They are underlying our strategy.

See a detailed correlation between the SDGs and how we Contribute on the next pages.



APPENDIX

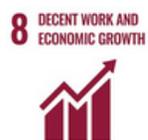


Relevant target	Description	Contribute
End poverty in all its forms everywhere	<ul style="list-style-type: none"> beyond product: our team, our communities factories best in class - social 	<p>As an employer and producer, we are responsible for paying our workers a living wage.</p> <ul style="list-style-type: none"> supply chain countries: close collaboration, "living wage calculator"; working together with Fair Wear; Quality Control team checks own employees: affordable canteen; additional parental support (IT); fixed contracts 89%
Ensure healthy lives and promote well-being for all at all ages.	<ul style="list-style-type: none"> beyond product: our team, our communities factories best in class - social & environmental Net Zero 	<ul style="list-style-type: none"> mental & physical health promotion at our HQs; canteen; ... we produce gear for people to enjoy and experience the outdoors in active recreation secure working conditions; health & safety checks at our suppliers; CoC compliance reducing GHG emissions, reducing waste & wastewater and reducing our emissions contributes to a cleaner planet and ultimately, better health for all beings
Access to education for all and increase the number of youth and adults with relevant skills for employment.	<ul style="list-style-type: none"> beyond product: our team, our communities factories best in class - social 	<ul style="list-style-type: none"> ongoing trainings & courses for professional development of our employees; childcare centers at the HQs supporting community educational causes (e.g. LaMunt Bolivia girls) continuous improvement at our suppliers also means workshops & trainings for workers and management there, on culture, health & safety and anti-harassment
End all forms of discrimination and violence against women and ensure their full integration.	<ul style="list-style-type: none"> beyond product: our team, our communities; factories best in class - social 	<ul style="list-style-type: none"> women's equal participation in workforce; child-care facilities at the HQs; extended paternity leave (IT) CoC demands equal rights and opportunities at our supplier's; anti-harassment trainings
Ensure products and production processes do not use harmful chemicals and materials.	<ul style="list-style-type: none"> factories best in class - environmental Circularity - Chemicals (Quality Control) Chemicals & Environmental Standards 	<p>efficient water management and reducing waste-water through</p> <ul style="list-style-type: none"> RSL compliance checked by Quality Controls and audits Environmental Policy: parameters for managing energy efficiency, air quality, water usage, waste disposal, and environmental impacts. data transparency in the supply chain through bluesign® system partnership and HIGG index participation

APPENDIX



Relevant target	Description	Contribute
<p>Increase the share of renewable energy in the global energy mix.</p>	<ul style="list-style-type: none"> • Net Zero • beyond product: our team, our communities • factories best in class - environmental • Circularity - Chemicals (Quality Control) • Chemicals & Environmental Standards 	<p>Our HQs in Italy, Germany and Switzerland are built in a way that they do not need air conditioning, they have an advanced heating system and produce energy through solar panels.</p> <ul style="list-style-type: none"> • for our employers: greener mobility concept • Environmental Policy: parameters for managing energy efficiency, air quality, water usage, waste disposal, and environmental impacts. • extend renewable energy to suppliers and partners; HIGG index involvement
<p>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.</p>	<ul style="list-style-type: none"> • beyond product: our team, our communities • factories best in class • Circularity 	<ul style="list-style-type: none"> • making sure our team grows together with us; we share our passion and give back to our communities; flexible office time, part-time jobs & childcare at the HQs create a balance between professional and private life • implementation of social and environmental standards at our suppliers (CoC as precondition of purchase); external audits and our quality control team make sure of it • sustainable growth: renting system, longevity, repair services; we want to make sure our products do not promote overconsumption but invite our costumers to rent & share
<p>Help suppliers upgrade infrastructure and increase resource-use efficiency by adopting clean and environmentally sound technologies and industrial innovation.</p>	<ul style="list-style-type: none"> • beyond product: our team, our communities • factories best in class - environmental • Circularity - Chemicals (Quality Control) • Chemicals & Environmental Standards 	<ul style="list-style-type: none"> • set a local example ito waste solutionn (e.g. SUPP), energy efficiency and general employee satisfaction > Environmental Policy; promoting renewable energies at our suppliers; HIGG Index involvement • offering more sustainable products, scaling recycled or natural/regrowing content (e.g. Salewa Committed; LaMunt cares); investing in new technologies to reduce and use left-over material
<p>Contribute to addressing income inequality by addressing wage and social protection issues in developing countries.</p>	<ul style="list-style-type: none"> • beyond product: our team, our communities • factories best in class 	<ul style="list-style-type: none"> • no matter where the HQs of our brands are: all employees, regardless of gender, skin colour, ethnicity or lifestyle, have the same opportunities • addressing and decreasing inequalities at our suppliers (e.g. cultural trainings are part of corrective action plans; recruitment, wages, career prospects or protection against unjust dismissal; all workers have the rights to complain and the possibilities to make their voices heard), close collaboration with FWF



