



Open Air Group

Sustainability Report 2024

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About the report

This is our fourth sustainability report, inspired by the Global Reporting Initiative (GRI) and Corporate Sustainability Standards (CSRD) standards for sustainability reporting. While the report is primarily for internal use, it is also available to anyone interested in learning more about our recent sustainability efforts

The reporting period covers the calendar year 2024, with some additions made in early 2025.

Questions and comments regarding the sustainability report can be sent to info@openairgroup.se.

CEO comments

2024 has been a year of focused development and strategic progress for Open Air Group. In a landscape shaped by evolving regulations and rising expectations around transparency and sustainability, we've taken important steps to prepare for the future—while staying true to our core values of responsibility, innovation, and passion for the outdoors.

In preparation for the upcoming Corporate Sustainability Reporting Directive (CSRD), we conducted a double materiality assessment to identify the issues most important to both our business and our stakeholders. While we chose not to prioritize full CSRD alignment in 2024 due to changes introduced by the Omnibus Directive, the process sharpened our focus on where we can make the most meaningful impact. Based on these insights, we set clear sustainability goals and began implementing concrete actions across our operations.

The group also grew—both in size and in capability. Aclima expanded its footprint by taking over its own sales operations and launching Aclima Denmark, strengthening our Nordic presence. At the end of the year, we completed the strategic acquisition of Milrab, a move that enhances our e-commerce offering and brings new strengths into the group. As the acquisition was finalized late in 2024, Milrab will be included in our sustainability reporting from 2025 onward.

We've also made major progress in reducing our direct

environmental impact. At Aclima's factory in Valga, we transitioned to renewable electricity, reducing our CO₂ emissions by nearly 200 tonnes. In addition, we replaced the oil boiler with an air-source heat pump—an improvement made in late 2024, with its full benefits expected to materialize in 2025. These are long-term, strategic decisions that enable us to scale production while keeping our emissions in check.

Our work within Scope 1 and 2 emissions demonstrates our ability to adapt and lead. But we know our largest climate impact lies within Scope 3—especially in the category of "Purchased goods and services." Here, we've made solid progress toward our relative emissions target, achieving a 27% reduction in emissions per product since our 2021 baseline. This is a strong signal that sustainable growth is possible, and it motivates us to continue pushing forward.

In 2024, we also deepened our commitment to ethical and responsible business practices by conducting a SMETA audit at Aclima's Valga facility. This important step not only helped us identify areas for improvement but also strengthened our internal systems and values. It was a valuable opportunity to reinforce our culture of accountability and continuous improvement.

At Open Air Group, we believe our responsibility goes beyond offering best-in-class outdoor products—we are committed to protecting the natural environments that make outdoor life possible. Our updated strategy

reflects this commitment, and everything we do is powered by the dedication and drive of our people across all countries.

I'm proud of what we've achieved together in 2024—from reducing emissions to building a stronger, more resilient organization. And I'm even more excited about what's to come.

Together, we are enhancing the outdoor experience—and ensuring that nature remains a place for everyone, for generations to come.

Camilo Sjödin

CEO, Open Air Group



This is Open Air Group

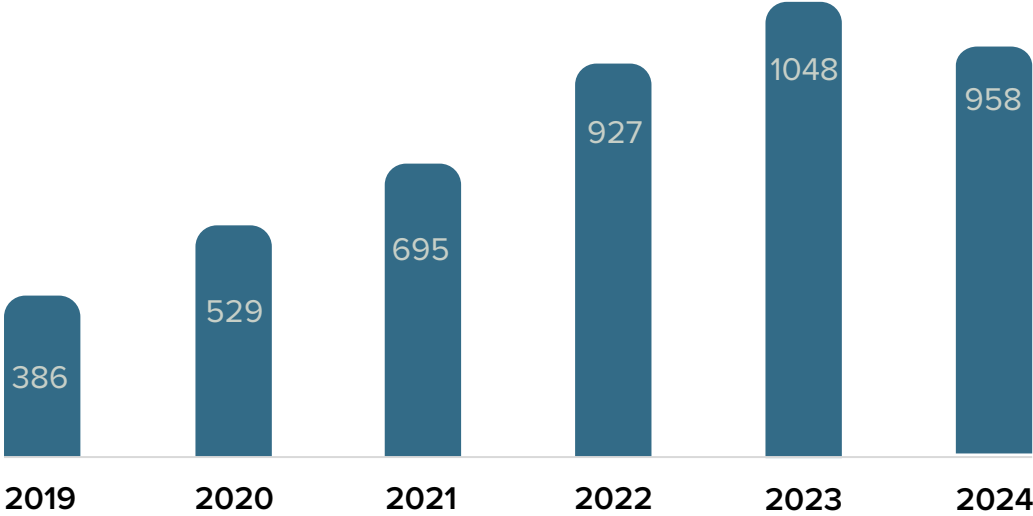
FOR LIFE OUTDOORS

Open Air Group was founded in 2016 with the ambition to become the Nordic online market leader in products for hunting and outdoor activities. The group invests in and develops companies within the outdoor segment, with a strong focus on creating new proprietary brands and products. The company operates in Finland, Sweden, Norway, Denmark and Estonia. Open Air Group currently consists of seven subsidiaries, divided into three divisions:

Technology
Brands
E-com

About

Open Air Group is a fast-growing Nordic product developer and online retailer focusing on products for outdoor, hunting and dog communities, currently active in Finland, Sweden, Norway, Estonia and Denmark.



EBITDA MSEK	43	25	17	2	103	70
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PORTFOLIO OF 7 COMPANIES	COMMUNITY OF 250 EMPLOYEES	SALES IN 50+ COUNTRIES	HOME OF 10 OFFICE LOCATIONS	NORDIC ROOTS WITH 80+ YEARS OF HISTORY
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Open Air Group

Sustainability

Finance

Divisions

Brands

Technology

E-Com

 **ACLIMA**

ALASKA
BRANDS


CHEVALIER

natlink


RETKITUKKU.fi

Widforss.se
Since 1729

Widforss.no
Since 1729

Sustainability

HOW DO WE WORK WITH IT

At Open Air Group, sustainability efforts are led by the CEO and implemented within each company through their respective management teams, supported by the group's Sustainability Coordinator. Additionally, every employee is responsible for considering environmental impact, health and wellbeing, human rights, and social responsibility, both internally and externally.



Mission

TO UNITE PEOPLE WITH NATURE AND ELEVATE THE OUTDOOR EXPERIENCE.

Through our mission, we strive to drive positive impact across four key dimensions:

Physical & Mental Wellbeing

We champion the proven benefits of spending time outdoors—reducing stress, improving focus, and encouraging a healthier lifestyle in an increasingly connected world.

Environmental Awareness

By fostering a deep connection to nature, we promote informed stewardship of natural resources and inspire responsible outdoor practices.

Community & Connection

Shared passions for the outdoors create lasting bonds—uniting individuals and strengthening local and global outdoor communities.

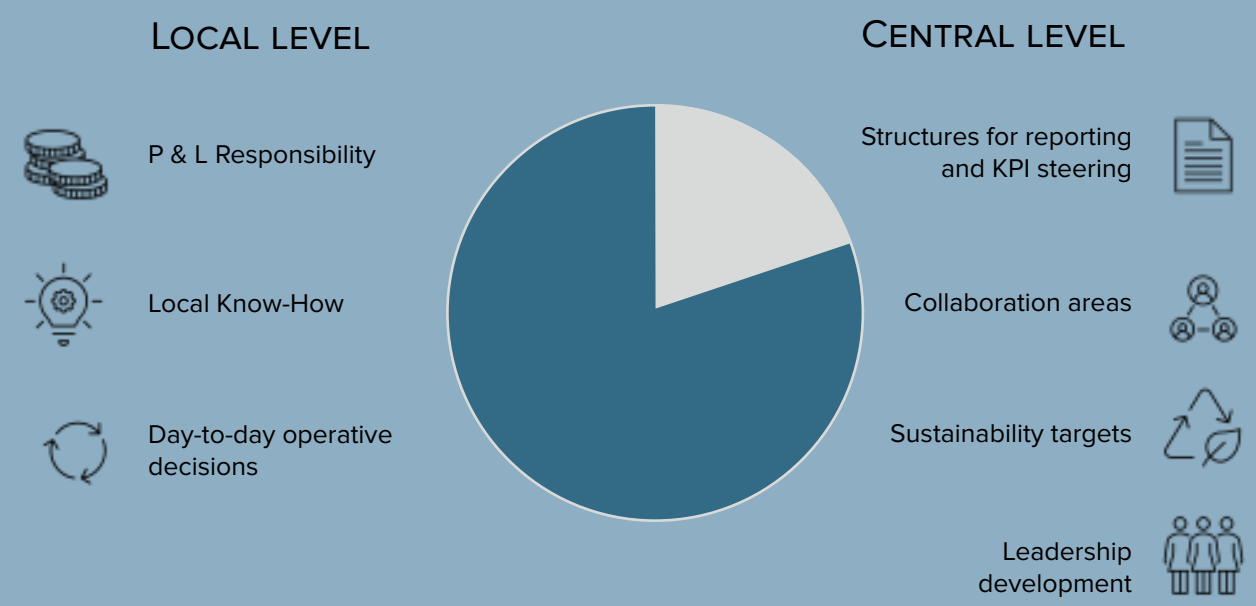
Long-Term Sustainable Lifestyle

We support behaviors, products, and services that enable future generations to enjoy nature without compromising its integrity.

