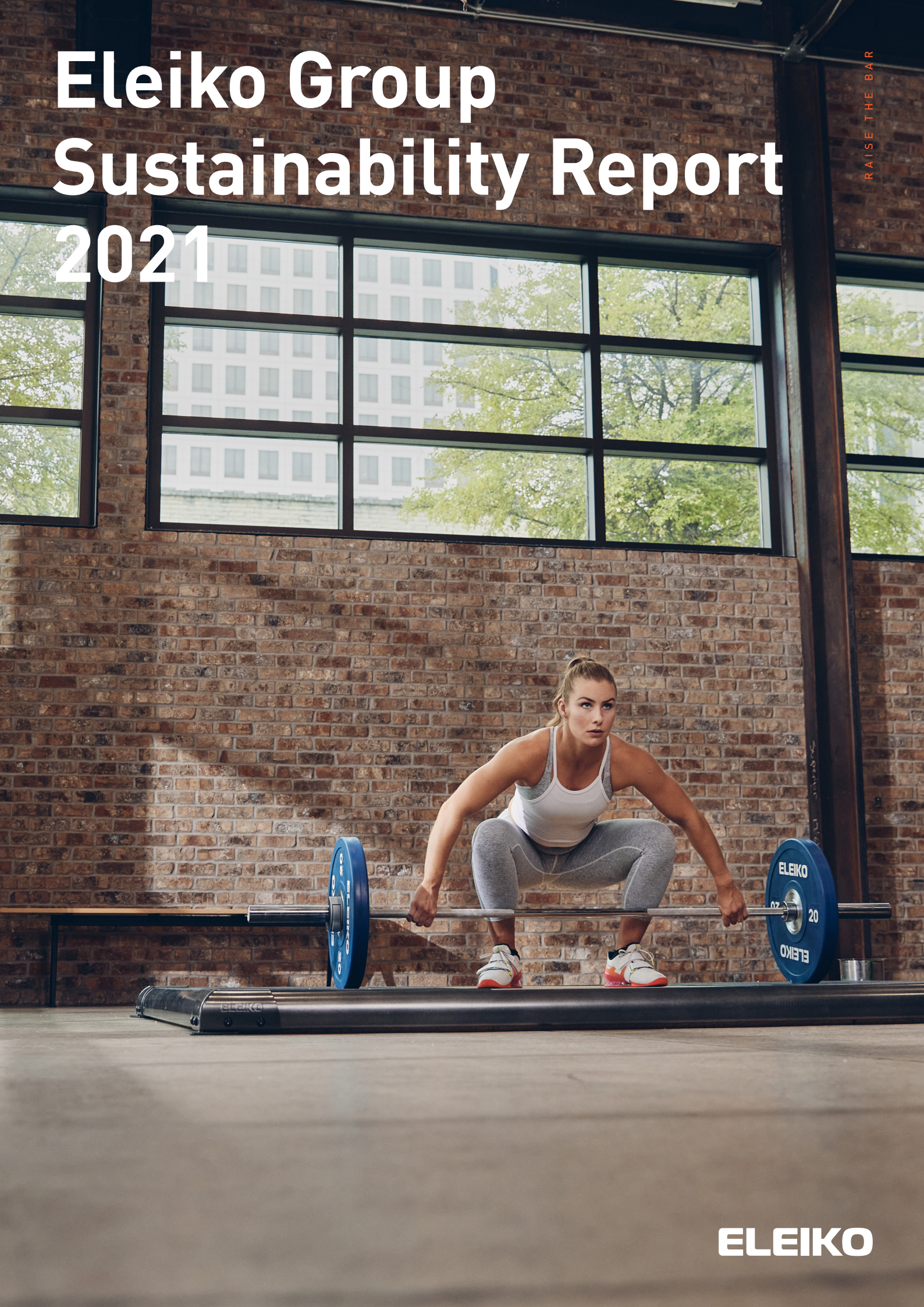


# Eleiko Group Sustainability Report 2021

RAISE THE BAR



**ELEIKO**



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# Building a strong and healthy society

**The pandemic has continued to pose significant challenges to people and organisations during 2021. However, when writing this report, we see a path out of the pandemic and into an endemic phase with less potent variants and more powerful toolboxes in the hands of people.**

One essential tool for building a healthy and prospering society is physical exercise and sports. The benefits have been researched and proven for decades, and during the ongoing pandemic, we have learned how being strong and fit significantly reduces the risk of severe illness or death.

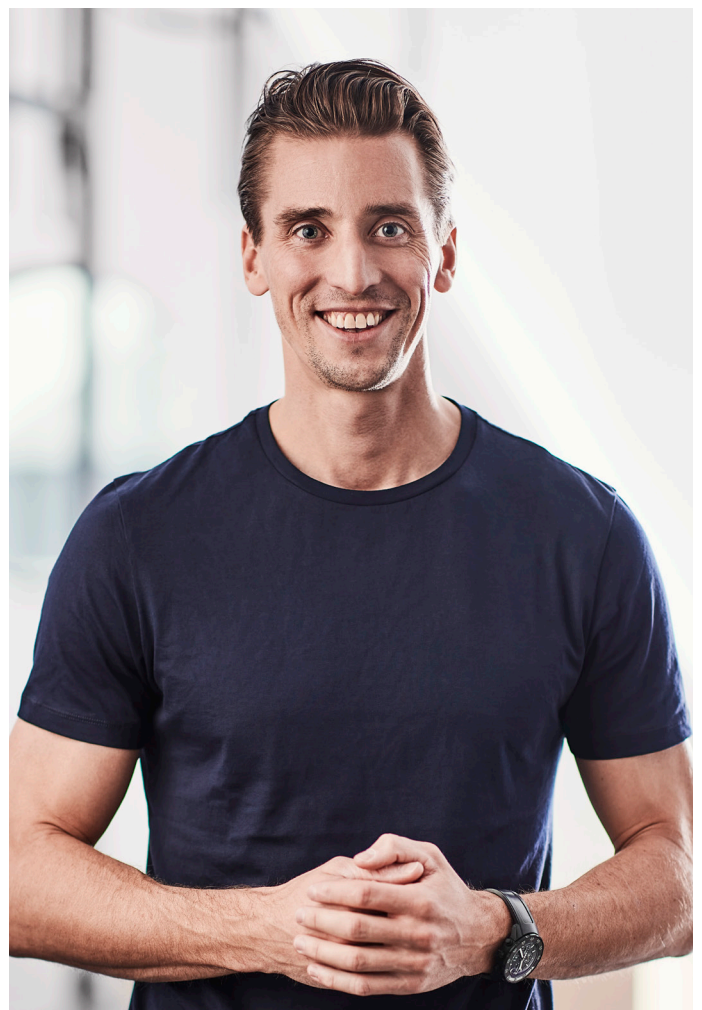
At Eleiko, we work to make people stronger — this is an essential part of our sustainability work. We believe healthier and stronger people are better equipped to help communities and the planet thrive. Sustainability means acting to protect and nurture our planet so that we leave it better off for the next generation. But it is also about how we relate and act towards others – to be kind towards yourself, your own body, others, and the planet. We call this working for A Stronger World.

We have continued to invest in sustainability projects as a central part of our strategy during the year. We strive to be a leader in our industry by leading and collaborating with other parties vertically and horizontally.

A cross-functional Eleiko Green Team connects essential departments such as product development, purchasing, sales, marketing, and quality to prioritise sustainability across the organisation. The team was formally formed in 2015, and since then, we have made significant progress on several sustainability initiatives. It was important for us to become ISO 14001 certified and become a participating member of the UN Global Compact. The owner family of Eleiko participates in a family business network (FBN) in which sustainability through the Polaris Initiative is a core component of the work.