APPENDIX



Relevant target	Description	Contribute
<p>Achieve the sustainable management of natural resources and the environmentally sound management of chemicals throughout the lifecycle of our products. Ensure that customers have access to relevant information and are aware of sustainable development. Reduce waste generation through prevention, reduction, recycling and reuse.</p>	<ul style="list-style-type: none"> • Net Zero • beyond product: our team, our communities • factories best in class - social & environmental • Circularity 	<ul style="list-style-type: none"> • social responsibility through CoC, in collaboration with FWF; environmental responsibility through HIGG partners; Quality guidelines (RSL, Chemical & Environmental Policy) are shared with our suppliers • Our Sustainability Strategy contributes, firstly, towards more sustainable and circular products & processes (natural & recycled materials, extending warranties and end-of-life solutions; rental and give-back systems); secondly, towards ensuring information flow internally and externally; and thirdly, towards reduced and more ecological packaging (Oberalp packaging guidelines; SUPP) • ultimately, our goal is to halve our direct and indirect value chain emissions by 2030 and accomplish net zero emissions by the year 2050., reusing and re-creating resources efficiently; finally compensating for what we cannot reduce
<p>Take urgent action to combat climate change and its impacts</p>	<ul style="list-style-type: none"> • Net Zero 	<ul style="list-style-type: none"> • we are engaging in carbon footprint analysis for our products, processes, infrastructure and buildings. • from this assessment, we can implement a profound energy and emission reduction concept • unavoidable emissions will be compensated • green mobility concepts, car-free to work employee engagements and vegan offerings in our canteen promote employee awareness
<p>Prevent and reduce marine pollution, in particular from plastics and microplastics.</p>	<ul style="list-style-type: none"> • Chemicals & Environmental Standards; Quality Control 	<ul style="list-style-type: none"> • RSL compliance is mandatory for all our suppliers. Indirect impact through production: engage in partnerships & working groups to investigate causes of pollution and its prevention (The Microfibre Consortium) • Environmental Policy: parameters for managing energy efficiency, air quality, water usage, waste disposal, and environmental impacts.
<p>Ensure the conservation and sustainable use of ecosystems, in particular mountain ecosystems.</p>	<ul style="list-style-type: none"> • Chemicals & Environmental Standards; Quality Control 	<ul style="list-style-type: none"> • RSL compliance is mandatory for all our suppliers. Indirect impact through production: engage in partnerships & working groups to investigate causes of pollution and its prevention (The Microfibre Consortium) • Environmental Policy: parameters for managing energy efficiency, air quality, water usage, waste disposal, and environmental impacts.



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 are doing – is a vital part of our responsibility as a transparent organization. Moreover, we know that collaboration is key to making real progress and significant changes towards the reduction of our environmental impact. Which is why we put brand rivalries aside and join forces with competitors who share our values and concerns, to exchange ideas and solutions and to tackle those challenges together.