Governance Model:

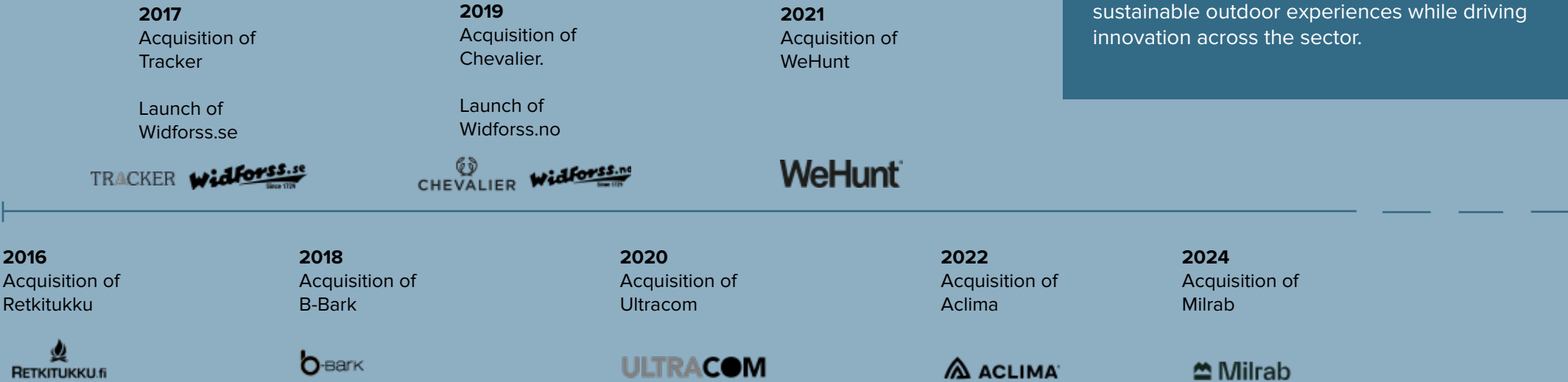
EMPOWERED AUTONOMY + CENTRAL COORDINATION

We believe that long-term sustainability and entrepreneurial spirit flourish when our companies have freedom to innovate, balanced by group-wide alignment on core priorities. Our model consists of:



FOUNDED IN 2016, OPEN AIR GROUP HAS GROWN INTO WHAT WE ARE TODAY THROUGH BOTH ACQUISITIONS AND ORGANIC GROWTH

Over the past ten years, Open Air Group has executed a strategic acquisition plan to build a diversified portfolio of industry-leading companies united by a common purpose — serving and enriching the outdoor community. These acquisitions have been carefully selected and integrated to support our mission of promoting sustainable outdoor experiences while driving innovation across the sector.



A woman and a man in camouflage gear are standing in a forest. The woman is on the left, leaning against a large tree trunk, looking towards the camera. The man is on the right, also leaning against a tree trunk, looking slightly away from the camera. They are both wearing hats and camouflage jackets. The background shows a dense forest of tall trees under a bright sky.

Divisions

At Open Air Group, we are proud to own and manage several prominent companies within the Nordic region dedicated to fostering a profound connection with nature through hunting and outdoor pursuits. Our portfolio comprises leading enterprises that excel in three divisions: **technology, brands,** and **E-com**. Each of our ventures shares a commitment to excellence and strives, in various ways, to enhance the outdoor experience while promoting responsible and sustainable business practices.

Divisions

TECHNOLOGY

Open Air Group’s technology division, Natlink, is at the forefront of innovation in the hunting and outdoor sectors. Formed through the merger of market-leading brands WeHunt, Tracker, and Burrel, Natlink leverages advanced technology to create seamless interactions between humans and nature, enhancing the outdoor experience for enthusiasts and professionals alike.



natlink®

Natlink enhances the outdoor and hunting experience with cutting-edge technology, offering products that transcend the ordinary. As a leader in innovation, Natlink creates a state-of-the-art digital ecosystem for connected hunting and outdoor adventures. By leveraging advanced technology, Natlink deepens the bond with nature, transforming their products into indispensable companions that elevate the outdoor experience.

Natlink consists of the brands WeHunt Tracker and Burrel.

WeHunt®

WeHunt is the premier digital hunting platform catering to enthusiasts worldwide - the ideal tool for both novice and seasoned hunters. WeHunt revolutionizes the hunting experience, providing features tailored for use before, during, and after the hunt, and makes it safer, easier and more meaningful. Whether you’re a dog handler, stand shooter, or hunt leader, WeHunt will meet your needs with its comprehensive suite of tools and resources.



TRACKER

Tracker offers advanced dog GPS units that facilitate and create a more enjoyable hunt for dog handlers, dogs, and hunters. Founded in Finland in 1974, the company carries with it a legacy of innovation, a wealth of patents and trademarks that ensure each product is of the highest quality and precision.

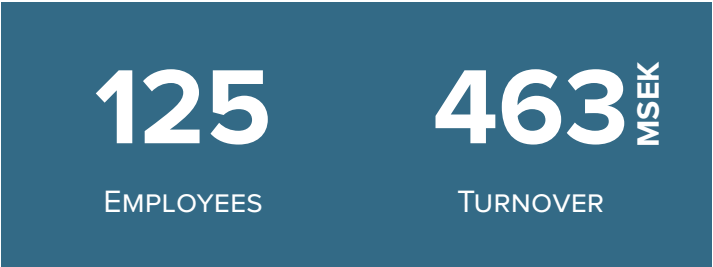
BURREL

Burrel Trail Cameras, market leaders in Finland, pioneers innovative surveillance solutions, renowned for ease and efficiency, making it the go-to choice for monitoring wildlife or securing your summer cottage.

Divisions

BRANDS

Our brand division includes several prominent brands and companies with stylish and practical outdoor and hunting products. The division consists of the companies, Chevalier, Alaska Brands and Aclima.



ALASKA BRANDS

Alaska Brands was established in 2011 by the Koskelo family in Finland with the ambition to develop a cutting-edge set of hunting outerwear, unrivalled in the marketplace. Since then, innovation and development of proprietary brands has been at the very center of operations. The Alaska Brands portfolio of brands consists of: Alaska 1795 (hunting clothing), Burrel (hunting electronics) and Valio (canine nutrition). These brands are sold through Open Air Group's retail channels but also via external resellers around Europe.

7 EMPLOYEES
TURNOVER 87 MSEK



CHEVALIER

Chevalier develops, designs and markets clothing and accessories for hunting and leisure under its own brand. The company was founded in 1950 and today conducts sales in 30 markets, with Sweden, and northern and eastern Europe as its principal markets.

Chevalier is characterized by the ambition to create opportunities for a life closer to nature with style and innovative functions.

10 EMPLOYEES
TURNOVER 55 MSEK



Aclima AS was founded by Eivind Johansen in 1939 as a local textile manufacturer in Drammen, Norway. For three generations, Aclima has developed into a specialist in functional underwear where wool is the main component. The products include underwear, base and mid-layers, training products, hats and mittens in wool.

Aclima AS has employees in Norway, Sweden, Denmark and Estonia.

108 EMPLOYEES
TURNOVER 321 MSEK



Divisions

E-COM

Our E-Com Division comprises leading e-commerce sites in the Nordic region, each dedicated to delivering exceptional products to outdoor and hunting enthusiasts. Through a commitment to quality, innovation, and customer satisfaction, our e-commerce brands ensure that outdoor adventurers have access to the best gear and equipment, no matter where they are. This division exemplifies our dedication to making top-tier outdoor products accessible and convenient, driving growth and expanding our reach across the Nordics.

42

EMPLOYEES

281 MSEK

TURNOVER



Widforss is one of the most well-known brands within hunting and outdoor in Sweden. Since 1729 Widforss AB has been a supplier to generations of knowledgeable and demanding customers.

Few brands can demonstrate the longevity of Widforss.

A success fully contributed to high quality products, customer service and the capability to develop over time fuelled by the ambition to always be one step ahead of the competition.

31 EMPLOYEES



Widforss Norway is Open Air Group's e-commerce operations in Norway, sharing resources with Widforss Sweden and with focus on hunting, outdoor and dog products.

1 EMPLOYEES



RETKITUKKU.fi

Retkitukku is an e-com specialising in hunting, dog food and accessories as well as other general outdoor products under the domains Retkitukku.fi and Koiravaruste.fi.

Retkitukku was established in 2011 by the Koskelo family in Finland with the ambition to provide the leading online shopping experience within it's field and with a high share of products sourced directly from the producer. Today Retkitukku is a well established e-com in Finland.

