

# For a stronger world

RAISE THE BAR

## SUSTAINABILITY POLICY

Eleiko is in a strong position to drive positive change through our sustainability initiatives. Developing this policy is the first critical step towards our mission of building A Stronger World.

**ELEIKO**



# Sustainability vision and goals

## **WE BELIEVE IN BUILDING A STRONGER WORLD.**

**We will 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 real positive impact.

Eleiko should take responsibility for our environmental impact and actively contribute to reaching THE GENERATIONAL GOAL set by the Swedish government which aims to “leave the environment in a better state for the next generation.”

To achieve our vision we are a part of the UN Global Compact and work toward the UN global goals for sustainable development.

Eleiko strives to be a role model for other companies in sustainability and drive positive change among all our stakeholders.

“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 strong world.

## **GOALS AND OBJECTIVES**

Eleiko endorses the Swedish government’s THE GENERATIONAL GOAL which aims to solve environmental concerns for the next generation, and uses this as guidance for our own sustainability policy and goals.

Within the governments framework, we have identified three specific areas where we can make the greatest impact through our activities. These three areas are:

- Helping to REDUCE CLIMATE IMPACT
- Creating A NON-TOXIC ENVIRONMENT
- Working towards CLEAN AIR

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 reporting to the UN Global Compact annually our ongoing efforts.

**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 programs 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, develop programs and launch initiatives in support of THE GENERATIONAL GOAL and UN Global Compact principles 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 ourselves to gain new knowledge and best-practices to further our sustainability work.**

**Pursue B Corp status with the ambition of becoming certified by the end of 2021.**

**Supporting our continued growth and expansion in a sustainable way by ensuring our new logistics center is built out with a high environmental rating.**

# STAKEHOLDERS

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

## 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.

With these core values in mind, it is important that we act responsibly and continuously improve profitability, efficiency, innovation, environment, work environment and product quality.

## 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.