

PRESS RELEASE

CELLULARLINE S.P.A.: 2022 ESG REPORT PUBLISHED

For the third year running, the Group is publishing its ESG report to chronicle its primary achievements in its strategic areas of operation, including:

- *Over 900 tonnes of CO2 offset.*
- *Creation of a volunteer cross-functional team that promotes and encourages inclusion and diversity in the company.*
- *60% less plastic used in packaging; 91% of the paper used for packaging comes from responsibly managed forests (FSC certification).*

Reggio Emilia, 27 July 2023 - For the third year running, the **Cellularline Group**, Europe's leading manufacturer of smartphone and tablet accessories, has published its **ESG report**, which reaffirms the company's new orientation based on an **fully sustainable business model** where *“development, inclusion, sharing and giving back to the community go hand in hand”*, as CEO **Christian Aleotti** wrote in his opening letter.

Inside are best practices and notable results that the Group (listed on Euronext Milan - STAR Segment) has achieved in six main action areas – **Governance, People, Community, Suppliers, Environment and Customers** – under a single approach represented by the **purpose** formalised in 2021: ***YOUmanizing the device experience***, promoting a positive interaction between humans and technology.

The method adopted for the analysis of overall results is the **BIA - Benefit Impact Assessment** developed and promoted by the non-profit **B Lab** to facilitate the performance reporting process according to the **Global Reporting Initiative (GRI)** standard. This way it is possible to objectively measure clear growth in almost all areas the Group is involved in, with the **overall BIA** score – i.e. the sum of the scores of the six categories above – rising **from 64.4 in 2021 to 75.4 in 2022**.

Working with **Cellularline** is **Nativa**, which is following the Group in its transition to becoming a **B Corp**, one of the more ambitious and valuable projects detailed in the ESG report among the **company's future commitments**, and **KPMG**, which was entrusted with the consultancy and support in the drafting of the report, as well as the certification of corporate performance.

Driving the growth in terms of BIA score is the company's commitment to the **Environment**, with an **increase of 5.6 points compared to 2021** thanks to: **901 tonnes of CO2** offset, equal to over 100% of scope 1 and 2 emissions; installation of a photovoltaic plant at the Reggio Emilia headquarters to achieve **70% energy self-sufficiency**; renovation of the **Cellularline Oasis** in partnership with 3Bee to safeguard 14 beehives (for a total of over 600,000 bees), and participation – also in 2022 – in the **1% for the Planet** project through the donation of a share of turnover from the BECOME line of eco-sustainable products made with a component of recycled materials that allow for a significant reduction in the introduction of new plastic into production processes, and packaged in recycled and recyclable paper packaging.

With regard to **Products & Packaging**, in 2022 Cellularline **reduced its use of single-use plastics by 60%**. In 2022, 91% of the paper used by the Group for packaging was FSC-certified. Another solution adopted was the design of smaller packaging for several product lines, an action that resulted in a significant reduction in the materials used and their logistical impact. Indeed, in the “Energy” product category (primarily chargers and cables), 19 tonnes of paper were saved thanks to this strategy. Added to this is an increasingly prudent management of the supply chain in compliance with the company's **code of conduct**, specifically drawn up with ESG in mind.

There was also growth in the area of **Consumers & Users**, including the great success of the 2022 edition of **Live The Excellence in Reggio Emilia**, as well as in the area of **People & Community** (respectively +3.4 and +1.7 compared to the 2021 BIA) thanks to efforts concerning people care and the creation of an internal

environment respectful of Diversity, Equality & Inclusion through dedicated training promoted by the **interfunctional team** specifically created in 2022 and made up of volunteers from a variety of company functions and positions.

"Our ESG strategy is based on three transformational strands: Ecological Transition and Climate Neutrality, People Care and Equality & Inclusion, and Change System. In these complex years we have become more aware of the contribution we can make to the community and the environment. "This is why", continued Aleotti, "our Group wants to play a leading role in social, environmental and economic recovery, and it wants to do so by using its expertise and resources not only for itself, but for all its stakeholders, society and the environment".

Thus sustainability is not only environmental but also **social** thanks to the relationships established between the Group and various local and national organisations: from its interactions with the **Universities of Parma, Bologna, Modena-Reggio Emilia** and the University of Cattolica for job placement, the introduction of new young people into the company and to promote ESG initiatives, to partnerships with **TEDx Reggio Emilia, the Festival del Giovani, Dynamo Camp, Lifeed** and the Libellula Foundation, and participation in working groups with **Unindustria Reggio Emilia, Retail Institute, HR Community** and the **Digital Innovation Observatory of Milan Polytechnic**.

The **full version** of the **Cellularline Group's 2022 ESG Report** is available on the corporate website at the address <https://www.cellularlinegroup.com/sostenibilita/> and in the **"Investors"** section, and on the authorized storage mechanism "1INFO" (www.1info.it).

*Cellularline S.p.A., founded in Reggio Emilia in 1990, is, together with its brands **Cellularline, PLOOS, AQL, MusicSound, Interphone, Nova, Skross, Coverlab, Allogio and Peter Jäckel**, the leading company in the smartphone and tablet accessories sector. The Group is at the technological and creative forefront of the multimedia device accessories industry, striving to deliver products synonymous with outstanding performance, ease of use and a unique user experience. The Group currently has 250 employees. Cellularline brand products are sold in over 60 countries.*

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