10 EMPLOYEES



Highlights during 2024

- Reduced our total CO₂ emissions by 23% compared to our 2021 base year — a strong step forward on our journey toward meeting our ambitious 2030 climate goals.
- Renewable electricity in Aclimas factory in Valga, saved almost 200tCO₂.
- Replaced oil boiler with an air-source heat pump in the Valga factory at the end of 2024 – saving almost 24 tCO₂, with the largest emissions reduction expected in 2025.
- Repair kit and repair tutorials have been launched.
- Increase the amount of business partners that has signed our Corporate Social Responsibility and Environmental requirement policy.
- Our Corporate Social Responsibility and Environmental requirement policies were published on our website. That includes our; Code of conduct, Animal Welfare, Environmental requirements Policies.
- We carried out a SMETA 2-Pillar audit at Aclimas factory in Valga.
- Natlink presents Trackers latest innovation in dog trackers – Luna. In a high bio-content renewable raw material.



Repair initiatives

EXTENDING PRODUCT LIFESPAN THROUGH CARE AND REPAIR

Open Air Groups companies design and sell high-quality products built to last, recognizing that prolonging use is key to conserving resources and reducing environmental impact. Wear and damage can arise from regular use, improper care, or accidents. To address this, we educate customers on basic repairs and product construction, fostering a deeper appreciation for their gear and encouraging better care from day one.

Simple habits—such as hanging a damp rain jacket after use or airing wool garments instead of machine-washing—can dramatically extend a product's life. Over the past year, we have launched initiatives to help customers repair burn holes, patch worn seams, and maintain their gear. By promoting repair and care knowledge, we empower customers to maximize the longevity of their products and strengthen their connection to what they own.

Chevalier

Chevalier has developed several [Repair kits](#) such as Patches for Quick and Easy Fixes – Self that can be used to repair their clothing. Kits are available for repairing rainwear as well as zippers, etc.

Aclima - Repairing wool garments

All clothing needs care and attention to last. Although high-quality garments tend to be more durable, they will inevitably need some maintenance from time to time.

Darning, sewing and mending your clothes is a great way to extend their lifespan. In collaboration with Selfmade, Aclima has created helpful [repair videos](#) showing how to repair your woolen garments yourself.



SMETA audit Aclima

In the autumn of 2024, we carried out a **SMETA 2-Pillar audit at Aclimas factory in Estonia. Conducted by SGS, the audit is a social compliance assessment designed to help companies identify both positive observations and opportunities for improvement related to corporate social responsibility (CSR) practices. We are very pleased with how the audit was conducted and the overall outcome. Following the audit, we received positive feedback from our stakeholders, who expressed strong appreciation for the fact that we had completed this process.**

About SMETA 2-pillar:

A **SMETA 2-Pillar audit** is a standardized social compliance audit developed by Sedex (Supplier Ethical Data Exchange), designed to assess a company's performance in two key areas: labour standards and health and safety. Conducted by independent third-party auditors, the audit follows the Ethical Trading Initiative (ETI) Base Code and relevant local legislation. It evaluates critical aspects such as working conditions, wages, working hours, the prohibition of child and forced labour, and the presence of adequate health and safety measures, as well as respect for workers' rights including freedom of association.

The **audit process** follows a structured methodology that includes management interviews, on-site inspection of production facilities, and confidential worker engagement. Auditors conduct both individual and group interviews with employees across various functions to assess working conditions and verify compliance practices. This combination of observation, documentation review, and stakeholder dialogue ensures a thorough and credible evaluation.

Completing a SMETA 2-Pillar audit provides clear evidence of a company's commitment to ethical and responsible business practices. It builds trust with customers, partners, and stakeholders by demonstrating transparency and accountability. In addition, the audit supports effective risk management by identifying potential compliance issues and enabling corrective action. Ultimately, a SMETA 2 pillar audit not only strengthens a company's social responsibility credentials but also contributes to operational improvements and long-term sustainability.



SMETA audit Aclima

Looking back at the SMETA audit process, it was a valuable moment of self-assessment and growth for our company. The audit helped us better understand the strengths in our operations and occupational safety, as well as the areas where we can further contribute to employee wellbeing and environmental sustainability.

The audit highlighted several important observations that allowed us to refine our strategic priorities—particularly in relation to safety, social responsibility, and employee engagement:

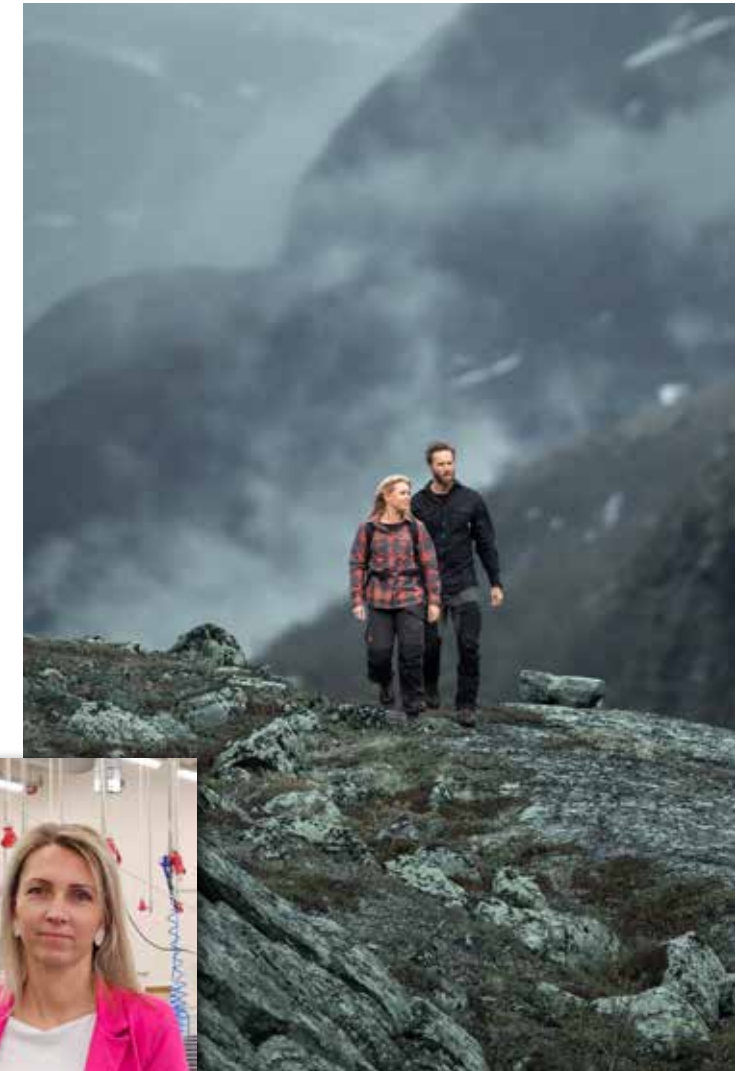
- Eye wash station: Although first aid equipment was available, there was no eye wash station in the work areas, which is required for handling certain chemicals (such as spot cleaner). This has now been installed in accordance with the instructions for use.
- Safety Data Sheets (MSDS): During the audit, it was found that some chemical safety data sheets were outdated and only available in English. We have now updated all MSDS and translated them into a language understandable to our local employees.
- Evacuation assembly point: The evacuation point documented in the fire action plan was not physically marked. This has now been clearly marked.

Employees were already aware of the location during the audit, as confirmed in interviews.

- AED (defibrillator): As a positive finding, it was noted that the company is equipped with an AED, and employees have received training on how to use it.
- Employee wellbeing: Our employees are offered a range of benefits such as financial bonuses, reimbursement for glasses or sports activities, Christmas gifts and parties, small gifts on special occasions, health checks with free vaccinations, paid sick leave starting from the second day (as opposed to the legally required fourth day), massage cushions on-site, and transportation for those starting early or finishing late shifts.
- Environmental sustainability: We have taken several steps to reduce our impact on climate change, such as installing solar panels, using renewable energy, and setting targets for reducing waste.

All of these measures demonstrate our company's commitment to sustainability, ethical management, and valuing our employees. The SMETA audit was not only a compliance check but also an opportunity to grow and strengthen our internal systems and values.

Maive Saarepera
CEO, Aclima OÜ



Stakeholder analysis dialogue

To drive the sustainability agenda and meet the expectations of our stakeholders, Open Air Group needs to understand the company's impact on both the environment and people throughout the value chain. A crucial element of this work is collaboration with relevant stakeholders.

Open Air Group's most important stakeholders include customers, employees, suppliers and business partners, owners, the board, and government entities. As a small organization, we maintain frequent dialogue with our stakeholders. Throughout 2024, we continued our stakeholder engagements through regular dialogues and meetings to gather perspectives and prioritize sustainability issues both within the group and in the companies.

Stakeholders' confidence is essential to our sustainability efforts, as we value their insights on our opportunities and challenges for future initiatives.

We have actively participated in networks focused on upcoming sustainability regulations and will remain engaged in 2025.

Our stakeholders have played a pivotal role in conducting our inaugural double materiality assessment in 2024.



