



Gonderland

Annual Sustainability Report 2024

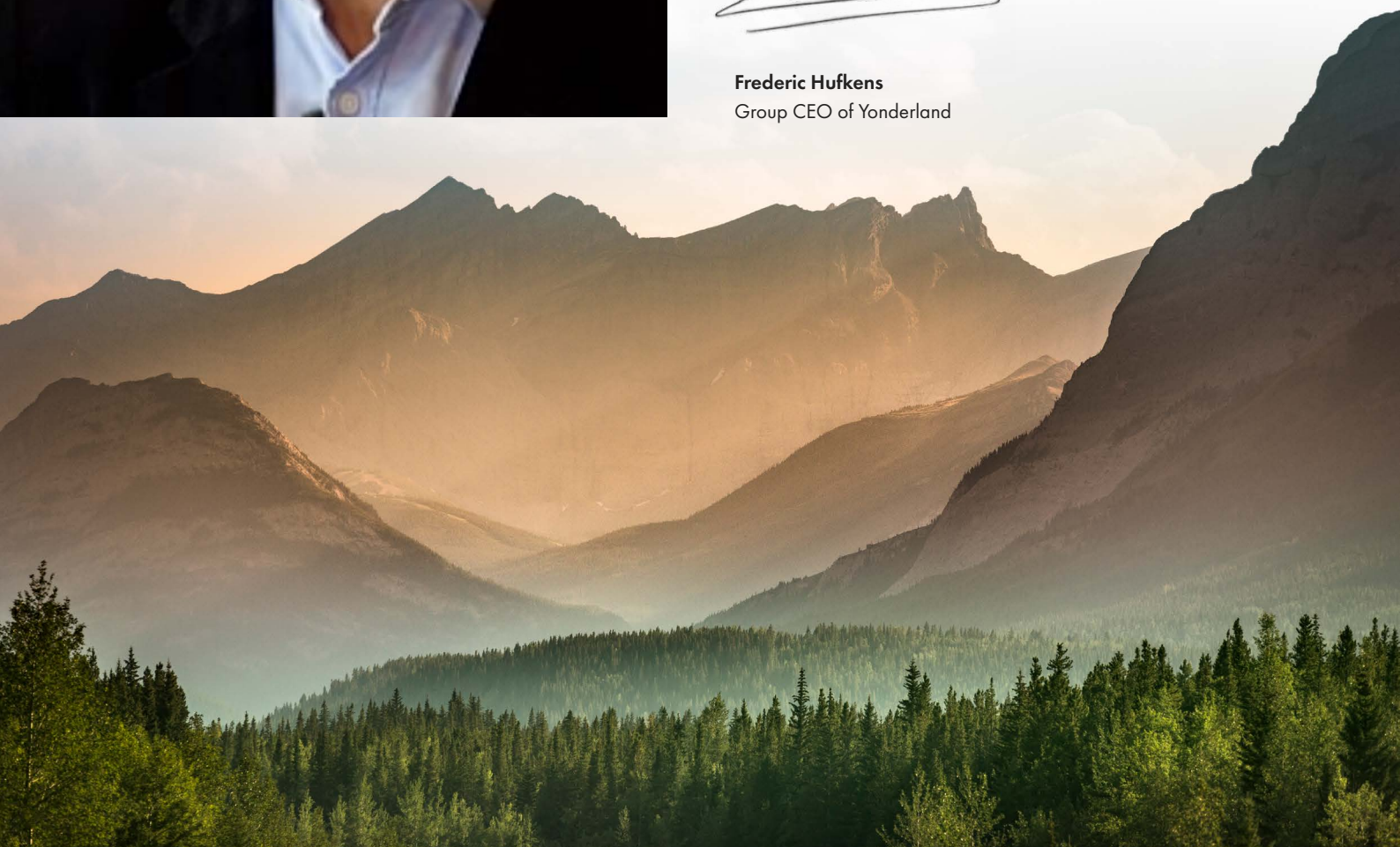
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“The environmental challenges before us demand a unified, decisive response from the entire outdoor industry. At Yonderland, we are deeply committed to minimising our environmental impact, consistently striving to reduce it year after year. Now, we call on our partners and brands to follow suit, as the greatest environmental consequences arise from the raw materials and production processes behind our products. To be clear, for Yonderland, brands with a proven commitment to sustainability will be our priority moving forward.”

A handwritten signature in black ink, consisting of a stylized 'F' followed by a series of loops and a horizontal line.

Frederic Hufkens
Group CEO of Yonderland



Foreword by the Head of Sustainability

As some of the largest economies of the world dangerously veer away from making sustainability efforts a key priority of their political agendas, Yonderland will stand firm on its commitment and mission statement to enable consumers to enjoy the great outdoors in a sustainable manner.

2024 is shaping up to be the first year at 1.5°C above pre-industrial temperature levels. Planetary boundaries are being exceeded at an accelerated rate. Loss of biodiversity and wild spaces, pollution of lands and seas have seen no decline. It's not the time to halt climate and sustainability programs, but to double down on them.

We believe that the private sector must lead the way, when governments fail to push ahead in the right direction.

Either we act now - decisively and collectively - or the outdoor industry loses its chance to turn the dial.

2024 stands to become another record-breaking year. Unfortunately, it isn't the records we want to see broken. In early 2023 the World Meteorological Organization (WMO) reported that 2023 was the hottest year on record, and it is estimated that 2024 has seen these temperature records surpassed yet again with global temperatures exceeding the 1.5°C above pre-industrial levels for the first time.¹ We are already failing the Paris Agreement of 2015.

And once again the warnings could not be clearer. The most recent International Panel on Climate Change (IPCC) plainly states *"human influence is the dominant cause of the warming we are experiencing. If we don't act decisively and swiftly, the devastating consequences will become irreversible."*² And it is clearly destroying the outdoor spaces we love. *"From melting glaciers to forests*

*struggling with drought and fire, the environment is showing us in real-time that the outdoors as we know it is in peril."*³

The pace at which both the wider textile industry as well as the outdoor industry more specifically is moving, is not fast enough. We are simply not doing enough of what needs to be done.

In addition to the impending climate crisis we are facing perhaps an even more devastating biodiversity and large scale ecosystem collapse.

*"Despite growing awareness and calls for sustainability, the textile industry's environmental footprint continues to expand. In 2024, the sector is responsible for more than 10% of global carbon emissions, and the use of water-intensive processes and toxic chemicals is still rampant, undermining efforts to reduce its impact on the planet."*⁴

We at Yonderland will increase our efforts to evaluate our brands' environmental efforts and include our brands' ESG performance in our future portfolio and ranging decisions.

At Yonderland we are clear, no matter how effective our own internal ESG measures and performance, without the collaboration of our brands, partners, suppliers as well as competitors, the outdoor industry does not stand a chance of turning the dial on neither the climate nor the impending ecosystem crises. We must act. And we must act together.

Unwavering commitment ultimately leads to success. Our 2024 results are a testament to the remarkable achievements made possible by five years of relentless dedication.

Continuing to pursue our Science-based Target initiative accredited climate targets for 2027, we are proud to report that we have decreased our direct emissions (Scope 1 and 2) by 63% vs our baseline year 2019, exceeding our 50% reduction target ahead of schedule.

¹ WMO Annual Report 2024

² IPCC 2024 Special Report on Climate Change (Source: [IPCC Report 2024](#))

³ Dr. Michael Mann, Climate Scientist (Source: [The Guardian](#), 2024)

⁴ The Ellen MacArthur Foundation, 2024 (Source: [The Ellen MacArthur Foundation Report 2024](#))

In 2024 we started to turn our focus was towards the lionshare of our emissions: Scope 3, which represents 98% of our total Corporate Carbon Footprint. Around 81% of our total emissions stem from the goods and products we sell.

In 2023 we set a **Supplier Engagement Target** of 74.6% of our brands by emission contribution (approximately our top 100-150 brands by intake value) to have their own respective science-based aligned climate targets.⁵ In a wonderful example of prioritising climate action above competitive advantage, the Outdoor Retailer Climate Commitment (ORCC)⁶ has turned 10 European outdoor retail competitors into peers pushing brands collectively to meet our engagement targets.

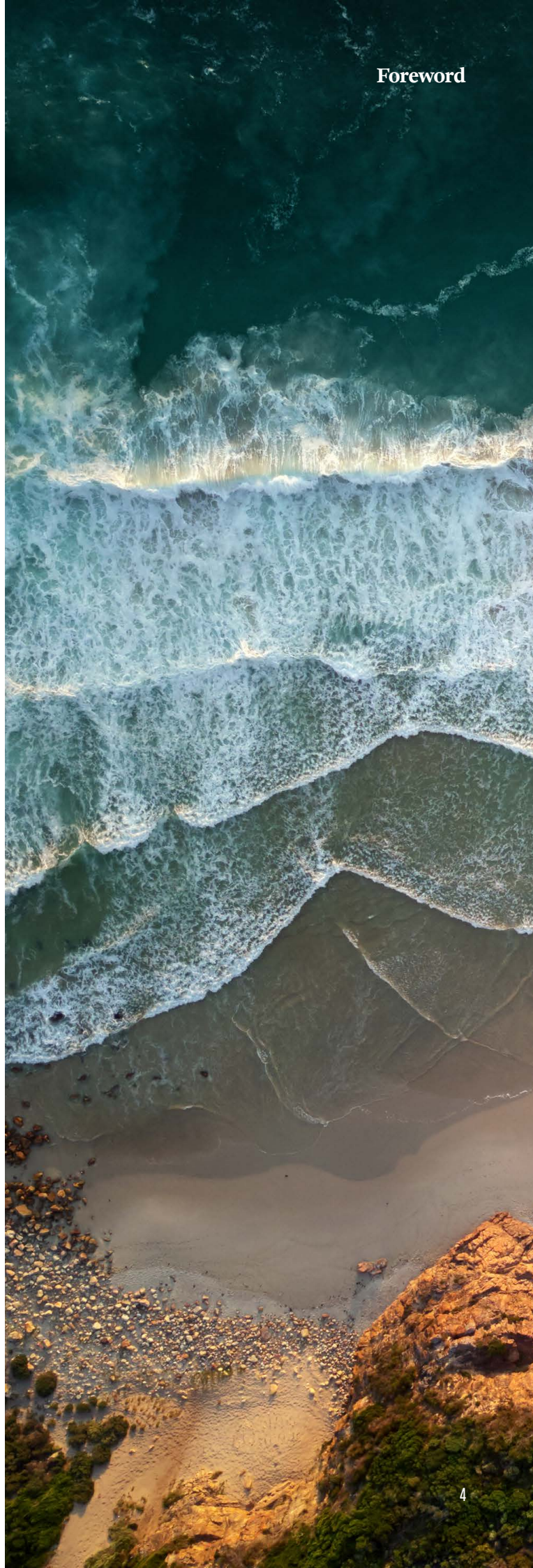
For the first time, we have published a list of outdoor brands and their status on their climate action.⁷ We are pleased to report 43.9% of brands by emission contribution meet our Supplier Engagement Target by having their own science-based aligned climate targets. However, **we strongly encourage all brands that do not currently have sufficient climate action plans in place to do so rapidly, as this will become a key criterion in ranging decision going forward.**

Throughout 2024, Yonderland has remained committed to enhancing the environmental footprint of our product ranges and increasing transparency around product information related to environmental and social impacts. Our goal is to actively encourage consumers to make more thoughtful purchasing decisions. While removing the “Our Planet” label from all consumer-facing communications in light of new marketing regulations in our key markets, we continue to display sustainability-related information regarding our products to our consumers to actively encourage more conscious buying behaviour.

⁵ Note: science-based aligned requires the climate targets to meet the global objectives of the Paris Agreement—namely, limiting global temperature rise to well below 2°C, preferably to 1.5°C, compared to pre-industrial levels. It is not to be confused with the Science-based Target Initiative accreditation.

⁶ Outdoor Retailer Climate Commitment - [ORCC](#)

⁷ [ORCC Annual Report 2023](#)



We also continued our work toward promoting more circularity in the outdoor industry by integrating repair and care services into our logistics chain and actively encouraging our customers to use our repair and wash options. Our rental and second-hand offerings have also expanded, with over 56,000 rentals (+21% LY) and more than 11,000 second-hand items sold (+80% vs LY).

We've taken a closer look at our waste management processes, improving our recycling rate from 75% to 80%. Additionally, we introduced a reverse logistics system to recycle hard-to-recycle single-use plastic bags associated with our products.

Last but not least, a significant project in 2024 was our internal preparation for the upcoming Corporate Sustainability Reporting Directive (CSRD) requirements. Throughout the year we have performed a thorough Double Materiality Assessment (DMA) to derive Yonderland's most material ESG focus areas. Our stakeholder consultation of over 900 consumers, over 60 brands, close to 700 employees, our full senior management team and our shareholders has formed the basis for our DMA. After careful analysis and an in-depth

audit process we have derived our final material topics list, which will guide our future ESG program and will see Yonderland move from a primarily environmentally focused approach to a broader and comprehensive environmental, social and governance strategy.

These achievements are the result of the tireless efforts of all our teams—from our sustainability managers to our ecommerce and buying teams, property managers, finance analysts, marketing staff, HR, warehouse operators, IT and systems support, and our store colleagues on the shop floors. Their passion, dedication, and initiative have been integral in driving our sustainability projects forward, consistently going above and beyond in support of our vision to creating a more sustainable outdoor industry. It is a true privilege to work for a company which makes sustainability such an integral part of its strategy.

As mountaineers, climbers, walkers, skiers, hikers, explorers, trail runners, campers, wild water swimmers and lovers of the outdoor, the outdoors is engrained in our DNA and protecting it a core part of our mission. And that's what we aim to do year on year.



A stylized, handwritten signature in white ink, appearing to read 'M. Grünwald'.

Melanie Grünwald
Head of Sustainability, Yonderland



Bea De Beuckeleer

Managing Director of Retail Concepts (A.S. Adventure, JUTTU)

“Achieving meaningful sustainable change as a retailer requires strong collaboration with our partners. We rely on full support and transparency from our brands, suppliers, and landlords to make progress on climate change, as well as broader environmental, social, and governance (ESG) issues. This commitment is reflected in how we vet our brands and suppliers based on their ESG track records, and moving forward, we will incorporate their ESG performance into our ranging and buying decisions. Only by embracing shared responsibility can we collectively reduce our environmental footprint and make significant strides toward a more sustainable future.”



Albert Scholte

CEO of Bever

“The outdoors is part of who we are - we understand its beauty and the profound impact it has on our health and well-being. It’s our responsibility to protect it for future generations. Yet, the current environmental footprint of clothing consumption is simply unsustainable. To create lasting change, we must embrace a circular model:

- Choose high-quality, durable products
- Care for them properly to maintain their functionality
- Repair them when they break
- Rent items you use only occasionally
- Return products you no longer need

By making these conscious choices, we can reduce waste, extend product lifespans, and help preserve the natural world we love.”



Jamie Kristow

CEO of Outdoor and Cycle Concepts

“A strong ESG track record is more than a measure of responsibility—it’s a foundation for future success. By embedding sustainability into our business, our brands, and the outdoor industry as a whole, we not only protect the places we love but also drive innovation, strengthen resilience, and build lasting trust with our communities. Future-proofing isn’t just about adapting to change; it’s about leading it.”

A Message from the Sustainability Team



“We are now more than ever at a significant crossroad, which forces us, as a company, to rethink our current business model and how we can turn it into a more circular and service-oriented one. It is critical to keep the focus on what we can change, step by step. We believe in the impact of our contribution and act accordingly”

Claudia Verswyver
Sustainability Lead, Retail Concepts



“In the past years we have built a comprehensive infrastructure for care, repair, reuse and recycle services. Now it is time to move from a scale up business unit towards a fully grown and integrated business model. That is how we create positive change for our planet as well as a strong and relevant service-based model for our customers.”

Christian de Jong
Manager for Sustainability & Services, Bever

01

2024 HIGHLIGHTS

Climate Action

- **63%** reduction of Direct Emissions vs 2019 outperforming our SBTi Near-Term Target ahead of schedule
- **12.5%** reduction in total Corporate Carbon Footprint vs 2019 baseline
- Reduction of Indirect Emissions by **10.6%**
- Saving over **12,000 tonnes CO₂e** in direct emissions since starting our emission reduction programme in 2021
- Our supplier engagement target of reaching **74.6%** of brands by emission contribution to set their own science-based aligned targets is in progress
- We currently achieve a brand by emission contribution share of **43.9%**
- Measuring the product carbon footprint of **10 Ayacucho products**

Protecting our outdoors

- Yonderland supported charities preserving the health of our outdoors, our environments, the climate, our physical and mental health by
 - directly donating over **€443,700****
 - and fundraising **€181,700** with the support of our customers and our communities

AYACUCHO®
designed for generations

- Generated over **€300,000** in donations to SOLID and TADA
- Our recycled materials share is now **69%**
- **52%** of our cotton is now organic
- All products purchased from Jan 2024 have an extended warranty between 3 - 5 years depending on product
- Our future lines will be **PFC-free***

* 100% free of intentional PFAS. There may be cross-contamination at the production sites, but all DWR products are designed without the need for PFC.
** This includes the EUR 314,000 donations from our Ayacucho sales.

Repair & Care



- Increased our washes by 38% vs LY to **€19,900** washes
- Continued to grow our number of repairs by 5% vs 2023 to almost **22,000** units
- Our ski maintenance scheme at Retail Concepts serviced **85,000** skis in 2024

Second-Hand

- Selling over **11,000** units of second hand items (+80% vs LY)
- Increasing the number of stores with second-hand lines available from **20 to 35** in 2024

Rentals

- Rental Schemes are continuing to grow by 21% vs LY to over **56,000** rented units
- With almost **50,000** pairs of skis rented in the last seasons (+19% vs LY)

Recycle My Gear



- Taken back over **142,000kg** of clothing, footwear and equipment through our Recycle My Gear schemes (+83% vs LY)

Recycling & Waste Management

- Reducing our waste by **14%** from 1,846 tonnes to 1,595 tonnes
- Saved over **5 million** invoices from being printed
- Improved our recycling rate average from **75% to 80%**
- Recycling **4x the volume** of single-use plastic packaging of our products

Science-Based Target Initiative: Near-Term Target Accreditation

Throughout 2023 Yonderland has undergone an in-depth review of its climate targets and emission reduction strategies by the Science-based Target initiative to have them externally validated to be in line with achieving the Paris Agreement.

As of July 2023, Yonderland and all its fasciae (A.S. Adventure, JUTTU, Bever, Cotswold Outdoor, Snow+Rock and RunnersNeed) are now validated for their Near-Term targets.

We hope this accreditation shows Yonderland's commitment to achieving its climate goals.

Throughout 2024 Yonderland has consolidated its progress towards meeting its Near-Term Science-based Targets. In particular, we have outperformed our direct emissions target ahead of schedule and are pushing our brands to take action and meet our supplier engagement target.



Retail Concepts

Mercurius prize

A.S.Adventure has been awarded the silver price by the trade federation Comeos, an organization awarding innovation in trade for over 35 years.

In 2022, A.S.Adventure launched its own hiking boot repair service which was expanded into a fully-fledged, inhouse washing and technical clothing repair hub over the last two years. This initiative not only encourages customers to invest in high-quality products but also promotes extending their lifespan through proper maintenance and repair. It serves as a strong example of how strategic service expansion can enhance customer relationships while reducing environmental impact. We are delighted our services have been recognised by such a prestigious award.



BORA award for “Daily Dose of Nature” campaign

Category: Corporate Image

With the *Daily Dose of Nature: Kids Outside!* campaign, we aim to emphasise the vital role of the outdoors in children’s lives. Nature serves as a playground rich with benefits, fostering mental, physical, and social well-being. It provides a space for learning, sparks creativity, and promotes overall health. This campaign calls on parents, caregivers, and educators to encourage children to embrace outdoor adventures, offering them the freedom to explore and connect with nature.

A.S.Adventure seeks to raise awareness while inspiring Belgian children, parents, teachers, and caregivers to prioritise outdoor experiences. In collaboration with a team of five health experts, we have developed a scientific manifesto to support this initiative. A key element of the campaign is the introduction of the Nature Triangle, a practical tool originally developed by researchers at the University of Virginia. For the first time in Belgium, the manifesto integrates this model, drawing inspiration from the well-known food triangle. Just as the nutrition triangle guides healthy eating, the Nature Triangle highlights the importance of a diverse range of outdoor activities, ensuring children receive regular and balanced exposure to nature.



BORA Awards A.S.Adventure – Product, People, Planet

SILVER for Always-On B2C & B2B

BRONZE for Governance

The A.S.Adventure Product, People, and Planet campaign effectively integrated product promotions with a strong emphasis on ESG commitments, highlighting three key pillars: product, people, and planet. By bridging the gap between perception and action, the campaign reinforced A.S.Adventure’s position as a thought leader in outdoor retail and lifestyle.

The strategy combined proactive initiatives—such as press releases, trend emails, and sustainability-focused interviews — with reactive tactics like newsjacking to maintain media relevance. Generating 357 media clippings and reaching an audience of over 270 million, the campaign significantly enhanced brand awareness. It also contributed to a 60% increase in walking shoe sales since 2019 and earned Silver and Bronze BORA Awards.

Awards & Accreditations

Bubka Highest Net Credibility Score for our shoe repair video

This study, conducted by the communications agency Bubka, evaluated 400 sustainable advertising campaigns over a four-year period. Among them, the “Behind the Shoe Repair” video was rated the most credible, achieving an impressive Net Credibility Score of 76%. As noted, “Credibility is a crucial foundation for responsible growth.”



ABOUT YONDERLAND

Yonderland is an international omni-channel outdoor retail organisation (formerly known as the A.S. Adventure Group) with stores and ecom-channels in the Netherlands (Bever), the United Kingdom and Ireland (Cotswold Outdoor, Snow+Rock and Runners Need), and Belgium, France and Luxembourg (A.S. Adventure, Juttu).

Yonderland is a specialist outdoor retailer that offers consumers a wide range of products and services for outdoor adventures including short day trips and longer travel, and outdoor pursuits close to home or abroad.

Our group focuses on providing high quality gear for a wide range of activities including hiking, mountaineering, camping, biking and general outdoor lifestyles.

The high level of expertise and service we provide, our longstanding heritage, and a premium shopping experience, in-store and online sets us apart in our industry. We aim to be a continuous source of inspiration to our customers to enjoy a happy, healthy, safe and sustainable outdoor lifestyle.

Yonderland

COTSWOLD
outdoor

runnersneed

**SNOW
+
ROCK**

JÜTTU

BEVER



**Offer high
quality products
and brands**



**Provide excellent
service and
expertise**



**Be a source
of inspiration**



**Protect
the outdoors**



**Enabled by our
passionate people**

Retail Concepts	A.S.Adventure	“Adventure is everywhere” 49 Stores FY24 Geographical Coverage: Belgium, Luxembourg, France Trusted for its expertise and service, A.S. Adventure is a one-stop shopping destination for outdoor apparel and equipment, stocking high-calibre brands and quality products.
	JÜTTU	“Home of brands, House of friends” 11 Stores FY24 Geographical Coverage: Belgium Juttu is a multi-brand concept focusing on fashion, home, and decor with a unique blend of international and local (made in Belgium) brands. Juttu offers fashionable but authentic brands for your home and wardrobe, blending fashion and design with a sustainable story. “Juttu is buying better, feeling better and looking gorgeous”
Bever		“Buiten begint bij Bever” 44 Stores FY24 Geographical Coverage: Netherlands Outside starts with Bever Our customers want quality. That’s why Bever only select the best outdoor brands and carefully select the best product each brand has to offer.
Outdoor & Cycle Concepts		“Preparing people to endlessly explore” 69 Points of Sale FY24 Geographical Coverage: UK, Ireland Cotswold Outdoor stock the best outdoor brands (several exclusive) and experts select each product with customers in mind. They have set themselves apart through high levels of expertise, service and heritage of almost 50 years.
	SNOW+ROCK	“Challenging convention to aim higher” 16 Points of Sale FY24 Geographical Coverage: UK, Ireland Snow+Rock stock the most wanted and up-and-coming snowsports brands, alongside the best outdoor brands, including several exclusive to them. Passionate snowsports experts carefully select each product, and provide a customised service in-store including ski and snowboard boot fitting.
	runnersneed	“Enabling you to get the most from your run” 62 Points of Sale FY24 Geographical Coverage: UK, Ireland Runners Need stock the best specialised running brands including footwear, clothing and accessories, and in-store experts provide a personalised service including running footwear fitting using gait analysis.

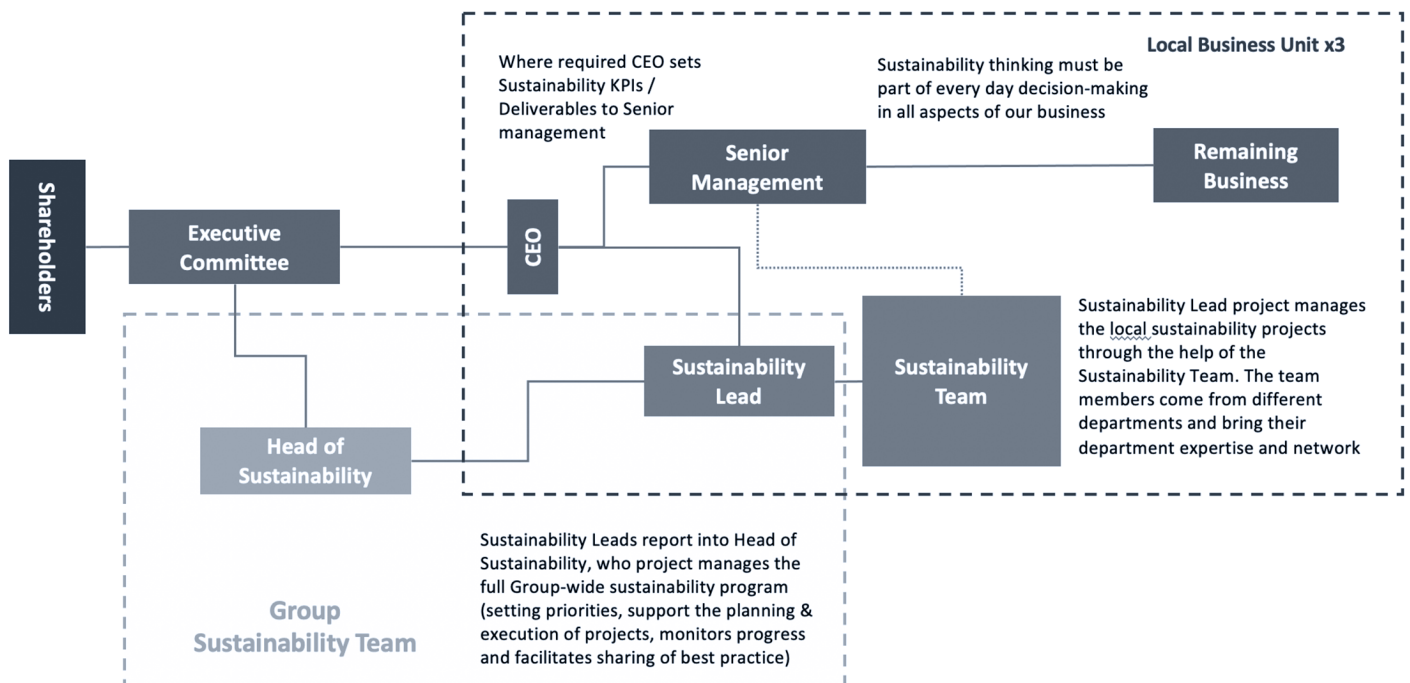
Governance

Our structure ensures that there is always one member of the Executive Committee whose responsibility is the environmental sustainability of our company.

Our Head of Sustainability directly reports to the Executive Committee a minimum of four times per year and leads the sustainability teams in each Business Unit. The local Business Unit Sustainability Teams are made up of a dedicated Sustainability Lead with a dedicated team consisting of members from various departments.

As such, sustainability does not work against departmental agendas but is fully integrated and progress is fast-tracked. Our CEOs also ensure that progress on sustainability is part of the deliverables of each director or senior manager.

To provide transparency and remain accountable to our customers, our brands and the public in general, we commit to publishing our sustainability efforts in an annual progress report and across our webpages.



“Effective governance is the cornerstone of a successful ESG strategy, guiding decisions with transparency, accountability, and integrity. It ensures that environmental, social, and governance goals are aligned with long-term value creation. Without strong leadership, ESG efforts risk being fragmented and superficial, rather than transformative.”

Frederiek Steen
Manager Group Controlling

OUR SUSTAINABILITY PROGRAMME



Programme Overview

We launched a 5-year sustainability plan in 2021 to create a cohesive and comprehensive programme that would rapidly improve Yonderland's environmental sustainability track record. Our programme was designed on four pillars to ensure we address all key areas of environmental responsibility.

With the incoming Corporate Responsibility Reporting Directive (CSRD) and the reporting structure outlined by the EU, we wrapped up our first 5-year plan one year ahead of schedule with the end of 2024.

Throughout 2025 and 2026 our ESG reporting will become fully CSRD-aligned and we will report under the official CSRD specified material topics names.

To bridge the gap between the 4 pillars of our original sustainability strategy and the new reporting obligations required by CSRD, we are linking our reporting topics to the corresponding CSRD chapters.

To ensure full transparency and a consistent track record of our performance our pillars map across to CSRD as follows:

01 Climate Action

Under the CSRD this is the first Environmental Chapter E1. This was previously called our Pillar 2, but our objectives have not changed.