**One essential tool for building a healthy and prospering society is physical exercise and sports.**







**We have decided to initiate and prioritise a flagship project within sustainability whereby we seek to achieve carbon neutral bar manufacturing.**

Over the years, we have identified the key impact areas for our business and set annual sustainability goals. The progress is reported annually in this report and published on our website. We have engaged strongly with our suppliers and partners to ensure that all companies involved in making our products adhere to the standards that we set out. We work with our code of conduct and steering documents to ensure those standards, along with EU regulations and guidelines on environmental, social, and governance practices.

In the last year, we have integrated our sustainability work with the B Corp Impact Assessment platform, a highly capable platform for tracking and driving action within sustainability. Our objective was to apply for a B Corp certification in 2021; however, we have decided to instead initiate and prioritise a flagship project within sustainability whereby we seek to achieve carbon neutral bar manufacturing. We are currently conducting a comprehensive life cycle assessment to measure the environmental impacts associated with our bar manufacturing. We are also linking up with two major industrial projects in Sweden that seek to produce fossil-free steel through our steel partners.

2021 was the first full year as a participating member of the UN Global Compact. Our annual report demonstrating our commitment to the ten principles was submitted and approved by the UN Global Compact directory.

As part of our continued growth, we currently invest in expanding our corporate headquarters and operations in Halmstad. In 2022 we will complete the construction of an 18,300 square meter distribution centre next to our existing offices. The new building will consolidate our warehouses in Sweden and free up more space for our expanding production. A vital element of this project has been to achieve a high level of environmental certification (silver) and install solar panels for renewable energy sourcing.

Lastly, we again connect back to our mission of helping people get stronger, so they can perform better – in sports and in life. We believe strong, healthy, and happy people are essential for helping create a more sustainable society and to overcome challenges of all kinds. Everyone at Eleiko is keen to continue the important work of making long-lasting, high-performing, and environmentally friendly strength products.

**Erik Blomberg**  
Eleiko CEO



Our purpose

**We work  
to make people  
stronger, so they  
can perform better  
— in sports and  
in life.**





Weightlifting has shaped the person I am today and makes me feel well-rounded and complete.

— Harrison Maurus, -81 athlete, team USA.



# Business Model

## Business Concept

### Working to make people stronger

We design and manufacture top-performing strength products focusing on lifting, free weights, and functional training for competitions, training facilities, and home gyms.

Our products are “best-in-class” through a combination of safety, quality, and performance. To achieve that, we need to be highly competent in strength training, product design, and manufacturing. We innovate to be a leader in our field.

We shall be a reliable company that can be trusted, that acts professionally and delivers what we promise at the right quality and at the right time.

Our equipment is supported by education and services to create unique solutions for our customers.

Eleiko shall be industry-leading when it comes to sustainability in which the durability and lifetime of the products are essential. We build products to last.

The Eleiko brand is important to us, and we work to continually strengthen the brand to create high credibility and inspire users.

#### People Philosophy

Eleiko’s values shall be grounded in humanism and kindness where the human being is always at the center. We work to create a safe and pleasant working environment for our employees where you can develop both professionally and personally.





## Strategy

# To be the number one strength company

Our financial goals are focused on achieving sustainable growth of >20% per year. Sustainable growth means that our growth is strategic, profitable, and humane.

### CREATE BEST-IN-CLASS STRENGTH PRODUCTS

Design and manufacture innovative best-in-class strength products focused on lifting, free weights, and functional fitness.

### BE THE RELIABLE PARTNER

Be the trusted partner to the world's most exciting sport events and training facilities, offering a superior overall customer experience. Offer premium services through expertise, education, and strength content.

### BUILD THE STRONGEST BRAND

Build the strongest brand by attracting world-class athletes and brand ambassadors who can connect strength and performance meaningfully to a wider audience.

### ATTRACT AND DEVELOP OUR PEOPLE

Attract and develop people with potential and passion for making people stronger. Keep the human being at the center.

### EFFICIENCY AND PROFITABILITY

Achieve high profitability through efficient operations and premium pricing.



# Competitive edge and global leadership within strength



## Free Weights

Investing to build global leadership

- Pursue depth in range
- High degree of innovation
- Own manufacturing

## Stationary Strength

A modular system for world-class strength stations

- Modular system
- Eleiko Strength Stations
- Flexibility, space efficiency, and optimization

## Gear

Tools and gear for strength

- Focus on functional strength training tools and lifting gear
- Focused range of brand-enhancing apparel

## Partner Brands

Strong partnerships for Nordic leadership

- Partnering with industry leaders to offer total solutions
- Focus on gyms and training facilities in the Nordics



# We serve four main market segments



## Competition

The world's leading strength sports

- IWF Weightlifting
- IPF Powerlifting
- WPPF Para-powerlifting

## Performance

Professional sports and performance facilities

- Professional sports
- Universities and schools
- Tactical and military

## Fitness

Commercial fitness and wellness markets

- Commercial gyms
- Functional fitness
- Corporate
- Hotels
- Municipalities

## Home

Home fitness market with focus on strength training

- Private individuals





Lifting makes me  
fearless.

— Kiran Bai, 83-year old grandmother  
India



# Connecting with lifters around the world

We communicate directly with passionate lifters and customers through our online channels and websites. In 2021, we introduced a new brand platform, a refined visual profile, and a series of communication campaigns to better connect with customers worldwide.

Campaigns such as the Lifting Makes Me — created together with the community — and our Science Suggests series aim to promote the benefits of strength training for physical and mental health and inspire more people to become stronger.

Our brand work continues with a website overhaul in early 2022 that will significantly improve the customer journey and better connect people's needs with our strength solutions.





## Brand Platform

### Who we are

Strength is physical, mental, and communal. It builds bodies, sharpens minds, and nurtures growth. When we grow stronger, we become healthier and happier individuals who together build a stronger world.

In 1957 we set out to create the world's best bar. Six decades of innovation and more than 1,000 world records later, Eleiko remains the choice of champions and passionate lifters around the world.

With precision crafted equipment and strength expertise, we bring the ultimate lifting experience to a growing community of people who believe that being strong is essential to living life to the fullest.

Together, let's set the bar high, be kind, and do more of what makes us stronger.

#raisethebar

### Who we serve

#### Professionals and Passionate Lifters

For some, it is a profession. For others, a passion or a path to better performance and health. They discover lifting in different ways, but all aspire to grow, believing that strength is essential for

achieving their goals. We serve people who value product quality and performance, appreciate a high level of care, and are willing to invest in a well-designed solution that lasts a lifetime. We connect with them through a shared passion for strength, a drive to perform, and a desire for building strong relationships.

### How we operate

Performance, Learning, and Kindness, our company core values, guide all actions. They are woven throughout our organisation, informing how we develop products, communicate, and serve our customers.

#### Performance

Develop innovative, top-quality equipment designed to offer the ultimate lifting experience so that more people experience better performance in sports and in life.

#### Learning

Inspire and educate people about the advantages of strength training.

#### Kindness

Building a stronger world by acting with kindness towards ourselves, each other, and the planet.





# The foundation for better performance

Strength is the foundation for better performance; it builds the body and benefits the mind. We become healthier, happier, and more resilient people when we train. The best way to build strength is to focus on the major lifts using free weights and functional movements.