External initiatives & stakeholders

- European Outdoor Group
- Fair Wear
- Employment Injury Scheme
- International Labour Organisation (ILO)
- EUROCHAM
- International Accord
- bluesign® System Partners
- Textile Exchange Certifications (RDS, GRS, RCS, RMS, RWS)
- EOCA (only POMOCA)
- SOS Kinderdörfer (only in Germany, Austria, Switzerland)
- Caritas Werkstätten (only in Germany, Austria, Switzerland)

Memberships of associations

- Assoimprenditori Alto Adige
- ASSOSPORT
- Winter Sports Network (WSN)
- CVCI (Chamber of Commerce of Vaud region, only POMOCA)
- Protect Our Winters (POW, CH, only POMOCA)
- International Ski Mountaineering Federation
- (ISMF) (only POMOCA)
- Thinksport (Sport lobby in CH, only POMOCA)
- Bundesverband der deutschen Sportartikelindustrie (BSI)

METHODOLOGY FOR CALCULATIONS

Our 2024 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 following 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 of our approach described in chapter “2.1 Sustainability Compliance & Strategy”.

This report was prepared following the GRI Standards: Core option.

Scope of reporting

Unless otherwise noted, the reported information and data refer to 2024 (from 1 January 2024 to 31 December 2024). Any data referring to previous or following years is presented for comparative purposes only, to allow an assessment of the evolution of our operations over time. The performance indicators are collected annually.

Calculation criteria

Several of our operating departments were involved in the process of data gathering and report drafting, 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.

Our headquarters is in

Via Waltraud-Gebert-Deeg Str. 4,
39100, Bolzano, Italy

MATERIALITY TOPIC CORRELATION

The following table presents the correlation between the material topics (described in chapter 2.1, Sustainability Compliance & Strategy & the SDGs on page 138) and the GRI Standard aspects, together with an explanation of the material topics and their boundaries.

MATERIAL TOPIC	DEFINITION	GRI INDICATOR	BOUNDARY – WHERE THE IMPACT OCCURS
Product Responsibility			
Product quality and durability	Always strive to increase the quality of products, ensure maximum safety standards and design products to have a longer life-time	n.a.	Inside, Outside (Suppliers)
Chemicals management	Avoid the use of dangerous chemicals in our products, find alternatives to harmful chemicals and test products	n.a.	Inside, Outside (Suppliers)
R & D and innovation	Push for innovation and new technologies, participate in industry research projects, find new opportunities for brand differentiation and expansion	n.a.	Inside, Outside (Science, Education)
Environmental Responsibility			
Sustainable product design	Use environmentally and socially friendly materials to design products that have minimal negative impact	Training and Education	Inside, Outside (Suppliers)

APPENDIX

MATERIAL TOPIC	DEFINITION	GRI INDICATOR	BOUNDARY – WHERE THE IMPACT OCCURS
Social Responsibility			
Human rights in the supply chain	Make sure all factory workers are respected and face fair working conditions	Human Rights Assessment; Supplier Social Assessment	Outside (Suppliers)
Community development	Organise activities and initiatives, for example to support the local region, help refugee integration and support mountain communities	Local communities	Inside
Promote sports and alpine lifestyle	Promote an outdoor and healthy lifestyle and promote the brand's mountaineering spirit	n.a.	Inside, Outside (athletes, consumers, local community)
Economic Governance			
Market competitiveness	Work to find innovative measures to increase the competitiveness of the company within the market	Economic performance	Inside, Outside (Dealers, NGOs, Consumers, Media, Authorities & Regulations)
Customer operations	Continuous improvement of our customer service to meet client needs, for example through product repair services	n.a.	Inside, Outside (Dealers)

GRI CONTENT INDEX (UNIVERSAL STANDARDS)

As part of our materiality process, Oberalp Group conducted an internal stakeholder survey at our annual all-hands meetings in 2022, involving over 300 employees from our main locations in Italy, Germany, and Austria. This process identified and ranked the sustainability topics that matter most to our colleagues and brand representatives (image 1, below).