Our goals are to:

- Achieve a minimum of 50% reduction in our direct emissions (Scope 1 and 2) vs our baseline year 2019 by 2025
- Establish annual carbon footprints for all scopes including purchased goods & services
- Set ourselves Scope 3 targets that are aligned with the Paris Agreement
- Have our emission reduction targets and plan validated by the Science-based Target initiative

As you will see in the relevant chapter we have achieved all our goals and more one year ahead of our self-imposed deadline.

02 Circular Economy

Previously our first pillar was “more sustainable products and services” and this addresses the second section of CSRD E5 “Resource Use and Circular Economy”.

For us the biggest lever in protecting our environment lies in the products we sell and the services we offer.

Our goals are to:

- Provide transparent and clear information on our products’ environmental and social impacts to our customers to encourage more conscientious purchase behaviour
- Offer a care & repair service in all our business units and actively promote these services to our customers
- Pilot and scale rental schemes to increase the usage rate of our products
- Pilot and scale second-hand product schemes to create a more circular economy for outdoor goods

Find out how much we have achieved in chapter 2.

03 Resource Use

Previously we called this pillar “minimising waste” but we came to realise that effective stewardship of our planet requires a more holistic overhaul of how we use its resources.

Under the incoming CSRD reporting scheme this will sit in E5 “Resource Use and Circular Economy”.

Our goals here are to:

- Set up a take-back scheme for outdoor apparel and footwear in all our Business Units
- Ensure Zero Stock is sent to landfill when it comes back through our returns
- Establish a minimum recycling rate of 75% for our (non-product) waste across all our sites
- Trial a single-use plastic recycling scheme to ensure the hard-to-recycle plastic sleeves our products come in are recycled
- Implement paperless invoicing to save on paper waste

04 Biodiversity

This pillar was previously called “Protecting the Outdoors” and addresses the reporting requirements of CSRD Chapter E4 “Biodiversity and Ecosystems”.

As an outdoor retailer preserving nature and the great outdoors is not just a heartfelt passion but business critical

Our goals here are to:

- Shift our charity supports towards programmes with an environmental, conservational focus
- Engage our employees in the preservation of the great outdoors through various initiatives

UN Sustainability Development Goals

The Sustainable Development Goals (SDGs) or Global Goals are a collection of 17 interlinked global goals designed to be a “blueprint to achieve a better and more sustainable future for all”. While we agree that all 17 goals are incredibly important to pursue and achieve, we have set our focus on the following goals

	3 GOOD HEALTH AND WELL-BEING 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION 	13 CLIMATE ACTION 	15 LIFE ON LAND 	17 PARTNERSHIPS FOR THE GOALS 
THE GOAL	“Ensure healthy lives and promote wellbeing for all at all ages”	“Ensure sustainable consumption and production patterns”	“Take urgent action to combat climate change and its impacts by regulating emissions and promoting developments in renewable energy”	“Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably-managed forests, combat desertification, and halt and reverse land degradation and biodiversity loss”	“Strengthen the means of implementation and revitalise the global partnership for sustainable development”
OUR ACTIONS	• Being outside has enormous benefits for both physical and mental health. We hope to inspire as many people as possible to enjoy the outdoors and protect it too • We also hope that through our own brand Ayacucho, our rental and second-hand offers we can make premium quality gear and apparel accessible at lower price points creating more access for all income-classes to the outdoor sports	• Our product details pages online highlight environmental and social impacts of each product to encourage consumers to make more conscientious buying decisions. • This year we have included criteria on circular design, reparability, lifetime guarantee and for second-hand products • Our own private label Ayacucho has undergone the strict BSCI accreditation ensuring and validating its efforts to uphold high social and environmental standards of production	• We have achieved a decrease of over 60% in our direct emissions (Scope 1 & 2) since 2019 primarily driven by our increase in renewable energy share • Our climate strategy has received formal accreditation by the Science-based Target initiative • Since 2022 we have invested over EUR 4.4 million into LED refits and other energy saving measures • We have established our Scope 3 emission baseline and set a Supplier Engagement Target in line with the Science-Based Targets initiative • We have continued to support the Outdoor Retailer Climate Commitment as Founding Members and achieved a doubling in membership since last year	• Our product information online places emphasis on business and manufacturing processes that protect land, soil and biodiversity, improved waste management and reduction of pollution to water and air • Our charity partnerships primarily focus on restoration of wild spaces and raising awareness of how consumers can protect the outdoors	• We are active, founding members of the Outdoor Retailer Climate Commitment – a joint initiative of European Outdoor Retailers setting climate targets in line with the Paris Agreement. We offer our best-practices and learning to all members irrespective of our economic competitive positioning • We actively engage our brands in conversations about their sustainability claims on their products and encourage them to keep pushing the envelope

CLIMATE ACTION

2024 is set to continue the trend of record-breaking temperatures, with 2023 confirmed as the hottest calendar year in global temperature data records since 1850. The global temperature in 2023 was 0.60°C higher than the 1991-2020 average and 1.48°C above the pre-industrial level of 1850-1900. This reinforces the urgent need for action to mitigate the escalating climate crisis.

“The climate crisis is a code red for humanity,” said António Guterres, **UN Secretary-General**,⁸ emphasizing the stark reality we face. The warnings from climate scientists grow louder, more urgent, and increasingly dire: “We are at a crossroads, and the window for action is closing fast.” However, despite the clear evidence and increasingly alarming forecasts, public and private sector engagement remains insufficient, with a lack of political will and financial mobilization hindering progress. Where is the urgency to act?

The damage caused by climate change is already undeniable and increasingly irreversible. From terrestrial ecosystems to oceans and freshwater bodies, ecosystems are suffering. **“We are witnessing mass mortality events on land and in the ocean. Species loss is accelerating, driven by extreme heat,”** according to the **World Wildlife Fund (WWF)**.⁹

The impact on biodiversity is worsening, and the time to address these consequences is running out.

At Yonderland, we are steadfast in advancing our climate action, fully aware that time is of the essence. In 2023, we received formal accreditation for our climate targets and action plan through the Science-Based Targets Initiative (SBTi), and we are already surpassing our direct emissions reduction goal. We’ve achieved a 63% reduction in direct emissions compared to our 2019 baseline, reaching this milestone two years ahead of schedule.

Our focus now is on **Scope 3**.

Over 81 % of our total emissions stem from the products we buy from brands and sell to our customers. We have set our Supplier Engagement Target to ensure by 2027 a minimum of 74.6% of our suppliers, by emission contribution, have their own science-based aligned climate targets in place. We are currently at 43.9% of brands by emission contribution.

The time to act is now. The climate emergency requires an unprecedented collective effort, and at Yonderland, we are committed to doing our part to lead the way.

Our Message to Brands

- *Share your climate action plans, your targets and progress and carbon footprint measurements with us*
- *Your climate action will influence our buying decisions*
- *Going-forward we will not continue to grow with brands that neglect to set science-based aligned¹⁰ climate target*

⁸ [United Nations Climate Change](#)

⁹ [WWF Climate Change Report 2024](#)

¹⁰ These are targets set by an organization that are aligned with the latest climate science, aiming to contribute to global efforts to limit global warming to 1.5°C above pre-industrial levels. The key point here is that these targets are scientifically justified, meaning they are based on the scientific consensus and models used to estimate the carbon budget and the necessary emissions reductions to avoid dangerous climate change. However, these targets may not necessarily be formally verified or recognised by an external body like the SBTi.

Our Climate Change Mitigation Plan

Limiting Global Warming to 1.5 °C in line with the Paris Agreement

Yonderland has made a formal and public commitment to uphold the Paris Agreement of 2015 to limit global warming to 1.5 °C vs pre-industrial levels.

We have set ourselves science-based aligned targets to achieve this goal and had our Scope 1, 2 and 3 targets and reduction plans formally approved by the Science-based Target initiative.

What is the Paris Agreement?

The Paris Agreement or the Paris Climate Accords, is an international treaty on climate change. Adopted in 2015, the agreement covers climate change mitigation, adaptation, and finance. The Paris Agreement was negotiated by 196 parties at the 2015 United Nations Climate Change Conference near Paris, France. As of February 2023, 195 members of the United Nations Framework Convention on Climate Change (UNFCCC) are parties to the agreement.

The Paris Agreement's long-term temperature goal is to keep the rise in mean global temperature to well below 2 °C above pre-industrial levels, and preferably limit the increase to 1.5 °C, recognising that this would substantially reduce the effects of climate change. To achieve this goal, emissions should be reduced as soon as possible and reach net zero by 2050. To stay below 1.5 °C of global warming, emissions need to be cut by roughly 50% by 2030.

Our Targets

DIRECT EMISSIONS	Scope 1	Reduction of our direct emissions (Scope 1 and 2) by over 50% by 2027	Absolute Reduction Target
	Scope 2		
INDIRECT EMISSIONS	Scope 3	74.6% of our suppliers by emission contribution must set their own reduction targets to achieve the Paris Agreement	Supplier Engagement Target
		Reduction of Scope 3 emissions stemming from sold products that directly use fossil fuels (gas canisters) by 33.6% by 2027	Absolute Reduction Target

2019 as a representative Baseline Year

The baseline year we selected is 2019 as it demonstrates normal business operation, while 2020 and 2021 were severely affected by the pandemic and the ensuing lockdowns.

Direct Emissions – Scope 1 and 2

In 2019 Yonderland operated at a very comparable level to 2024 as geographies, number of stores, warehouse and head office sites remain similar (accounting for strategic store openings and closures). Further 2019 shows a “business as usual” business activity and split between our online channels and stores in Bever and Retail Concepts.

While O&CC underwent a “Company Voluntary Agreement” in 2019 which ensued a higher than usual closure rate of unprofitable stores, the final store portfolio footprint was deemed in line with a reasonable representation of future portfolio size and thus an appropriate baseline performance against which to measure our emission reduction.

Number of Sites

		2019	2024
Bever	Stores	44	45
	Warehouse	1	1
	Head Office	1	1
O&CC	Stores	110	78
	Warehouse	3	3
	Head Office	1	1
Retail Concepts	Stores	62	61
	Warehouse	4	5
	Head Office	1	1

We would like to note that our online channel has grown faster than predicted as a consequence of changing consumer behaviour during and post pandemic and thus our online channel represent a larger share of total sales than in 2019.

No other disruptive external factors occurred during 2019 that could skew Yonderland’s direct emission performance significantly away from a typical annual emission.

Indirect Emissions – Scope 3

Our product categories as well as our brand portfolio stay very consistent year on year and 2019 was deemed a representative year in terms of our product range.

Our OPEX and CAPEX spending did not include large shares of extraordinary expenses in 2019 rendering both representative of typical annual spend.

Upstream logistics (namely store deliveries) and downstream logistics (namely deliveries of Ecom orders) were deemed representative of “business as usual”. Naturally, logistics optimization and changes to carriers have occurred since 2019, as well as an integration of store delivery fleet in-house where feasible shifting some delivery emissions from scope 3 to scope 1 since 2019.

Given representative operation and size of store portfolio, warehouses and head offices both water consumption and waste generation were deemed representative in 2019.

2019 also demonstrated typical levels of business travel as these were not yet impacted by pandemic restriction or post-Covid permanent increases in remote working.

Similarly, employee commuting was deemed representative back in 2019 as this year was unaffected by lockdowns, business closures or increases in remote work uptake.

No other disruptive external factors were observed during 2019 that could skew Yonderland's indirect emission performance significantly away from a typical annual emission.

Disclosure of past progress in meeting reduction targets prior to baseline year

Prior to the launch of our group-wide sustainability programme ad hoc actions to save energy consumption have been taken. However, they were sporadic and not specifically monitored for their effects on emission reduction.

Decarbonisation Levers and Key Actions

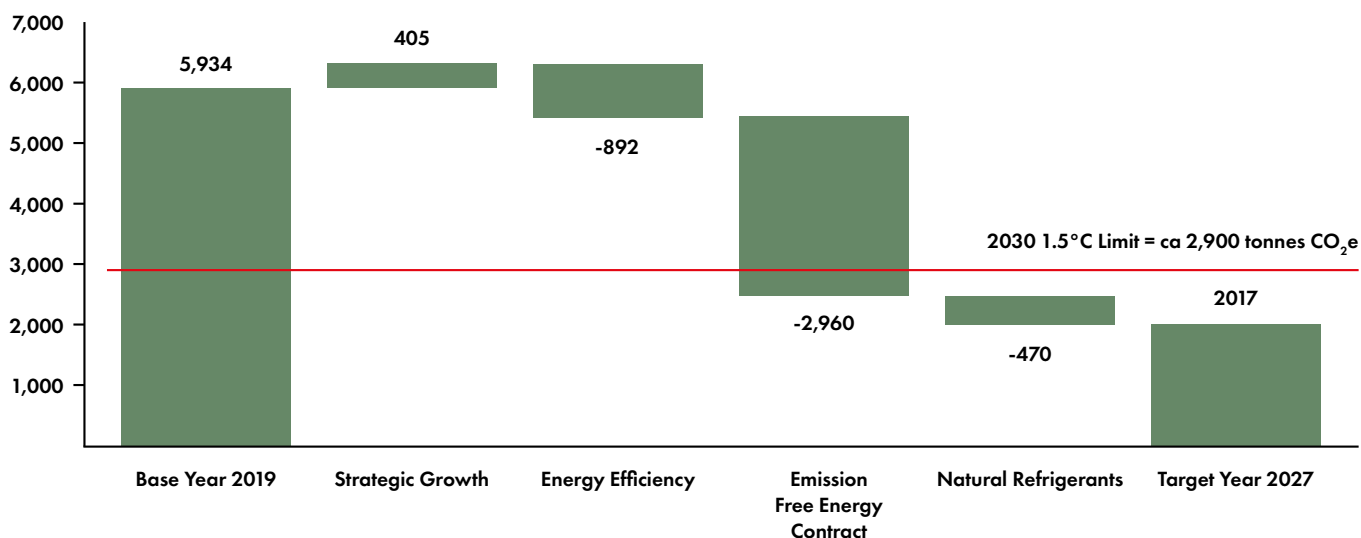
Direct Emissions – Scope 1 and 2

Our baseline emissions for scope 1 and 2 in 2019 are an estimated 5,954 tonnes of CO₂e.

Together with our climate consultancy we devised a plan to achieve a minimum of 50% emissions reduction.

Emission Reduction Plan & Reduction Levers

Tonnes CO₂e



Strategic Growth

Accounting for a potential increase in emissions due to expansion of our store portfolio we estimated an additional 400 tonnes of CO₂e due to 10-15 stores growth between 2022-2025.

Energy Efficiency Measures

Based on the energy efficiency review of a sample size of our store portfolio, Yonderland is estimated to save 892 tonnes of CO₂e through various energy efficiency measures. Most notably switching lighting systems in all sites to LED, optimising the air conditioning and heating settings, cutting out-of-hours consumption and implementing additional motion control and timers to reduce lighting needs in less frequented sites.

Switch to Emission-free Energy Contracts

In 2019 only the O&CC business unit had a partial emission-free energy contract, while over 56% of Yonderland's energy need was supplied by emission-based contracts. We estimated that a minimum of 2,950 tonnes CO₂e could be saved by switching all Business Units to an emission-free energy contract over the coming years.

Natural Refrigerants

With a global warming potential 1000-2000 times of CO₂, the greenhouse gases stemming from air con refrigerant leakages or coolant liquid replacements are not to be underestimated. Without any primary data on leakages or replacement volumes for the baseline year 2019, we took a very conservative assumption on failure rates and coolant replacements as recommended by the Greenhouse Gas Protocol Accounting Standard and the Department for Environment, Food and Rural Affairs UK. We estimate that by better monitoring of air con units, replacement of older models and switching to natural refrigerants instead of synthetic refrigerants, we can save ca 470 tonnes of CO₂e.

The reduction plan and the above listed reduction levers were calculated together with carbon consultancy EcoAct in 2021.

Indirect Emissions – Scope 3

For our indirect emissions we have two separate targets.

1. Supplier Engagement Target of 74.6% of suppliers by emission contribution to set their own science-based aligned reduction targets by 2027
2. Absolute reduction of emissions stemming from fossil fuel consumption in the use of fuel-based products (camping gas canisters) by 33.6% by 2027

Supplier Engagement Target

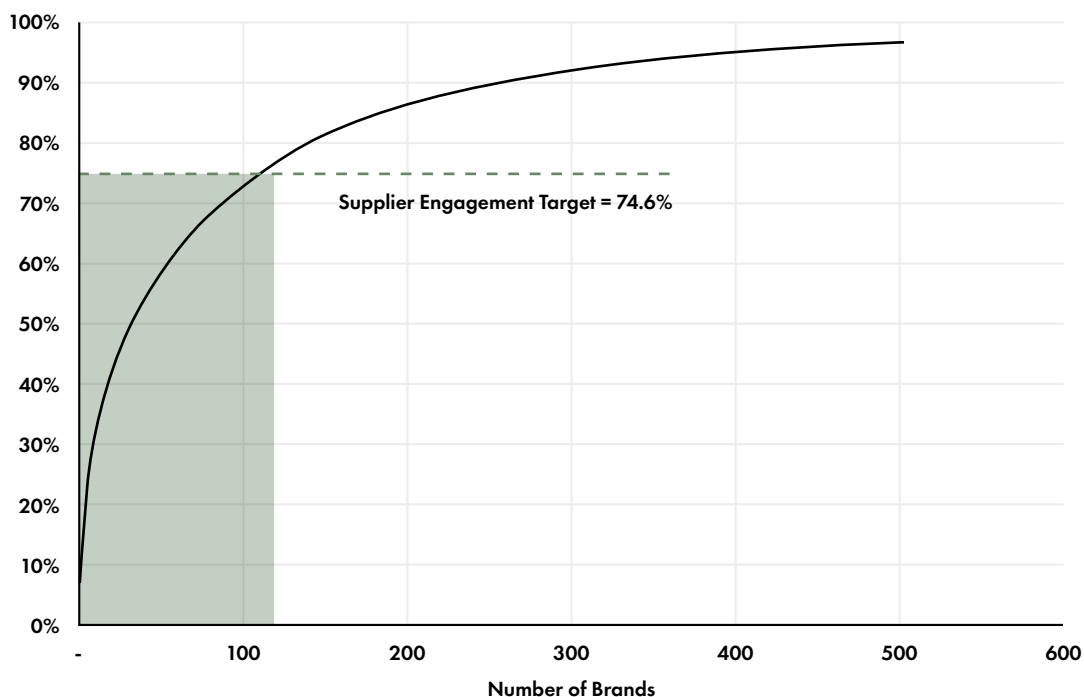
Our Supplier Engagement Target levers are to

1. Request carbon footprint and reduction target data from our suppliers
2. Actively encourage suppliers to set science-based aligned targets if they have not done so already
3. Adjust our brand and product portfolio to prioritise brands and products with strong climate action plans and progress track record

In 2019 our brand portfolio was such that 109 of our top brands represented over 75% of emission contribution and the top 200 brands already accounted for 86% of emission contribution.

Cumulative Share of Emission Contribution by number of Brands

Cum. %, 2019



Absolute Emission Reduction Target from Products with Direct-Use Emissions

To reduce the emissions occurring at the consumer side through the use of gas canisters, we will aim to replace a share of our sold gas canisters through bio-gas canisters, which demonstrate a lower emission factor.

Based on sales quantity, product types and fuel mixes, we estimate that the sale and consequent usage of gas canisters by our consumers generates around 170 tonnes of CO₂e per annum.

Our obligation under the SBTi Accreditation is to achieve a 33.6% reduction by 2027 on fossil-fuel based products.

As such, Yonderland will aim to offer a product mix to consumers that limits annual emission to approx. 116 tonnes per annum (a 33.6% reduction vs the baseline year 2019).

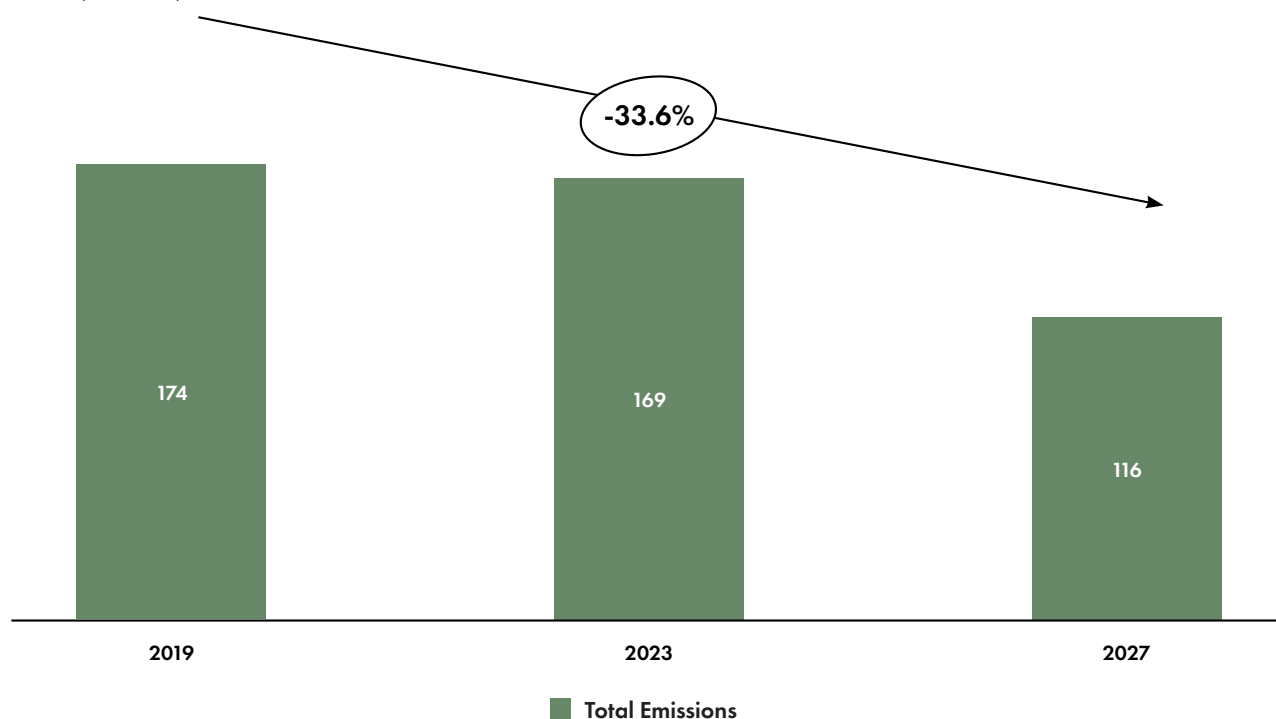
Our aim is to achieve the reduction by offering a different product mix, not by reducing sales quantity!

Where possible we want to switch to product options that offer a lower carbon footprint.



Total Emissions from Camping Gas Fuel

CO₂e Tonnes (estimated)



Switching from standard to bio-based Propane and Butane can typically save over 50% in emissions.

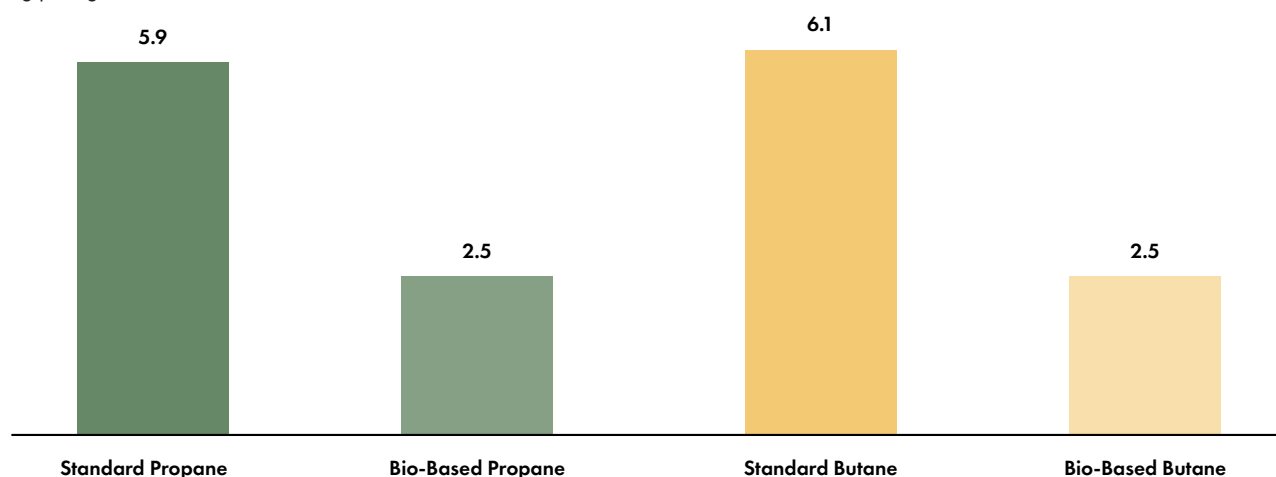
Bio-based fuels are renewable and typically have a significantly lower environmental impact and greenhouse gas emission than standard fossil fuels.¹¹

Bio-based Alternatives¹²

We are working together with our camping gas partners to accelerate the shift towards bio-based alternatives.

Typical Emissions Factors: Standard vs Bio-Based

CO₂e kg per kg of Fuel



Yonderland holds fast on its commitment of achieving the 33.6% reduction stemming from fossil-fuel based products by 2027. Going forward bio-based alternatives will be our preferred buying choice.

¹¹ Standard (Fossil) Fuel: Derived from non-renewable sources like crude oil and natural gas, fossil fuels are burned to release energy but also emit greenhouse gases (GHGs) like CO₂, contributing to climate change. These fuels are carbon-intensive and finite in supply.

Bio-based Fuel: Produced from renewable organic materials (like plants, agricultural waste, or algae), bio-based fuels release carbon dioxide when burned, but the CO₂ emitted is offset by the CO₂ absorbed during the growth of the feedstock. As a result, bio-based fuels typically have a lower carbon footprint compared to fossil fuels and are considered more sustainable.

¹² These figures are average emission factors provided by EPA Greenhouse Gas Emissions, Greenhouse Gas Protocol, CARB Low Carbon Fuel Standard Report, DOE AFDC, European Commission Renewable Energy Directive II, IEA Bioenergy, National Renewable Energy Laboratory.

Methodology, Data Sources and Uncertainty

To ensure our calculations are in line with the Greenhouse Gas Protocol Accounting Standard, Yonderland has worked together with official carbon consultancies to establish the 2019 baseline values for scope 1, 2 and 3. These baseline figures have subsequently also been reviewed and accepted by the Science-based Target initiative throughout Yonderland's accreditation process in 2023.

From year 2020 onwards the carbon footprint calculations for scope 1 and 2 are carried out by Yonderland in-house and subsequently reviewed by a carbon consultancy.

Scope 3 calculations are carried out by a carbon consultancy.

2019 Baseline Calculation Methodologies and Data Sources

Scope 1

Refrigerants

For 2019 no primary data on air conditioning refills or leakages and coolant replacements was available for any business unit. The DEFRA failure rate and refill rates were used as well as the typical refrigerant R410A and the corresponding emission factor.

Natural Gas

Wherever actual consumption figures were available, actual consumption figures were used and converted to kWh.

For sites without consumption figures, but where financial costs via invoices, were available, costs were used to estimate the consumption figures.

For sites without primary data sources, a typical average consumption per square meter was estimated and then scaled by the square meters of the site.

Gas Oil

Gas oil has only been used in our UK warehouses for back-up generators and heating. The consumption figures are based on primary data.

Diesel

Diesel is used as company car fuels, the Belgian store delivery fleet and heating. Diesel consumption is based on primary consumption data.

Petrol

Petrol is used as company car fuel and based on primary consumption data.

Kerosene

Kerosene has only been used by one UK warehouse for its generators. Consumption is based on actual primary consumption data.

Propane

Propane has only been used by the UK warehouses for some heaters. Consumption is based on actual primary consumption data.

Scope 2

Purchased Electricity

Wherever actual electricity consumption figures were available, actual consumption figures were used.

For sites without consumption figures, but where financial costs via invoices, were available, costs were used to estimate the annual consumption figures.

For sites without primary data sources, a typical average consumption per square meter was estimated and then scaled by the square meters of the site.

District Heating

Wherever actual heating consumption figures were available, actual consumption figures were used.

For sites without consumption figures, but where financial costs via invoices, were available, costs were used to estimate the annual consumption figures.

For sites without primary data sources, a typical average consumption per square meter was estimated and then scaled by the square meters of the site.

Scope 3

Category 1a – Purchased Goods & Services: Retail Goods

To estimate the carbon footprint of our products, we used spend-based data of intake value of all goods received within the reporting year. The data was split by product category and brand/supplier. Spend data was mapped to the according CEDA¹³ 2019 emission factor categories. For Bever and Retail Concepts emission factors expressed in kgCO₂e/EUR were used, whereas for O&CC the chosen emission factors were expressed in kgCO₂e/GBP. CEDA includes upstream emissions associated to the lifecycle of a product/service to ensure that the full carbon footprint of products is accounted for.

By calculating emissions in a way that can be broken down by supplier, it opens up the option for a more effective supplier engagement approach, which is important as this is a highly significant category for Yonderland, and provides clarity of where the highest emissions are being produced.

Category 1b – Purchased Goods & Services: Operational Expenditure

The full Operational expenditure (OPEX) ledger was cleansed to only include relevant categories related to either purchased goods or services and to exclude any retail goods already accounted for in the above category. The relevant categories were then matched to the according CEDA emission factor category. For Bever and Retail Concepts, EcoAct used emission factors expressed in kgCO₂e/EUR, whereas for O&CC the chose emission factors were expressed in kgCO₂e/GBP. CEDA includes upstream emissions associated to the lifecycle of a product/service.

Category 1c – Purchased Goods & Services: Water

Water consumption data was provided as a total for each entire business unit for the full year 2019. A breakdown on site level was not available from our water suppliers for 2019. Cubic meter consumption was multiplied by the DEFRA 2019 Water Supply and Water Treatment emission factors, assuming all water goes to treatment in all our countries of operation.