Weightlifting | Powerlifting | Hybrid Training

Weightlifting focuses on developing high speed and maximal power. The emphasis is on the two primary lifts: snatch and clean & jerk. Essential equipment includes bars and rubber bumper plates that can be dropped onto a lifting platform.

Powerlifting focuses on developing maximal strength, typically at slower speeds, emphasising three primary lifts: bench press, squat, and deadlift. Essential equipment includes bars and metal plates, along with a squat stand and bench.

Hybrid Training incorporates elements from various disciplines, including the major lifts from weightlifting and powerlifting and a variety of free weight, strength, and conditioning movements. A wide range of equipment is utilised, including bars, dumbbells, kettlebells, racks, and rigs.



Set your bar high, be kind, and do more of what makes you stronger.

— Erik Blomberg, Eleiko CEO





# Commitments

**Eleiko is a member of or partner in several organisations and federations that undertake various initiatives to ensure positive development in sports, health, and social sustainability.**

Companies who join and support the UN Global Compact commit to operating responsibly in alignment with ten principles around human rights, labour standards, the environment, and anti-corruption. They also commit to report their ongoing efforts annually.

The Family Business Network is a global network by family businesses, for family businesses, across generations. Founded in 1989, FBN helps enterprising families grow, succeed, and prosper by exchanging best practices and new ideas. Polaris is the framework enabling members to deliver on The FBN Pledge for a Sustainable Future. It is a movement of members championing business as a force for good and a platform for learning, innovation, and co-creation.

The International Weightlifting Federation is the international governing body for the sport of weightlifting. Eleiko has been a partner to the IWF since 1969, helping to equip, promote, and grow the sport.

The International Powerlifting Federation is the international governing body for the sport of powerlifting. The IPF, with the support from its sporting partners and associates, aims to be a responsible and high-quality organisation for athletes committed to drug-free, high-standard competition advancing its athletes and the sport.

World Para Powerlifting, under the governance of the International Paralympic Committee, acts as the international federation for the sport. The sport represents the ultimate test of upper body strength with athletes competing in the bench press discipline.

Almega Friskvårdsföretagen is an industry advocacy firm that organises Sweden's wellness companies. Almega Friskvårdsföretagen works to safeguard and promote the interests of member companies and aims to improve Sweden's public health, raise the industry's reputation and work for fair competition in the wellness market. Eleiko is a partner, sponsoring key initiatives to promote public health.







ELEIKO



# Building A Stronger World

This report covers the most critical sustainability areas of Eleiko's business, including economic, environmental, and social aspects. These issues have been identified based on opportunities and risks connected to sustainable business development (environment, working conditions, social relations, human rights, and anti-corruption), and their importance to Eleiko and its stakeholders.

In reviewing our material issues, we have established that the most impact can be made within the following key areas of sustainable development:

## **RAISING THE BAR**

### **Reducing our greenhouse gas emissions**

We will continue to monitor and manage our GHG emissions by developing routines and processes across all parts of the organization. We believe that the areas where we will be able to reduce the most are: i) material, ii) production, and iii) transportation. In 2021 we have mainly focused on scope 1 & 2 according to the GHG protocol and in 2022 we will include more categories from scope 3 with the support from our partner Position Green. Position Green provides a platform that we have invested in which contain tools and standards we will use to measure and manage our impact. By measuring more areas of our business, we will be able to continuously follow up and find ways to reduce our carbon footprint.

## **DEVELOPING THE FUTURE OF STRENGTH**

### **Developing products that are sustainably designed for best-in-class performance and durability**

We make products that are designed for the user and for the environment by assuring safe, long-lasting, and high-performing use. We believe that at the core of a sustainable product is its durability and lifetime impact. This is an essential part of our developing process, and we seek to minimize our impact on emissions by choosing sustainable material, such as recycled rubber, and nearby production when possible.

## **COMMUNITY ENGAGEMENT**

### **Securing and maintaining strong communities**

Our mission at Eleiko is to make people stronger, so they perform better in sports and life. We believe sustainability and health go together, and that strong communities and people are essential for a sustainable future. Every year we engage with local and global communities through social activities, financial support, and connect our values of performance, learning, and kindness with what our partners and we do.

## **A CULTURE OF KINDNESS**

### **Remaining an attractive employer with safe and healthy working conditions**

As mentioned earlier we believe that strong people are a key to a sustainable future. By taking our responsibility to create a good company culture where we help our people perform, develop, and thrive at their jobs we lay the foundation for our sustainability work. Good company culture and transparency will be of high importance to remain an attractive employer for future job-seekers with the right competencies.

### **Management and steering documents**

We have several steering documents that assures that Eleiko is doing business in a sustainable way. These are: Sustainability Policy, Work Environment & Equality policy, Code of Conduct, and Eleiko Slavery and Human Trafficking Statement 2022. You can find these at the end of the report.



# Raising the Bar



We work to positively impact our industry, communities, and customers by continuously monitor and manage our social and environmental performance.



# Working to reach our 2024 goals

With the challenges we as an industry and community face regarding sustainable development, we are determined to take our responsibility towards a stronger future. We have identified strategic and operational goals that we believe are the best way to reach our vision of becoming a carbon neutral and social sustainable company.

We work to positively impact our industry, communities, and customers by continuously monitor and manage our social and environmental performance. Our ISO 14001 certification, sustainability initiatives, durable design, choice of material, and ultra-clean steel in our bars, exemplify our commitment to building a stronger world. In addition to our operational goals for waste, transportation, electricity, and people, we are setting annual strategic objectives.

### 2022 strategic goals

- Add more categories from scope 3 according to the GHG protocol.
- Analyse our GHG emissions and plan actions for a reduction in specific areas.
- Complete a life cycle analysis for our bars.
- Evaluate how to balance the diversity among our employees.

### Operational Goals

#### Waste

By 2024 we will reduce our amount of waste (in relation to tons of delivered goods) by 20% compared to 2020 numbers.

#### Transportation

By 2024, we will reduce the CO2 emissions of our goods transported (in relation to tons of delivered goods) by 20% compared to 2020 numbers.

#### Electricity

By 2024 we will reduce our amount of purchased electricity at Eleiko headquarters by 20% compared to 2020 numbers.

#### People

We will have zero workplace accidents each year.

Through our strategy and goals, we aim to contribute to the following targets within the Sustainable Development Goals (SDGs):

#### Target 3-4

Reduce mortality from non-communicable diseases and promote mental health.

#### Target 12-2

Sustainable management and use of natural resources.

#### Target 13-2

Integrate climate change measures into policies and planning.







### 2021 strategic goals and progress

**By the end of 2021, we will present our emissions of scope 1 and 2 according to the GHG protocol.**

In the summer of 2021, we established a partnership with Position Green which offers a comprehensive platform and methodology for measuring and managing our environmental impact. This was an important investment and within the first year we managed to break down scope 1 and 2 and parts of scope 3 of the GHG protocol with the Position Green platform. From 2021 and forward, we will share the results through our annual reports.

**Eleiko will investigate and determine a pathway and timeline for becoming a carbon neutral company.**

We have determined the path forward, and today, we are in the beginning stage. We have identified and begun reporting our emissions for scope 1 and 2. Now we are in the process of widening our scope and improving routines for measuring and reporting.

**By the end of 2021, we will become B Corp certified.**

Becoming a B Corp certified company is based on a comprehensive company assessment that covers all aspects of a business (governance, workers, community, environment, customers, and a disclosure questionnaire). We used this as a tool to evaluate our sustainable development progress and discovered more about the certification process.