The resulting priorities were the foundation for our Contribute Strategy as depicted on pages 25ff (image 2, below) and reflect our organization’s assessment of what is most relevant for long-term value creation and stakeholder trust. In line with the GRI Universal Standards (GRI 3-1, 3-2), these topics were evaluated based on their impacts across our value chain, both within and outside the organization, as far as possible.

For full GRI compliance, we will continue to expand stakeholder engagement to include external perspectives and will review our material topics annually to reflect changing impacts and stakeholder expectations.

Image 1

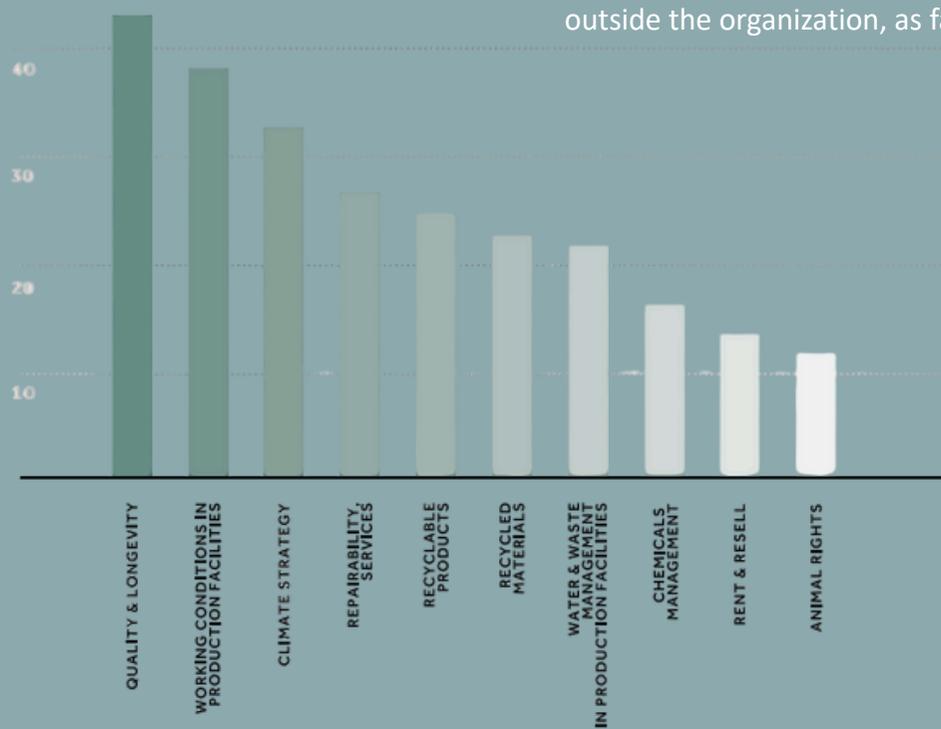
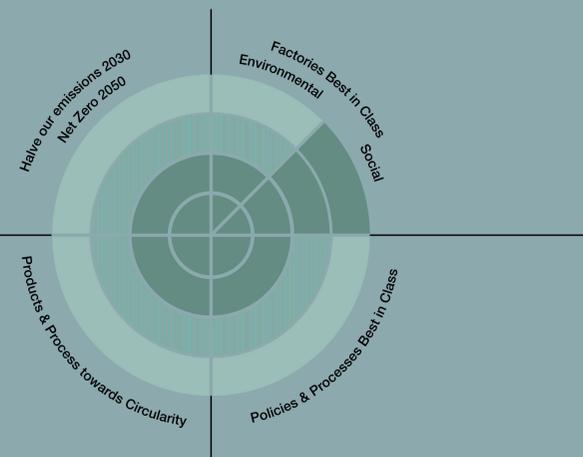


Image 2



SECTION 1: GRI 2 - GENERAL DISCLOSURES (2021)