¹³ CEDA is an environmentally-extended input-output model based on the US economy

Category 2 – Capital Goods

Spend data on capital expenditure (CAPEX) was cleansed to only include relevant categories, which were then mapped to the CEDA 2019 emission factor categories. For Bever and Retail Concepts, EcoAct used emission factors expressed in kgCO₂e/EUR, whereas for O&CC the chose emission factors were expressed in kgCO₂e/GBP. CEDA includes upstream emissions associated to the lifecycle of a product/service.

Category 3 Fuel and Energy

Upstream emissions were calculated utilising the relevant WTT (Well-to-Tank), T&D (Transmission & Distribution losses) and WTT T&D emission factors from DEFRA 2019 and IEA 2019.

Upstream emissions of purchased fuels are those related to raw material extraction and transportation up to the point of, but, excluding combustion.

WTT (Well-to-Tank) emissions is an average of all the GHG emissions released into the atmosphere from the production, processing and delivery of a fuel or energy vector.

Transmission and Distribution losses occur when the electricity is processed through the grid.

WTT of the T&D losses is also calculated.

This process was performed for all fuels used by Yonderland including Natural Gas, Gas Oil, Diesel, Petrol, Kerosene and Propane as well as purchased electricity and district heating.

Relevant emission factors were used depending on the country UK, Belgium, Netherlands, France or Luxembourg.

Both market-based WTT and T&D as well as location-based WTT and T&D calculations were carried out.

Category 4 – Upstream Transportation & Distribution

Retail Concepts

Data that was received from external carriers for Retail Concepts for internal transportation during 2019 including total km and vehicle type. The vehicle types were categorised as per the DEFRA categories. Emissions factors converted from km to khCO₂e. Where laden was unknown, 'Average Laden' was used. Where fuel type was unknown, 'Unknown Fuel Type' was used.

O&CC

2019 data was unavailable due to logistics carrier changes and disruptions in warehouse management systems. 2020 data was used and scaled by 39% as 2019 showed 39% higher sales than 2020. For the 2020 calculations the total number of store delivery units (totes = carrier boxes/pallets) was used and multiplied by the average number of miles per store delivery unit times the average litres of diesel per store delivery unit. The 2019 DEFRA emission factors for diesel were used.

Bever

Distance data was provided by the external carrier (km per month). The external carrier provided their average emission per km (gCO₂e/km). However, the emission factor provided by the carrier did not include the Well-to-tank emission factor which was added based on the "DEFRA 2019 WTT HGV, All HGV, Average Lade" emission factor.

Category 5 – Waste

Waste data was provided by third party waste management companies. Site level data was not available; only aggregated total waste volumes that were collected by each third party. DEFRA 2019 emission factors were applied to waste tonnage depending on waste category and treatment type (recycling or incineration).

Category 6 – Business Travel

Emission for air travel was calculated based on distance travelled by high level of flight categories (e.g. international, European domestic). Wherever distance based data was not available, financial cost was used. Wherever neither information was available an average distance of all Yonderland flights that year was used. The DEFRA 2019 Air travel emission factors as well as the Well-to-tank emission factors were applied as per the Science-based Target initiative's recommendation. When financial data was used the CEDA 2019 emission factors were used.

For hotel stays we used location, number of nights and number of people and applied the DEFRA 2019 emission factors for hotel stays for each relevant country. Where a country did not have its own emission factor a neighbouring country's emission factor was used. Whenever no primary data on number of nights and number of people was available, financial spend on was used and multiplied by the CEDA emission factors for hotel stays.

For emissions from rail, road, ferry and other means of transport, distance data was used wherever possible applying the DEFRA emission factor corresponding to the mode of transport. Well-to-tank emission factors were also applied. Wherever distance data was not available, financial spend data was used and the CEDA emission factors relevant to the mode of transport were applied.

Category 7 – Employee Commuting

Bever

Distance travelled by car was estimated based on car allowances and public transport subsidies. The distance travelled was then multiplied by the DEFRA emission factors for Average Car, Unknown Fuel factor.

Retail Concepts

Distance data of commuting pathways were estimated based on employees' home address and typical mode of transportation. The DEFRA 2019 emission factors were used for each relevant mode of transport. Bikes and walking commutes were excluded due to zero emissions.

O&CC

O&CC conducted an employee survey to understand commuting habits categorised by departments (Head Office, warehouse and stores) and modes of transportation. The distance reported by the sample was scaled to the full size of the departments and the correct DEFRA 2019 emission factors were applied based on the mode of transport (WTT emissions included).

Category 9 – Downstream Transportation & Distribution

Bever

2019 Ecom deliveries numbers were not available. Hence 2020 data was used as reference and 2019 was assumed to be 26% higher than 2020 in line with the overall sales difference between these years (reason for sales difference was COVID). The estimated number of parcels for 2019 was then multiplied through by the average emission factor per parcel provided by PostNL.

Retail Concepts

Distance data was provided by ecom delivery carriers. However, the vehicle types for deliveries were not specified and thus the DEFRA All HGV emission factors were used.

O&CC

2019 ecom deliveries numbers were not available. The total number of products sold in this business unit was split by channel to estimate the online orders (20% of units were sold online in 2019). It is likely an overestimation as online orders often include multiple items. However, no better data estimation methodology was available given the lack of data. The DEFRA emission factor for parcel delivery in the UK was applied.

Category 11 – Use of Sold Products

Fuel Products

Under the GHG Protocol direct use-phase emissions of products must be calculated. We used the total number of camping gas canisters taken into stock in 2019. We estimated each gas cannister contains 230g of Butane/Propane. The DEFRA 2019 emission factor was applied.

Electronics

Number of electronic products that require electricity to be charged for their use over their lifetime were identified. Average power use of product over its lifetime was estimated. The IEA 2019 emission factors based on the country where product was likely to be bought given the location of the business units were applied.

Apparel

Number of items were classified that count as apparel. Based on average item weight per product category the total kg of clothing was estimated. This was multiplied by the average electricity consumption of a washing machine per kg of clothing multiplied by the typical washes a year for that product category (e.g. outdoor jackets are assumed to be washed once per year, other garments 15x per year). The kWh of electricity consumption from the wash cycles was then multiplied by the emission factors of the IEA of each country where the garment was likely to be used based on the location of the business unit that sold it.

Category 12 – End-of-Life Treatment

The emissions from the waste disposal and treatment of products sold by Yonderland at the end of their life were estimated using the number of items by product category sold in 2019. The total weight of products sold was calculated based on average weight of an item in each product category. The DEFRA emission factors for waste disposal were applied. To account for recycling vs incineration we applied industry averages based on national statistics of both consumer choice to recycle and country capacity to recycle such items.

Significant Deviations in Data Sources or Methodologies in 2024 Calculations

If components of scopes 1, 2 and 3 are not mentioned in the below list, the methodology and data sources have remained the same as per the baseline year 2019 calculations.

Significant deviations in data sources and/or methodology have been made in:

Scope 1

Refrigerants

Refill volumes of coolants are now based on primary data recorded by property management/ air conditioning maintenance.

Gas Oil & Kerosene

No longer applicable as the appliances using these fuels have been replaced.

Scope 2

Purchased Electricity

Methodology and data sources have remained the same. However, the share of sites without primary data has significantly been reduced since 2019 improving the accuracy of results. In 2024 only 19 sites remain without primary electricity consumption data.

Scope 3

Category 1a – Purchased Goods & Services: Retail Goods

A spend-based methodology was continued to be used. The emission factor database was updated to Exiobase2023 lowering the average emission factor per EUR spent from 0.41 kg CO₂e to 0.31 kg CO₂e. Further the emission factors were now allocated based on brand reflecting differences in typical product ranges between brands. The majority of the emission decline is due to the lower emission factors reflecting a “general greening” of the textile production industry.

Category 1b – Purchased Goods & Services: Operational Spend

A reclassification in our financial reporting has led to an update in spend categories, which had to be re-allocated to new emission factor categories leading to the spike in 2022. In 2024 we changed the emission factor database from Quantis 22 to Exiobase 2023 reflecting the lower emission rates in the various spend categories.

Category 1c – Purchased Goods & Services: Water

2023 was the first year of reporting water consumption on a site-based level. Given 98 sites (50% of all Yonderland sites) have no primary data on water consumption, we have estimated the water consumption for these sites based on average water consumption per square meter for site type (stores, head offices, warehouses) and scaled by the floor space of the site without data.

Category 2 – Capital Goods

Emission factors have been updated according to the Exiobase 2023.

Change in emissions is a combination of increased spend, particularly in Bever due to a new warehouse site and new emissions.

Category 3 – Fuels & Energy

DEFRA emission factors 2024 were used. Both location-based and market-based WTT and T&D emissions have been calculated based on countries of operation.

Category 4 – Upstream Transport & Distribution

Data was provided from external carriers giving distance travelled. Where vehicle and fuel types were available the appropriate DEFRA 2024 emission factors were used. Where this information wasn't provided the All HGV, unknown fuel type emission factor was used.

Category 5 – Waste

The updated 2024 DEFRA emission factors for recycled waste and incineration were used based on waste type.

Category 6 – Business Travel

Flight data was now provided using departure and destination location. Hotel stays were provided via number of nights, number of people by country for Bever and Retail Concepts. Due to a change in systems and travel records O&CC had to revert back to spend-based data.

Category 9 – Downstream Transport & Distribution

Emission factors were provided by the external carriers themselves.

Category 12 – End of Life

DEFRA 2024 Waste disposal emission factors were used.

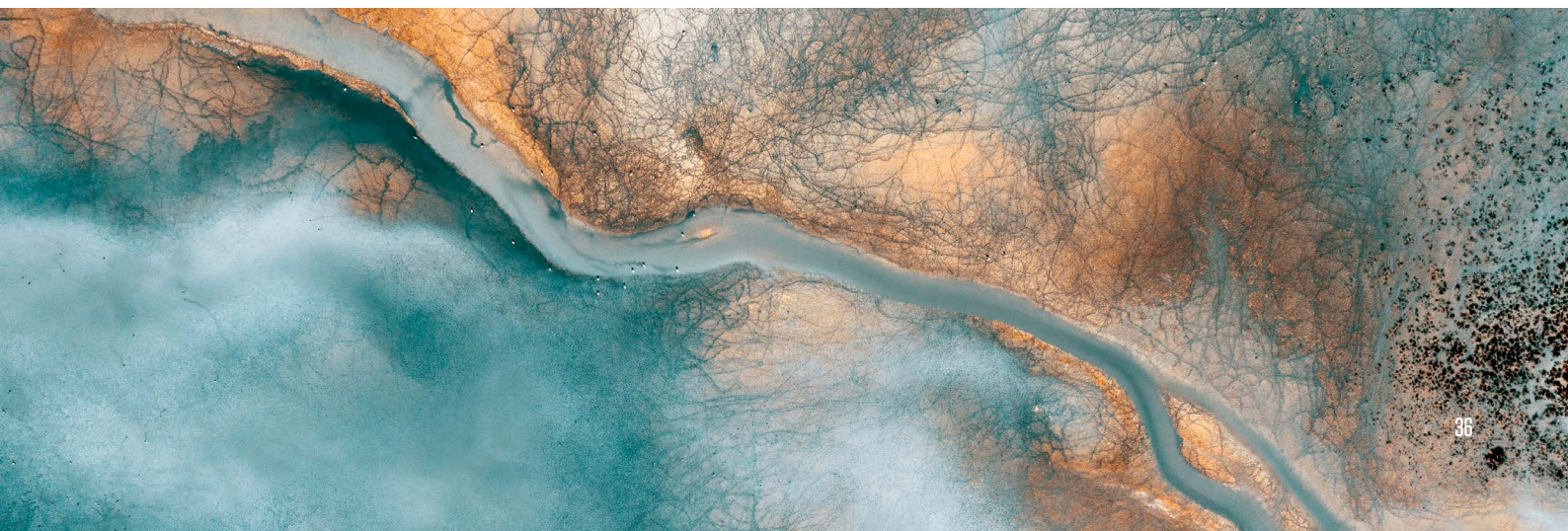
Share of GHG Emissions in Scope 3 based on primary data

Over 81% of our emissions in Scope 3 stem from Category 1a Purchased Goods & Services – Retail Goods. Currently our brands are not supplying any product carbon footprint values and as such we are forced to use spend-based data.

Similarly our supplier base for Category 1b Operational Spend and Category 2 Capital Goods is incredibly fragmented, it is impractical to request multiple thousands of suppliers to provide service and/or product level carbon footprints, even if they would be available currently.

In categories that are more under our control and primary data records are feasible to obtain, Yonderland is making a concerted effort to increase share of primary data.

Please note that these estimates are currently only indicative shares of primary data.



	EMISSION (CO ₂ E TONNES)	% SHARE OF SCOPE 3 EMISSIONS	ESTIMATED PRIMARY DATA SHARE
C1 - Goods & Services - Retail Goods	113,078	82%	0%
C1 - Goods & Services - Other	6,936	5%	0%
C2 - Capital Goods	3,794	3%	0%
C3 - Fuel & Energy	861	1%	90%
C4 - Upstream Transport	1,398	1%	100%
C5 - Waste	10	0%	100%
C6 - Business Travel	130	0%	66%
C7 - Commuting	2,922	2%	50%
C9 - Downstream Transport	321	0%	85%
C11 - Product Use	3,026	2%	100%
C12 - End of Life	5,426	4%	100%

Exclusion of Emission Categories

Scope 1 and 2

No components have been excluded. All relevant emission sources required by the Greenhouse Gas Protocol Accounting Standard have been measured.

Scope 3

Category 8 – Upstream Leased

Emissions from leased assets operated by the reporting company that are not included in Scope 1 and 2.

The rational for exclusion is that no such leased assets are under operation that have not already been accounted for in Scope 1 and 2.

Category 10 – Product Processing

Emissions from the downstream processing of products sold by the reporting company have been excluded on the rational that products sold by Yonderland are final products ready for consumer usage/consumption and do not require further processing.

Category 13 – Downstream Leased

Emissions stemming from assets owned by the reporting company leased to other entities.

This has been excluded on the rational that Yonderland does not own any assets leased to other entities.

Category 14 – Franchises

Emissions stemming from the operation of franchises.

This has been excluded as no franchises are operated by Yonderland.

Category 15 – Investments

Emissions incurred by operation of investments carried out by the reporting company.

Yonderland has not identified any investments.

Yonderland GHG Emissions

Market-based GHG Emissions

Total GHG Emissions

CO₂e tonnes

BUSINESS UNIT	COUNTRY	2019	2020	2021	2022	2023	2024
O&CC	United Kingdom	59,156	not measured	not measured	59,658	56,388	42,070
Bever	Netherlands	35,531			44,327	48,132	39,428
Retail Concepts	Belgium, France, Luxembourg	65,475			80,486	71,513	58,587
Yonderland	All	160,162	n/a	n/a	184,471	176,034	140,085

Scope 1

CO₂e tonnes

BUSINESS UNIT	COUNTRY	2019	2020	2021	2022	2023	2024
O&CC	United Kingdom	742	682	418	358	368	472
Bever	Netherlands	1,044	711	513	617	485	333
Retail Concepts	Belgium	703	702	724	525	703	1,132
	France	-	-	-	-	-	-
	Luxembourg	-	-	-	-	-	-
Yonderland	All	2,490	2,094	1,655	1,499	1,555	1,937

Scope 2

CO₂e tonnes

BUSINESS UNIT	COUNTRY	2019	2020	2021	2022	2023	2024
O&CC	United Kingdom	170	149	127	117	-	6
Bever	Netherlands	1,503	1,708	478	680	748	236
Retail Concepts	Belgium	1,634	1,690	1,348	1,254	-	3
	France	39	44	44	66	39	-
	Luxembourg	98	97	97	109	-	-
Yonderland	All	3,444	3,688	2,094	2,227	787	245

Scope 3

CO₂e tonnes

BUSINESS UNIT	COUNTRY	2019	2020	2021	2022	2023	2024
O&CC	United Kingdom	58,244	not measured	not measured	59,183	56,021	41,591
Bever	Netherlands	32,984			43,030	46,899	38,859
Retail Concepts	Belgium, France, Luxembourg	63,000			78,533	70,772	57,453
Yonderland	All	154,228	n/a	n/a	180,746	173,692	137,903

BUSINESS UNIT	SCOPE 3 CATEGORY	2019	2020	2021	2022	2023	2024
O&CC	C1 - Goods & Services - Retail Goods	47,514	not measured	not measured	41,284	45,175	34,618
	C1 - Goods & Services - Other (OPEX & Water)	5,265			8,379	3,456	1,794
	C2 - Capital Goods	694			4,311	2,181	355
	C3 - Fuel & Energy	329			221	289	266
	C4 - Upstream Transport	1,578			1,026	675	772
	C5 - Waste	22			21	16	4
	C6 - Business Travel	108			331	130	85
	C7 - Commuting	174			1,245	1,670	1,764
	C9 - Downstream Transport	294			259	310	124
	C11 - Product Use	866			849	773	696
	C12 - End of Life	1,401			1,257	1,345	1,114

BUSINESS UNIT	SCOPE 3 CATEGORY	2019	2020	2021	2022	2023	2024
Bever	C1 - Goods & Services - Retail Goods	27,810	not measured	not measured	34,336	34,910	29,804
	C1 - Goods & Services - Other (OPEX & Water)	1,155			4,456	2,173	1,704
	C2 - Capital Goods	954			1,211	5,105	2,980
	C3 - Fuel & Energy	235			230	229	188
	C4 - Upstream Transport	386			553	521	609
	C5 - Waste	6			9	8	2
	C6 - Business Travel	16			38	47	11
	C7 - Commuting	748			692	457	531
	C9 - Downstream Transport	125			60	50	143
	C11 - Product Use	257			263	2,070	1,487
	C12 - End of Life	1,293			1,181	1,329	1,400

BUSINESS UNIT	SCOPE 3 CATEGORY	2019	2020	2021	2022	2023	2024
Retail Concepts	C1 - Goods & Services - Retail Goods	53,261	not measured	not measured	61,919	59,401	48,655
	C1 - Goods & Services - Other (OPEX & Water)	3,127			7,834	3,579	3,439
	C2 - Capital Goods	1,938			3,664	2,708	459
	C3 - Fuel & Energy	209			306	243	407
	C4 - Upstream Transport	502			375	424	18
	C5 - Waste	13			13	16	4
	C6 - Business Travel	68			43	33	35
	C7 - Commuting	613			358	595	627
	C9 - Downstream Transport	190			167	64	54
	C11 - Product Use	1,524			1,529	914	843
	C12 - End of Life	1,557			2,325	2,796	2,912

BUSINESS UNIT	SCOPE 3 CATEGORY	2019	2020	2021	2022	2023	2024
Yonderland	C1 - Goods & Services - Retail Goods	128,585	not measured	not measured	137,540	139,485	113,078
	C1 - Goods & Services - Other (OPEX & Water)	9,547			20,670	9,209	6,936
	C2 - Capital Goods	3,585			9,186	9,994	3,794
	C3 - Fuel & Energy	772			758	761	861
	C4 - Upstream Transport	2,467			1,953	1,620	1,398
	C5 - Waste	41			42	39	10
	C6 - Business Travel	191			413	210	130
	C7 - Commuting	1,535			2,294	2,722	2,922
	C9 - Downstream Transport	608			486	424	321
	C11 - Product Use	2,646			2,641	3,757	3,026
	C12 - End of Life	4,251			4,763	5,470	5,426

Location-based GHG Emissions

Location-based emission calculations differ from market-based emission calculations in that they use the countries' national grid emission factors, whereas the market-based emission calculations take into consideration emission-free energy contracts purchased by the reporting company instead of the national grid suppliers.

This results in higher emissions in Scope 2 Purchased Electricity and Scope 3 Category 3 Fuels & Emissions where the Well-to-tank and Transport & Distribution emissions are also not taking the emission-free generation of electricity into account.

Total GHG Emissions

CO₂e tonnes

BUSINESS UNIT	COUNTRY	2019	2020	2021	2022	2023	2024
O&CC	United Kingdom	62,425	not measured	not measured	61,334	57,915	43,348
Bever	Netherlands	35,532			45,285	49,266	41,161
Retail Concepts	Belgium, France, Luxembourg	65,476			80,510	72,821	60,041
Yonderland	All	163,434	n/a	n/a	187,129	180,002	144,550

Scope 1

CO₂e tonnes

BUSINESS UNIT	COUNTRY	2019	2020	2021	2022	2023	2024
O&CC	United Kingdom	742	682	418	358	368	472
Bever	Netherlands	1,044	711	513	617	485	333
Retail Concepts	Belgium	703	702	724	525	703	1,132
	France	-	-	-	-	-	-
	Luxembourg	-	-	-	-	-	-
Yonderland	All	2,490	2,094	1,655	1,499	1,555	1,937

Scope 2

CO₂e tonnes

BUSINESS UNIT	COUNTRY	2019	2020	2021	2022	2023	2024
O&CC	United Kingdom	2,987	1,719	1,664	1,494	1,341	1,146
Bever	Netherlands	1,503	1,708	1,571	1,684	1,752	1,700
Retail Concepts	Belgium	1,636	1,696	1,353	1,282	1,130	1,093
	France	39	44	44	66	39	40
	Luxembourg	98	97	97	109	104	69
Yonderland	All	6,263	5,264	4,729	4,635	4,366	4,048

Scope 3

CO₂e tonnes

BUSINESS UNIT	COUNTRY	2019	2020	2021	2022	2023	2024
O&CC	United Kingdom	58,696	not measured	not measured	59,482	56,207	41,730
Bever	Netherlands	32,986			42,984	47,030	39,128
Retail Concepts	Belgium, France, Luxembourg	63,000			78,529	70,844	57,707
Yonderland	All	154,682	n/a	n/a	180,996	174,080	138,565

BUSINESS UNIT	SCOPE 3 CATEGORY	2019	2020	2021	2022	2023	2024
O&CC	C1 - Goods & Services - Retail Goods	47,514	not measured	not measured	41,284	45,175	34,618
	C1 - Goods & Services - Other (OPEX & Water)	5,265			8,379	3,456	1,794
	C2 - Capital Goods	694			4,311	2,181	355
	C3 - Fuel & Energy	781			520	475	404
	C4 - Upstream Transport	1,578			1,026	675	772
	C5 - Waste	22			21	16	4
	C6 - Business Travel	108			331	130	85
	C7 - Commuting	174			1,245	1,670	1,764
	C9 - Downstream Transport	294			259	310	124
	C11 - Product Use	866			849	773	696
	C12 - End of Life	1,401			1,257	1,345	1,114



BUSINESS UNIT	SCOPE 3 CATEGORY	2019	2020	2021	2022	2023	2024
Bever	C1 - Goods & Services - Retail Goods	27,810	not measured	not measured	34,336	34,910	29,804
	C1 - Goods & Services - Other (OPEX & Water)	1,155			4,456	2,173	1,704
	C2 - Capital Goods	954			1,211	5,105	2,980
	C3 - Fuel & Energy	236			185	360	457
	C4 - Upstream Transport	386			553	521	609
	C5 - Waste	6			9	8	2
	C6 - Business Travel	16			38	47	11
	C7 - Commuting	748			692	457	531
	C9 - Downstream Transport	125			60	50	143
	C11 - Product Use	257			263	2,070	1,487
	C12 - End of Life	1,293			1,181	1,329	1,400

BUSINESS UNIT	SCOPE 3 CATEGORY	2019	2020	2021	2022	2023	2024
Retail Concepts	C1 - Goods & Services - Retail Goods	53,261	not measured	not measured	61,919	59,401	48,655
	C1 - Goods & Services - Other (OPEX & Water)	3,127			7,834	3,579	3,439
	C2 - Capital Goods	1,938			3,664	2,708	459
	C3 - Fuel & Energy	209			302	315	661
	C4 - Upstream Transport	502			375	424	18
	C5 - Waste	13			13	16	4
	C6 - Business Travel	68			43	33	35
	C7 - Commuting	613			358	595	627
	C9 - Downstream Transport	190			167	64	54
	C11 - Product Use	1,524			1,529	914	843
	C12 - End of Life	1,557			2,325	2,796	2,912

BUSINESS UNIT	SCOPE 3 CATEGORY	2019	2020	2021	2022	2023	2024
Yonderland	C1 - Goods & Services - Retail Goods	128,585	not measured	not measured	137,540	139,485	113,078
	C1 - Goods & Services - Other (OPEX & Water)	9,547			20,670	9,209	6,936
	C2 - Capital Goods	3,585			9,186	9,994	3,794
	C3 - Fuel & Energy	1,226			1,008	1,150	1,522
	C4 - Upstream Transport	2,467			1,953	1,620	1,398
	C5 - Waste	41			42	39	10
	C6 - Business Travel	191			413	210	130
	C7 - Commuting	1,535			2,294	2,722	2,922
	C9 - Downstream Transport	608			486	424	321
	C11 - Product Use	2,646			2,641	3,757	3,026
	C12 - End of Life	4,251			4,763	5,470	5,426

Emission Intensity

Market-based Carbon Emission Intensity

Total Net Revenues

Dec '24 LTM in EUR m (Excl VAT)

BUSINESS UNIT	COUNTRY	2023	2024
O&CC*	United Kingdom	184	188
Bever	Netherlands	154	167
Retail Concepts	Belgium, France, Luxembourg	273	287
Yonderland	All	610	642

Total GHG Emission Intensity

CO₂e Tonnes per EUR m (Excl VAT)

BUSINESS UNIT	COUNTRY	2023	2024
O&CC*	United Kingdom	306	224
Bever	Netherlands	313	236
Retail Concepts	Belgium, France, Luxembourg	262	204
Yonderland	All	288	218

Direct GHG Emission Intensity (Scope 1 & 2)

CO₂e Tonnes per EUR m (Excl VAT)

BUSINESS UNIT	COUNTRY	2023	2024
O&CC*	United Kingdom	2	3
Bever	Netherlands	8	3
Retail Concepts	Belgium, France, Luxembourg	3	4
Yonderland	All	4	3

* Average annual exchange rate for GBP to EUR used was 1.1492 EUR in 2024.

Location-based Emission Intensity

Total Net Revenues

Dec '24 LTM in EUR m (Excl VAT)

BUSINESS UNIT	COUNTRY	2023	2024
O&CC*	United Kingdom	184	188
Bever	Netherlands	154	167
Retail Concepts	Belgium, France, Luxembourg	273	287
Yonderland	All	610	642

Total GHG Emission Intensity

CO₂e Tonnes per EUR m (Excl VAT)

BUSINESS UNIT	COUNTRY	2023	2024
O&CC*	United Kingdom	315	231
Bever	Netherlands	321	246
Retail Concepts	Belgium, France, Luxembourg	267	209
Yonderland	All	295	225

Direct GHG Emission Intensity (Scope 1 & 2)

CO₂e Tonnes per EUR m (Excl VAT)

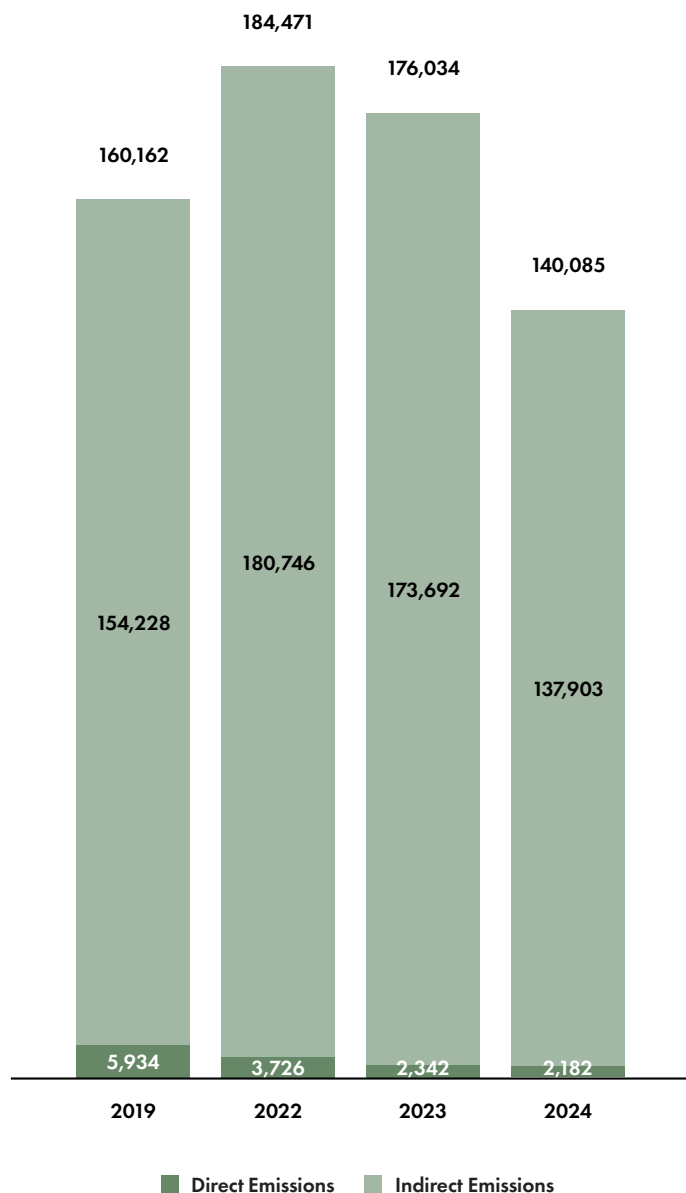
BUSINESS UNIT	COUNTRY	2023	2024
O&CC*	United Kingdom	9	9
Bever	Netherlands	15	12
Retail Concepts	Belgium, France, Luxembourg	7	8
Yonderland	All	10	9

* Average annual exchange rate for GBP to EUR used was 1.1492 EUR in 2024.