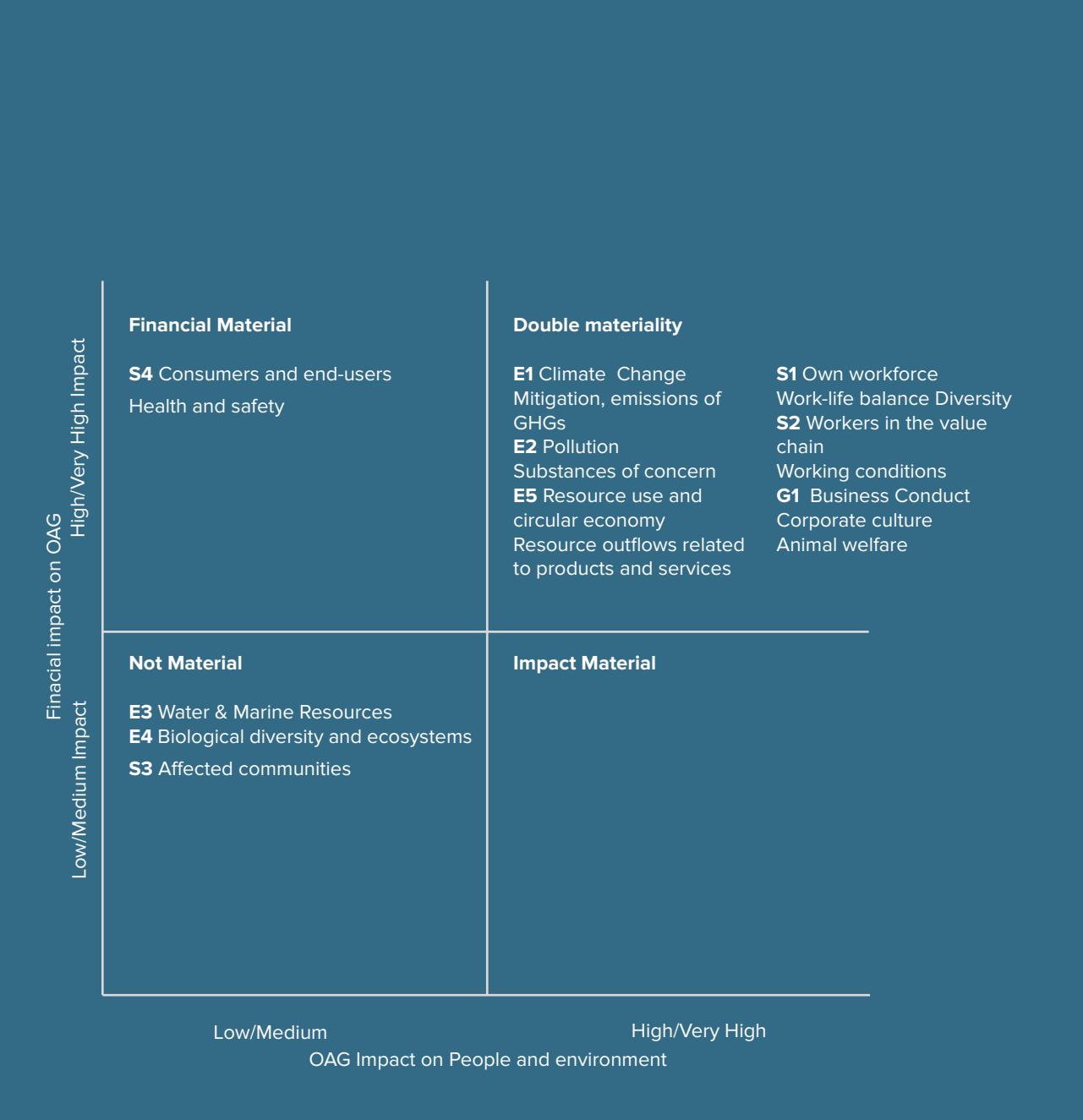
Double materiality assessment

In 2024, Open Air Group conducted its first double materiality assessment to identify significant sustainability-related impacts, risks, and opportunities(IRO) as preparation for complying with European Sustainability Reporting Standards (ESRS). The Corporate Sustainability Reporting Directive (CSRD), together with the European Sustainability Reporting Standards (ESRS), defines key sustainability topics. The topics, as well as supporting subtopics, were used and evaluated based on materiality from an impact or financial perspective.

OAG’s Process for Materiality Assessment

1. **Data Collection and Analysis** Monitoring the external environment and analyzing previous sustainability data outcomes were crucial in providing factual support for the double materiality assessment.
2. **Stakeholder Engagement** To understand sustainability-related issues and expectations from our stakeholders, customer requirements, requested data from our owners, and dialogues with our employees were essential in identifying key sustainability priorities.
3. **Assessment of Impacts and Financial Risks and Opportunities** A group of representatives, including the CEOs of the companies, product managers, finance functions, and sustainability consultants who supported us in the DMA process, gathered to workshop. Each division—Technology, Brands, and E-commerce—evaluated the identified issues based on their impact on people and the environment, as well as their financial consequences for each division. The results were then aggregated into a unified assessment of materiality for Open Air Group.

We have taken the results of the assessment further and discussed them in depth within a smaller group of representatives from all companies. This has led to our first double materiality analysis, which serves as the foundation for our sustainability strategy. The strategy has been approved by the Board.





Goals

As we embark on a journey towards a sustainable future, our company has committed to several key goals. From mitigating the climate impact to promoting employee wellbeing, our pursuits span different areas. We envision a world where our products not only survive but thrive, focusing on reducing carbon emissions and embracing circularity.

As we move towards 2030, our key performance indicators underline our determination: less environmental impact, smart resource use, proud employees and a traceable value chain.



UN Global Goals

THE GLOBAL GOALS, ALSO KNOWN AS THE UN SUSTAINABLE DEVELOPMENT GOALS (SDGs), WERE AGREED UPON BY WORLD LEADERS TO CREATE A BETTER WORLD BY 2030.

These goals aim to end poverty, fight inequality, and address the urgency of climate change.

As a part of our materiality assessment, we have looked at the 17 goals. Looking at the big picture we are of course influenced by all of them, we all live on the same planet. The purpose of this analysis is to priorities our sustainability work according to the interest of our stakeholders. The analysis that is done have resulted in that our businesses can make more significant contributions to three of them. And we use them to create action.



Main goals

CSRD topics		Main goal	SDG
Climate and environment	E1 Climate change	Zero carbon	13
	E2 Pollutants	Less environmental impact	12
	E5 Resource use and circular economy	Smart (Efficient) resource use	12
Health and wellbeing	S1 Own workforce	Proud employees	8
	S2 Workers in the value chain	Traceable value chain	
Business Ethics	G1 Business conduct	Honest and transparent collaborations	
		Animal welfare	

Targets and KPIs

Focus area	CSRD topics	Main goal	SDG	Key performance indicator	Measurement
Climate and environment	E1 Climate Change	Zero carbon	13	Percentage of renewable energy (scope 1 and 2)	%
				Change in Scope 1 and 2 emissions (market based) compared to 2021	%
				Change in emissions(market based) per product compared to 2021 (scope 1,2 & 3)	%
				Percentage of suppliers that are reporting their emissions or setting reduction targets	%
				Emissions from transportation and distribution	CO2e
				Emissions from business travel	CO2e
	E2 Pollutants	Less environmental impact	12	Percentage of purchase value in high-risk areas audited against environmental criteria in the last 24 months	%
				Percentage of tier 1 and 2 suppliers in high-risk areas audited against environmental criteria in the last 24 months	%
				Percentage of purchase value that has signed our environmental policy or equivalent	%
				Percentage of tier 1 suppliers that has signed our environmental policy or equivalent	%
	E5 Resource use and circular economy	Smart (Efficient) resource use	12	Percentage of products with consumption data	%
				The rates of recycled content in products packaging	
				The rates of recycled content in products	
				Number of innovative projects	
				Percentage of D2C revenue from sales contributing to smart extended resource use	%

Targets and KPIs

Focus area	CSRD topics	Main goal	SDG	Key performance indicator	Measurement
Health and wellbeing	S1 Own workforce	Proud employees	8	Employee Net Promoter Score (eNPS)	
				Employee turnover (voluntary)	%
				Sick-leave	%
				Total number of accidents	
				Work-related fatalities	
				Percentage of the underrepresented gender on the board	%
				Percentage of the underrepresented gender in the management teams	%
	S2 Workers in the value chain	Traceable value chain		Percentage of tier 1 and 2 suppliers in high-risk areas audited against labour rights criteria in the last 24 months	%
				Percentage of products traced to tier 2	%
Business Ethics	G1 Business conduct	Honest and transparent collaborations		Percentage of purchase value that has signed OAG business partner code of conduct or equivalent	%
				Percentage of tier 1 suppliers that has signed OAG business partner code of conduct or equivalent	%
				Percentage of employees that has signed OAG internal code of conduct	%
				Percentage of employees that has received training in OAG internal code of conduct in last 12 months	%
				Number of whistleblowing reports	
	Animal welfare			Percentage of purchase value of wool from certified wool suppliers	%

KPI 2026

By focusing on fewer KPIs at a time, we believe our group companies will find it easier to implement actions and achieve our objectives. Therefore, we have selected a few KPIs and set targets for 2026.

This does not mean that our day-to-day work, such as enforcing chemical requirements for our products, will be discontinued. Our requirements and routines remain in place but are not currently being followed up on.



