

PRESS RELEASE

CELLULARLINE S.P.A.: 2023 ESG REPORT PUBLISHED

For the fourth year in a row, the Group is publishing its ESG report to chronicle its main achievements in its strategic areas of activity, including:

- 500 tonnes of CO2 offset;
- 92% of the paper used for packaging comes from responsibly managed forests (FSC certified).

Reggio Emilia, 3 July 2024 - For the fourth year running, the **Cellularline Group**, Europe's leading manufacturer of smartphone and tablet accessories, has published the new edition of its **ESG report**, which reaffirms the company's new course based on an **all-round sustainable business model**, where "*development, inclusion, sharing and giving back to the territory go hand in hand*", as CEO **Christian Aleotti** writes in the opening letter.

It sets out the best practices and outstanding performance that the Group, listed on Euronext Milan-Segment STAR, has achieved in relation to material topics pertaining to five key areas - **Environment, People & Community, Product & Packaging, Customers & Users, Governance** - under a single guideline represented by the **purpose YOUmanizing the devices' experience**, enhancing the virtuous interaction between the human and technological components.

The method adopted for measuring environmental and social impact is the **BIA, Benefit Impact Assessment**, developed and promoted by **B Lab, an international non-profit organisation that certifies B-Corps worldwide**.

The performance reporting process follows the **Global Reporting Initiative (GRI)** standard.

In this way, it is possible to objectively measure clear growth in almost all the areas to which the Group has committed, with the **overall BIA score** - the sum of the scores of the five categories above - rising **from 75.4 in 2022 to 78.7 in 2023**.

Driving the growth in terms of BIA score is the company's commitment to the **Environment**, with **1.7 points more than in 2022**. The various improvement actions include the achievement of **70% energy self-sufficiency** with the declared goal of increasing this to 100%, the renovation of the **Cellularline Oasis** in cooperation with 3Bee for the preservation of 14 beehives (for a total of 300,000 bees), and the participation - also in 2023 - in the **1% for the Planet** project, through the donation of a share of the turnover belonging to the BECOME environmentally-sustainable product line. This product line is made with a recycled material component that allows for a significant reduction in the input of new plastic into the production process, packaged in recycled and recyclable paper packaging. In addition, 500 tonnes of CO2 were offset.

In relation to the key area **Product & Packaging**, it stands out that in 2023, Cellularline has **increased the percentage of FSC paper from sustainably managed forests to 92% of the total**.

Further studies are underway to design smaller packaging than in 2023 for several product lines, an action that will allow a significant reduction in the material used with a further positive impact in terms of emissions. In particular, in the "Charging" product category (chargers and cables first and foremost), **19 tonnes of paper were saved** thanks to this strategy, keeping sales volumes constant. Added to this is an increasingly prudent management of the supply chain in compliance with the company's **code of conduct** specifically designed with ESG in mind.

Growing performance also in the **Customers & Users** area, in which the great success of the 2023 edition of **Live The Excellence in Reggio Emilia** should be noted, as well as for **People & Community**, thanks to the important people care activity, further developed by the HR Team, which plays a role of reconciling

organisational and business needs with those of psychological safety and listening, in order to promote a sustainable working environment based on the principles of Equality & Inclusion.

Environmental sustainability also translates into concrete activities for employees following a growing interest in sustainable transport, renewing the **Bike to Work** programme with **Reggio Emilia Council**. More than 45 kg of CO2 were saved as a result of this activity.

Not only environmental sustainability, but also social sustainability thanks to the relations established between the Group and various contexts on a local and national level: from the dialogue with the **Universities of Parma** and **Modena-Reggio Emilia** for the placement, promotion and management of the offer of training and orientation internships and scholarships in Italy and abroad, to partnerships with **TEDx Reggio Emilia**, the **Festival dei Giovani**, **Dynamo Camp**, **Lifed** and the **Libellula Foundation**, and participation in working parties with **Unindustria Reggio Emilia**, **Retail Institute**, **HR Community** and the **Digital Innovation Observatory of the Milan Polytechnic University**, **Noisiamofuturo s.r.l.**

Alongside **Cellularline** is **Nativa**, a company that is following the Group on the transition path towards becoming a **B Corp** company, one of the most ambitious projects declared in the ESG report among the **company's future commitments**, and **KPMG**, which has been entrusted with the consultancy and support during the drafting of the report, as well as the certification of corporate performance.

CEO Christian Aleotti said: *"For the fourth year in a row we are presenting our ESG Report; it is a commitment but also a great privilege for us to bring forward this project central to the future of this Company. We do this with an open gaze on the world and a deep passion for our work. We will continue to integrate ESG aspects into our growth plans in 2024, as we firmly believe that we can be the driving force on our market for a better future for all"*.

The **full version** of the **Cellularline Group's 2023 ESG Report** is available at the company's registered office, on the corporate website and can be accessed at <https://www.cellularlinegroup.com/sostenibilita/> and in the **"Investors"** section as well as on the authorised storage mechanism "1info" managed by Computershare S.p.A. at www.1info.it.

*Cellularline S.p.A., founded in Reggio Emilia in 1990, is, together with its brands **Cellularline**, **Interphone**, **AQL**, **MusicSound**, **Ploos+**, **Skross**, **Q2Power**, **Nova**, **Coverlab**, **Allogio**, **Peter Jäckel**, **Newrban**, **Untags**, **Film&Go** and **Style&Go**, 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 300 employees. Cellularline brand products are sold in over 60 countries.*

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