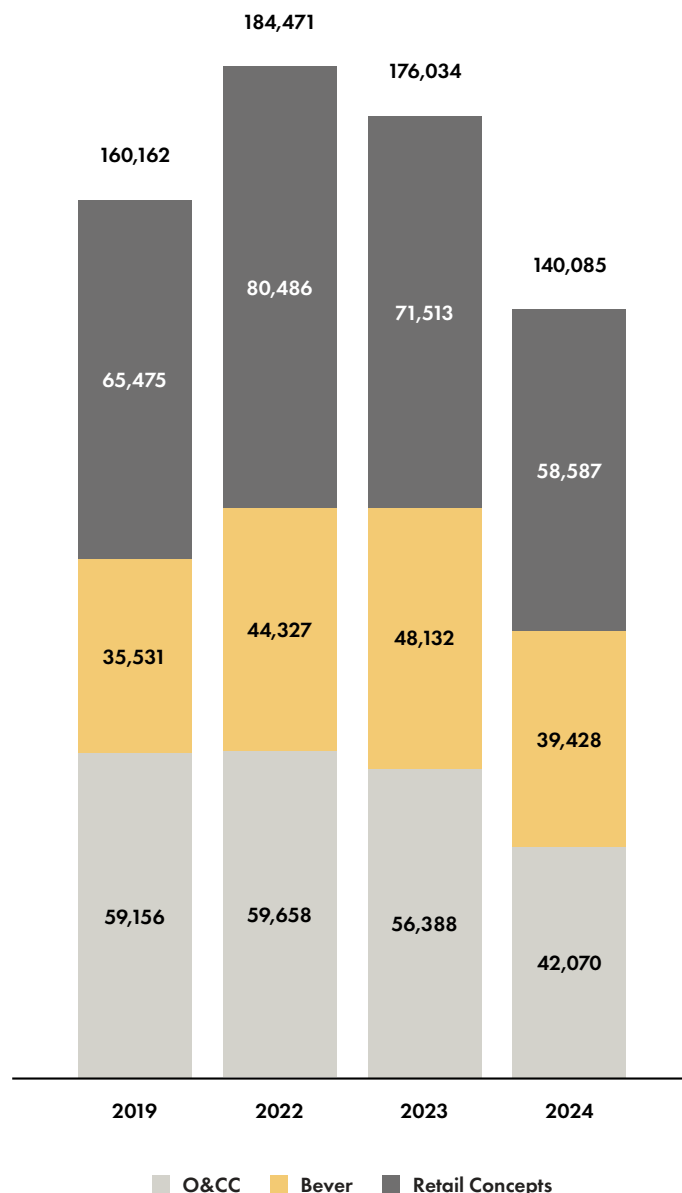
Emission Reduction Progress Report

Market-based Total GHG Emission Reductions 2019 - 2024

**Yonderland GHG Emissions
Direct vs Indirect, 2019 - 2024**
CO₂e tonnes



**Yonderland GHG Emissions,
by Business Unit, 2019 - 2024**
CO₂e tonnes



Direct Emissions (2% of total)

Yonderland has continued to outperform its Scope 1 & 2 (direct emissions) target achieving a 63% reduction ahead of schedule (50% reduction target by 2027).

This was primarily driven by switching the energy contracts to renewable energy, energy saving measures and reduction in gas-based heating.

Indirect Emissions (98% of total)

The reduction in Scope 3 emissions was primarily driven by emission reductions in products.

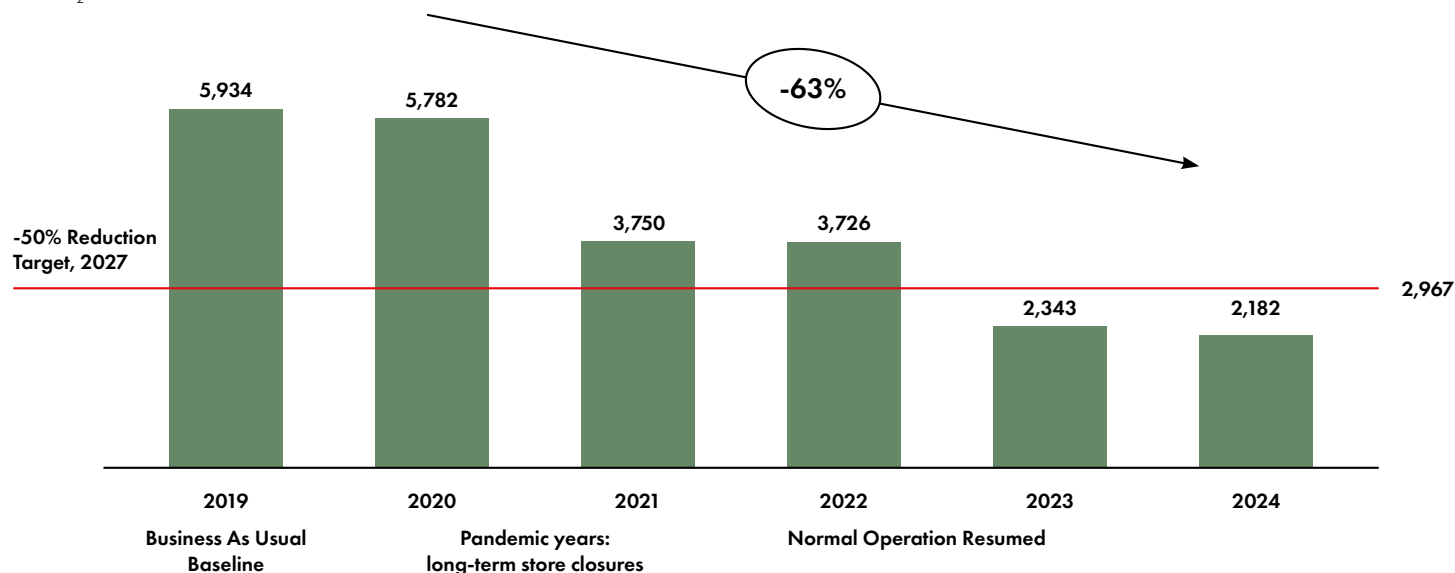
Yonderland currently achieves a supplier engagement of 43.9% of brands by emission contribution with a target of reaching 74.6% by 2027.

Market-based Direct Emission Reductions 2019 - 2024

Since our baseline year 2019 we have seen Yonderland's direct emission reduce from 5,934 tonnes CO₂e to 2,182 tonnes in 2023. This is a reduction of 63% vs the baseline and exceeds our target of a 50% reduction three years ahead of schedule (as of 2023).

Yonderland's Direct Emissions from 2019 - 2024

CO₂e Tonnes



The reductions in years 2020 and 2021 were primarily due to the implications of the pandemic lockdowns on our business operations and were not considered "real", sustainable reductions.

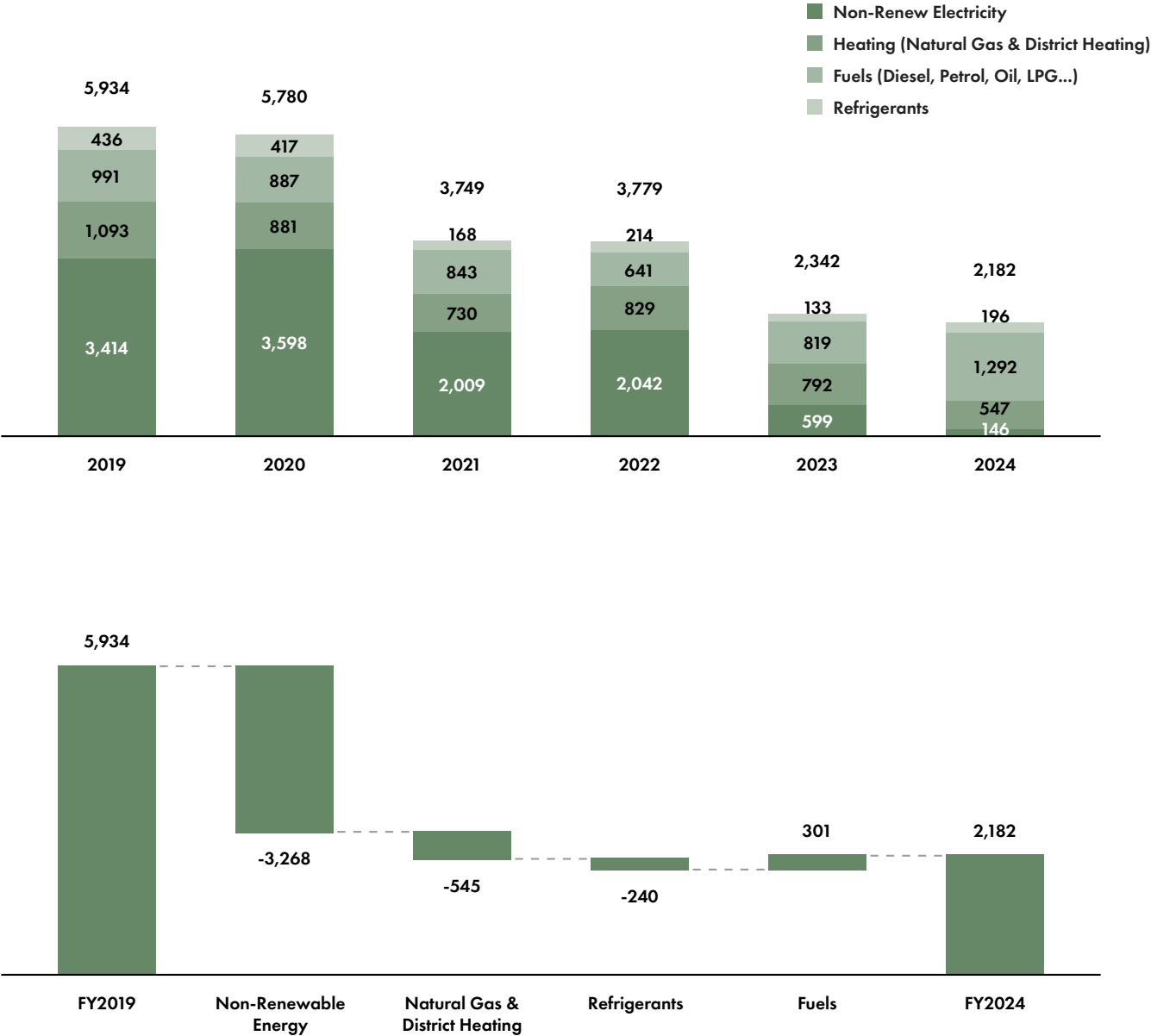
We kickstarted our energy efficiency measures implementation in 2021 and invested over EUR 4.4m since into refitting a subset of our store portfolio with LED lighting systems, motion sensors, timers, implemented a closed-door policy and optimised our air-con and heating systems. The benefits of these measures resulted in Yonderland being able to maintain a similar level of direct emissions throughout 2022 to 2024 despite returning to normal operations post-pandemic.

However, the largest contributor to Yonderland's emission reduction is the increase in emission-free electricity contracts. In 2019 only 44% of Yonderland's electricity contracts were supplied by emission-free sources, whereas in 2024 we increased the share to 98%.

We also saw a decline in Natural Gas and District heating where stores were switched to electrical heating instead. Note that this has increased electricity consumption in these sites. While on a kWh per square meter electric heating seems less effective on absolute consumption per square meters, it is emission free wherever the electricity is sourced renewably and thus more emission efficient per meter squared.

Yonderland's Direct Emission Reduction from 2019 - 2024, by Source

CO₂e tonnes



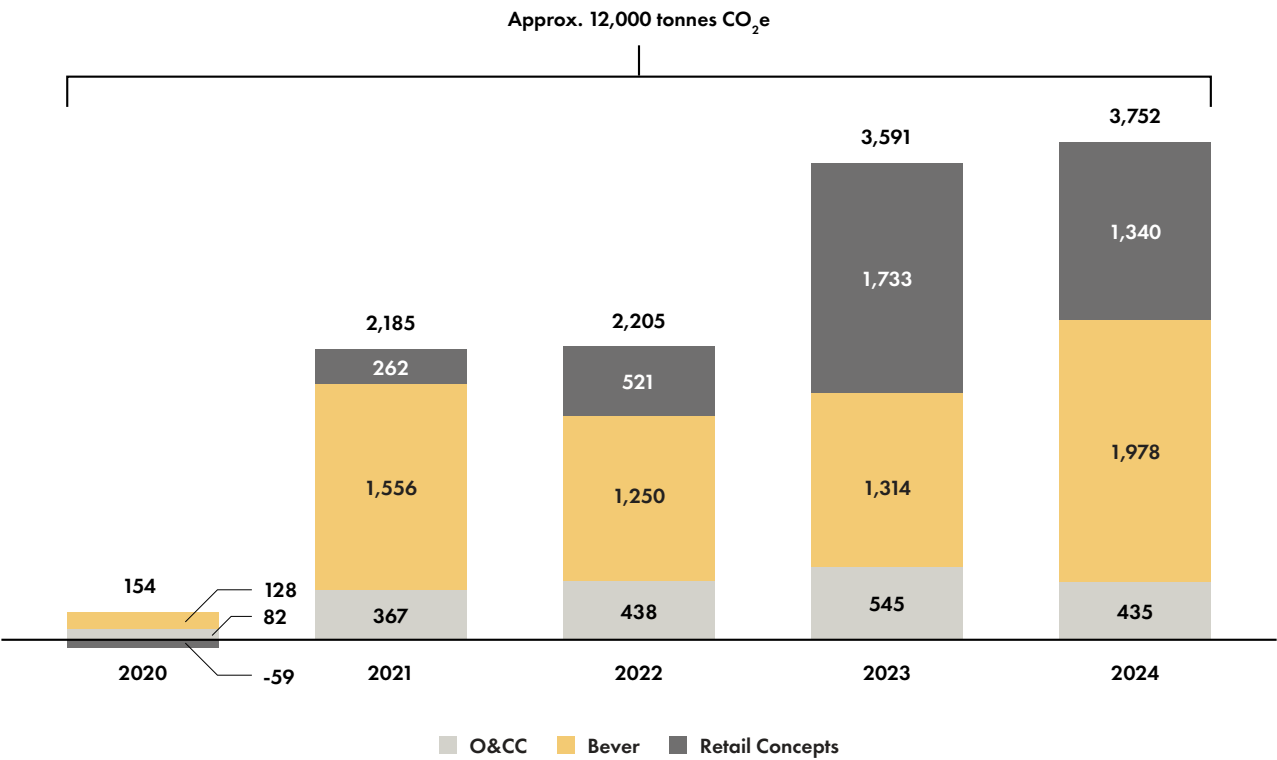
We see a sharp increase in fuel (Diesel) in 2024. This is due to the integration of the store delivery fleet into in-house in Retail Concepts. This moves the emission categorisation from Scope 3 (indirect) to Scope 1 (direct). **It does not reflect an overall increase in total emissions.**

2024 also saw higher volume of refrigerant coolant replacements driving up emissions from our air cons vs '23.

Over the last 4 years Yonderland has saved almost 12,000 tonnes of CO₂e.*

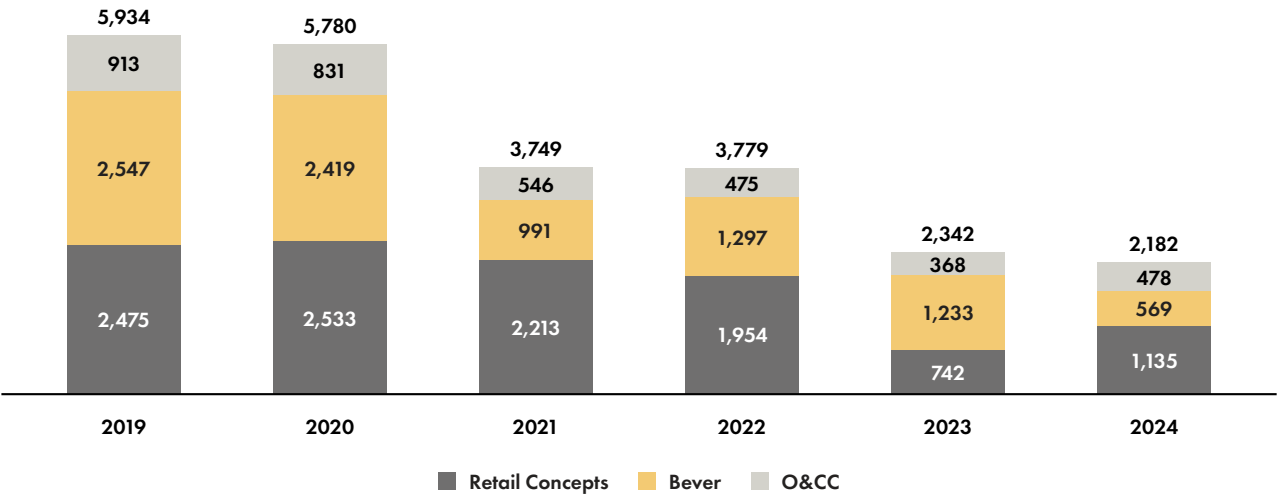
Annual Total Savings vs Baseline 2019 Emissions

CO₂e tonnes



Yonderland's Direct Emissions from 2019 - 2024

By Business Unit, CO₂e tonnes



Bever has **reduced its emissions by 78%** vs baseline by purchasing green energy certificates for the majority of its electricity consumption and by switching natural gas heating to district or electrical heating.

Retail Concepts achieved a **reduction in emissions by 54%** driven by switching to a renewable energy contract. Due to the integration of the store delivery fleet and the consequent re-classification of respective emissions from Scope 3 Category 4 into Scope 1 means the reduction of direct emissions at Retail Concepts is lower. However, this does not mean a lower reduction overall when including Scope 3 as Scope 3 Category 4 is now reduced.

O&CC already had a very low baseline emission in 2019 yet managed to **achieve a further 48% reduction** on top by expanding its renewable energy contract and reducing its natural gas consumption.

Market-based Indirect Emission Reductions 2019 - 2024

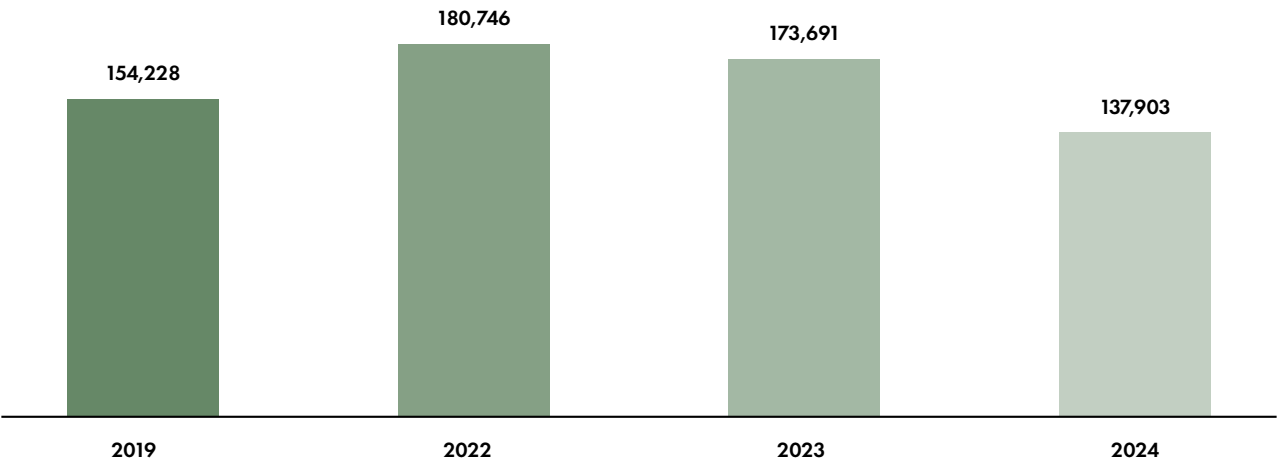
Scope 3 emissions are the indirect emissions up and down the value chain. Typically for Yonderland Scope 3 represents between 96-99% of our total emissions.

Yonderland has seen an 10.6% decline in emissions in scope 3 in 2024 vs its baseline year 2019.

The majority of emission savings occur in the largest three categories; C1a - Products, C1b - OPEX and C2 - CAPEX.

Despite smaller absolute impact, noteworthy reductions occurred in C3 - Fuel & Energy, C4 - Upstream Transport, C5 - Waste and C6 - Business Travel as these changes are down to operational changes at Yonderland and represent sustainable emission savings.

Yonderland, Total Scope 3
CO₂e tonnes



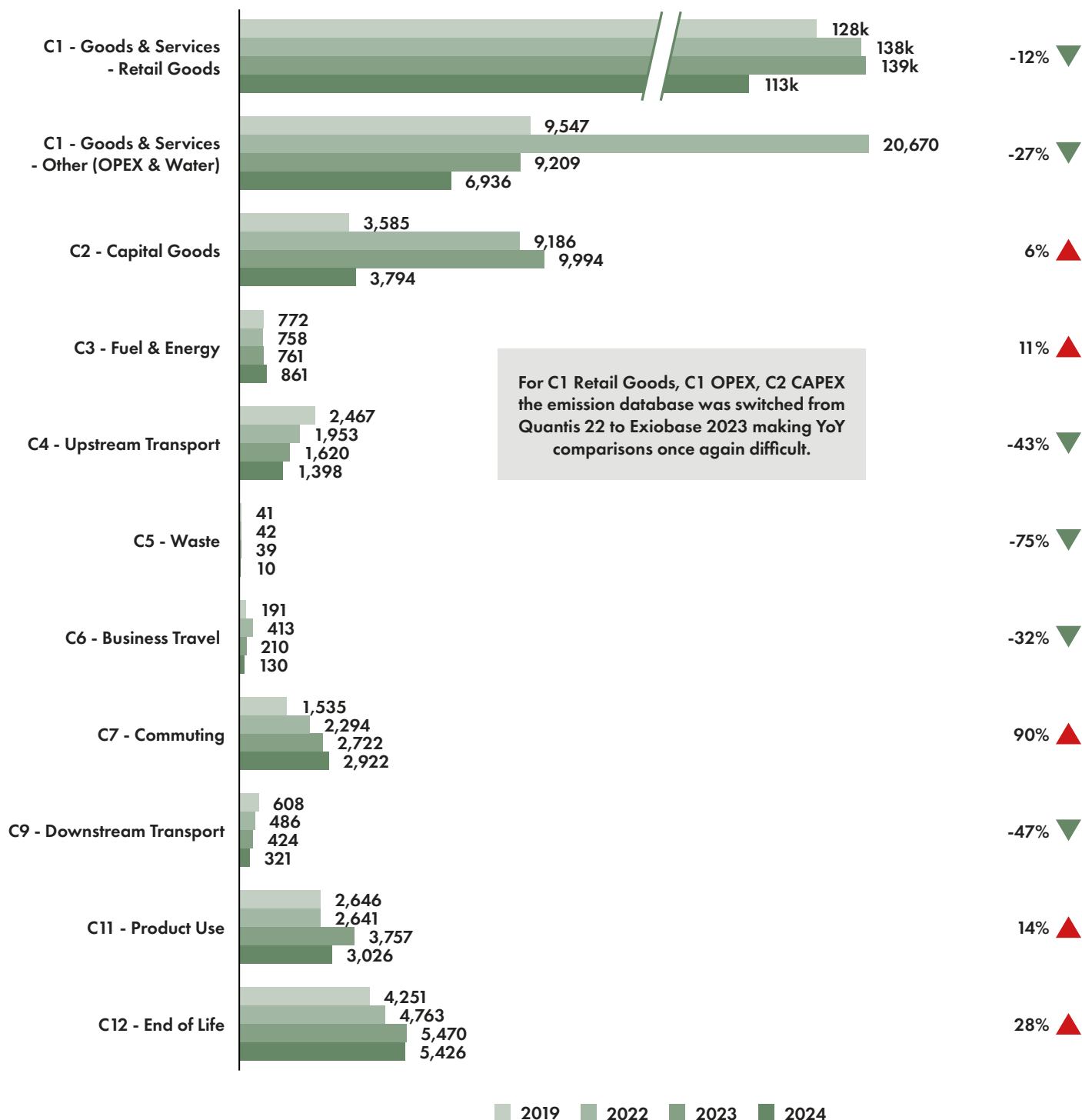
Scope 3 as a % of Total Emissions

2019	2022	2023	2024
96%	98%	99%	98%

Yonderland Scope 3 Emissions by Category from 2019 - 2024

CO₂e tonnes, market-based

2024-19
% CAGR

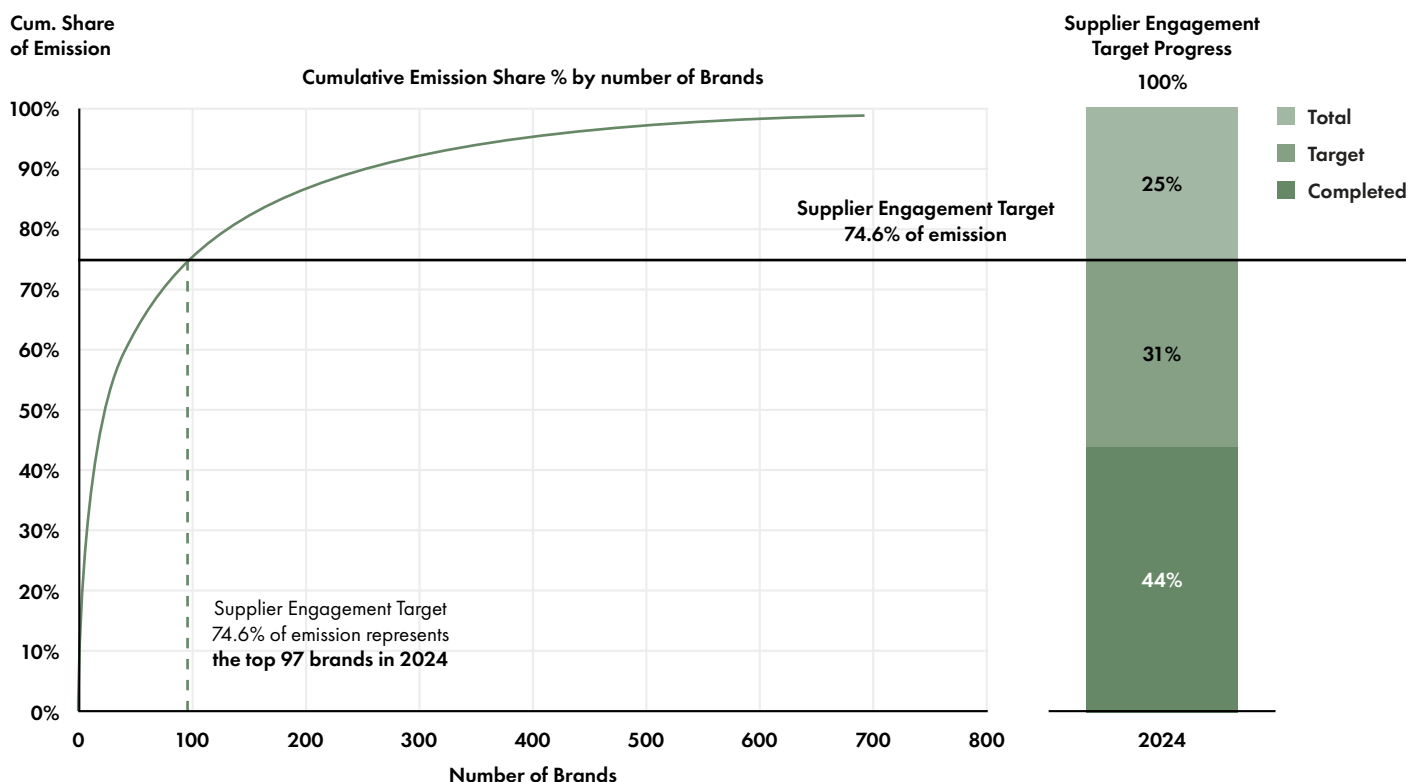


C1 – Retail Goods

As brands do not deliver product-level carbon footprints for all products, under the GHG Protocol Accounting standard we are required to measure this category purely spend-based. It is thus highly susceptible to changes in the emission factor database used. Intake value is 21% up vs 2019, but emissions are 12% down driven by a lower emission factors as we switched the emission factor database from Quantis22 to Exiobase 2023 lowering the average emission per EUR 0.31 kg CO₂e vs 0.44kg CO₂e per EUR in 2019. The change in emission factor is driven by a general “greening” of production in the textile industry and some shifts in brand mix across the years.

To address the emission stemming from products, Yonderland has set a supplier engagement target of 74.6% of brands by emission contribution to set a science-based aligned climate target by 2027.

Category 1 - Retail Goods



As of January 2025 43.9% of our brands by emission contribution have set their own climate targets. Over the next 2 years Yonderland needs to achieve another 31% of brands by emission contribution.

C1 – OPEX & Water

Similarly to retail goods, the high fragmentation of suppliers and lack of primary goods/services-based emission data from providers requires us to use spend-based calculations. 2022's spike was driven by a re-categorization of our OPEX categories and a change in emission database. 2023 and 2024 the re-categorization was reversed and the emission decline is due to a greening/ lowering of the emission factor as spend has increased YoY since 2019. (Water represents a negligible amount.)

C2 – Capital Goods

Despite the spending spikes in 2023 and 2024 driven by the new Bever warehouse and head office builds, emissions have dropped sharply due to an update in the emission factor database from Quantis 22 to Exiobase 2023.