Main goal- Risk and Activities

Main goal	SDG	Risk	Policy/ Management	Key performance indicator	2024	Target 2026	Target 2030	Activities 2024
Zero carbon	13	Emissions, Increased energy cost, reduced quality of life, damaged reputation, fines, penalties.	SBTi	Percentage of renewable energy (scope 1 and 2)	58	50	90	New renewable sourced electricity in Aclimas factory in Valga
				Change in Scope 1 and 2 emissions (market based) compared to 2021	-23	-20	-42	New heating system in Aclimas factory in Valga
				Change in emissions(market based) per product compared to 2021 (scope 1,2 & 3)	-27	-42	-42	More accurate weight data for Aclima products
				Percentage of suppliers that are reporting their emissions or setting reduction targets		Mapping Tier 1		New KPI
				Emissions from transportation and distribution		Collect and report		Map and collect
				Emissions from business travel		Collect and report		Implementation of Egencia as the corporate travel booking platform
Less environmental impact	12	Health risk in production, Product withdrawal	Corporate Social Responsibility and Environmental requirement policys- Business partners	Percentage of purchase value in high-risk areas audited against environmental criteria in the last 24 months				New KPI
				Percentage of tier 1 and 2 suppliers in high-risk areas audited against environmental criteria in the last 24 months				New KPI
				Percentage of purchase value that has signed our environmental policy or equivalent			>90	Sent out updated policy document to more suppliers with in E-com
				Percentage of tier 1 suppliers that has signed our environmental policy or equivalent			>90	Sent out updated policy document to more suppliers with in E-com

Main goal- Risk and Activities

Main goal	SDG	Risk	Policy/ Management	Key performance indicator	2024	Target 2026	Target 2030	Activities 2024
Smart (Efficient) resource use	12	Raw material resource, Raw material price, Loose business, Coming regulations	Internal textile criteria	Percentage of products with consumption data	0-5	10	100	New KPI
				The rates of recycled content in products packaging		20 (plastic packaging)	>80	New KPI
				The rates of recycled content in products				New KPI, working on establishing to comply with forthcoming regulations regarding recycled content in products.
				Number of innovative projects		1		New KPI
				Percentage of D2C revenue from sales contributing to smart extended resource use		5	>20	Chevalier and Alaska has developed and sell repair patches. Aclima has started to sell award winning ReBorn Lumber jacket.

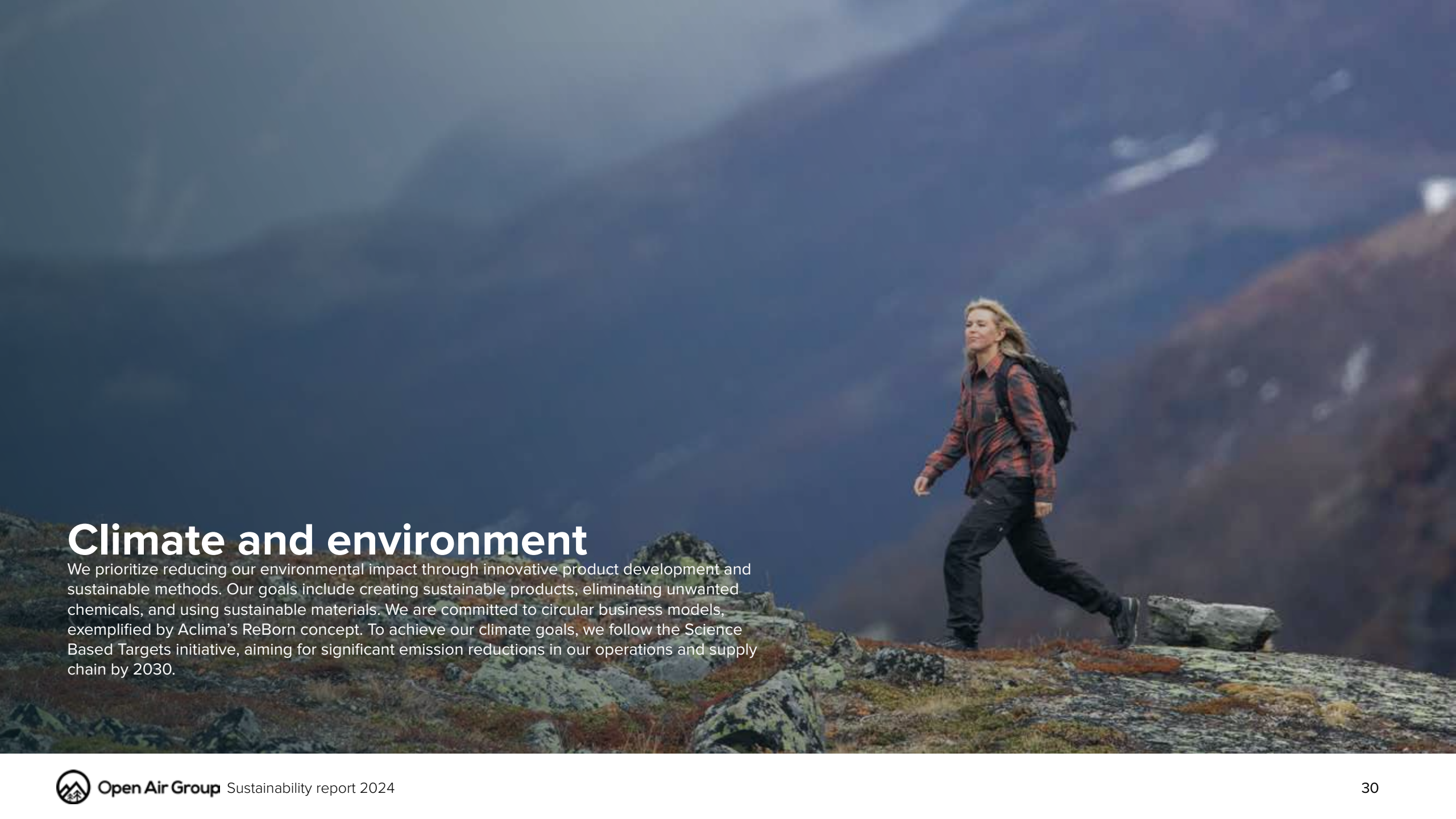
Proud employees	8	Voluntary employee turnover, Low efficiency, Difficult to attract new employees	Internal Code of conduct	Employee Net Promoter Score (eNPS)	24	25	30	4 times employee survey
				Percentage of Employee turnover (voluntary)	10		<15	
				Percentage of Sick-leave	4		<4	
				Total number of accidents	3		A long-term zero vision is a statement of the importance of continuous improvement in this area.	
				Work-related fatalities	0		See above.	
				Percentage of the underrepresented gender on the board	0		40	
				Percentage of the underrepresented gender in the management teams	18		40	

Main goal- Risk and Activities

Main goal	SDG	Risk	Policy/ Management	Key performance indicator	2024	Target 2026	Target 2030	Activities 2024
Traceable value chain	8	Health and safety in production, regulations	Supplier Code of conduct, OECD Due Diligence model	Percentage of tier 1 and 2 suppliers in high-risk areas audited against labour rights criteria in the last 24 months		Mapping	90	New KPI
				Percentage of products traced to tier 2		20	100	New KPI

Honest and transparent collaborations		Health , safety and wellbeing risk in production, Corruption and bribery	Corporate Social Responsibility and Environmental requirement policys- Business partners	Percentage of purchase value that has signed OAG business partner code of conduct or equivalent	83	90	>90	Sent out updated policy document to more suppliers with in E-com
				Percentage of tier 1 suppliers that has signed OAG business partner code of conduct or equivalent	54	70	>90	Sent out updated policy document to more suppliers with in E-com
		Health , safety and wellbeing, Corruption and bribery	Internal Code of conduct	Percentage of employees that has signed OAG internal code of conduct	86	95	>95	
				Percentage of employees that has received training in OAG internal code of conduct in last 12 months	67	95	>95	
				Number of whistleblowing reports	0			
Animal welfare		Poor animal welfare,	Animal welfare policy	Percentage of purchase value of wool from certified wool suppliers	53		100	





Climate and environment

We prioritize reducing our environmental impact through innovative product development and sustainable methods. Our goals include creating sustainable products, eliminating unwanted chemicals, and using sustainable materials. We are committed to circular business models, exemplified by Aclima's ReBorn concept. To achieve our climate goals, we follow the Science Based Targets initiative, aiming for significant emission reductions in our operations and supply chain by 2030.



E1 Climate Change



Why is Climate Change Material to Us?

Our products are designed for people and animals who thrive in natural environments. As such, the health of ecosystems is directly connected to the relevance and long-term viability of our offerings. Climate change poses a significant threat to biodiversity and natural habitats — areas that are core to both our customer base and brand identity. Protecting the climate is essential if future generations are to continue enjoying the outdoors.

According to the [MCC Carbon Clock*](#), the global carbon budget for limiting warming to 1.5°C will be depleted in less than six years if emissions remain at current levels. This underscores the urgency for all sectors — including ours — to accelerate climate action.

Our operations and value chains are highly dependent on energy, making us both contributors to and affected by climate change.

We recognize the financial risks associated with a warming climate, including increased regulatory costs, energy price volatility, and supply chain disruptions. At the same time, these risks present a clear incentive to act decisively. Reducing our carbon emissions is not only a responsibility — it is a strategic imperative that supports long-term resilience and stakeholder trust.