To become certified, the minimum score in the assessment is 80 points. This year, we achieved 80.6 points, which means we could get our assessment audited by B Corp. However, we were advised not to submit the assessment until we reached around 85 points to have a buffer during the audit. Therefore, we have decided not to rush the certification process and use the B Corp assessment as a tool for us to improve until we reach a higher score.

	2021	2022	2023	2024	2024 Goal
Kg CO2 emission per delivered ton*	148				100
KWH - Purchased Electricity	383,981				280,000
Kg waste (wood + burnable) per delivered ton	13,10				10
Workplace accidents	0				0

\*Includes transport data from our three biggest freight suppliers, representing 90% of our delivered tons.



# Taking action to become a carbon neutral company

2021 is the first year we report our emissions from scope 1 and 2, and parts from scope 3, according to the GHG protocol.

This is a big step in our sustainability work, and we are pleased to have reached this point. It lays the foundation for us to accelerate our work of lowering our emissions; now, we can better identify which operations we need to act on.

## Scope 1

Scope 1 covers direct emissions from owned or controlled sources such as facilities and company vehicles.

## Scope 2

Scope 2 covers indirect emissions from the generation of purchased electricity, steam, heating, and cooling consumed by the reporting company.

## Scope 3

Scope 3 includes all other indirect emissions in a company's value chain. We have measured our employees' commuting trips and our emissions from our up and downstream transportation and distribution from our three biggest freight suppliers.

Scope 1 and 2	Ton CO2
Electricity*	0,02
Refrigerants	0
District heating	55
Company vehicles	39
<b>Total</b>	<b>94</b>

*\*All electricity and heating at our facilities originates from renewable sources.*

Scope 3	Ton CO2
Commuting trips (Sweden)*	56
Transport and distribution**	832
Electricity, scope 3	8
District heating, scope 3	2
<b>Total</b>	<b>898</b>

*\*Total of ton CO2 is based on an average number from 65% of the employees.*

*\*\*Includes transport data from our three biggest freight suppliers which represent 90% of our delivered tons.*

*Numbers can be updated.*



## Developing carbon neutral Eleiko bars

Carbon neutrality is a state of net-zero carbon emissions achieved by balancing emissions of greenhouse gases with its removal or eliminating emissions from society. To create carbon neutral bars, we must have a deep understanding of our core product.

In 2022 we will conduct a comprehensive life cycle assessment to determine the carbon footprint of an Eleiko bar. Our emissions generally come from raw material extraction to manufacturing, distribution, use, and final disposal or recycling. In 2021 our Swedish steel partner Ovako announced a carbon neutral steel initiative which will be a big step in helping us reach our goal.

Once we establish our carbon footprint, we can reduce our emissions and take action to create the first carbon neutral Eleiko bar.



# Developing the Future of Strength



We do not add for the sake of adding. Instead, we reduce for the sake of reducing.



# Designed to perform. Built to last.



## Overall design philosophy

We aim to offer safe, long-lasting, high-performing products designed for the user and the environment. We work with both material and timeless design to ensure our products have as little impact on the environment as possible.

We seek to minimise our emissions by choosing sustainable material and nearby production when possible. For example, the Eleiko XF Bumper Plates utilise 90-95% EU standard recycled car tires and are produced less than 10 kilometres from the Eleiko headquarters. In our apparel we have a goal of having over 50% sustainable material, in this case organic cotton. We have exceeded this goal and gone from 49% to 55% during the year.

We aim to design products that retain their quality for several decades; therefore, we must consider the ageing of the product — we want them to age with dignity and perform for a lifetime. The visual lifetime is just as important as the physical. We follow a minimalistic and timeless design language, where every detail has a purpose.

Providing lasting solutions is a significant factor for developing sustainable products. Evaluating recycled and recyclable materials is important, and product longevity is essential. We allow worn-out components to be replaced and increase product longevity by designing for disassembly. We constantly evaluate new materials, technologies, and trends to ensure our products continually improve, are industry-leading and built to last a lifetime.

## Less is always more

We work to reduce resource utilisation in terms of raw materials and energy. We aim to use environmentally friendly materials and facilitate recycling. In line with technological development, we will consider product end-of-life and strive for products and components to be recyclable. We evaluate suppliers and enter into agreements with them based on these objectives.

Our latest series of racks, Prestera, developed in 2021, is an excellent example of this. We have removed everything that doesn't add to the function, quality, or user experience, presenting a more streamlined rack with a slimmer profile and sleek design. We do not add for the sake of adding. Instead, we reduce for the sake of reducing.

## Honest design

What you see is what you get. We value quality, good design, and sustainably sourced materials. We want to express honesty in everything from design to material to function. This approach goes hand in hand with a minimalistic and timeless design language.

## Packaging

We focus on using mono-material packages as mixed material is harder to separate and recycle. We try to avoid excess materials, such as plastics and toxic glues. We take sustainability seriously, and to create the most sustainable ecosystem, we must take all parts of the process into account. Our products are more valuable than our packaging and we will not compromise their safety during transport.





# Moving closer to home



## Product range and Purchasing

We have a strategic goal within purchasing to work towards more local sourcing in the order: Outside Europe >> Europe >> Sweden >> Halmstad >> In-house.

To accomplish this the product development and purchasing team is constantly working with the requirement to always evaluate all options before deciding where to produce future products. We will gain more control over the production and working conditions and attain insight into our influence up the value chain by collaborating on sustainability issues with our suppliers.

It also supports our goal of providing customers with as much transparency through the supply chain as possible. We have successfully moved sourcing for some of our core products during 2021.

## Other supply chain achievements in 2021

- In 2021 we installed a compressor for cardboard which will reduce weekly collections of cardboard to only three collections per year.
- We are now using standard pallets and collars for all our deliveries which will show a clear reduction of wood waste during 2022 as we will be able to reuse the pallets for outbound deliveries.
- We now reuse plastic bags from inbound deliveries in the packaging of our EVO-dumbbells.

## Anti-corruption and whistle blowing

We have a zero-tolerance corruption policy; all our suppliers are expected to follow our Code of Conduct. Suppliers must never use or receive gifts, benefits, or other prohibited compensation of any kind in their dealings with customers, suppliers, authorities, or other decision-makers to secure or retain business.

We urge all suppliers to report suspected breaches of applicable laws and regulations or the Eleiko Code of Conduct. Suppliers may report directly to their contact person at Eleiko. Employees can report anonymously through an external whistle-blower service. Eleiko does not tolerate any discrimination and there will be no negative consequences for suppliers/persons that report suspected breaches in good faith. During 2022 the external whistle-blower service will become available for all suppliers and other stakeholders so we can do annual follow-ups on reported issues.







# Community Engagement



Our mission is to make people stronger, and we take on the responsibility to help our community achieve this in every way we can.



# Collaborating to strengthen communities

**In addition to our commitment to environmental stewardship and durable design, we routinely work with individuals and organisations to strengthen the communities and the people within them. Through sponsorships and equipment grants, we actively collaborate with and support those seeking to raise the bar and help build a stronger world.**

## Community Health

We see a continued increase of physical and mental illness globally, and we want to engage in issues relating to preventive health to help build stronger communities. Employees' well-being is strongly associated with a company's results. A chronically stressed individual will have an impaired cognitive ability, which affects both problem-solving capabilities and creativity and empathy. In professions using heavy machinery, an individual lacking sleep can increase the risk of accidents, both for themselves and the surrounding environment.

Within all companies and industries, the company's health work is also an important factor in strengthening employer branding and attracting the right talents. By enhancing our work to create more sustainable workplaces where the individuals are in the centre, we help companies, property owners, and organisations integrate physical activity into everyday life for the employees.