C3 – Fuels & Energy

This represents the "well to tank" emissions related to Yonderland's direct electricity, heating and fuel consumption in Scope 1 and 2. The reductions 2019-2023 are driven by the renewable energy switch and a general "greening" of the national grids and fuel production. The 2024 increase is due to the integration of the store delivery fleets into the in-house operation. This represents a re-categorization of emissions from Scope 3 C4 Transport-Upstream to Scope 1 and Scope 3 C3 Fuels and Energy rather than an absolute increase in emissions.

C4 – Upstream Transport

The reduction in emissions is driven by a combination of i) integrating store deliveries into in-house (not an absolute reduction but shift in emission allocation) and ii) a lower emission per KM driven due to "greening" of fuel production and emission efficiency reported by Yonderland's carrier companies.

C5 – Waste

The emission reduction achieved over the last 5 years is driven by 1) an increase in recycling rates, 2) a lower absolute volume of waste and 3) lower emission factors per Kg of waste due to “greening” of the waste industry.

C6 – Business Travel

A significant drop in air miles travelled for Yonderland is driving the emission reduction. Particularly Bever has seen a sharp decline in flights in 2024. There have also been a substantially lower number of hotel nights reported, particularly at O&CC. In addition, the emission factors for air miles and hotel stays have also seen a decline YoY.

C7 – Commuting

The consistent increases in emission from commuting are driven by a real increase in commuting levels at all Business Units. Coming out of the lockdown years and returning to office has increased the total km commuted each year in all BUs.

C9 – Downstream Transport

The steady decline 2019-2024 in emissions was driven by lower average emission per parcel reported by our Ecom delivery carriers; in 2019 the average emission per parcel was 0.28 kg per parcel vs 0.21 kg of CO₂e per parcel in 2024 as delivery fleets are becoming more electrified and Yonderland’s carriers continue to optimise their delivery routes.

At Bever we experienced some operational challenges with the “emission-free last mile deliveries” by bike, but are hopeful we can return to 2023 levels in the coming year.

	NUMBER OF BIKE DELIVERIES			
	2021	2022	2023	2024
Bever	91,048	52,630	52,555	11,839

In addition, we continue to promote the option of Click+Collect orders to be picked up from stores to save on delivery emissions.

Share of Click+Collect Orders of Total Online Orders

%

	2021	2022	2023	2024
Bever	9.0%	12.0%	14.0%	18.3%
Retail Concepts	11.6%	14.4%	15.9%	18.5%
O&CC	5.3%	9.5%	9.5%	13.0%

C11 – Product Use

Changes in emission was primarily driven by the emission factors allocated to the use of apparel and electronic products. While Yonderland has seen an increase in intake quantity in both apparel and electronic goods, the associated emission factors have declined in 2024 as the emission database, as been updated to reflect the greening of the electricity grids in countries of sales.

C12 – End of Life

Emission increase are in line with the increase of products placed on the market/ quantity sold. Emission factors and recycling assumptions have stayed consistent (source DEFRA) throughout the years.

Expenditure on Climate Mitigation Actions

In total Yonderland has allocated EUR 0.7m towards energy saving measures in 2024. Our LED lighting refit project has completed its final wave with the remaining stores being refitted in 2024. In total we have invested over EUR 4.4m into energy saving measures since 2021.

Yonderland also invested into improving the efficiency of its air con units, energy and heating control systems, timers and motion sensors.



“At Yonderland we are convinced that sustainability investments (including reporting) help us mitigate risks, add to our profitability and is an attractive investment overall.”

A handwritten signature in black ink that reads 'Kris Horrevorst'.

Kris Horrevorst
Group CFO, Yonderland

Total Reduction Measures CAPEX

	TOTAL CAPEX 2023 (EUR)	TOTAL CAPEX 2024 (EUR)
Bever	44,953	122,320
Retail Concepts	1,476,480	566,835
O&CC*	1,343,914	12,595
Yonderland	2,865,347	701,750

* Average annual exchange rate for GBP to EUR used was 1.1492 EUR in 2024.

Direct Emission Mitigation Actions -LED Refits

	2022 ENERGY SAVING MEASURES						
	Number of Stores	Energy Saved in kWh	Annual Consumption of Refitted Stores, kWh in 2021	Annual Consumption of Refitted Stores, kWh in 2022	CAPEX Expenditure in EUR	Annual Energy Savings EUR	Annual Share of Energy Saved
Bever	7	11,894	709,193	697,299	89,401	5,423	2%
Retail Concepts	8	219,014	1,636,421	1,417,407	850,505	113,888	13%
O&CC*	14	135,636	1,366,298	1,230,662	485,658	786,649	10%
Yonderland	29	366,544	3,711,912	3,345,368	1,425,564	905,960	10%

	2023 ENERGY SAVING MEASURES						
	Number of Stores	Energy Saved in kWh	Annual Consumption of Refitted Stores, kWh in 2022	Annual Consumption of Refitted Stores, kWh in 2023	CAPEX Expenditure in EUR	Annual Energy Savings EUR	Annual Share of Energy Saved
Bever	5	41,583	408,817	367,234	23,359	34,334	10%
Retail Concepts	15	472,330	2,505,313	2,032,983	1,003,570	417,757	19%
O&CC*	46	770,771	3,901,615	3,130,844	1,331,113	602,045	20%
Yonderland	66	1,284,684	6,815,745	5,531,061	2,358,042	1,054,136	19%

	2024 ENERGY SAVING MEASURES						
	Number of Stores	Energy Saved in kWh	Annual Consumption of Refitted Stores, kWh in 2023	Annual Consumption of Refitted Stores, kWh in 2024	CAPEX Expenditure in EUR	Annual Energy Savings EUR	Annual Share of Energy Saved
Bever	7	69,972	389,069	319,097	122,320	16,023	18%
Retail Concepts	7	89,020	1,094,855	1,005,835	566,835	3,491	10%
O&CC*	1	18,586	65,106	46,520	15,104	-	0%
Yonderland	15	177,578	1,549,030	1,371,452	704,259	19,514	11%

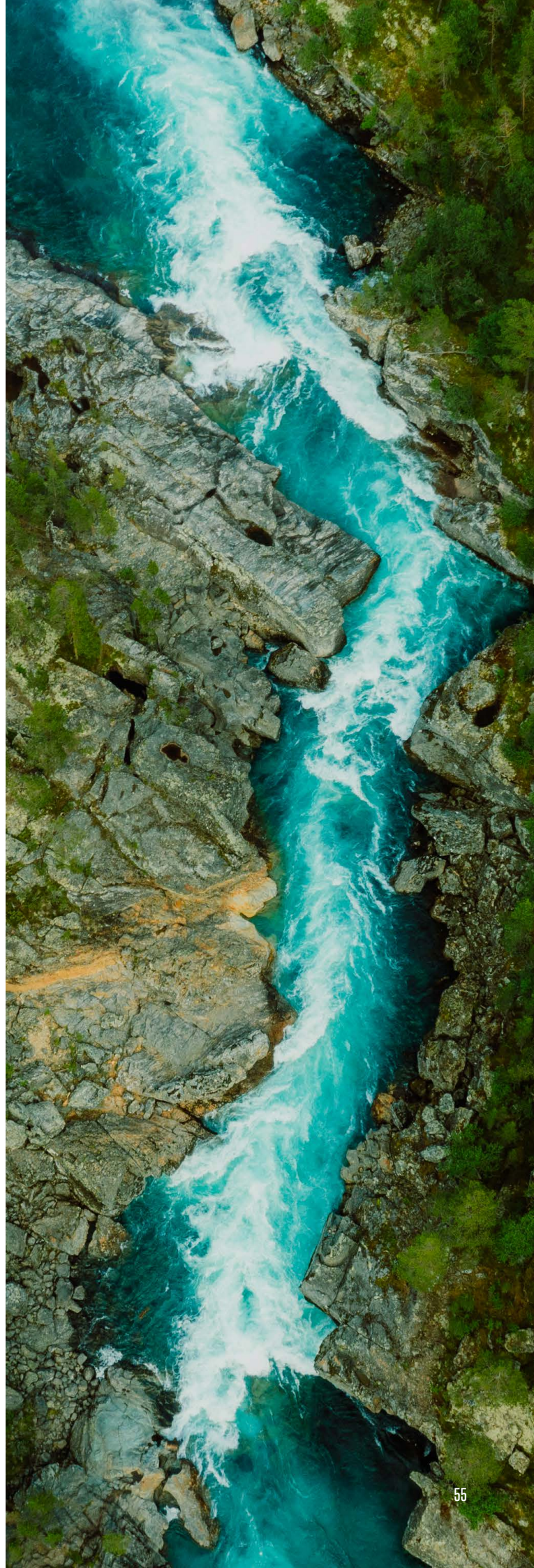
* Average annual exchange rate for GBP to EUR used was 1.1492 EUR in 2024.



“Sustainability is not just about the big changes we make but also those little changes which can make a huge difference. By working together, we can implement more sustainable practices across the business which reduces our carbon footprint, waste, pollution and helps to conserve our natural resources. We have made a good start within Property by embarking on a change programme to update both the existing store estate and head office / warehouse facilities to LED spotlights and fixtures. In addition to this, working with our suppliers to move to LED lighting for new stores and refurbishments which are made from recyclable materials. Our collective corporate and personal responsibility will ensure a better life for present and future generations. We all need to be accountable for our own footprint and question how we can reduce this.”

A stylized, handwritten signature in black ink, consisting of a series of loops and curves.

Hannah Sivil
Head of Property, Outdoor & Cycle Concepts



Energy Consumption

Total Energy Consumption Breakdown

Yonderland's total energy consumption is broken down below.

			YONDERLAND					
Scope	Type	Unit	2019	2020	2021	2022	2023	2024
Direct Scope 1	Refrigerants	kg	213	203	81	102	69	102
	Natural Gas	kWh	5,774,413	4,299,378	3,518,882	3,530,315	3,302,853	2,452,063
	Gas Oil	kWh	488,997	683,621	485,654	315,828	-	-
	Diesel (100% mineral)	L	212,163	194,404	198,764	150,562	249,604	424,622
	Petrol (100% mineral)	L	103,354	66,850	60,805	54,750	57,970	56,218
	Kerosene	L	2,783	-	2,575	-	-	-
	Propane	L	32,511	22,134	20,264	16,386	18,410	19,350
Indirect Scope 2	Total Purchased Electricity	kWh	24,867,076	21,180,768	21,433,331	21,057,885	18,632,645	18,721,669
	100% Emission-free Electricity	kWh	11,027,831	6,765,176	10,225,613	10,067,897	16,617,998	18,301,603
	Share of 100% Emission-free Electricity	%	44%	32%	48%	48%	89%	98%
	District Heating	kWh	174,080	520,914	497,666	963,415	983,719	513,960

			O&CC					
Scope	Type	Unit	2019	2020	2021	2022	2023	2024
Direct Scope 1	Refrigerants	kg	183	183	78	50	46	79
	Natural Gas	kWh	411,276	283,929	285,582	144,830	75,708	130,161
	Gas Oil	kWh	488,997	683,621	485,654	315,828	-	-
	Diesel (100% mineral)	L	-	5,282	7,906	36,435	84,216	95,754
	Petrol (100% mineral)	L	47,330	13,060	8,439	9,123	6,639	4,763
	Kerosene	L	2,783	-	2,575	-	-	-
	Propane	L	32,511	22,134	20,264	16,386	18,410	19,350
Indirect Scope 2	Purchased Electricity	kWh	11,685,872	7,372,346	7,837,243	7,725,111	6,474,811	5,532,798
	100% Emission-free Electricity	kWh	11,019,882	6,734,728	7,237,721	7,118,139	6,474,811	5,505,250
	Share of 100% Emission-free Electricity	%	94%	91%	92%	92%	100%	100%
	District Heating	kWh						

			BEVER					
Scope	Type	Unit	2019	2020	2021	2022	2023	2024
Direct Scope 1	Refrigerants	kg	29	20	3	52	3	10
	Natural Gas	kWh	3,938,137	2,596,321	1,902,075	2,086,719	1,928,379	1,049,498
	Gas Oil	kWh						
	Diesel (100% mineral)	L	48,290	24,983	13,352	7,579	2,787	617
	Petrol (100% mineral)	L	56,024	53,790	52,366	45,627	51,331	51,455
	Kerosene	L						
	Propane	L						
Indirect Scope 2	Purchased Electricity	kWh	3,490,393	3,869,290	4,024,217	4,155,268	4,331,995	4,327,904
	100% Emission-free Electricity	kWh	-	-	2,960,000	2,781,000	2,781,000	3,957,000
	Share of 100% Emission-free Electricity	%	0%	0%	74%	67%	64%	100%
	District Heating	kWh	174,080	520,914	497,666	963,415	983,719	513,960

			RETAIL CONCEPTS					
Scope	Type	Unit	2019	2020	2021	2022	2023	2024
Direct Scope 1	Refrigerants	kg	0	-	-	-	20	13
	Natural Gas	kWh	1,425,000	1,419,128	1,331,225	1,298,766	1,298,766	1,272,404
	Gas Oil	kWh	-	-	-	-	-	-
	Diesel (100% mineral)	L	163,873	164,139	177,506	106,548	162,601	328,252
	Petrol (100% mineral)	L	-	-	-	-	-	-
	Kerosene	L	-	-	-	-	-	-
	Propane	L	-	-	-	-	-	-
Indirect Scope 2	Purchased Electricity	kWh	9,690,811	9,939,132	9,571,870	9,177,507	7,825,839	8,860,966
	100% Emission-free Electricity	kWh	7,949	30,448	27,892	168,758	7,362,187	8,836,353
	Share of 100% Emission-free Electricity	%	0%	0%	0%	2%	94%	94%
	District Heating	kWh	-	-	-	-	-	-

Refrigerants are used to replace any coolant leakages in our air-con systems.

Natural gas is used to heat our sites, primarily stores.

Gas oil was used for heating as well as back-up generators in our warehouses but has been phased out since 2023.

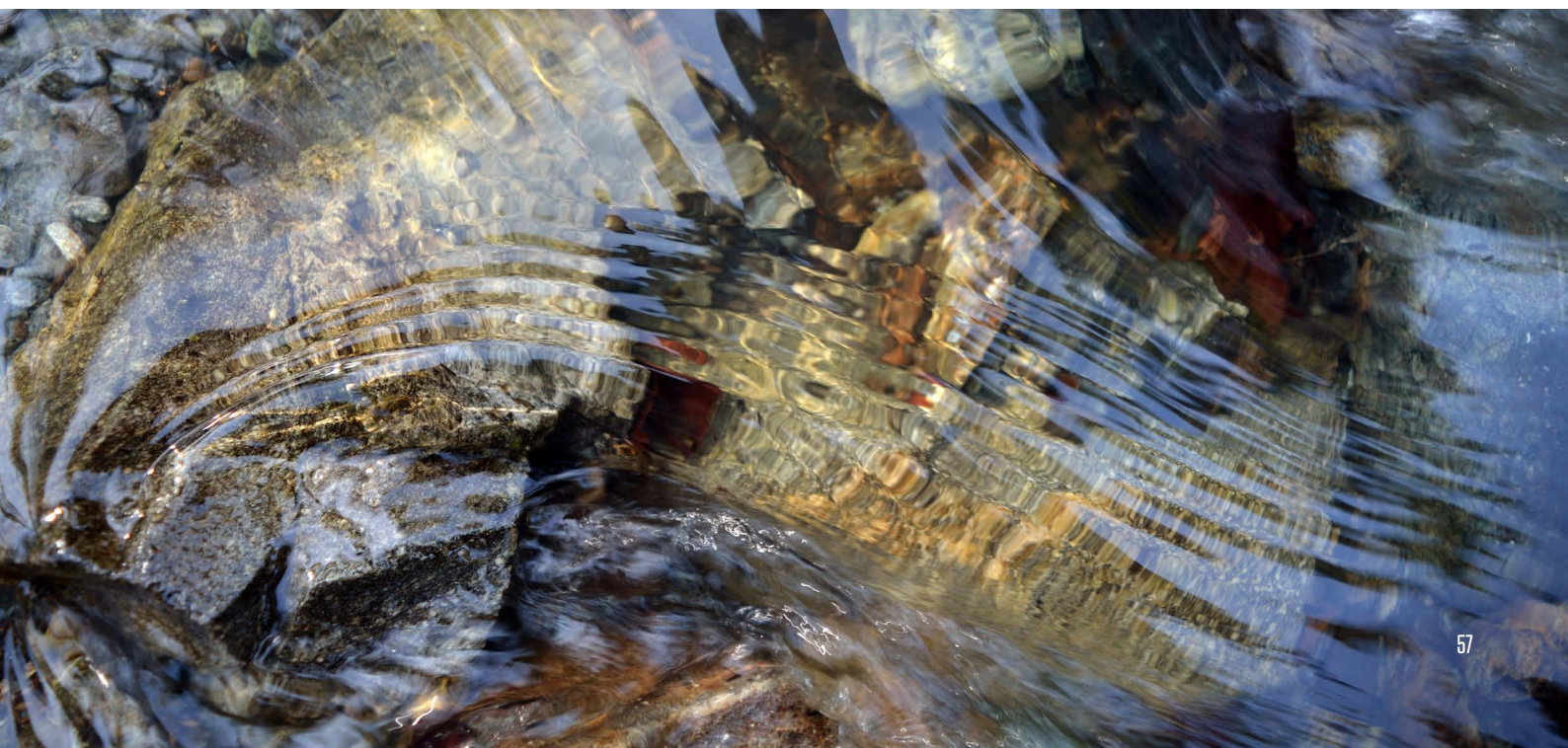
Diesel and Petrol are primarily used for our owned store delivery fleets in Belgium and the UK, company cars and some warehouse back-up generators.

Kerosene and propane is used as fuel for some back-up generators.

All of our purchased electricity goes towards heating, lighting and other consumption requirements to operate our stores, head offices and warehouses.

As of 2024 98% of electricity purchased stems from emission-free contracts,

District heating provided by the national grid is used in some Bever stores as heating source.



Greenhouse Gas Removals & Storage

When we launched the Sustainability Programme in 2021, we made a commitment to be “carbon neutral” on our direct emissions by reducing as much as we are able each year given the capacity of our teams to implement emission reducing measures and offsetting the remainder of emissions.

The lack of clarity on “carbon neutral” claims and mounting criticism on offsetting schemes, we want to step away from the carbon neutrality goal and focus on our Science-based Target commitments in the first instance.

However, Yonderland has purchased emission credits to offset the remaining direct emissions (Scope 1 and 2) for the years 2020, 2021 and 2022 complying with our public statement of achieving carbon neutrality in our direct scopes for these years.

These credits are based on the emissions prevented by supporting solar power projects in India and are verified by the Gold Standard.

Breakdown of Yonderland’s Carbon Credits

	2020	2021	2022
Annual Scope 1 & 2 Emissions (CO ₂ e tonnes)	5,782	3,750	3,726
Emission Removal (CO ₂ e tonnes)	6,900	4,900	3,729
Emission Removal Buffer (% of Actual Emission)	19%	31%	0%
Removal Type	Prevention	Prevention	Prevention
Project	Solar Energy	Solar Energy	Solar Energy
Project Location	Bhadla, Rajasthan, India	Bhadla, Rajasthan, India	Jaloya, India, Asia
Certification Standard	Gold Standard VER	Gold Standard VER	Gold Standard VER
Carbon Credit Retired In	2021	2021	2022
Purchase Cost (Excl VAT) EUR*	59,076	41,952	48,477

Why India and not a local project?

India has a very fossil fuel and coal intensive national grid, so for every kWh of electricity on average 626g of CO₂e emissions are released compared to 270g of emissions in the EU. Investing in renewable energy to green the grids in countries with high emissions has a larger impact than in areas where there are already large shares of renewable energy.

The Gold Standard

The Gold Standard is a certification programme for non-governmental emission reductions projects.

It is published and administered by the Gold Standard Foundation, a non-profit foundation headquartered in Geneva, Switzerland.

It was designed with an intent to ensure that carbon credits are real and verifiable and that projects make measurable contributions to sustainable development. The objective of the GS is to add branding, with a quality label, to carbon credits generated by projects which can then be bought and traded by countries, businesses or other organizations for carbon offsetting purposes.

* Average USD to EUR Exchange rate used for 2022 purchase was 0.9513 EUR.

Why we chose to use the Gold Standard

- Most recognised accreditation label
- Gold Standard projects must provide strong additional benefits to the UN Sustainability Goals (Health Care, Livelihood, Education...) on top of their climate impact
- Regularly invests in independent research to ensure their accounting methods are sound
- Transparent bookkeeping of carbon credits market
- Support with marketing materials

Additional Impacts

Gold Standard for the Global Goals specifies that all projects and funds shall demonstrate a clear, direct contribution to the UN sustainable development goals, defined as making demonstrable, positive contributions to at least three SDGs, one of which must be SDG 13, Climate Action. These must be a significant and primary effect of the projects and must be permanent or lasting (with any time-limit to the project's effect transparently declared). Certified SDG Impacts are third-party verified and reviewed by an approved Certification Body and are certified to Gold Standard.



Gold Standard[®]
for the **Global Goals**



Industry News: Outdoor Retailer Climate Commitment

The Outdoor Retailer Climate Commitment (ORCC) is a voluntary network of retailers in the European outdoor retail industry who believe that climate change is one of the most important issues in our society and that the outdoor sector needs to lead the way in climate protection. The network believes that outdoor retailers should be at the forefront of this, and so has committed to climate protection and made its climate action public.

The ORCC was founded in September 2021 by five European outdoor retailers, and the network has now grown to 10 members:

Founders:



Members:



Members of ORCC commit themselves to act decisively to contribute to the achievement of the Paris Goals to limit earth warming to 1.5° and reduce emission to achieve these goals. Participants agree to measure their Corporate Carbon Footprints, set targets to reduce their emissions, take action to fulfil the targets and report their progress annually.

The 2023 ORCC Highlights

- 10,922 CO₂e tonnes saved by retailers reducing their direct (scope 1 and 2) emissions vs their respective baselines
- The ORCC is officially integrated into the European Outdoor Group
- The vendor database is formally established and published with 143 brands received of which 40.5% have made a public science-based aligned climate commitment
- 8 of the 10 retailers now have been officially accredited by the Science-based Target initiative

For further information on our progress, please download the [ORCC 2023 Annual Report](#)

Call to Action for our Brands

To fulfil our Supplier Engagement Target we must collect information on our brands' climate actions.

75% of our brands by emission contribution which approximates to 100-150 of our top brands must set their own science-based aligned climate targets by 2027.

Throughout 2025 our teams will work on processes to incorporate brands' climate action into the buying decisions to ensure we build a portfolio that achieves this target by 2027.

We are currently achieving a supplier engagement of 43.9% of brands by emission contribution as of Jan 2025.

Over the next two years we must reach a minimum of another 31% to achieve our supplier engagement target.

If you are a brand, please share your climate action information with us through the requested information documents!

Climate action is no longer optional; it is a must!

Going forward brands without a science-based aligned climate target and a credible track record proving emission reduction progress, will no longer be "growth" brands in Yonderland's portfolio.

Note: science-based aligned does **not** require a science-based target initiative accreditation.



Our Key Brands' Climate Commitment Status

(Based on publicly available information, or information shared directly by the brands by January 2025)

BRAND	PUBLIC SCIENCE-BASED ALIGNED CLIMATE COMMITMENT
adidas Terrex	✓
Agu	✗
Alpina	✓
Altra	✓
American Tourister	✓
Arc'teryx	✓
Asics	✓
Atomic	✓
Ayacucho	✗
B.Young	✓
Barts	✗
Berghaus	✗
Black Diamond	✓
Bliz	✓
Bridgedale	✗
Brooks Running	✓
Brunotti	✗
Buff	✗
BUITENMENS	✗
Burton	✓
Camel Active	✗
Care Plus	✓
Casual Friday	✓
CKS Dames	✗
Columbia	✗
Craft	✗
Craghoppers	✗
Deuter Sport GmbH	✓
Dickies	✓
Didriksons	✓
Eagle Creek	✗
Eastpak	✓
Ecco	✗
Edelrid	✓
Falke	✗
Fjällräven	✓
Garmin	✗
Gregory	✓
Grisport	✗
Haglöfs	✓
Halti	✓
Hanwag	✓
Helly Hansen	✗
HOKA	✓
Hydro Flask	✓
Icebreaker	✓

BRAND	PUBLIC SCIENCE-BASED ALIGNED CLIMATE COMMITMENT
ICHI	✓
Jack & Jones	✓
Jack Wolfskin	✓
Jansport	✓
Kari Traa	✓
Keen	✗
King Louie	✗
KIPLING	✓
K-Way	✗
La Sportiva	✗
Lafuma	✗
Lange	✓
Leki	✗
LEVI'S	✓
Lowa	✓
Lowe Alpine	✗
Lyle & Scott	✗
Maier Sports	✓
Mammut	✓
Marc O' Polo	✓
Matinique	✓
Meindl	✗
Merrell	✗
Montane	✗
Mountain Equipment	✓
MSR	✗
Name IT	✓
Napapijri	✓
New Balance	✓
Nike	✓
Nikwax	✗
Nomad	✗
Numph	✗
Oakley	✓
Object	✓
Odlo	✓
On	✓
Only	✓
Only Play	✓
Ortlieb	✗
Ortovox	✓
Osprey	✓
Passenger	✗
Patagonia	✓
Peak Performance	✓
Petzl	✗

BRAND	PUBLIC SCIENCE-BASED ALIGNED CLIMATE COMMITMENT
Picture	✗
Pieces	✓
PME Legend	✗
Polar	✗
Protest	✗
Rab	✓
Reima	✓
Reusch	✗
Revolution	✗
Rossignol	✓
Roxy	✗
Royal Robbins	✗
Saint Tropez	✓
Salomon	✓
Samsonite	✓
Saucony	✗
Scarpa	✗
Schöffel	✗
Schwalbe	✓
Sea to Summit	✗
Selected	✗
Sherpa	✗
Shokz	✗
Sinner	✗
Smartwool	✓
Soaked in Luxury	✓
Speedo	✗
Sprayway	✗
Stanley	✗
Sweet Protection	✓
Teva	✓
The North Face	✓
Thule	✓
Timberland	✓
Tom Tailor	✓
Tommy Hilfiger	✓
Under Armour	✓
Uvex	✓
Van Deer	✓
Vango	✗
Vans	✓
Vaude	✓
Vero Moda	✓
Vila	✓
Xtorm	✗
Yas	✓

CIRCULAR ECONOMY

Climate change is just one of several environmental impact areas, and like our climate impact, most of the other environmental impacts also happen at the production and manufacturing stages of the value chain. European textile consumption ranks as the fourth largest contributor to environmental impact and climate change, following food, housing, and mobility. It is also the third largest sector for water and land use and the fifth for the consumption of primary raw materials.¹⁴ Therefore, improving the environmental footprint of the products we sell is one of our most powerful tools in protecting the planet.

A key area of focus is encouraging brands to design products more thoughtfully and efficiently, as product design accounts for up to 80% of its environmental impact over its lifecycle.¹⁵

Since Yonderland does not directly manufacture its products, we aim to create a more circular economy in the outdoor industry by influencing both upstream and downstream value chains. Upstream, we work with our brands to promote more sustainable production methods, increase the use of recycled materials, and design products with their future circularity in mind. Downstream, we encourage our customers to extend the life of their products by offering repair and care services, enabling them to rent outdoor gear, facilitating second-hand exchanges, and providing recycling stations for products that have reached the end of their lifecycle.

Sustainability Information of Products

The current regulatory landscape with regards to sustainability information on products is rapidly changing in all our markets of operation. The recently introduced Green Claims Directives by the EU require a level of detail on material composition that is currently simply not available in the market. Throughout 2024 our teams have been working hard to devise new processes and metrics to share as much information with our consumers as possible within the new restrictions of the Green Claims Directive and the Anti-Green Washing guidelines by the respective consumer and markets authorities.

We at Yonderland believe it is crucial to share the sustainability related information of products that is available with our consumers to encourage more conscious buying behaviours. Moreover, it is a strong motivator for our brands to keep pursuing more sustainable product designs and production processes.



“It is notably challenging to obtain sustainability information from the brands we sell, despite its essential role in achieving our environmental objectives. Moving forward, we will evaluate brands and products based on their sustainability credentials. Without the necessary information, some brands or products may inadvertently be excluded from our consideration. It is in the brands’ best interest to share their ESG information with us.”