Key performance indicator	Measurment	Outcome 2024 (2023)	KPI 2026	Targets for 2030
Percentage of renewable energy (scope 1 and 2)	%	58(26)	50	90
Change in Scope 1 and 2 emissions(market based) compared to 2021	%	-23(-0.01)	-20	-42
Change in Scope 3 emissions per product compared to 2021	%	-27	-42	-42
Percentage of suppliers that are reporting their emissions or setting reduction targets	%		Mapping Tier 1	
Emissions from transportation and distribution	CO2e	Not complete	Collect and report	
Emissions from business travel	CO2e	Egencia	Collect and report	

Our carbon footprint

Scope 1 & 2 emissions
379 ton CO₂e



● Scope 1 ● Scope 2

Open Air Groups carbon footprint
52 197 ton CO₂e



● Scope 1 ● Scope 2
● Scope 3 ● Out of Scope

Scope 3 emissions
40 376 ton CO₂e



● Purchase of goods and services (cat.1)
● Other categories within scope 3*

It is clear that scope 3 accounts for most of the operations' emissions.
Within scope 3, it is also clear that Purchase of goods and services (cat.1) accounts for the largest share of the operations' emissions.

*) other categories within scope 3 include; Capital goods, Activities related to fuel and energy production that are not included in scope 1 or scope 2, Transport and distribution (upstream), Waste generated in the business, Business trips, Commuting, Leased assets (upstream), Transport and distribution (downstream), Processing of sold products, Use of Products Sold, Disposal of sold products, Leased assets (downstream), Franchising, Investments.

Scope 1 and 2



Reducing our climate impact is a top priority and working toward the ambitious goal of net-zero carbon emissions is a key focus area.

Emissions from our own operations—Scope 1 and Scope 2—are part of this effort, even though they account for a relatively small portion of our total climate footprint.

- Scope 1 covers direct emissions from sources we own or control, such as heating and fuel used in company vehicles.
- Scope 2 includes indirect emissions from the generation of purchased energy, such as electricity and heating for our offices and warehouses.

Since December 2022, we have been committed to the Science Based Targets initiative (SBTi), which provides guidance and accountability in our efforts to reduce greenhouse gas emissions in line with the **Paris Agreement**.

Using 2021 as our baseline, we are committed to reducing our Scope 1 and 2 emissions by at least 42% by 2030. We are also working to measure and reduce our Scope 3 emissions, which represent the largest share of our overall impact. Our climate reporting follows the Greenhouse Gas Protocol.

Analyse and actions

Aclima: Estonia switched to renewable electricity, Scope 2, reduced with 191,3 tCO₂e from 2023.

Aclima: Estonia has change heating system in the end of 2024 so the bigger decrease will be seen during 2025. Scope 2, reduced with 23,8 tCO₂e from 2023.

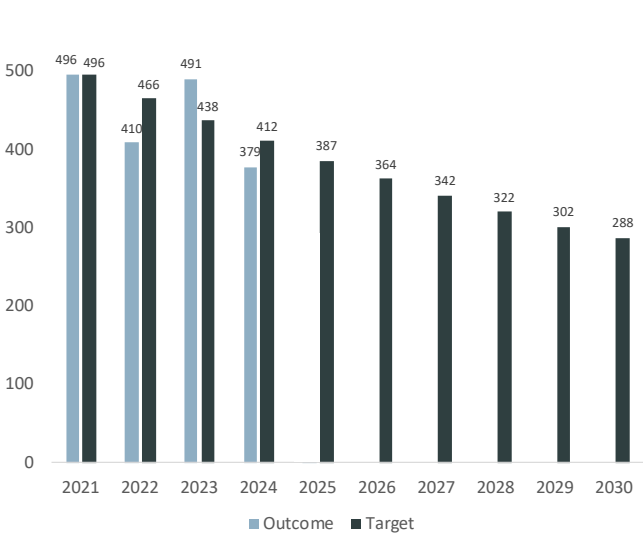
We have increased the amount of renewable energy, but Aclima Norway has a different residual mix compared to previous calculations, which has led to an increase in scope 2 emissions with 103,5 tCO₂e.

	Scope 1 cars	Scope 1 heating and electricity	Scope 1 total	Scope 2 Heating and electricity
2021	56	48	104	392
2022	38	73	111	299
2023	36	87	123	368
2024	37	59	96	283
2030 goal			60	227

Planned actions during 2025

- Aclima Norway switch to fossil free electricity.
- Investigate in what kind of energy that is used in our offices in Finland.
- Introduce Milrab to measure and collect their consumption and emissions.

Scope 1+2 (tCO₂)



Scope 3

We recognize that reducing the climate impact from our products and transportation has a significantly greater effect overall, but it is also more challenging for us to influence these areas directly. Progress in this area takes time, and we are still in the early stages of gathering more accurate information and data.

From our 2021 screening, we learned that our most significant climate impact comes from the purchase of goods and services (cat. 1). In 2024, we conducted a new screening of our Scope 3 emissions, based on emission data originally collected in 2021, with some updates.

In collaboration with sustainability consultants, we calculated emission factors per kilogram for our various product categories. Our focus has been on the most material Scope 3 categories, where we have continued to deepen our analysis. Categories not reported represent less than 1% of our total Scope 3 emissions.

Updates and adjustments

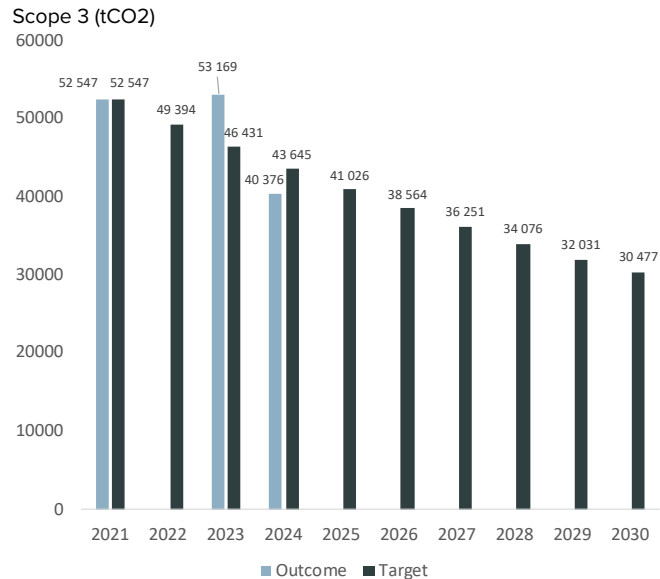
We have adjusted the reported scope 3 cat.1 for 2023, a mistake with numbers had a significant increase from 37 994 to 52 141 tCO₂e.

Analyse and actions

The improvement in Scope 3, cat. 1, primarily stems from more accurate weight data for products from Aclima and a slightly adjusted product mix sold.

Even if business travel are a small share of our Scope 3 emissions, we have developed a travelling policy.

We have start to work with Egencia when we do our booking of business travel to be able to collect and report our emissions for business travel.



Planned actions during 2025

- We will collect and report emissions from the company's business travel.
- We will recalculate the product categories emissions before the company's next scope 3 calculation.
- **Aclima** – Environmental Product Declaration (EPD) project in collaboration with TEKNO Norway and LCA.no. The purpose of the project is to gain a better understanding of the value chain and its emissions, enabling more informed decision-making. It also aids in the preparation for the Digital Product Passport (DPP) and provides value in procurement processes.
- **Alaska/Chevalier** – Making a bestselling fleece jacket more sustainable by incorporating more sustainable materials and ensuring a transparent value chain. It also aids in the preparation for the Digital Product Passport (DPP) and how to save information smart in the Product Lifecycle Management (PLM) system PISA.

2024 CO2 emissions scope 1, 2 and 3

		Target 2030 (tCO2e)	2024 (tCO2e)	Base year 2021 (tCO2e)	Actual vs. Base year
Scope 1	Scope 1	60	96	104	-8%
Scope 2	Scope 2	227	283	392	-28%
	Location-based			392	
Scope 3	Purchase of goods and services (cat.1)		39 933	48 765	
	Capital goods		-	-	
	Activities related to fuel and energy production that are not included in scope 1 or scope 2		56	102	
	Transport and distribution (upstream)		272	2 625	
	Waste generated in the business		0	0	
	Business trips		114	-	
	Commuting		-	616	
	Leased assets (upstream)		-	-	
	Transport and distribution (downstream)		-	359	
	Processing of sold products		-	-	
	Use of Products Sold		-	80	
	Disposal of sold products		-	-	
	Leased assets (downstream)		-	-	
	Franchising		-	-	
	Investments		-	-	
	Scope 3	30477	40 376	52 547	-23%
	Sum Scope 1, 2, 3		40 755	53 043	
	Out-of-scope		11 442	11 861	

We have focused on the essential scope 3 categories and worked further with them. Not reported categories are less the 1% of the whole.

Updates and adjustments made

We have adjusted the reported scope 3 cat.1 for 2023, a mistake with numbers had a significant increase from 37 994 to 52 141 tCO2e.

	Sold units		2 428 000	2 288 000	
KPI	kgCO2e/unit	13	17	23	-27%



E5 Resource use and circular economy



Why is Resource use and circular economy Material to Us?