As a part of this work, we deliver knowledge-oriented lectures for companies and individuals to help more people achieve an even more sustainable everyday life linked to their health and performance. Our mission is to make people stronger, and we take on the responsibility to help our community achieve this in every way we can. That is why we care about this so deeply.

Just like investing in the right assets to support the environment, we also prioritise helping companies support their employees to achieve a stronger physical and mental health.



## Partnerships

We support local associations, organisations, and projects that help make the world stronger and share our values, including local sports teams to charities to organisations focused on entrepreneurship, innovation, equality, and human rights.

Blodomloppet is an annual run in 18 cities across Sweden to raise awareness about blood donation while promoting a healthy lifestyle. Eleiko sponsors the event each year, and the Eleiko team and their families participate.

Barbells For Boobs aims to redefine the standard of care in breast health and improve quality of life post-diagnosis through physical activity such as weightlifting. We support the organisation's annual fundraising drive and partner with Barbells for Boobs to raise awareness, and support their programs. This year we expanded our collaboration hosting a community "Global Grace" event in our Austin HQ and offering more custom sets for sale globally, creating more opportunities for people to raise funds for this vital organisation.

Generation Pep's vision is that all children and young people should have the opportunity to live an active and healthy life. In Sweden, only three out of ten young people achieve the recommended amount of physical activity - 60 minutes a day. We support Generation Pep and we contribute with our knowledge and commitment to reach their vision.





Lifting Makes Me

# Inspiring more people to become stronger

We want more people to discover the benefits of lifting, to inspire them to either start or progress on their strength journey and achieve better performance in sports and life. We do this through our products that make lifting more accessible, and we aim to inspire more people to lift with our communication.

In 2021 we introduced a campaign called “Lifting Makes Me”, focused on the physical and mental health benefits of lifting and physical exercise. The films and stories feature a range of lifters, from professionals like Swedish Powerlifter Emil Norling, who recently took a silver during the IPF Worlds, to an 83-year-old grandmother, Kiran Bai from India, who discovered strength training a few years ago, hoping to improve the quality of her life.

As part of the “Lifting Makes Me” campaign, words like “fearless”, “complete”, and “overcome” were used by lifters taking part to define what lifting means to them. Many others in the community have commented, citing how it has helped their mental health. By documenting and sharing stories, we hope to encourage dialogue and raise awareness about the benefit of strength training and the vital role it plays in building healthy, resilient, and happy people leading to stronger communities and A Stronger World.

“Seeing the diversity of people who lift and what lifting means for them has been truly inspiring,” said Erik Blomberg, Eleiko CEO. “As more people discover the health and performance benefits linked to lifting, we see the impact on the fitness industry as well — more and more gym members strength train and demand equipment that performs better. The very basis of a modern gym is now the barbell, rack, and platform, supplemented with dumbbells and machines.”

In addition to #LiftingMakesMe, we promote strength training and educate the community about the well-documented links between strength training and exercise for health and wellness via our educational content, such as blogs and papers.

#LIFTINGMAKESME



Lifting is my mental therapy. It shows me how far my physical body can take me and that I’m capable of anything.

— Lubanah Baseem, @lolo\_lifter







At 67, I am probably the strongest I have ever been. Lifting makes me able to live life to the fullest.

— Gunnila Blomberg, Eleiko Owner



# Supporting a return to competition

The pandemic continued to impact lifters and athletes in significant ways during 2021. They experienced restricted access to training facilities and competitions at regional, national, and international levels — disconnected from their communities and left without an outlet to compete and perform. Together with our partners, Eleiko supported the strength community and enabled a return to competition.

## Online Events

Eleiko sponsored virtual competitions to help bring the community together and promote strength training as an essential part of building A Stronger World. One such event was the Eleiko Email International Club Tournament hosted by the Oceania Weightlifting Federation, which brought together 651 lifters from 97 clubs worldwide to compete.

We also partnered with BRAWN, a fit-tech company building a community platform for lifters and the International Powerlifting Federation (IPF) to host the first of its kind, global virtual powerlifting competition. The virtual event was open to professional and recreational lifters and made competing in powerlifting accessible to more people. More than 1500 lifters from 20 countries participated in the event. This type of community engagement plays a critical role in promoting strength training and growing the sport through grassroots participation opening new avenues for the community to connect and grow.

Strength training continues to increase in popularity. According to the IHRSA 2020 report, there has been an 18% increase over the last five years of gym members training with a barbell. Some of the many benefits of the sport include reduced body fat, improved mental health and increased muscle strength. These well-documented benefits are more important than ever given the impact of the pandemic and the need to address global challenges around physical and mental health.





### A return to live competition

The IPF 2021 World Classic Championships is the biggest annual event on the IPF calendar, with over 700 athletes from 51 countries competing. The IPF made the difficult decision to shift the venue from the original location in Belarus in the months leading up to the competition. We were delighted to step in and ensure a return to competition after a long hiatus on the international circuit.

Eleiko's Halmstad headquarters served as the venue for the Championships, taking advantage of the sports centre and event hosting capabilities included in the headquarters design. Eleiko provided the equipment and set up the event in compliance with all safety measures and COVID protocols to ensure a safe event for athletes. We were happy to support our partners and athletes worldwide, creating a safe and memorable experience for everybody attending the World Championships in Halmstad.

**STRENGTHLOG**





# ELEIK

RAISE THE BAR



## A Culture of Kindness



We recognise that our team makes us who we are.



# A Strong Workplace

## Work Environment

Our employees should feel that they work for a responsible and sustainable company. We care about the environment, safe working conditions, personal development opportunities, and equality. Eleiko should be directly engaged in activities that positively impact our world and leave it a stronger world for future generations. With clarity and transparency in these areas, we hope to attract talent and people that contribute to reaching our sustainability goals.

We embrace our Swedish heritage — from daily Fika (a Swedish word meaning having a quick coffee break with colleagues and friends) to product development philosophies rooted in Scandinavian design traditions of quality, safety, and clean aesthetics. We value work-life balance and implement policies and practices to promote a happier, healthier, and stronger workforce. We recognise that our team makes us who we are. We are diverse; a company made up of 18 nationalities speaking more than 20 languages. Embracing these values and practising kindness makes Eleiko who we are today.

Sick leave*	Eleiko
Short term (1-30 days)	1,7 %
Long term (>30 days)	2,99 %
Total	4,69 %

*\*In relation to scheduled working hours.*

## Equality

We believe in equal opportunities for all people. We value diversity — a mix of backgrounds, gender, and competencies across our organisation. No employee may be subjected to discrimination or harassment on grounds of age, gender, gender identity, religion, sexual orientation, disability, political opinion, or ethnicity. Rather than being number-driven, we believe evaluating and working towards a balance in our teams and employees is the way to go.

	Male		Female	
Managers	12	80%	3	20%
Management Team	4	80%	1	20%
Board of Directors	3	43%	4	57%
Total Employees	140	74%	48	26%









# Risks and Risk Management

**Eleiko sustainability and social responsibility operations are associated with several risks.**

To be proactive in controlling and mitigating risks, we have identified the most significant risks within several areas of operations. Mapping, planning, and managing our identified risks is crucial to set goals and prioritise actions.

We don't necessarily aim to eliminate all risks but to assess and do all we can to prevent them from happening, and reduce the risk of negative impact from unforeseen events.