Pieter de Bodt
Group Buying Manager, Yonderland

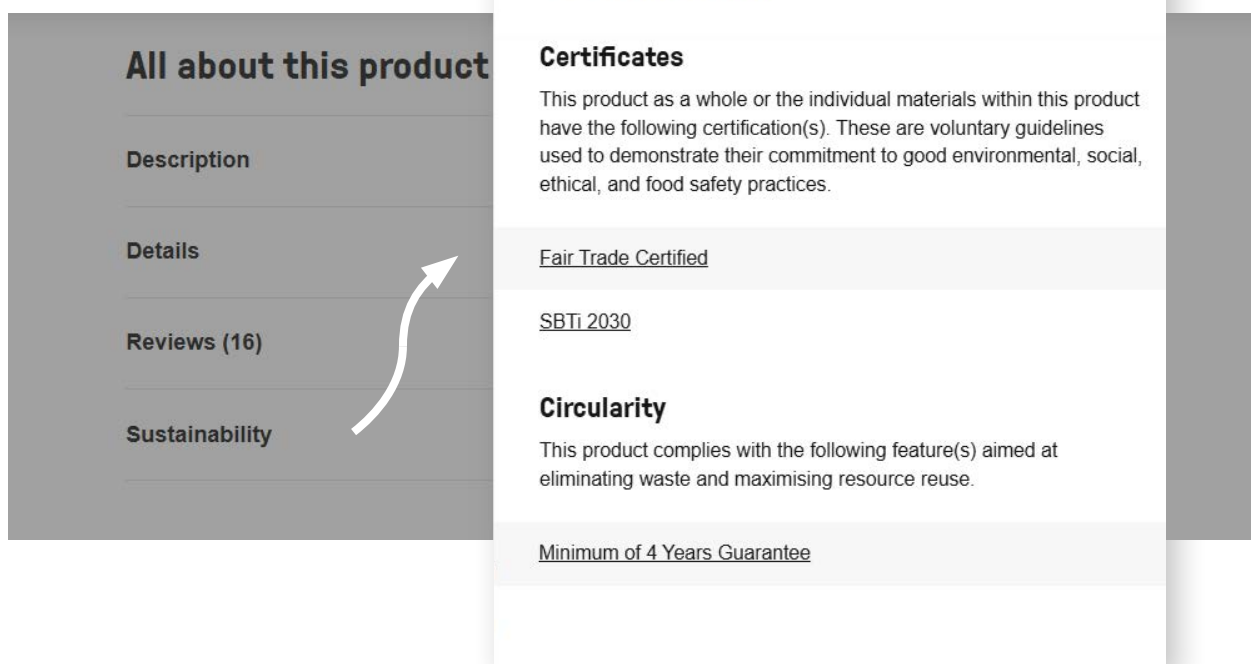
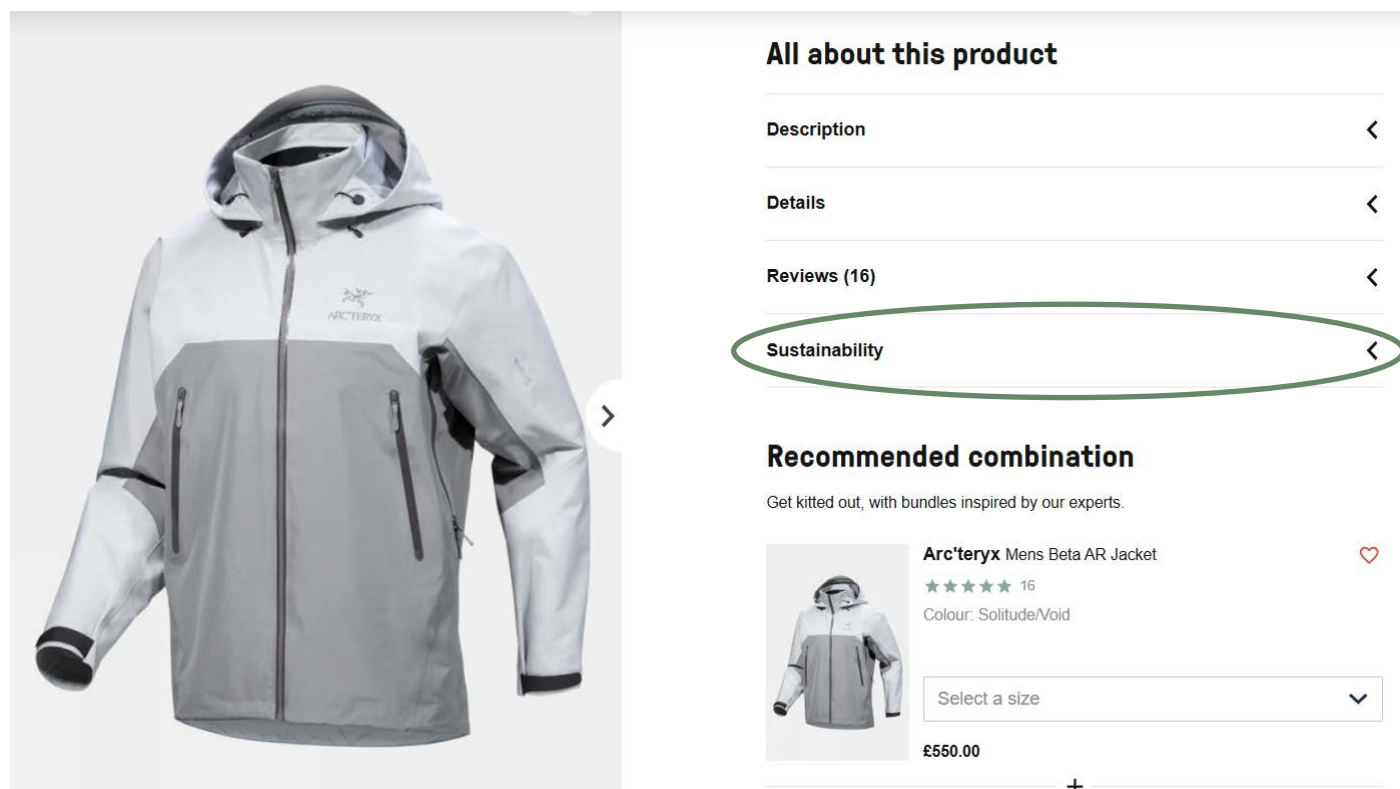
¹⁴ “Press Corner.” European Commission - European Commission, ec.europa.eu/commission/presscorner/. Accessed 29 Mar. 2024

¹⁵ “Press Corner.” European Commission - European Commission, ec.europa.eu/commission/presscorner/. Accessed 29 Mar. 2024

The “Our Planet” Label

At the beginning of 2024 Yonderland decided to abolish the OUR PLANET label as a consumer-facing label. While never intended as a quality label, but as an information label, under the more stringent regulations on sustainability labels, it was still deemed potentially ambiguous.

What stays however is the information that was gathered under the OUR PLANET label. We continue to provide consumers with information on material composition as well as any environmental and/or social credentials or accreditations the products may have.



In addition, the OUR PLANET continues to be used internally for buying decisions and range building. Our Buying Teams continue to use the OUR PLANET to evaluate the environmental impact of their category ranges.

An Industry-wide Solution

For the last year the European Outdoor Group has chaired a pilot-project consisting of multiple retailers including Yonderland, and key outdoor brands: the "Sustainability Data Exchange Project" (SDEX).

The SDEX tool was developed collaboratively between the European Outdoor Group (EOG) and the Bundesverband der Deutschen Sportartikel-Industrie (BSI), and was launched in July 2024.

It provides a single, industry-wide adopted file that aims to collect product information regarding material composition, climate impact, chemical management, environmental and social accreditation in a cohesive manner.

Using the SDEX file, brands can **use a single information file for all their retailer partners that are part of the SDEX pilot project creating significant time and cost savings for them.**

We strongly encourage all our brands to use the SDEX file to provide their product-level information to us.

For further information and how to access the SDEX file, please visit the [EOG SDEX Website](#).


 Click + to expand Product

Master Data

Sustainability Data Exchange Questionnaire

Brand name:

Season:

A blended fabric may consist of multiple material types (e.g. a fabric made out of 30% virgin 70% recycled polyester materials)	Select material from the dropdown list. If the material is not shown, add the material in a placeholder in tab "1. Dropdown" (look in column A for blue cells). Choose the relevant category.	Insert percent without decimals (e.g.: "12" for 12% and not 0,12)	Select from dropdown.	Free text
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Textile			Textile			Textile			Textile			Textile		
0			0			0			0			0		
(= external item number at product level)														
Outer														
Brand Name	Global Product Article Number	Article Name	Is the outer a blended fabric	Select material 1. If blended, additional materials can be added in columns "Outer - Material 2/3"	%	Certification 1			Certification / Licence Number / bluesign GUIDE II					

Repair & Care

Extending the lifespan of an existing product is one of the most effective ways to reduce resource consumption and minimise environmental impact. For instance, doubling the average number of times a garment is worn could reduce relative greenhouse gas emissions by 44%.¹⁶

All our business units provide a care and repair service, allowing customers to have their items professionally cleaned or repaired. We encourage our consumers to view repairs as a badge of honour—reflecting their commitment to reducing the environmental impact of new production. We look forward to seeing a growing number of repairs in the years ahead.

Bever has successfully internalised its washing services and established a fully equipped technical clothing repair workshop, supported by a dedicated team of 22 full-time employees. Additionally, Bever has designated in-store and online spaces to promote care products, sell spare parts, and educate customers on proper outdoor product maintenance to enhance durability.

¹⁶ Ellen MacArthur Foundation, A new Textiles Economy: Redesigning Fashion's Future, 2017

SUSTAINABLE GROWTH OF RETAIL

Retail Concepts has successfully integrated its own shoe repair service within its warehouse, completing over 3,000 shoe repairs in its second full year of operation, alongside offering an in-house washing service. Since November 2023 Retail Concepts has begun to operate own technical clothing repair service, onboarding two full-time employees in its workshop. In its second year of operation the service hub has grown to a fully-equipped service centre of 2000m² with 3 FTEs dedicated to clothing repairs, 2 FTEs for washing services, 3 FTEs for shoe repair & maintenance and a team of 8 looking after warranty issues.

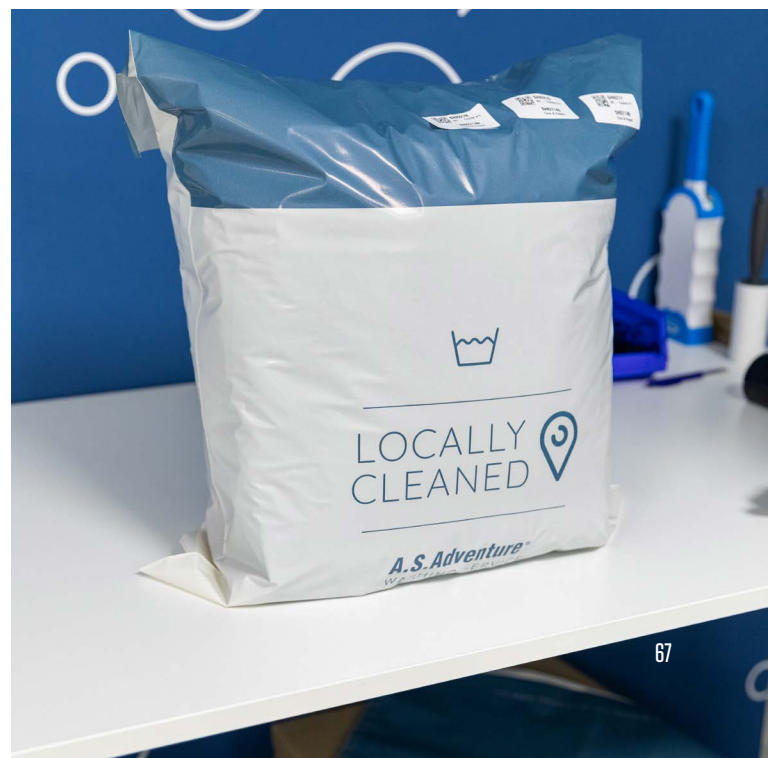
O&CC continues to outsource its repair and washing services due to warehouse space constraints and lower consumer demand for repair and care services in the UK, despite active promotions and competitive pricing.

“Bever has been my go-to outdoor store for a very long time already. I love the high quality products, and with the care and repair services I can now enjoy my products even longer!”

Consumer feedback

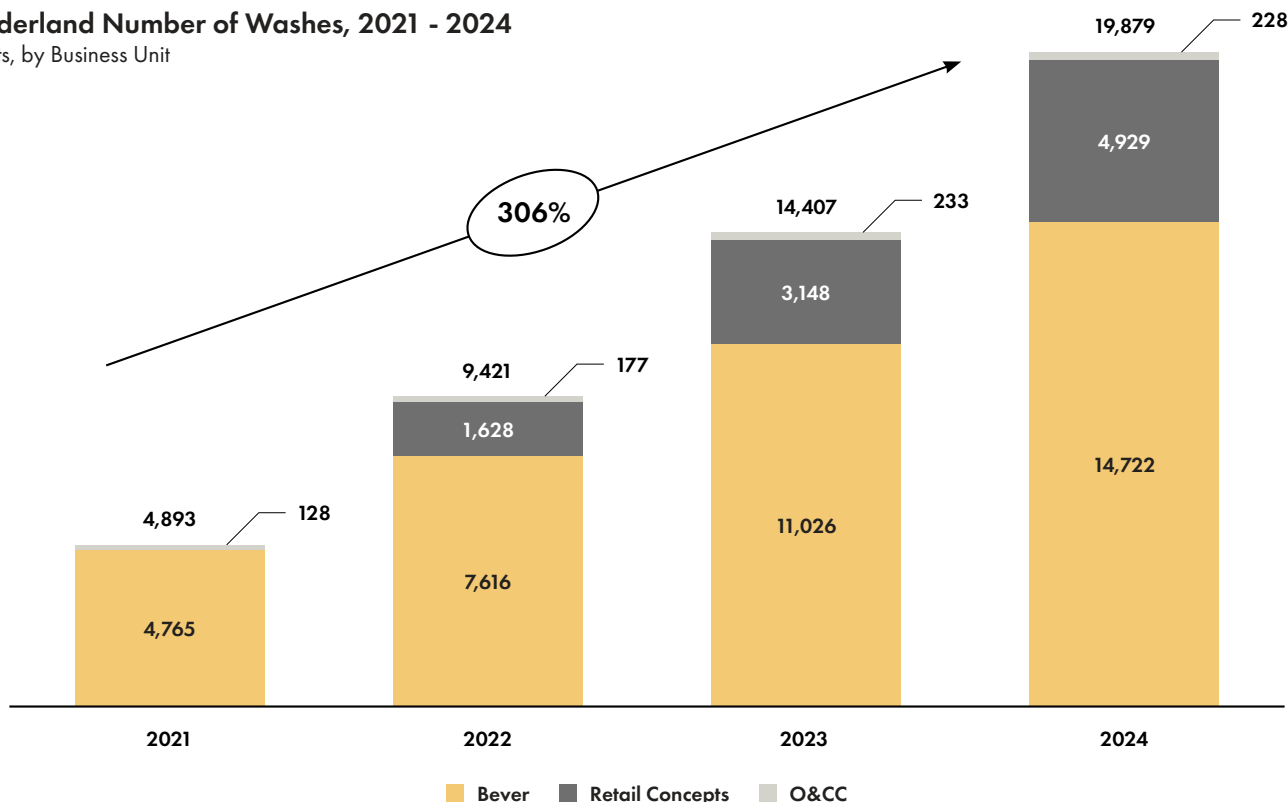
Washing Service

Properly washing outdoor products using the appropriate cleaning products and wash cycles helps extend their functionality and lifespan. We understand that caring for technical outdoor gear can be challenging for customers. To ensure our products maintain their quality, we offer technical washing services across all our business units.



Yonderland Number of Washes, 2021 - 2024

units, by Business Unit



Our collective washing services have seen a 38% growth vs 2023. Particularly at Bever and Retail Concepts the demand for professional washes are increasing.

Repair Services

Repairing technical outdoor products often requires specialised skills and spare parts that may not be readily available to the average customer. To address this, we offer technical repair services across all our business units at highly competitive prices.

Bever and Retail Concepts have successfully established in-house repair workshops for clothing and equipment and for footwear, respectively. Meanwhile, O&CC continues to outsource its repair services to Scottish Mountain Gear, a well-regarded outdoor product repair centre.

“Repairing clothes in a sustainable and creative way is my passion.”

Diana, Repair Service Employee, Retail Concepts

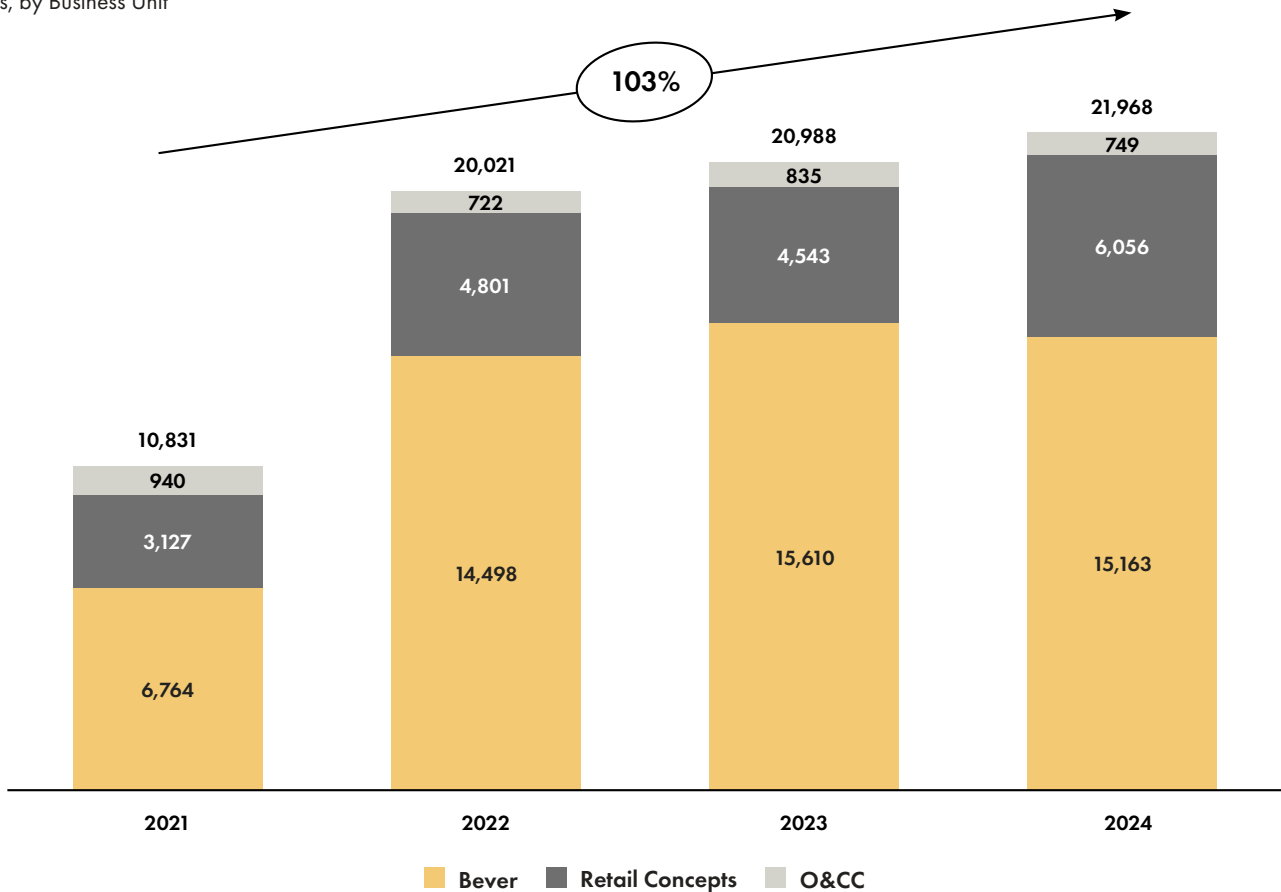


“My Meindl shoes were completely re-soled by the shoe repairers. New insoles and new laces as icing on the cake. Beautifully restored with original Meindl soles. Big Kudos to this team! Thank you so much and keep up the good work!”

Koen, Customer

Yonderland, Number of Repairs, 2021 - 2024

units, by Business Unit



“My husband brought in his hiking boots after 4,000 km of walking and 1.5 years old to have new soles put on. Wonderful and good service. He actually has new walking shoes now. Ready again for the next 4,000 km of walking fun with the dog. Thank you for the existence of this special repair service.”

Marina, Customer

Footwear Reproofing Service

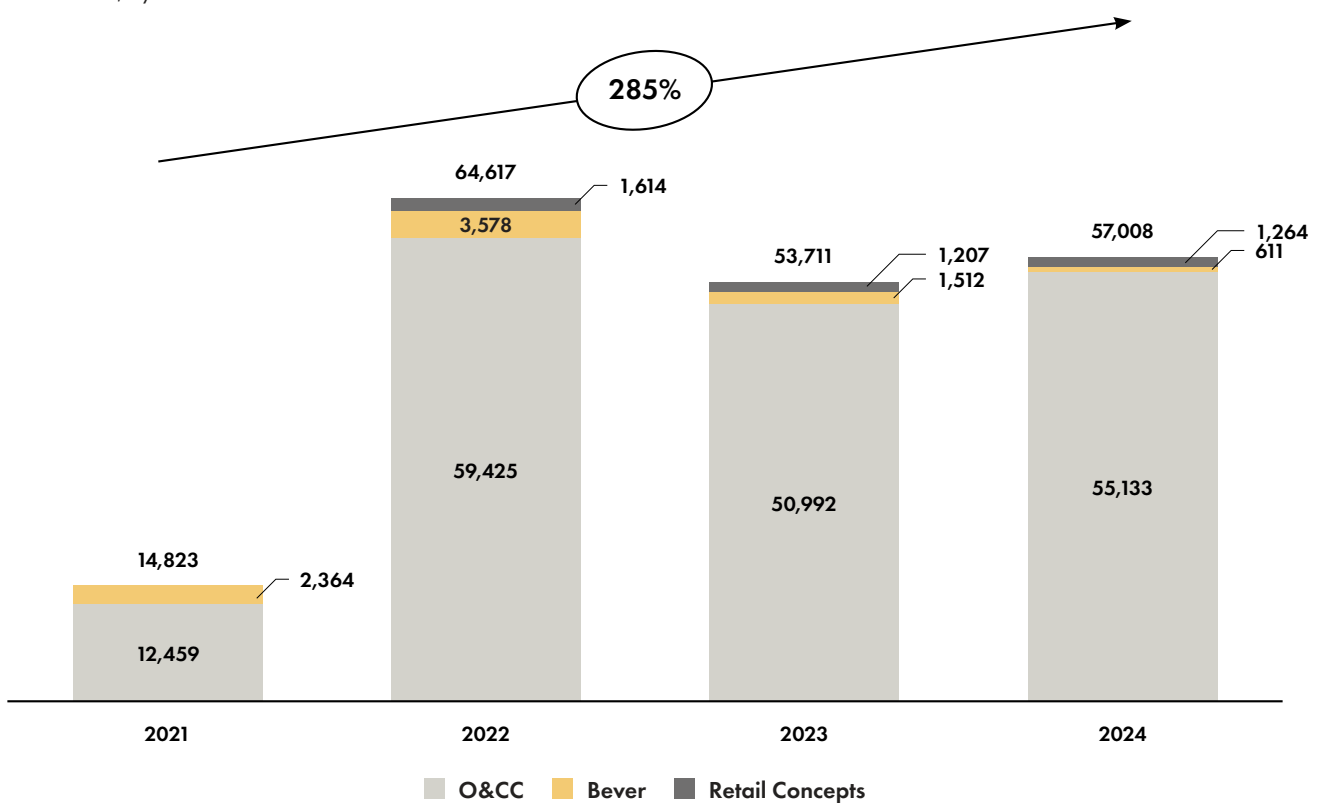
At O&CC, we offer an efficient and effective outdoor footwear reproofing service. In just 60 seconds, we can restore durable water resistance and provide renewed protection against dirt, dust, salts, and UV exposure, helping to extend the life of our customers' footwear. Demand has increased for this service again increasing pairs of shoes reproofed by 8% vs LY.

Bever and Retail Concepts have introduced similar reproofing services, but customer interest is still in its early stages. We aim to increase awareness of our reproofing services in the years ahead.



Yonderland, Shoes Reproofed, 2021 - 2024

of pairs of shoes, by Business Unit



Bever's First Circular Store

Bever's mission is clear: produce and consume less while extending the lifespan of what we already own. Overproduction and overconsumption contribute to increasing waste, and we strive to operate within the limits of responsible production. For years, we have prioritised circular initiatives, offering repair services and making responsible choices in material sourcing and social sustainability. Additionally, we have introduced the Buitenmens collection, created from repurposed outdoor gear, among other initiatives.

In November 2024, we opened a groundbreaking store in Utrecht that reimagines traditional retail. This space integrates all our circular initiatives, emphasizing product longevity and material reuse. Customers can explore a curated selection of high-quality new products from sustainability-conscious brands, a wide range of second-hand outdoor gear, a buy-back program for used items, repair services, and rental options for outdoor equipment.

Our goal is to learn from this initiative, applying insights to other stores while inspiring the broader retail industry to embrace sustainable practices. This marks the beginning of our journey toward a fully sustainable retail model.

Second-Hand Product Range

From an environmental perspective, the most sustainable product to reintroduce to the market is one that already exists. By utilizing limited resources to wash and repair products discarded by consumers, yet still viable for use, we are revitalizing these items in our Bever and A.S. Adventure workshops before they are returned to stores.

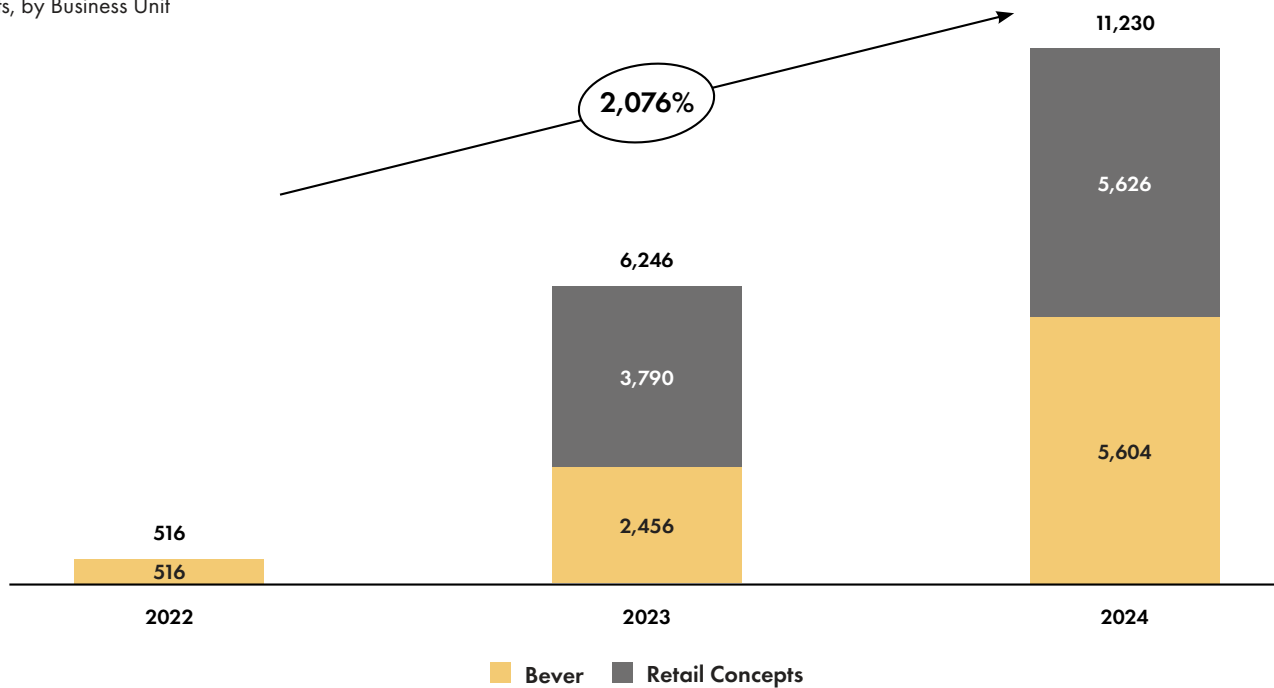
2022 marked the pilot year for Bever's second-hand line, A.S. Adventure's Second-Life, and JUTTU's ReJused ranges. While these offerings remained relatively small compared to total units sold, 2023 has seen a remarkable increase, with second-hand units sold rising over 100 times.

In 2024 we increased our number of stores offering our second-hand ranges from 20 in 2023 to 35 and can report an 80% increase in second-hand units sold vs last year.



Yonderland, Total Number of Second-Hand Units Sold 2022 - 2024

units, by Business Unit



While at Bever we offer a wide range of product categories (primarily, apparel, but also camping equipment), A.S. Adventure has focused on take-back and recycle schemes of 19 popular brands.



Rental Services

Another effective way to reduce the relative environmental footprint of a product is to increase its usage intensity.

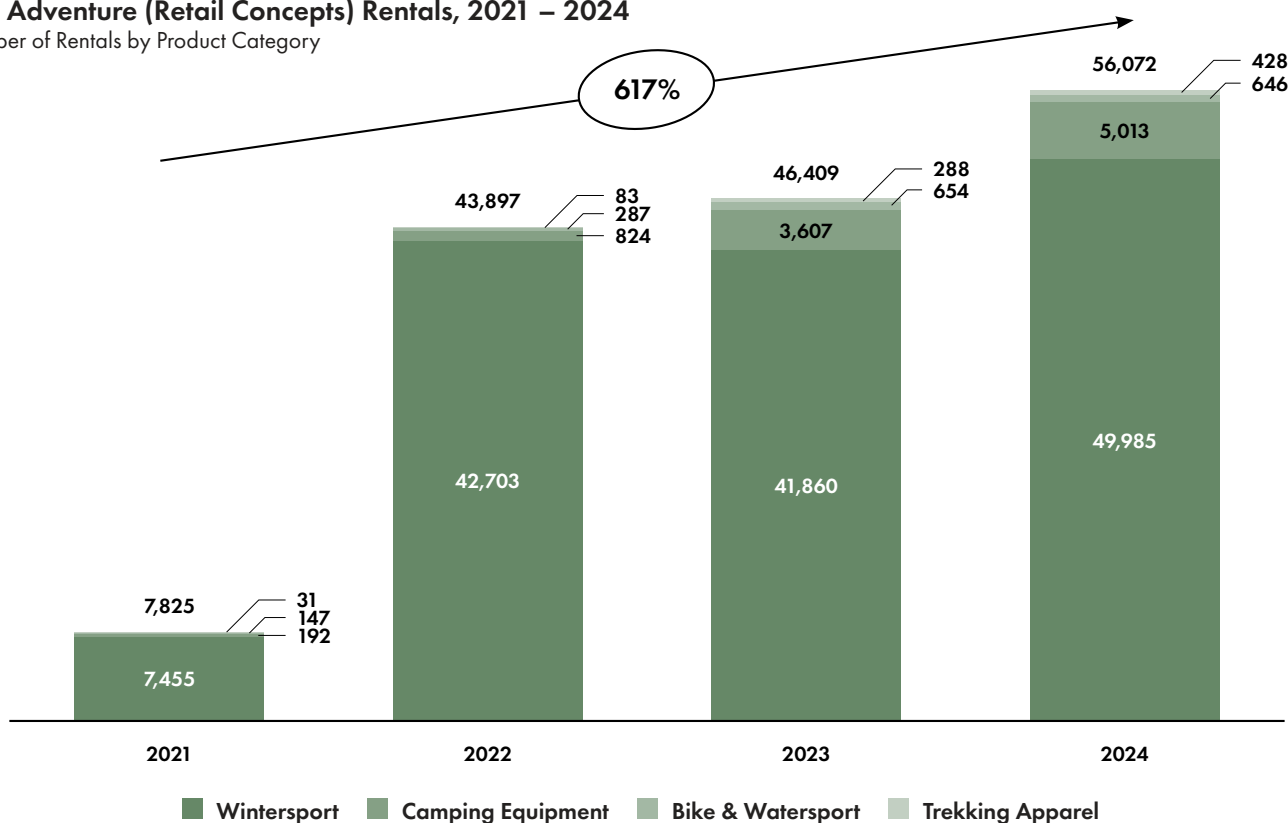
For products that are used infrequently or seasonally, utilizing a rental service can significantly lower the environmental impact.