GRI 2 Disclosure	Description	Page Reference	Comments
'2-1	Organizational details	16	
'2-2	Entities included in the organization's sustainability reporting	4, 9	
'2.3	Reporting period, cycle, and contact point	152, 160	
'2.4	Restatements of information	152	Fourth report in accordance with GRI
'2-5	External assurance	n.a.	This report has not been externally assured
'2-6	Activities, value chain, and other business relationships	12-21, 34-45, 50-65	
'2-7	Employees	128ff	
'2-8	Workers who are not employees	128ff	
'2-9	Governance structure and composition	n.a.	
'2-10	Nomination and selection of the highest governance body	n.a.	

SECTION 1: GRI 2 - GENERAL DISCLOSURES (2021)

At this time, Oberalp Group is unable to disclose information required by GRI 2-9 through 2-20 (governance structure and composition, and related disclosures), as these data are not yet available. We are currently working to collect and structure this information, and plan to report on these disclosures in our next reporting cycle.

GRI 2 Disclosure	Description	Page Reference	Comments
'2-11	Chair of the highest governance body	n.a.	
'2-12	Role of the highest governance body in overseeing the management of impacts	n.a.	
2-13	Delegation of responsibility for managing impacts	n.a.	
2-14	Role of the highest governance body in sustainability reporting	24	
2-15	Conflicts of interest	n.a.	
2-16	Communication of critical concerns	n.a.	
2-17	Collective knowledge of the highest governance body	n.a.	
2-18	Evaluation of the performance of the highest governance body	n.a.	
2-19	Remuneration policies	n.a.	
2-20	Process to determine remuneration	n.a.	

SECTION 2: GRI 3 – MATERIAL TOPICS

Material Topic	Why is it Material?	Where Impact Occurs	GRI 3-3 Management Approach
Quality & Longevity	Ensures product safety, customer trust, and longer lifecycle.	Inside, Suppliers	Managed through quality standards, product design, and testing.
Repairability	Extends product life, reduces waste, supports circularity.	Inside, Customers	Repair services, guidance, and spare parts provision.
Working Conditions	Ensures fair, safe workplaces and ethical supply chains.	Suppliers	Supplier Code of Conduct, audits, HRDD.
Chemicals Management	Protects health, environment, and compliance.	Inside, Suppliers	Chemical management policy, supplier monitoring.
Climate Strategy	Reduces environmental footprint and meets regulatory goals.	Inside, Suppliers	GHG emissions tracking, reduction targets, renewable energy use.
Community Development	Supports local well-being and brand reputation.	Inside, Local communities	Sponsorship, volunteerism, local initiatives.
Market Competitiveness	Ensures long-term business viability and innovation.	Inside, Outside	Business development, R&D, market analysis.
Customer Service	Builds trust and satisfaction, encourages loyalty.	Inside, Dealers, Customers	After-sales service, repair programs.
Sustainable Product Design	Reduces environmental impact, meets stakeholder expectations.	Inside, Suppliers	Eco-design, material selection, certifications.
Promote sports/alpine	Supports brand values, customer engagement.	Inside, Customers	Events, content, community building.

SECTION 3: GRI TOPIC-SPECIFIC STANDARDS

GRI Standard	Disclosure Description	Page Reference	Comments
201-1	Direct economic value generated and distributed	20	
301-1	Materials used by weight or volume	68ff	
301-3	Reclaimed products and packaging materials	68ff	
302-1	Energy consumption within the organization	n.a.	Data available later in 2025
305-1	Direct GHG emissions (Scope 1)	n.a.	Later in 2025
306-2	Waste by type and disposal method		
413-1	Operations with local community engagement	40-46, 138ff	
414-1	New suppliers screened using social criteria	40ff	
416-1	Assessment of the health and safety impacts of product and service categories	40ff	

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Layout by Marie, with a keen eye from Ruth, Vice President, Oberalp Group.

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Oberalp Group

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Get in touch if you have any questions or feedback!

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