Environment and GHG emissions		
Risk area	Description	Management
Electricity	In 2021 we started the construction of our new distribution centre in Halmstad. As we expand our in-house production, the current warehouse will become an extension of our production area. The new distribution centre will have significant effects on our electricity usage and could potentially challenge our electricity goal for 2024. We also see a trend of increased electricity prices which could have financial consequences.	To reach our electricity goal by 2024 (page 20) we eventually need to produce a part of our usage ourselves. The new distribution centre is built with high environmental standard and solar panels which will provide some of the energy to the company facilities. Solar panels are also an investment to minimize the risk of increasing energy prices. By switching to in-house production, we can assure that renewable energy is used to produce our products.
Transportation	2021 was a year with worldwide supply chain issues and the global shipping situation has been challenging after Covid-19 and the issues at the Suez Canal. This specifically challenged our air freight reduction goal as we had to use air freight over sea freight to remain a reliable partner according to our company strategy. The risks of these issues will continue in the years to come which makes it important for us to prepare for.	At Eleiko we have a clear goal to source more locally and this is important already in the development of a new product. We try to source in Europe as priority and most products that are to be released will be produced closer to Halmstad. This will reduce the risk of high costs and long lead times because of the global supply chain issues. During 2021 we have moved multiple productions from Asia to Europe, and from Eastern Europe to Sweden. This will eventually make us a more reliable partner, provide better insight in the production, and reduce our carbon emissions.
Trends and legislations	Environmental aspects are becoming more important to all stakeholders. The footprint of the products is of interest to customers, and governments are implementing stricter regulations around sustainable business development. If we fail to reduce our climate footprint and are unprepared for future laws and regulations, we risk high costs and diminishing market advantages.	At Eleiko we work actively with sustainable business development. Recently we invested in a system (Position Green) which we will use to measure and monitor our carbon footprint. As we aim to become a more transparent company this is a big step in the right direction. Our ISO 14001 certification also supports us on law updates and added regulations. Furthermore, we use the B Corp Assessment Tool as a method for assuring that we prioritize working on the right areas of our business. As a member of the UN Global Compact, we commit to follow the United Nations' 10 principles of human rights, labour, the environment, and anti-corruption.



Product range and purchasing		
Risk area	Description	Management
Raw material	During the past years, the demand for, and the prices of raw material has increased significantly. Steel and other raw materials are strong cost drivers of our products.	We use Swedish steel as much as possible to have a close relationship with the supplier. We are conducting a life cycle analysis (LCA) on our barbells to identify how to minimize future risks and develop the barbell in a sustainable and cost-effective way.
Offshore manufacturing	Today we have parts of our production outsourced. This gives us less control over material, production, working conditions, as well as the impact our products have on the environment from the beginning of their life cycle.	To gain insight on working conditions we regularly conduct Work Condition Assessments via a third party at specific suppliers. During 2021 we implemented a Supplier Sustainability Evaluation Process to assess how our suppliers work with- and prioritize sustainability topics. Following our goal to source more locally will eventually increase our insight and control over the sustainable impact our products have.

People		
Risk area	Description	Management
Community	Covid-19 led to closed gyms and a lot of people could not retain their regular training. Many have had to work from home and are not getting the same everyday exercise as normal. Both these factors can lead to a general decreased health both mentally and physically. At Eleiko we believe in building a Stronger World and a part of that is our strong community where people and athletes discover and share the happiness of lifting and training. It was of great importance to maintain this during the Covid-19 pandemic where we have faced cancelled events and competitions as well as closed gyms.	We continue to develop our online offer when it comes to products and education to make it possible for our customers to maintain their training. During Covid-19 we have had a strong focus on building a strong community via our social channels to spread the joy of training and lifting. We have also had a campaign where we shared stories from athletes explaining what lifting means to them. These stories are the core of why we do what we do and are a big part of our mission to inspire people and build a strong community.
Work environment and discrimination	The risk of accidents and physical or mental illness affecting our employees. The risk of discrimination among colleagues in the workplace.	To achieve a safe and healthy workplace Eleiko and its suppliers shall work consciously and systematically to create a good working environment, both physically and psychosocially. At Eleiko we have a zero tolerance against discrimination. No employee may be subjected to discrimination or harassment on grounds of age, gender, gender identity, religion, sexual orientation, disability, political opinion, or ethnicity. This is laid out in our Code of Conduct.
Corruption	Just like most companies, Eleiko runs a risk of becoming involved in unethical business or corruption.	We have a zero tolerance against corruption and all our suppliers are expected to follow our Code of Conduct. Suppliers must never use gifts, benefits, or other prohibited compensation of any kind in their relations with customers, suppliers, authorities, or other decision makers to secure or retain business. Suppliers may not accept gifts, benefits, or other forms of compensation from customers, suppliers, or other parties that could influence the objectivity of their decision making.





# Steering Documents



A Stronger World expands beyond simply making people stronger to also strengthening our communities and environment.



# Our vision, goals & objectives



**We seek to identify opportunities in our processes, product development, and supply chain where we can do more to protect and contribute to a healthy environment and sustainable practices.**

In doing this we feel we can build value and positively influence our stakeholders. From suppliers and employees to customers and end-users, our focus on building A Stronger World should have a positive impact on the environment. Eleiko strives to be a leader in sustainability and drive positive change among all our stakeholders.

Eleiko should take responsibility for the environmental impact and carbon emissions that comes because of running its business and operations. Eleiko are actively contributing to reaching THE GENERATIONAL GOAL set by the Swedish government which aims to “leave the environment in a better state for the next generation.”

A Stronger World expands beyond simply making people stronger to also strengthening our communities and environment. When we say A Stronger World, we mean it in an all-encompassing way – personal strength, strong communities, and clean environment for a healthy and strong world.

## Vision

Eleiko endorses the Swedish government’s THE GENERATIONAL GOAL and the UN Sustainable development Goals which both aim to solve environmental concerns for the next generations. We believe that we can make the greatest impact on reaching the goals by lowering our greenhouse gas emissions and we are aiming to become a carbon neutral company.

To achieve our vision, we are a part of the UN Global Compact and work towards the Sustainable development goals. We believe we can make the most impact on targets within the following goals: i) 3 – Good Health and well-being; ii) 12 – Responsible consumption and production and; iii) 13 – Climate action.

As a member of the UN Global Compact, Eleiko is committed to operating responsibly, in alignment with universal sustainability principles, taking actions to support society in the realms of human rights, labour standards, the environment and anti-corruption, and annually reporting our ongoing efforts to the UN Global Compact.

To lead our sustainability efforts forward in a concrete manner we have established a clear flagship objective that we work to deliver upon: achieve carbon neutral manufacturing of barbells. This would entail a complete overhaul of our production process and sourcing partnerships with positive effects on our whole company widely.



### Goals and Objectives

- Make sustainability a core component of our corporate strategy and an important factor in our overall decision-making processes.
- Eleiko's Green Team develops and enacts policies and initiatives that inform, inspire, and lead our sustainability work forward throughout the organization.
- Clearly communicate our sustainability goals and policies to our stakeholders.
- Act as ambassadors for our cause and working actively with suppliers and ourselves via policies and agreements.
- Retain ISO 14001 certification standards to ensure we are demonstrating our commitment to quality and sustainability to our stakeholders.
- Set goals, identify actions, and launch initiatives to support THE GENERATIONAL GOAL and the UN Global Compact principles by measuring and reporting our performance via specific sustainability KPIs.
- Support projects and community causes locally and globally that we believe will help building A Stronger World.
- Continuously educate us to gain new knowledge and implement best practices to further our sustainability work.
- Pursue B Corp status by using the tool to identify areas where we can develop our operations and improve our score until we can become certified.
- Supporting our continued growth and expansion in a sustainable way by ensuring our new distribution centre is built with a high environmental standard.