A.S. Adventure expanded its rental offerings in 2022, leading to remarkable growth. In 2024, we recorded over 56,000 rentals, with winter sports equipment accounting for the largest portion of rented items.

Bever has relaunched its rental services in 2024 as a pilot scheme and is planning to scale up the rental offer to 12 stores in 2025.

A.S. Adventure (Retail Concepts) Rentals, 2021 – 2024

Number of Rentals by Product Category



Ayacucho

Ayacucho, Yonderland's own private label brand, continuously refines its sustainability objectives by incorporating recycled and natural materials whenever possible, without compromising on performance or customer comfort. For us, sustainability goes beyond reducing environmental impact—it involves challenging our business models and designing products that consistently deliver optimal performance over the long term.

Since its inception in 2009, Ayacucho has donated 1% of its revenue to support vulnerable communities worldwide. These contributions have supported SOLID, a private foundation dedicated to combating global poverty, establishing social enterprises, and funding projects in Peru, Kenya, and India. In Belgium, our support extends to TADA, a non-profit organization in Brussels that provides supplementary, voluntary, motivational, and community-focused education to teenagers in disadvantaged neighbourhoods.

By supporting these two NGOs, we empower local communities through sustainable development, intensive vocational training, and various forms of support, helping individuals break free from poverty.

In 2024 Yonderland donated over 300,000 EUR for the Solid Foundation and TADA.



Social Impacts Achieved through our Cooperation with SOLID & TADA

Across the 3 regions where SOLID is active - Peru, India and Kenya - our funds have supported:

- 2,363 fairly paid jobs
- 52 training schemes
- 9,452 people's lives positively impacted

At TADA our funds have supported:

- Their weekend school which offers practical lessons to teenagers aged 10-14 for three years each
- Their alumni network that supports teenagers and young adults beyond the three-year weekend school course



AYACUCHO
designed for generations



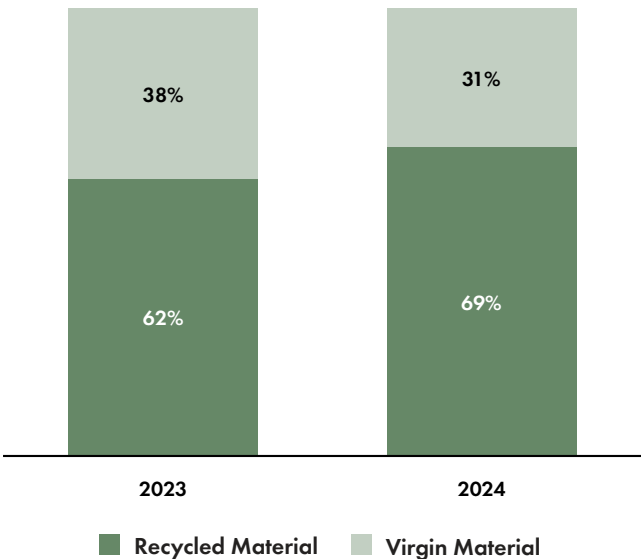
Reducing Our Environmental Impact

To minimise our environmental impact, we prioritise the use of recycled and organic materials, as well as natural and mono-materials whenever possible. These choices not only reduce waste but also enhance recyclability compared to conventional fabrics. We continuously challenge ourselves to improve circularity in our design philosophy, recognizing that while this is an ongoing journey, we are committed to making meaningful progress toward a more sustainable future.

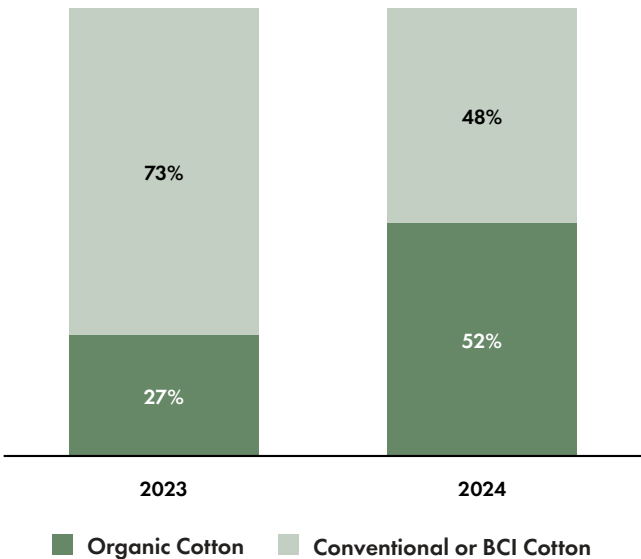
Animal welfare is also a key priority. We exclusively use certified animal-friendly wool and opt for either recycled down or certified responsibly sourced down.

Additionally, we focus on designing products with repairability and recyclability in mind, ensuring our gear can be easily maintained and repurposed at the end of its lifecycle. As part of our commitment to transparency, we are sharing insights into our material composition for 2024, showcasing the progress we have made since 2023.

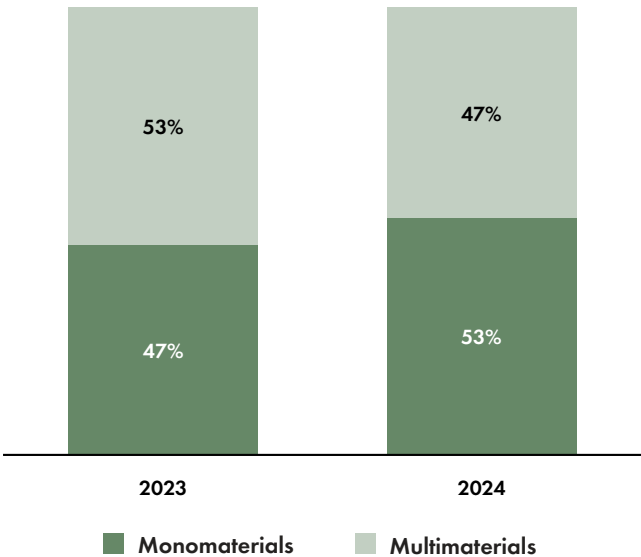
Ayacucho Range Material Composition 2023 vs 2024
% Share



Share of Organic Cotton vs Conventional Cotton in Ayacucho Range, 2023 vs 2024
% Share



Share of Mono- vs Multi-Materials in Ayacucho Range, 2023 vs 2024
% Share



Becoming PFC-Free

At Ayacucho, we are committed to offering products that are 100% free of intentional PFAS in the future. We already use PFC-free DWR in nearly all our products and with the implementation of our new quality manual planned for 2025, we aim to enhance our product testing processes. Through due diligence testing, we strive to confidently claim that our products are entirely PFAS-free, with no intentional use.

Textile Exchange Accreditation

Since 2024, we are certified to the Responsible Wool Standard (RWS), the Global Recycled Standard (GRS), the Organic Cotton Standard (OCS) and the Responsible Down Standard (RDS) by ControlUnion CB-CUC- 1241771.

These Textile Exchange accreditations certify and track corresponding materials from source to the final product. These high-standard and globally recognised accreditations are essential to us as they official certify the quality and information we provide to our clients. Additionally, it strengthens transparency across our supply chain, reinforcing our commitment to responsible sourcing and sustainability.

Please note that **only** products which carry the RWS / GRS/ OCS or RDS label are certified.

Measuring our Carbon Footprint on a Product-Level

In 2024 our Ayacucho team has started to evaluate the carbon footprint on a product level. Given the complexity of materials, production processes and the fragmentation of the supply chain, product carbon footprints are time intensive measures.

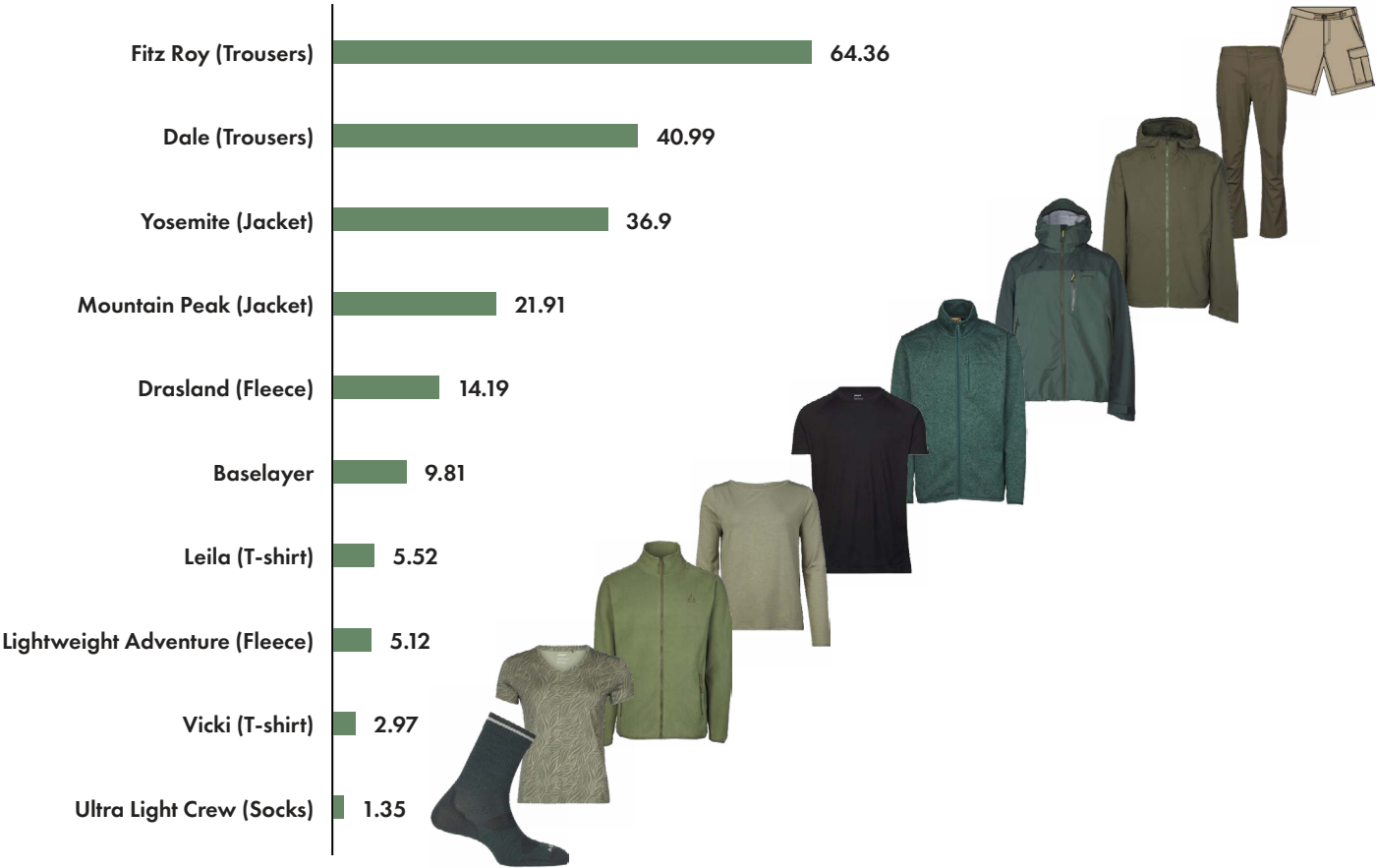
We started our carbon footprint and climate action journey for Ayacucho with 10 products purchased for SS25, ensuring a diverse mix of material composition, country of origin, product categories, purchased by at least two business units, and potential for carryover into future collections.

Understanding the differences in emission impact driven by product type, material choices, manufacturing processes and location helps our design teams to create lower emission products in future.



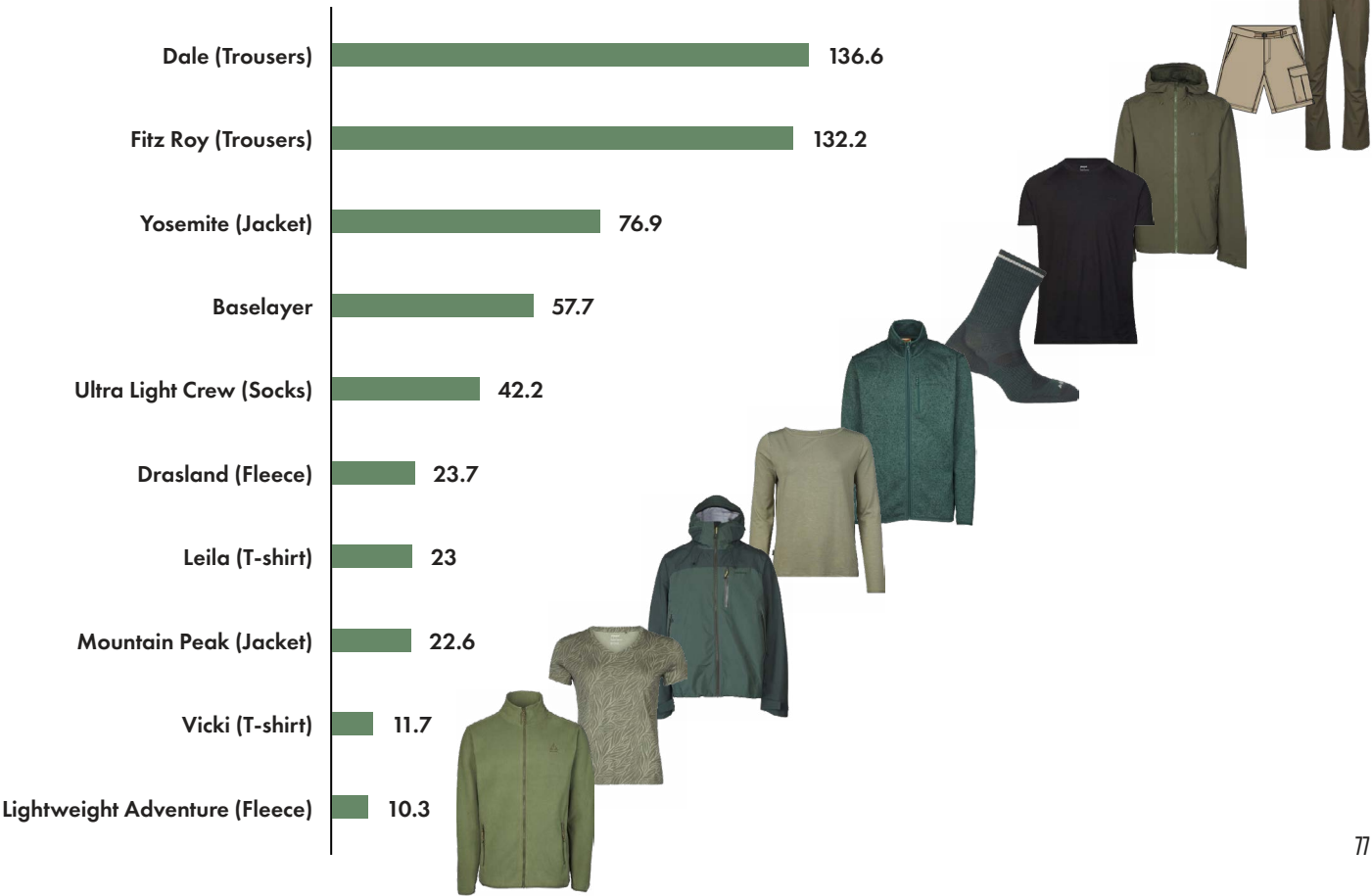
Ayacucho Product Carbon Footprint, Season 2025 by Product

Kg CO₂e



Ayacucho Product Emission Intensity, Season 2025

g CO₂e per g of product



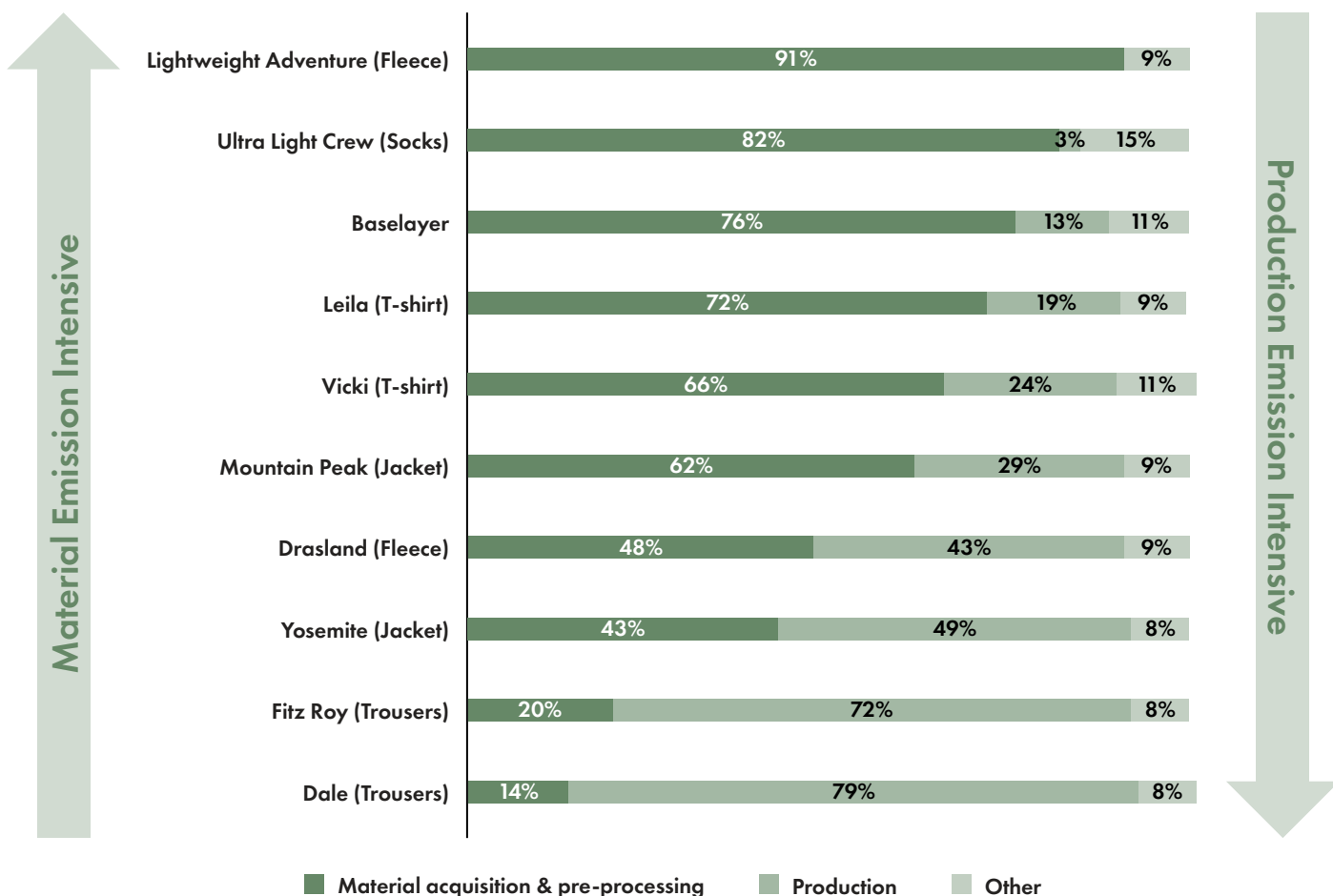
Naturally, the more complex a product the higher the carbon footprint. However, we observe two clear categories of emission drivers: materials and production of products.

Together these two factors drive around 80-90% of the emissions.

Setting the correct emission reduction focus will be critical to effectively lower the product carbon footprint of future seasons.

Share of Emission Contribution by Lifecycle, by Product

% Share of Total Product Carbon Footprint



Our analysis identifies clear emission reduction levers that our production development team are able to take into consideration for future seasons:

- Increase recycled materials share*
- Encourage our suppliers to switch to emission-free energy contracts
- Efficiency gains identified within same product groups
- Where possible, bring production closer to our key markets in Europe

* Not in all cases is the recycled material less carbon intensive than virgin materials.

Built to last

We have put lots of care and attention into designing and creating our Ayacucho collection. Our Ayacucho ranges are built to last and as such we offer an extended warranty from 3-5 years on our items purchased from January 1, 2024 onwards.

- Extended 3 year warranty
 - Clothing & accessories
 - Sleeping mats
- Extended 5 year warranty
 - Backpacks
 - Sleeping bags

Since 2024, Ayacucho suppliers have been sending residual materials from production surpluses to our Care & Repair centres in order to proactively provide our repair teams with additional Ayacucho materials, such as fabrics, zips, and snaps. This allows production waste to be repurposed to support the reparability of our products.

To further improve the quality of our products, the implementation of our quality manual is planned in 2025.

Supply Chain Transparency

We only collaborate with BSCI-approved factories that adhere to strict ethical and social standards, and we have shared our Code of Conduct with all our Ayacucho suppliers.

We continue to focus on improving transparency within the complex textile supply chain, especially in light of the upcoming Digital Product Passport (DPP) legislation. Starting in 2025, we will introduce some products featuring a Digital Product Passport (DPP) on their care labels, providing greater insight into the various stages of the product's lifecycle.

In 2024, we produced in the following countries:

- China
- Bangladesh
- India
- Romania
- Portugal
- Italy
- Poland
- Germany
- Peru
- Sri Lanka

Like many outdoor brands, our production is primarily based in China and Bangladesh. We are mindful of this and are actively working to increase local manufacturing in Romania and Portugal. Our decision to produce in Asia is intentional, as the region offers specialised expertise in technical outdoor apparel, well-developed supply chains, and advanced production capabilities. Additionally, maintaining accessibility for our customers remains a priority. For us, the key is striking a balance between offering high-quality, affordable products and making a positive impact on both people and the environment.

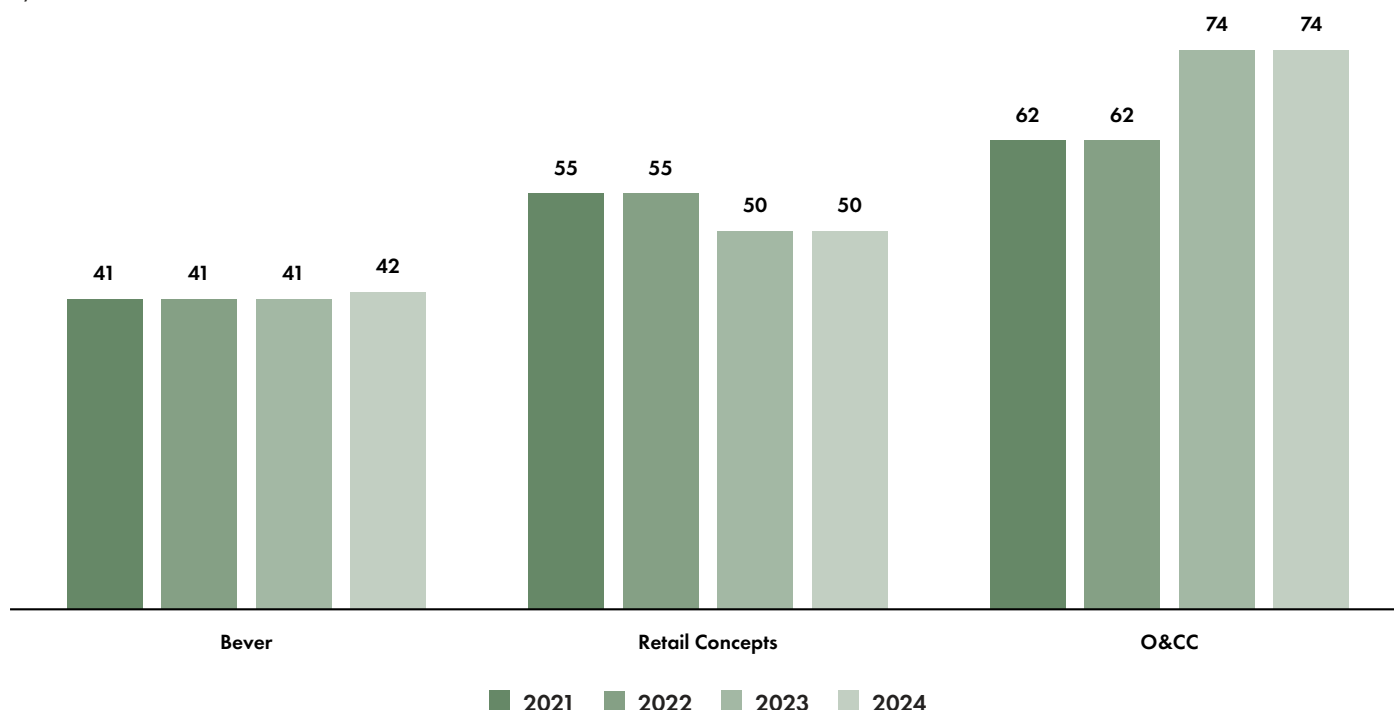
Recycle My Gear

Recycle My Gear: Recycling Post-Consumer Product Waste

Once products reach the end of their useful life to our customers, we want to encourage habits of appropriate recycling. Since 2021 we have installed drop-off locations in our stores for customers to recycle their apparel and footwear.

Number of Recycle-My-Gear Drop-off Locations 2021 - 2024

By Business Unit



We accept all types of garments and footwear, which are then collected and sorted in-house or by our third-party partners. Depending on the condition the items are in, we or our partners either:

- Create a second-hand clothing stream
- Donate or sell items which are in a usable condition, giving the items a second lease of life and preserving their value for longer
- Upcycle the items into crafts or other objects
- Recycle the items by breaking them down into their components and feeding as much of the materials back into the industry, closing the loop

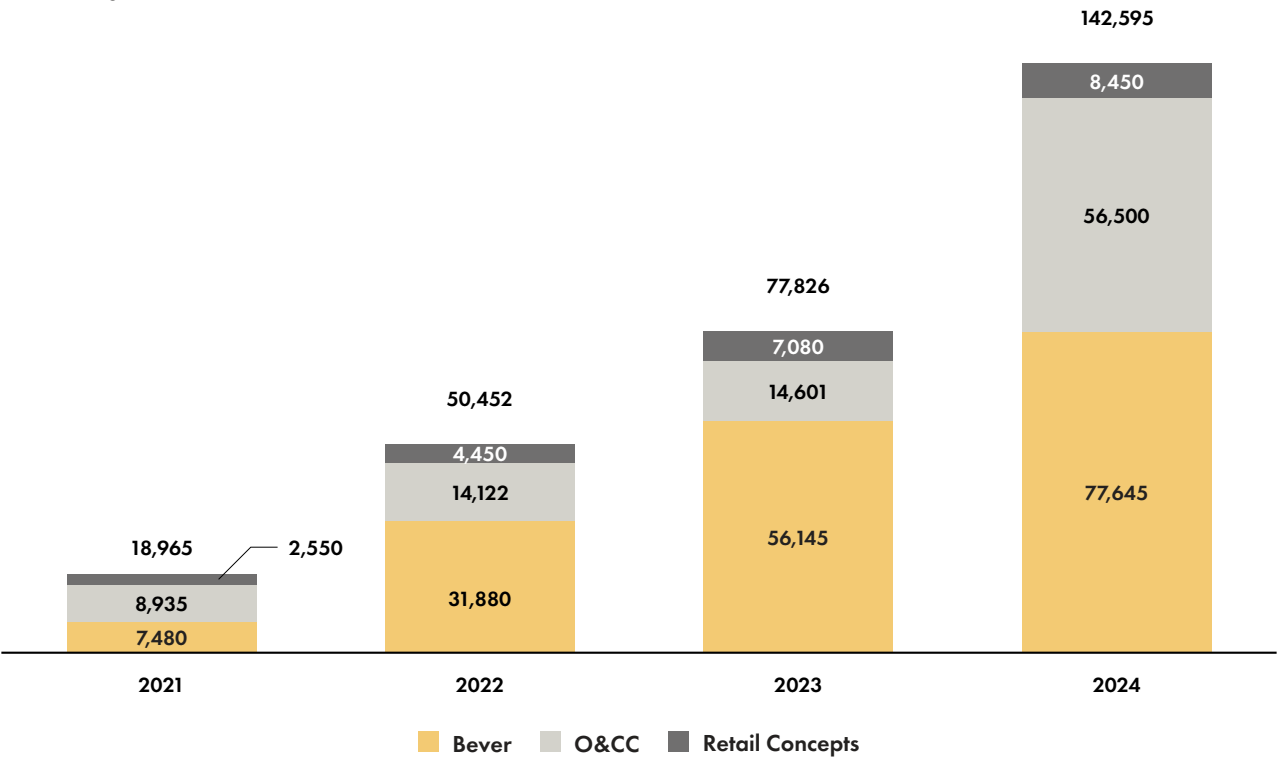
In 2024 we collected over 142,000kg (83% vs LY) of footwear, clothing and other equipment.