Resource use and circularity are material to our business due to the **resource outflows linked to our products and services**, as well as the **waste** generated throughout the product life cycle.

According to the [2024/2025 Sustainability Survey by Svensk Handel](#), second-hand and reused products have become a symbol of sustainable choices.

Today, **1 in 4 consumers** associate **second-hand shopping with sustainable consumption**, and this share has steadily grown.

Circularity — or circular consumption — means that products are reused, repaired, and recycled instead of being discarded. In the retail sector, this requires the development of business models that promote **rental, resale, refurbishment, and product life extension**, all of which help reduce waste and conserve resources.

Circular consumption is part of the broader concept of the **circular economy**, a system in which resources are circulated and waste is minimized by keeping products and materials in use for as long as possible.

Key performance indicator	Measurement	Outcome 2024	KPI 2026	Targets for 2030
Percentage of products with consumption data	%	0-5	10	100
The rates of recycled content in products packaging	%		20 (plastic packaging)	>80
Number of innovative projects			1	
Percentage of D2C revenue from sales contributing to smart extended resource use	%		5	>20

E5 Resource use and circular economy

E5 Strategy and approach

Finding new innovations and driving product development is part of our work to reduce the environmental impact of our products.

To make resource-efficient decisions, we believe that knowledge about the product and its production processes is essential. Therefore, one of our key goals is to increase the amount of consumption-related data, initially focusing on information about the product's components, material types, and material quantities.

We are also working on how this data is stored and made accessible – both to streamline our processes and to prepare for the upcoming Digital Product Passports.

The purpose of this work is to:

- Gain a deeper understanding of our products.
- Enable more knowledge-based decision-making during product development.
- Prepare for likely upcoming legal requirements related to product and supplier information.

Our aim in More sustainable products are a part of our material strategy to use sustainably sourced or recycled materials in our textile products. We have a goal to have at least 50% of new developed styles with in the criterial. (For criteria see page 39)

	2024 (2023) New Styles- More sustainable	2024 (2023) produced, part of purchase value-More sustainable
Aclima	100% (100%)	53% (40%)
Alaska	77% (80%)	71% (65%)
Chevalier	55% (58%)	38% (40%)

Analyse and actions

Chevalier/Alaska has developed and sells repair patches tailored to suit various textile products. Aclima, in collaboration with Selfmade, has published several repair tutorial videos. (Read mor on page 16)

Planned actions during 2025

- The focus will be on collecting product data for all companies. To increase revenue from sales that contribute to smart, extended resource use, two innovative project will be started.
- **E-commerce** will launch a reuse platform.
- **Natlink** will begin selling factory-refurbished products. The refurbishing process will be carried out at Natlink's own facilities in Finland.
- Our criteria for a more sustainable textile product will be reviewed during the year to explore how energy-efficient process steps can be added to achieve the most sustainable product possible.



2024 Innovation Highlight

Natlink’s Luna Dog Tracker Collar

In 2024, Natlink unveiled Luna, the first tracker collar crafted from sustainable Grilamid TR 90 plastic—a UV-protected, high bio-content polymer offering outstanding durability and a reduced environmental footprint.

Weighing just 120 grams, Luna’s low-profile design includes a built-in antenna that stays securely in place without bothering the dog, while its shockproof construction ensures reliable signal strength for hunters.

By combining renewable Grilamid TR 90 plastic with advanced tracking technology, Luna exemplifies Natlink’s dedication to innovation, animal welfare, and sustainability.



ReBorn: Closing the Loop on Wool Recycling

Aclima’s ReBorn concept transforms 100% recycled wool into new garments—approximately 70% of the fiber in these fabrics comes from our own production waste. At our Valga factory in Estonia, we collect and color-sort offcuts from 100% wool production. These scraps are sent to trusted recycling partners in Italy, where they are shredded, the fibers recovered, and spun into new yarn. Regenerated wool is then knitted or woven into fabrics, with a small percentage of recycled, GRS-certified polyamide and polyester added to enhance durability and create commercially viable colors—all without additional dyeing of the recycled wool itself.

Every trim used in ReBorn garments—including buttons, labels, and drawstrings—is sourced with sustainability in mind. Garment sales have grown steadily: 2,405 units in 2021, 2,500 in 2022, 8,769 in 2023, and 8,954 in 2024. While ReBorn still represents less than 0.5% of Aclima’s total revenue, it exemplifies our commitment to closed-loop thinking. As we continue exploring extended resource use, we have initiated new actions in 2024, with further KPI results on responsible D2C revenue contributions to follow.



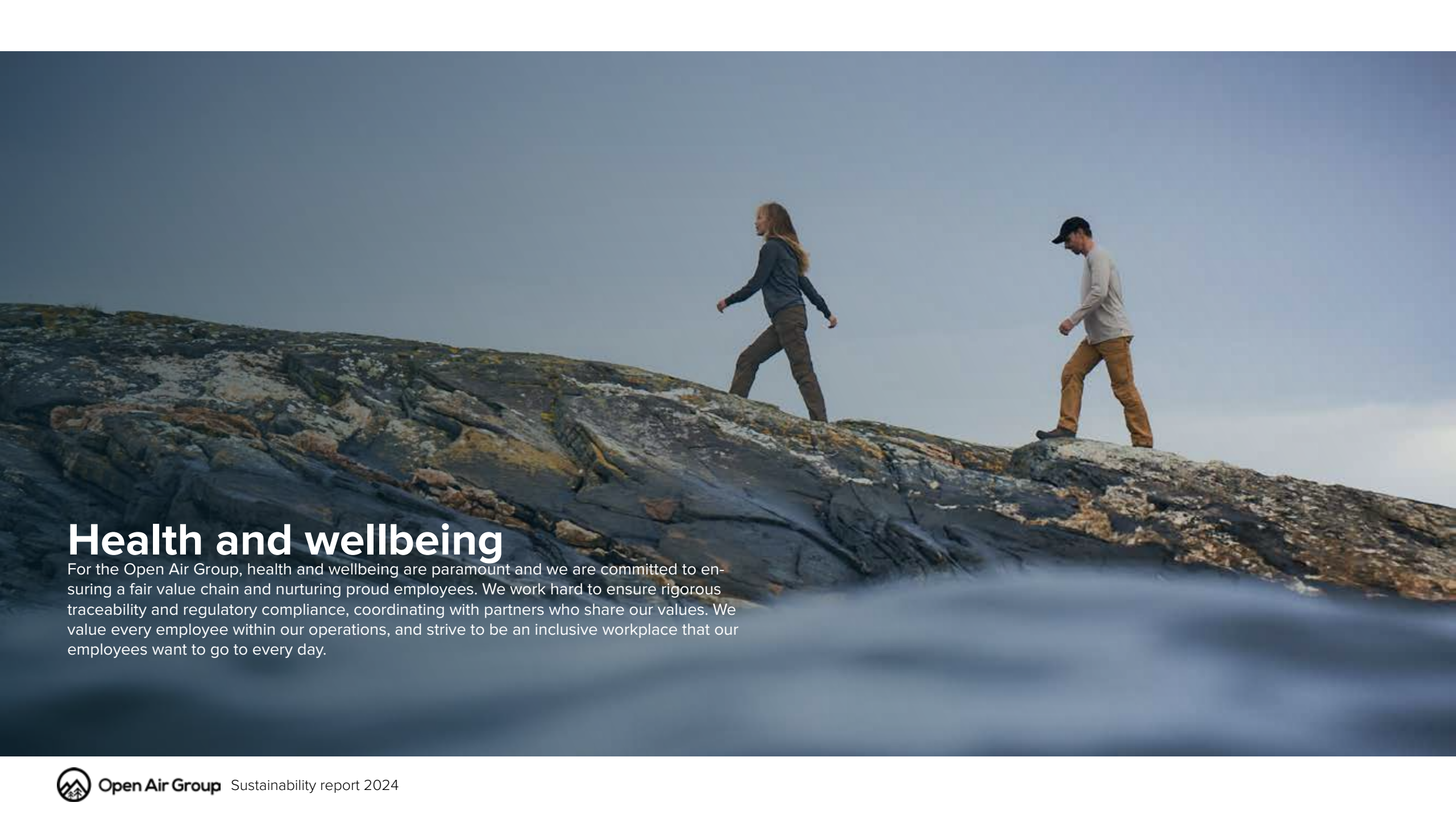
CRITERIA FOR MORE SUSTAINABLE TEXTILES

A fabric needs to contain at least 50% of a more sustainable fiber to be classed as a more sustainable fabric.

More sustainable fibers				
Recycled fibers	Plant-Based fibers	Animal-based fibers	Semi- synthetic	Synthetic
Recycled polyester	Organic cotton	Responsible Wool	Tencel	PLA
Recycled polyamide	Linen (natural retting)	Responsible Leather	Cupro	Water based PU
Recycled cotton	Hemp	Responsible Down	Orange fiber	
Recycled wool	Ramie	Responsible Alpaca	Pineapple fiber	
Recycled textile		Responsible Cashmere		
Recycled down		Responsible Mohair		
		Silk		
		ZQ certified wool		
		ZQRX certified wool		

More sustainable product

A more sustainable textile product needs to contain at least 50% of a more sustainable fabric. No PFAS based treatments for water repellency, wrinkle resistant etc. can be used. Or if product are made out of left over fabrics.