# Performance, Learning, and Kindness

Our company core values, guide our actions. They are woven through all aspects of our business — how we develop our products, conduct ourselves, and develop our partnerships.

## PERFORMANCE

Bring your strongest and best to every moment.

## LEARNING

Stay hungry for improvement and for life itself.

## KINDNESS

Treat the environment, other people, yourself, and your body with the greatest respect.

Eleiko has adopted an Act of Kindness that summarizes the principles that govern Eleiko's business ethics. All Eleiko's employees and suppliers must follow the Act with Kindness. This Act with kindness (hereinafter "the Act") stipulates the principles for business ethics that Eleiko requires all its suppliers to accept and comply with.

The Act is fundamentally about what actions we consider right and wrong in different situations. At Eleiko, the laws and regulations in the countries where we operate are the obvious starting point, but there are areas where Eleiko has higher ambitions.

Eleiko's zero-tolerance approach towards corruption, inducement, bribery, actions that limit competition, discrimination, harassment, or unnecessary environmental impact applies to all Eleiko companies, regardless of local practices.

The Act applies to all companies providing products and/or services to Eleiko. It includes the suppliers (and its sub-contractors), its employees, and consultants, jointly referred to as "Suppliers" below.

Suppliers are liable for ensuring that their employees, and those of potential sub-contractors engaged in the delivery to Eleiko, have read, understood, and undertaken to comply with the principles of the Act.

The Supplier shall have a process in place to verify compliance with this Act and that it is liable for following up compliance with its sub-contractors.

Eleiko evaluate our Suppliers' compliance with the Act through supplier audits and inspections that take place periodically.

## PRINCIPLES

### Laws and Ethics

Suppliers are obliged to respect and comply with the laws and regulations that apply in the countries where they conduct business. However, the Act goes further than laws and regulations. The Act describes Eleiko's fundamental ethical principles and gives guidance on decisions and actions by Eleiko's Suppliers and their employees. All Suppliers to Eleiko also have to comply with the principles of the UN's Global Compact, the UN Universal Declaration of Human Rights and the ILO's Declaration of Fundamental Principles and Rights at Work and OECD Anti-Bribery Convention. The Act outlines the minimum standards Suppliers must observe even when they are more stringent than local legislation.

### Corruption

Suppliers must never use gifts, benefits or other prohibited compensation of any kind in their relations with customers, suppliers, authorities or other decision-makers in order to secure or retain business. Suppliers may not accept gifts, benefits or other forms of compensation from customers, suppliers or other parties that could influence the objectivity of their decision-making.

### Money Laundering

Suppliers must never accept, facilitate or otherwise support activities that are based on money laundering.

### Competition Issues

Suppliers must always act in accordance with applicable legislation governing competition. Suppliers must not exchange information or enter into agreements with competitors, customers or suppliers in a manner that risks preventing, limiting or distorting competition on the market.

### Environment

Suppliers shall endeavour to prevent and continuously decrease any adverse impact the company's operations may have on the environment. Supplier shall endeavour to conduct its operations in an environmentally sustainable manner, and will comply with, or exceed, those standards stipulated by laws, regulations and international convention in terms of reducing emissions to the air, soil and water. Supplier's services, products and processes should be designed to utilize energy, natural resources and raw materials efficiently, and to minimize the volume of waste and residual products.

Supplier shall avoid materials and methods that involve risks to the environment when there are other available and suitable alternatives.



### Working Conditions

Suppliers shall respect its employees' rights of free association and collective bargaining. No employee may be subjected to discrimination or harassment on grounds of age, sex, religion, sexual orientation, disability, political opinion, or ethnicity. During working hours, all Suppliers' employees involved in the delivery to Eleiko, shall refrain from using alcohol or drugs. Supplier shall work consciously and systematically to create a good working environment, both physically and psychosocially. This in order to achieve a safe and healthy workplace. Appropriate health and safety information and training shall be provided to employees, including - but not limited to - arrangements for safe evacuations of buildings and correct handling and marking of chemicals and machinery.

### Confidential Information

Suppliers are expected to pay particular attention to ensuring that confidential information received from Eleiko is protected and not disclosed to unauthorized parties. In cases where Supplier's employees come into contact with confidential information (about Eleiko or Eleiko's customers), this information should be protected and should not be disclosed to any unauthorized party. Suppliers' employees may not access, duplicate, reproduce or utilize the information other than what is required in order to deliver agreed services to Eleiko or Eleiko's customers.

### Breaching the Act and Whistle Blowing

For any identified non-compliance with the ACT, the Supplier shall provide a corrective action plan to be approved by Eleiko. Repeated or serious breaches of the principles of the Act is to be considered as material breach of the agreement, which shall result in termination of the collaboration with the relevant Supplier. All Suppliers are urged to report suspected breaches of applicable laws and regulations or the Act. Suppliers may report to their contact person at Eleiko Reports and remain anonymous. All reports will be investigated. Eleiko does not accept any discrimination or other negative consequences for Suppliers/ persons that have reported suspected breaches in good faith.





## STAKEHOLDERS

### Owners

Our owners expect Eleiko employees to establish and maintain work methodologies and adopt practices that are aligned with these values. When it comes to the environment it should be treated with a “special kindness,” and we are prepared to implement changes to our business to reflect this strong belief.

The company owners are active within an international network for family-owned companies and have pledged to work towards a more sustainable future together with other family-owned companies. Please see Exhibit 1. for details on this commitment.

### Customers

As the global leader in barbell manufacturing – and with an objective of becoming the world’s number one strength company – we have earned a reputation for producing products with superior quality, performance and durability. Our customers expect no less from our business model and sustainability program. Globally there is an increased focus on environmentally friendly products. Our customers should feel confident we are supplying them with safe and superior products that support their initiatives and business goals while also minimizing their global footprint. Therefore, it is important that we show transparency in what we do.

### Suppliers

As a supplier with a global supply chain, Eleiko has an opportunity and responsibility to raise the bar on what we demand from our suppliers. We will provide suppliers with clear specifications and product requirements in support of our sustainability goals and promote suppliers that can meet such requirements.

### Co-Workers

Our employees should know that they work for a responsible and sustainable company. We care about the environment, safe working conditions, personal development opportunities and gender equality. Eleiko should be directly engaged in activities that positively impact our world and leave it a better, STRONGER WORLD for future generations. With clarity and transparency in these areas, we hope to attract talent and people that can contribute further to achieving our sustainability objectives.

### Society

Our society is filled with differing views and opinions related to environmental programs and their importance. We believe we can best serve our communities and society by holding strong to our beliefs that sustainability programs are vital to building stronger communities and bettering society. We will clearly communicate our beliefs, our work, our initiatives and our results to positively influence society with our actions, demonstrate our commitment to building A Stronger World and ideally serve to inspire others along the way.

### End-Users

We work to develop and produce products that are of high quality, safe to use and optimized for performance to help our end-users achieve their goals. In addition, our end-users should know that we act in a responsible way towards the environment and that we want to have a positive social impact. Our sustainability initiatives should support this and make it easier for our end-users to make sustainable choices when it comes to strength training.

### Federations: IWF, IPF and Para Powerlifting

Federations set the guidelines and specifications for many of our products. They impact how we produce in many respects, but also look to us for leadership in product development and to help shape future standards. Sustainability work is something we can build into future expectations and product specifications. As an industry leader with strong federation relationships, our company and our programs play a vital role in promoting and fostering goodwill towards the sports of weightlifting and powerlifting. Raising our standards for our products and processes through our sustainability program can be of mutual benefit to all parties and inspire additional actions towards cleaner, greener sports.









## A Culture of Kindness

# Work Environment and Equality Policy

The overall goal for our work regarding the work environment at Eleiko is to promote health factors and through preventive work detect and remedy risks to prevent injuries at our workplace such as accidents and illnesses related to the work situation.

That includes both the physical wellbeing as well as the organizational and social work environment. In addition to statutory requirements set out in the Work Environment Act and the Swedish Work Environment Authority's regulations, we strive for a pleasant and welcoming work environment that inspires good collaborations, high efficiency and quality in our work that enables development for all employees.

The purpose of this work environment policy is to clarify to our employees what we do at Eleiko to ensure that we all have a safe and pleasant work environment. The policy also ensures that the activities that affect the work environment are carried out in an efficient and organized manner and are a natural part of our organization.

Eleiko's systematic work with the work environment (SAM, *systematisk arbetsmiljöarbete*) must be a natural part of the business where our routines for ongoing investigation, evaluation, measures, and follow-up are followed. The planning and execution are a collaboration between the organization, employees, safety representatives, and occupational health care.

Our annual routines and processes for following up and ensuring that the work is systematic is compiled according to the following:

### First quarter

- Annual follow-up of SAM (*systematisk arbetsmiljöarbete*).
- Collect and evaluate incident reports and follow up on the previous year's work environment goals.
- Include goals for work environment in the business plan.
- Evaluate plan for crisis, emergency, and fire protection.
- Meeting with work environment committee.
- Follow up on employee goals.

### Second quarter

- Actions in the action plan are carried out.
- CPR education.
- Safety round-, risk assessment-, and action management.
- Meeting with work environment committee.

### Third quarter

- Meeting with the work environment committee.
- Review the status of active assignments in the action plan for work environment.

### Fourth quarter

- Annual employee review and role description updates.
- Competence budget.
- Employee survey.
- Meeting with the work environment committee.
- Safety round-, risk assessment-, and action management.







# Slavery and Human Trafficking Statement 2022

## Our Business

At Eleiko, we work to make people stronger so they can perform better - in sports and in life. For over 60 years, Eleiko has been a worldwide leader within international weightlifting, powerlifting, and strength & conditioning communities. Eleiko is uniquely certified by the IWF, IPF and ParaPowerlifting federations. Our products have been delivered to more than 180 countries and are often seen at the world's largest championships and in the most respected strength training facilities. More than 1,000 world records have been set with an Eleiko barbell.

Our core operations consist of designing, manufacturing, sourcing, and supplying strength training equipment worldwide. We operate our own factories in Sweden and work with other supply partners in Sweden, Europe, and Asia.

## Organizational Structure

Eleiko Group AB, headquartered in Halmstad, Sweden, acts as the parent company to wholly owned sales subsidiaries in Norway, Germany, UK, USA and Russia. The Group employs ca. 200 people in total of which 7 people are employed by our subsidiary Eleiko Sport Ltd in the UK. The parent company is privately owned by the Blomberg family.

## Policies on Slavery and Human Trafficking

Eleiko is an international business with employees and operations in many different countries. We acknowledge the importance of conducting international business with good governance and high ethical standards. Our policies on slavery and human trafficking are anchored around a strong governance structure including the below elements:

*Owners' Directive:* The directive guides the work by the board of directors and is centred around the instruction that "Eleiko's values are based on humanism and kindness through which the human being is always at the centre. This includes all company stakeholders such as customers, suppliers and employees."

*Board of Directors:* Eleiko has appointed a professional board of directors with members with strong backgrounds in international business and development of sustainability initiatives. Eleiko's board constitutes a majority of external members, in addition to members of the owner family.

*Family Business Network:* The Polaris Initiative: Eleiko is a member of The Family Business Network and we have pledged our commitment to the Polaris initiative. Polaris is a global movement of family businesses focused on maximizing economic, social, and environmental impact.

*Eleiko Code of Conduct:* Our code of conduct (Eleiko Act of Kindness) sets out the principles and framework for how we do business including policies for slavery and human trafficking. We require compliance to our code of conduct from all suppliers and regularly conduct supplier assessments to ensure adherence to our principles. All new staff is provided and trained in our code of conduct.

## UN Global Compact

Eleiko is a participating member of UN Global Compact which is a UN led program for companies that work to align strategies and operations with universal principles on human rights, labour, environment and anti-corruption, and work to take actions that advance societal goals. Our commitment to UN Global Compact guides us and prohibits any slavery and forced labour:

## Human Rights

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; & Principle 2: make sure that they are not complicit in human rights abuses.

## Labour

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining; Principle 4: the elimination of all forms of forced and compulsory labour; Principle 5: the effective abolition of child labour; and Principle 6: the elimination of discrimination in respect of employment and occupation.

## Environment

Principle 7: Businesses should support a precautionary approach to environmental challenges; Principle 8: undertake initiatives to promote greater environmental responsibility; and Principle 9: encourage the development and diffusion of environmentally friendly technologies.



## Anti-Corruption

Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.

Trough our Code of Conduct, all suppliers to Eleiko must comply with the principles of the UN's Global Compact, the UN Universal Declaration of Human Rights and the ILO's Declaration of Fundamental Principles and Rights at Work and OECD Anti-Bribery Convention. Our code of conduct outlines the minimum standards suppliers must observe even when they are more stringent than local legislation.

We also perform audits of identified high risk suppliers. We require that suppliers, contractors, distributors, and agents make every effort to comply with our Code of Conduct, which shall be part of the business agreement any supplier has with Eleiko. We are not aware of any material instances of non-compliance at this moment. Breaches against our Code of Conduct, policies, or applicable law can be directly reported to the company or via an anonymous whistle-blower platform which is set up and administered by an independent third-party firm.

This statement is made pursuant to section 54(1) of the Modern Slavery Act 2015 and constitutes our slavery and human trafficking statement for the period 2020-2021. This statement applies to the UK activities of both Eleiko Group AB and our UK subsidiary Eleiko Sport Ltd.

1st December 2021

Erik Blomberg  
CEO – Eleiko Group AB  
Board of Directors – Eleiko Group AB



This is our **Communication on Progress** in implementing the Ten Principles of the **United Nations Global Compact** and supporting broader UN goals.

We welcome feedback on its contents.











## Revisorns yttrande avseende den lagstadgade hållbarhetsrapporten

Till bolagsstämman i Eleiko Group AB, org.nr 556904-8498

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### Uppdrag och ansvarsfördelning

Det är styrelsen som har ansvaret för hållbarhetsrapporten för år 2021 och för att den är upprättad i enlighet med årsredovisningslagen.

### Granskningens inriktning och omfattning

Vår granskning har skett enligt FARs rekommendation RevR 12 *Revisorns yttrande om den lagstadgade hållbarhetsrapporten*. Detta innebär att vår granskning av hållbarhetsrapporten har en annan inriktning och en väsentligt mindre omfattning jämfört med den inriktning och omfattning som en revision enligt International Standards on Auditing och god revisionssed i Sverige har. Vi anser att denna granskning ger oss tillräcklig grund för vårt uttalande.

### Uttalande

En hållbarhetsrapport har upprättats.

Halmstad den 28 april 2022  
Öhrlings PricewaterhouseCoopers AB

A handwritten signature in dark ink, appearing to read 'Evelina Nilsson', written over a light gray circular stamp.

Evelina Nilsson  
Auktoriserad revisor