Health and wellbeing

For the Open Air Group, health and wellbeing are paramount and we are committed to ensuring a fair value chain and nurturing proud employees. We work hard to ensure rigorous traceability and regulatory compliance, coordinating with partners who share our values. We value every employee within our operations, and strive to be an inclusive workplace that our employees want to go to every day.



S1 Own Workforce



Why is Own Workforce Material to Us?

Our most valuable resource are our employees. Employees contribute directly to delivering our mission, products and services. Their skills, knowledge, and engagement affect performance, innovation, and customer satisfaction. We have a responsibility to ensure that all employees have a good working environment that does not contribute negatively to physical or mental illness. Our culture shall be inclusion and equal to everybody.

We believe that to be able to be a proud employee, high employee trust and wellbeing are of big value and necessary for the ability to make a good and efficient job.

Key performance indicator	Measurment	Outcome 2024 (2023)	KPI 2026	Targets for 2030
Employee Net Promoter Score (eNPS)		24(19)	25	30
Employee turnover (voluntary)	%	10(10.8)		<15
Sick-leave	%	4(4.9)		<4
Total number of accidents		3(2)		A long-term zero vision is a statement of the importance of continuous improvement in this area.
Work-related fatalities		0(0)		See above.
Percentage of the underrepresented gender on the board	%	0(0)		40
Percentage of the underrepresented gender in the management teams	%	18(23)		40

Incidents/Accidents:

- One at Natlink OY, where a screwdriver slipped and got a small puncture in his palm. He went to occupational health for a tetanus vaccination just in case. No major injury happened.
- One at Aclima Estonia, in cutting department where the employee put a hand on layering machine, and it started to calibrate and employees finger got caught in the machine. Her finger got a bit bruise (not broken).
- One at Widforss warehouse, The employee was driving a car on her way to work. She skidded and the car ended up in the ditch.

S1 Own Workforce

S1 Strategy and approach

During 2024, we have conducted an employee survey four times. Our employees respond to questions related to wellbeing, collaboration, recognition, pride, development, alignment, and leadership.

We use the Employee Net Promoter Score (eNPS) as our key performance indicator (KPI). This is a quick and simple way to gauge employee loyalty and engagement. The survey includes one central question: “How likely is it that you would recommend your employer to a friend?” Responses are categorized into promoters, passives, and detractors, and the final score ranges from -100 to +100.

To strengthen the sense of belonging to Open Air Group among all employees, we have introduced a so-called Town Hall during the year, where everyone is invited and information relevant to the entire group is shared in an accessible and transparent way.

We believe that diversity within our companies leads to greater efficiency and stronger ethical standards. Since our customers include both men and women, we consider gender balance essential to best support them. Currently, approximately 40% of our e-commerce customers are women.

2024(2023)	Senior managers total	Whereas women
OAG total	22	4
		18%(23%)

In 2024, Aclimas factory in Estonia joined the national Family- and Employee-Friendly Employer certification program, run by the Ministry of Social Affairs. This marks a formal commitment to fostering a supportive and inclusive workplace.

An initial certificate was granted upon joining, and in June, the team submitted an action plan outlining steps to strengthen a family-friendly culture. We believe we already meet the Bronze level and are working toward Silver.

This reflects our broader commitment to employee wellbeing and sustainable workplace practices across the group.

Analyse and actions

In the autumn of 2024, we carried out a SMETA 2-Pillar audit at Aclimas factory in Estonia, more information can be read on page 17.

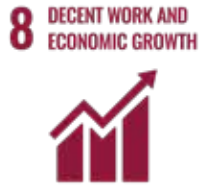
We are happy to see that the eNPS result is higher than last year and to be able to reach our goal, attractive employer we see the importance of invest in this as a prioritized area.

	2021	2022	2023	2024	KPI 2030
e-NPS	10	1,5	19	24	30

Planned actions during 2025

- **Leadership training** will be carried out in 2025 to strengthen engagement across the companies.
- We will **continue holding Town Halls** throughout the year to foster a stronger sense of belonging within the group.
- We will **conduct four employee surveys** during the year to continuously monitor engagement and wellbeing.

S2 Workers in the value chain



Why is Workers in the value chain Material to Us?

Our business success depends on the strength and integrity of our supply chain partnerships. Finding and collaborating with partners who share our values and goals is essential to achieving our commitments and driving responsible growth.

As a group, OAG consists of diverse companies offering a wide range of products, each with its own

supply chain challenges. Many of our value chains are long and complex, which increases the risk of issues related to working conditions and human rights.

We operate in sectors where there have been documented cases of labor rights violations and poor working conditions. This makes it critical for us to take responsibility for understanding and managing these risks.

By ensuring fair and safe working conditions throughout our value chain, we not only protect people but also uphold our values, reduce reputational and operational risks, and strengthen the sustainability of our business.

Key performance indicator	Measurment	Outcome 2024	KPI 2026	Targets for 2030
Percentage of tier 1 and 2 suppliers in high-risk areas audited against labour rights criteria in the last 24 months	%		Mapping	90
Percentage of products traced to tier 2	%		20	100

S2 Workers in the value chain

Strategy and Approach

We believe in building long-term relationships with a few selected partners to foster trust and strong collaboration. Trust creates the foundation for open dialogue about existing challenges or those that may arise due to changing circumstances.

By working actively with transparency in our value chain, we not only gain deeper insight but also enhance our ability to make informed and responsible choices. We also view upcoming transparency legislation as a key driver for advancing our efforts in this area.

In parallel, we are developing how data is stored and made accessible – both to streamline our internal processes and to be well-prepared for future questions, audits, and regulatory requirements.

Analyse and actions

During the year, we conducted visits to some of our business partners. These visits provided valuable insights into their operations and challenges, helping us to better understand their situation. Meeting in person also strengthens our relationships, as it creates opportunities for open dialogue and the ability to address important questions face-to-face.

Planned actions during 2025

In 2025, our focus will be on mapping our business partners with a strong emphasis on our key performance indicators (KPIs). We will focus on labour rights and we aim to improve traceability by tracking products further down the value chain – reaching at least tier 2. These actions are part of our commitment to greater transparency, responsible sourcing, and continuous improvement in our supply chain management.



Business Ethics

Strong business ethics are the foundation of our operations. We believe that long-term success is built on trust, accountability, and fairness – not only toward our employees and partners, but also toward society and the environment



G1 Business Conduct

Why is Business Conduct Material to Us?

Open Air Group operates across diverse geographical regions, where differences in local laws, regulations, and cultural norms exist. To ensure consistent and responsible engagement with customers and stakeholders, we require a unified framework for governance and business conduct.

Corruption and bribery represent potential risks in business relationships, such as those with customers or

business partners. Addressing these risks is critical to maintaining trust and integrity throughout our value chain.

Another important aspect of business conduct is animal welfare. Views on animal treatment and ethical animal husbandry can vary significantly between regions and cultures. While animal welfare is a material issue for us, we currently maintain strong and long-standing relationships with our partners, which is why it is not our primary focus area at this time.

Key performance indicator	Measurement	Outcome 2024 (2023)	KPI 2026	Targets for 2030
Percentage of purchase value that has signed OAG business partner code of conduct or equivalent	%	83 (79)	90	>90
Percentage of tier 1 suppliers that has signed OAG business partner code of conduct or equivalent	%	54 (27)	70	>90
Percentage of employees that has signed OAG internal code of conduct	%	86 (87.4)	95	>95
Percentage of employees that has recived training in OAG internal code of conduct in last 12 months	%	67 (76.6)	95	>95

G1 Business Conduct

Policies

Our policy for business partners is called Corporate Social Responsibility and Environmental requirement policies- and includes: **Code of conduct, Animal Welfare** and **Environmental requirements**

We base our Code of Conduct on the Ethical Trading Initiative (ETI) Base Code. This internationally recognized code is founded on the conventions of the International Labour Organization (ILO) and outlines fundamental principles of fair and ethical labour practices. By referring our business partners to the ETI Base Code, we benefit from its wide recognition:

it is commonly used by other customers, supported by reputable auditing firms, and available in multiple languages.

In addition to our external code, we have an internal Code of Conduct that is provided to all employees at the start of their employment. It is reviewed annually through dedicated training to ensure continued awareness and compliance.

Our whistleblowing channel is introduced alongside the Code of Conduct. It is an important tool for identifying and addressing any potential misconduct or irregularities within our operations.

Analyse and actions

During the year, we distributed the updated version of our policy document to an increased number of business partners. Notably, our E-commerce division has made significant progress toward our 2026 goal of having 70% of partners committed to the Code. Their efforts have focused both on increasing the number of partners who sign the Code of Conduct and on streamlining the number of products and business partners involved.

The Brands and Tech division has almost achieved the 2026 target. However, they continue to engage in ongoing dialogue with their business partners, emphasizing the importance of responsible business conduct and reinforcing long-term relationships built on shared values.

To enhance transparency, we have published our policy documents on the updated Open Air Group website.

Planned actions during 2025

We will continue our efforts to help business partners understand the importance of business conduct and to ensure they sign our policies.



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