Bever has been very successful in expanding its handling capacity of its Recycling street increasing volumes by 36%.

Similarly, O&CC has been able to expand its take-back ranges to include camping and climbing equipment through its new partner Phoenix increasing its Recycle My Gear volume by 286% vs LY.

Total Volume of Clothing, Footwear & Equipment Collected in 2021 - 2024

By business unit, kg



After-sales Products: Pre-Consumer Product Waste

In addition to our Recycle My Gear initiative, Yonderland is committed to ensuring that no after-sales stock ends up in landfills. Instead, these items are given a second life through second-hand sales via our partners, upcycling, recycling, or responsible disposal.

Defective products that cannot be returned to brands or sold by our business units are carefully collected and sorted in our warehouses. These items are then passed on to our trusted recycling partners for onward processing.

Retail Concepts

Kamiano

Based in the centre of Antwerp, this charity’s mission is to give support to homeless people by giving them shelter, food, clothing and support in form of social activities, psychological therapy. Our donated outdoor products are used to protect rough sleepers.

We have estimated that Retail Concepts donates over 9,000kg of products such as tents, sleeping bags, clothes, outdoor shoes and backpacks. Also electronics and no longer sellable food such as sports power bars are donated by Kamiano to Kringwinkel and Voedselbank.

Kringwinkel

Retail Concepts donates repairable electronic products to Kringwinkel. As the largest circular second-hand store in Flanders, De Kringwinkel is committed to maximum local reuse. They receive reusable items or collect them for free, sort or repair them and give them a nice place in their stores. In total, the recycling centres in Flanders collect 84,000 tonnes of goods every year. About half of these items finds a new home through Kringwinkel.

They use the income from their sales to give suitable jobs to more than 6,000 people who have few or no opportunities on the regular labour market.

Voedselbank

Food that is no longer sellable but still safe for consumption is donated to the local foodbank Voedselbank.

The Belgian Federation of Food Banks, Voedselbank, fights hunger and food loss in Belgium.

They strive to provide full-fledged, healthy food free of charge every month to people in need through their local member associations and with the help of volunteers.

Outdoor & Cycle Concepts

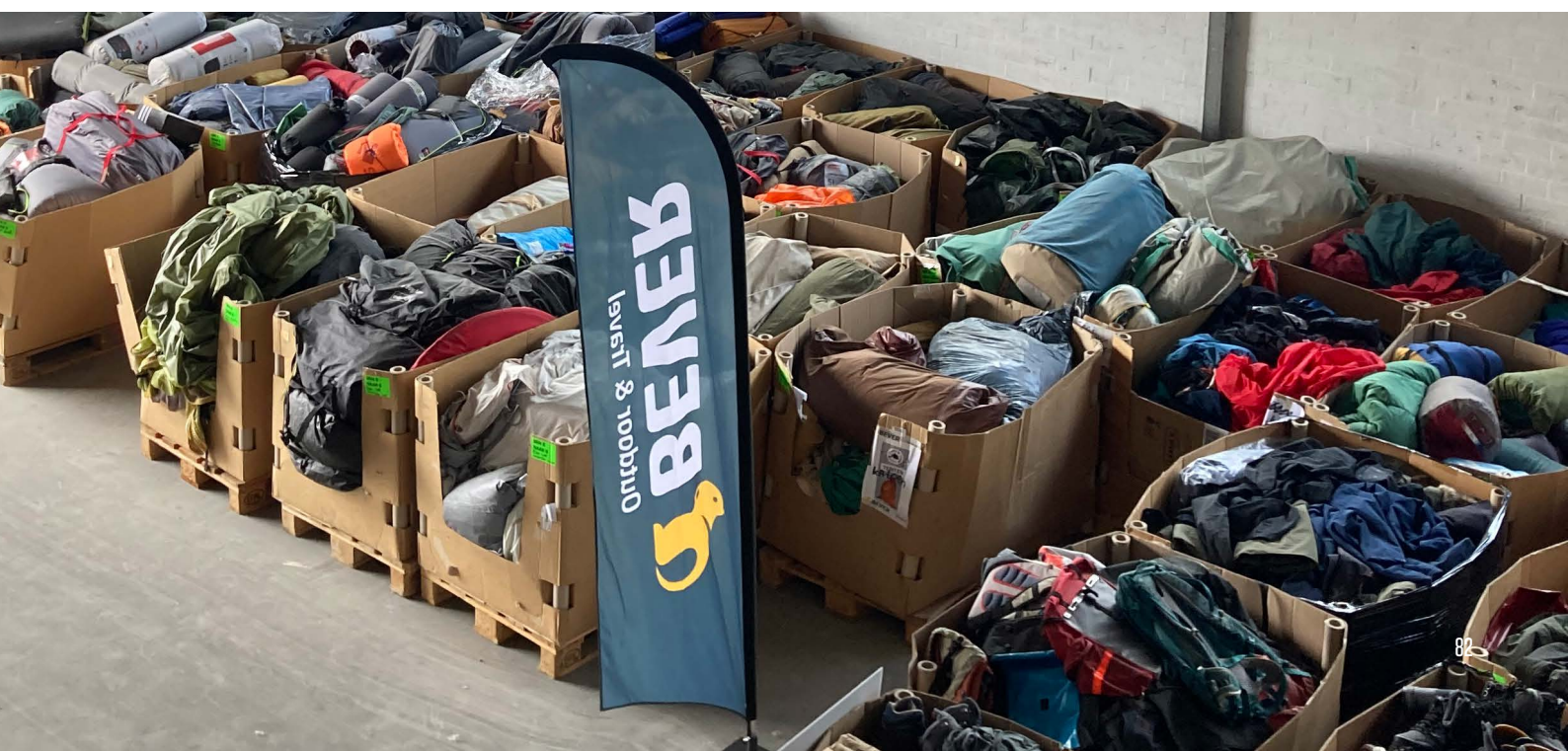
Phoenix

The Phoenix Resource Centre is a UK registered charity working in the UK and 61 other countries. They have their own registered NGOs in Djibouti, Somalia, and Ghana. Their main objectives are the protection and preservation of the environment for public benefit by the promotion of waste reduction, refuse reclamation, recycling, the use of recycled products and the use of surplus. Their international objectives are the provision of aid and resources including medical, educational, rehabilitation, food and clothing, sport, emergency disaster relief and agriculture. They also develop, set up and run programmes in youth development and empowerment, community engagement, medical and healthcare, and agriculture. They partner with the government and communities to build individual skillsets on self-sustaining projects. The large majority of our aftersales stock, old visual merchandising and office equipment is collected by Phoenix and repaired, repurposed and given a second life. A small share of stock that is beyond repair, repurposing or recycling is incinerated as a last resort.

Bever's Recycle Street

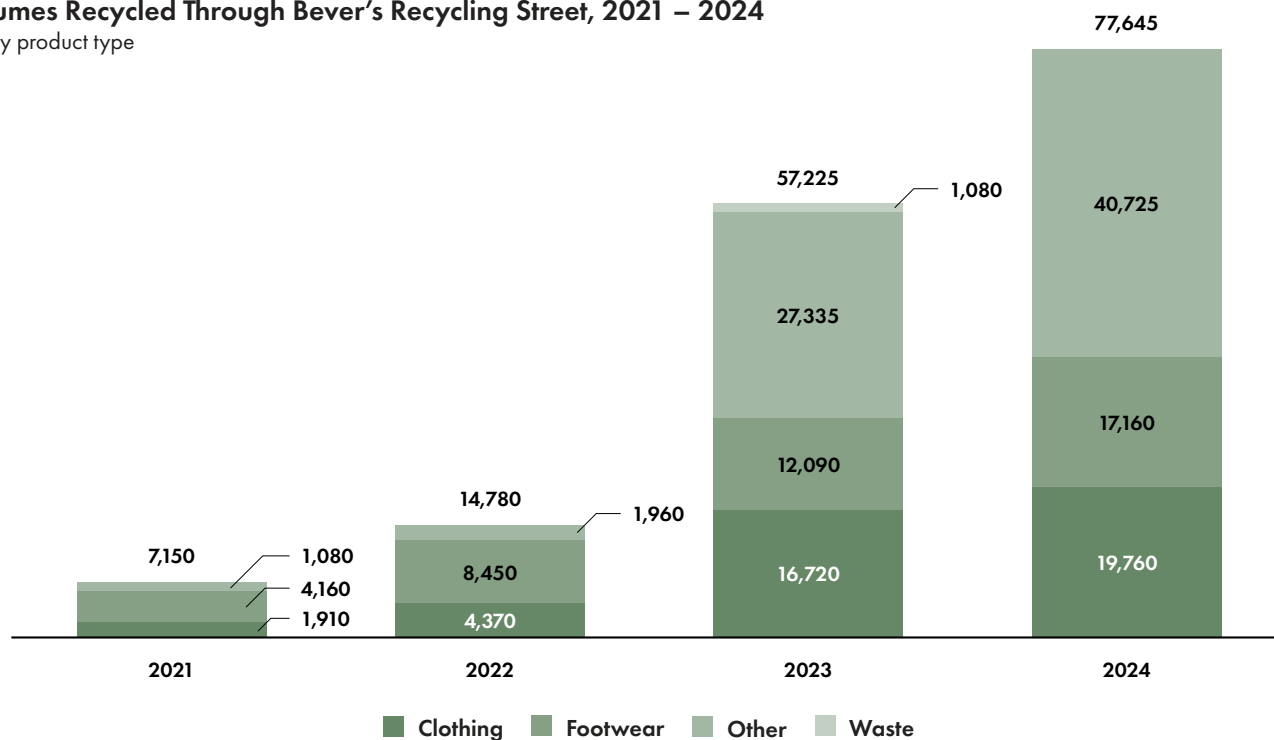
In 2022 Bever launched its own "Recycle Street"; a sorting centre where we sort out all collected used gear. Our decision to take the recycling in-house was driven by the ambition to reach and ensure the highest standard of recycling for the used products.

In 2024 77,645kg of apparel, footwear and other equipment was collected, sorted and recycled, an increase of 36% vs LY.



Volumes Recycled Through Bever's Recycling Street, 2021 – 2024

Kg, by product type



Bever is operating the following recycling streams to ensure each product type and material is treated in the most optimal resource-preserving manner:

PRODUCT TYPE	2024		
	KGS	CATEGORY	ONWARD RECYCLING STREAM
Footwear for Recycling	12,870	Footwear	Recycled through Fastfeet Grinded
Waste	12,565	Other	Recycling trough our regular waste handler
Apparel - General	10,005	Clothing	Fine sorting through partner Sympany, both for reuse in other markets and recycling
Tents synthetic	9,310	Other	Used for Buitenmens collection through Blue Loop and Freaanck
Second-hand Apparel	8,235	Clothing	In Bever stores
Tents cotton	7,680	Other	Experiments for reusing fabrics for shopping bags
Second-hand Hardware	5,180	Other	In Bever stores
Footwear for Donation	4,290	Footwear	Christian Refugee Relief charity
Sleeping bags synthetic	1,920	Other	Donation to Shelter Suit
Jeans	1,520	Clothing	Recycle to Buitenmens collection with BlueLoop
Store banners	1,330	Other	Upcycling shopping bags
Metal	1,300	Other	Recycling
Ski Boots	720	Other	Recycled through Technica Group
E-Waste	350	Other	Recycling through Stichting OPEN
Sleeping bags down	270	Other	Recycled for recycled down through partnership with Rab
Binoculars	100	Other	Donation to Vogelbescherming to be distributed among rangers in Africa

WASTE & WATER

Waste Management

Waste management at Yonderland largely depends on the infrastructure and services available through local municipalities, as well as the presence of private waste recycling companies.

To ensure efficient waste processing, we continue to utilise a combination of both municipal waste management services and private recycling partners.

Waste Management Targets

Our internal goals are to:

- Reduce the overall volumes of waste
- Increase our recycling rates to minimum 75% across all Business Units

Waste Report

	2023						2024					
	VOLUME (KG)			% YOY			VOLUME (KG)			% YOY		
	Retail Concepts	Bever	O&CC	Retail Concepts	Bever	O&CC	Retail Concepts	Bever	O&CC	Retail Concepts	Bever	O&CC
Radioactive Waste	-	-	-	0%	0%	0%	-	-	-	0%	0%	0%
Hazardous Waste	-	-	-	0%	0%	0%	-	-	-	0%	0%	0%
General Waste	165,600	93,633	204,583	-21%	9%	-29%	101,762	39,620	174,425	-39%	-58%	-15%
TOTAL RECYCLABLE WASTE	566,580	268,542	547,556	-25%	0%	22%	541,640	317,642	420,176	-4%	18%	-23%
TOTAL WASTE	732,180	362,175	752,139	17%	3%	2%	643,402	357,262	594,601	-12%	-1%	-21%

Retail Concepts has run an in-depth review and optimisation project on its waste management in 2023 and its impacts are clearly visible in our 2024 volumes. General Waste has decreased by over 39% vs LY and recycled waste by 4%, reducing the overall total waste for Retail Concepts by 12% despite comparable operating levels.

Retail Concepts recycling rate has improved significantly again from 77% to 84% in 2024.

Bever has seen its general waste volumes decline sharply vs LY as 2023 included the extraordinary warehouse clean ahead of the new warehouse build. Better volume-based reporting has also reduced the general waste figure.

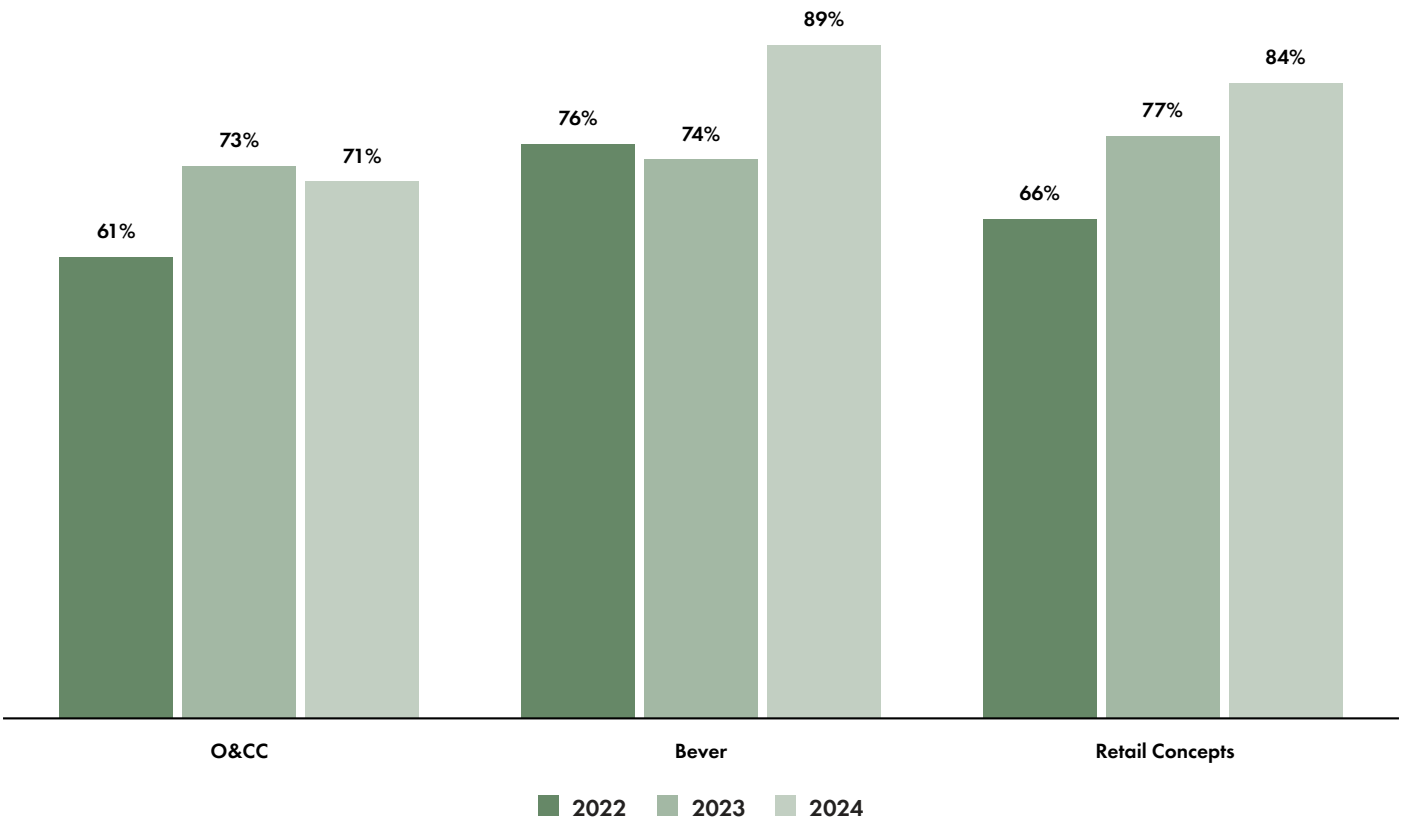
As such, Bever has achieved an incredible 89% recycling rate for its waste in 2024.

O&CC has also requested a closer review by its waste providers to improve accuracy of waste volumes reported.

Both general and recycled waste volumes have been reduced (-15% vs LY for general waste, -23% for recycled waste).

Given the substantially larger decline in recycled waste volume, the recycling rate has declined again at O&CC.

Recycling Rates by Business Unit 2022 - 2024
% Share of Recycled Waste of Total Waste



Waste Reduction Initiatives

To effectively tackle the global waste challenge, Yonderland must extend its focus beyond direct operations and consider the waste generated further down the value chain.

One key initiative in this effort is our paperless invoicing option, which has significantly reduced paper waste by eliminating over 5 million printed invoices annually.

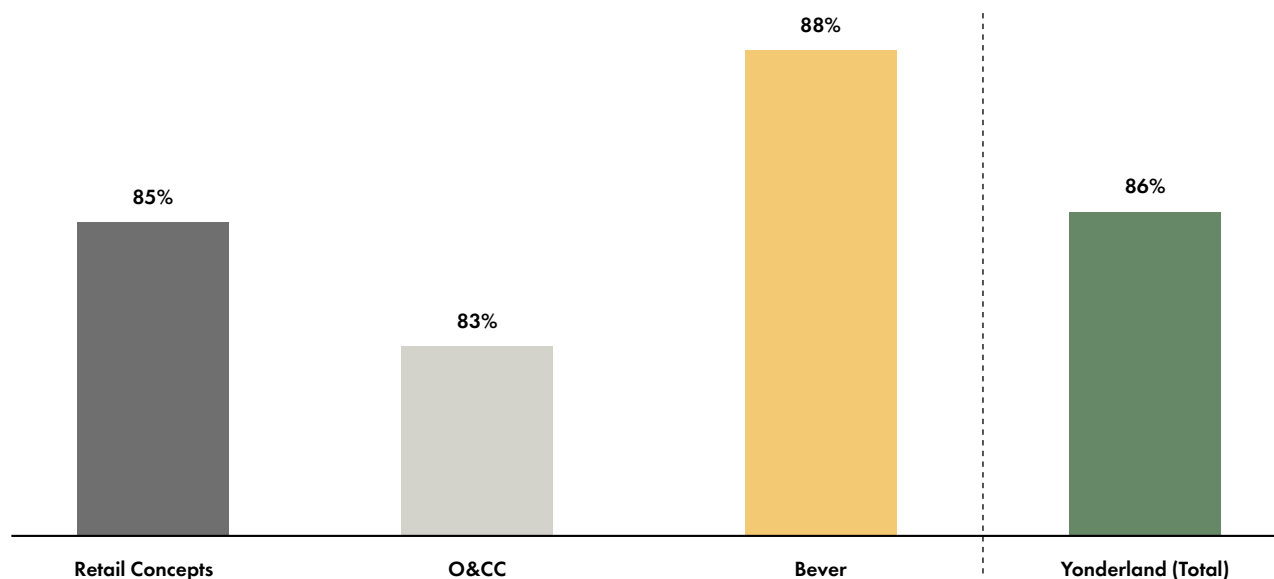
Number of Paperless Invoices by Business Unit

	2023	2024	YOY %
Retail Concepts	2,608,775	2,634,934	1%
O&CC	1,313,960	1,333,705	2%
Bever	1,293,369	1,341,308	4%
Total	5,216,104	5,309,947	2%



Share of Orders with Paperless Invoices of Total Orders, 2023

% by Business Unit



Recycling Initiatives

Nearly all products arrive individually packaged in transparent plastic sleeves to protect them from dirt, moisture, and potential damage. These single-use plastic sleeves are an efficient way to safeguard products during transit from brands to our warehouses or stores. However, they are challenging to recycle, and many local municipalities lack the infrastructure to process them.

Despite its reputation, plastic can be an environmentally responsible material when sourced from recycled feedstock and properly recycled at the end of its life. According to a Life Cycle Analysis by the European Outdoor Group, recycled plastic has a lower environmental impact than alternatives such as paper, cardboard, or cotton. It effectively keeps products clean and dry while being exceptionally lightweight for transport, reducing overall emissions.

To ensure proper recycling, O&CC has operated its dedicated single-use plastic recycling stream for the second consecutive year. Through reverse logistics, we collect plastic waste from stores, consolidate it in our warehouse, and pass it on to our recycling partner, FuturFirst.

In 2023, we collected over 12,600 kg of plastic waste.

In 2024, as we expanded and fully integrated this recycling stream into our warehouse operations quadrupling our recycled plastic volume bringing it up to 63,000kg.

Water Management

Water Consumption

2023 is the first year we attempted to measure water consumption at site level. In previous years we have extrapolated the volumes based on total financial spend and respective average cubic meter cost in our countries of operation.

With the site-level analysis, we discovered that the total financial spend does not capture a large amount of sites as in many cases the financial cost of water consumption is included in the aggregate service cost we pay for our sites.

To improve the accuracy of our estimates we have now calculated the water consumption of our sites with missing primary data by scaling the typical average consumption per square meters of a similar site type by the floor space of the site with missing data.

We continued this methodology in 2024.

Water Consumption 2024 by Business Unit and Site Types

Cubic meters

	WATER CONSUMPTION (M³)			
	TOTAL	STORE	WAREHOUSE	HEAD OFFICE
Retail Concepts	10,613	8,215	1,129	1,269
Bever	3,392	2,157	141	1,094
O&CC	10,947	10,141	375	431
Yonderland	24,952	20,513	1,645	2,794

Water Consumption by Business Unit, 2022 – 2024

Cubic meters

	WATER CONSUMPTION (M³)			
	2022	2023	2024	% Change vs LY
Retail Concepts	3,500	9,895	10,613	7%
Bever	6,092	2,318	3,392	46%
O&CC	33,945	18,438	10,947	-41%
Total	43,537	30,651	24,952	-19%

Water Consumption Intensity

Yonderland's water consumption relative to economic value generation is minimal, as water is primarily used for sanitary facilities, kitchen units, and wash centres in our warehouses in Belgium and the Netherlands.

Yonderland Water Intensity 2024 by Business Unit

Cubic meters per EUR 1M Revenue

	2024
Retail Concepts	37.0
Bever	20.3
O&CC	58.2
Yonderland	38.9

Water Risk Areas

None of Yonderland's site of operation are in areas that are deemed as high risk of water scarcity.



OUTDOOR & BIODIVERSITY

Biodiversity is declining at an unprecedented rate, driven by human activities such as deforestation, pollution, climate change, and unsustainable land use. According to the United Nations, nearly one million species are at risk of extinction, many within decades, due to habitat destruction and resource exploitation. This loss disrupts ecosystems, weakens their resilience, and threatens the essential services they provide, including food production, water purification, and climate regulation.

Deforestation for agriculture and urban expansion is one of the leading causes of biodiversity decline, destroying habitats and fragmenting ecosystems. Marine biodiversity is also under threat, with overfishing, ocean acidification, and plastic pollution damaging aquatic life. Additionally, climate change exacerbates biodiversity loss by altering ecosystems, making it difficult for species to adapt or survive.

The consequences of biodiversity loss extend beyond nature—human health, food security, and economies are at risk.

Addressing biodiversity loss requires urgent action, including habitat conservation, sustainable resource management, and stronger policies to protect endangered species. Without immediate intervention, we risk irreversible damage to the planet’s delicate ecological balance.

In addition to addressing our climate impact and that of our suppliers, piloting circular business models and improving our waste management, Yonderland seeks to “go the extra mile” for the outdoors.

As an outdoor retailer we have made it our mission to support charities and initiatives focused on the conservation of our natural habitats and get our own employees involved in dedicating work hours to preserving the great outdoors.

Donations & Fundraising

In 2024 Yonderland donated over 443,770 EUR and fundraised over 181,000 EUR charities.

	RETAIL CONCEPTS	O&CC	BEVER	AYACUCHO	YONDERLAND
Donations	129,733			314,037	443,770
Fundraised		177,830	3,842		181,672

Retail Concepts

Natuurpunt & Natagora

Amount Donated: 43,733 EUR

Natuurpunt and Natagora are independent volunteer-driven organizations dedicated to protecting vulnerable and endangered natural areas in Flanders and Wallonia. With over 130,000 members, they play a crucial role in conservation efforts across Belgium. Since 1998, we have been a proud and loyal partner, actively supporting their mission to safeguard biodiversity and restore ecosystems. **Natuurpunt** protects 28,501 acres and **Natagora** manages over 5,800 acres of natural resorts

Collaboration with Natuurpunt

Through our partnership with Natuurpunt, A.S.Adventure has established 11 dedicated hiking trails across Belgium, enhancing the outdoor experience with **327 wooden benches, 151 insect hotels, and informative panels** to engage visitors with local nature.

In 2024, we supported the **Visbeek Valley** conservation project in Flanders. Significant progress has already been made through the LIFE initiative, but additional efforts are required. Natuurpunt recently acquired new land parcels to expand and strengthen the reserve, ensuring it remains resilient against future environmental challenges. These areas currently lack ecological value, but with restoration efforts, they will flourish into thriving heathlands that support diverse species and offer visitors uninterrupted natural beauty.



Collaboration with Natagora

A.S.Adventure has also backed Natagora's **Réseau Nature** initiative, which promotes biodiversity by encouraging individuals and local authorities to manage green spaces sustainably. The network now encompasses **1,176 hectares**, with **2,235 nature enthusiasts** dedicating space to wildlife. In 2024 alone, **491 new signatories** joined the initiative, strengthening ecological corridors and making it easier for species to move through connected habitats.

Our ongoing collaboration with Natuurpunt and Natagora underscores our commitment to preserving Belgium's rich biodiversity and fostering a deeper connection between people and nature.

TE GEK?!

Amount Donated: 26,000 EUR

Since early 2023, JUTTU has proudly partnered with Te Gek!?, a nonprofit organization dedicated to raising awareness and breaking the stigma around mental health in Flanders. With one in four people experiencing mental health challenges, supporting this cause is more important than ever—especially for young people, who often face increasing pressure and stress.

Through this partnership, we aim to spark conversations, promote openness, and encourage a culture where mental well-being is a priority for all.

In 2024, we donated €26,000 to Te Gek!? to further their mission of making mental health a topic that is both accessible and openly discussed. Together, we are working towards a future where no one feels alone in their struggles.

River Clean Up

Amount Donated: 25,000 EUR

River Clean Up's efforts have already made a significant difference. In Belgium alone, they have successfully removed 99,144 kg of plastic items from rivers, preventing further pollution of waterways and oceans.

By supporting River Clean Up, we reinforce our commitment to environmental responsibility, ensuring cleaner rivers, healthier ecosystems, and a more sustainable future.



COOL EARTH

Amount Donated: 15,000 EUR

For over a decade, we have proudly partnered with **Cool Earth**, a leading organization dedicated to protecting rainforests as a critical solution to climate change. Their approach is rooted in close collaboration with **indigenous peoples and local communities**, who have lived in balance with these ecosystems for generations and are the true custodians of the rainforest.

Cool Earth's impact spans **244,392 hectares** across the world's three largest rainforests—the **Amazon, the Congo Basin, and New Guinea**. In the **Peruvian Amazon alone**, their efforts safeguard **76,546 hectares**, protecting approximately **29.5 million trees** and securing over **36 million tonnes of carbon storage**.

Beyond conservation, Cool Earth prioritises initiatives that directly support rainforest communities, including **access to safe water, wildfire prevention, and strengthening local resilience** against environmental threats.

As they emphasise in their mission:

"The most effective way to fight climate change is to protect the best carbon-storing technology that already exists—rainforests. And the best way to do that? Support the people who call them home."

Indigenous communities face extreme challenges while standing on the front lines of the climate crisis, and through our continued partnership, we are committed to backing their efforts to safeguard the planet's most vital ecosystems.

GO FOREST

Amount Donated: 15,000 EUR

GO FOREST is a Belgian company that has been planting trees since 2020 under the motto “Let’s plan(t) the future together”. They promote reforestation and agroforestry focusing on the correct tree types being preserved and/or replanted in the correct areas. From the Netherlands to Italy and even beyond the borders of Europe, GO FOREST preserves our planet’s natural carbon storage and biodiversity of forests but also supports the local communities in the regions. Go Forest has planted 85,442 trees in Europe in 2023 alone. With our specific donation, 4744 trees have been planted in Dohan (BE), Rufina (IT) and Conewalde (GER) with an average life-span of 30 years. This results in a CO₂ reduction of 830 tonnes.

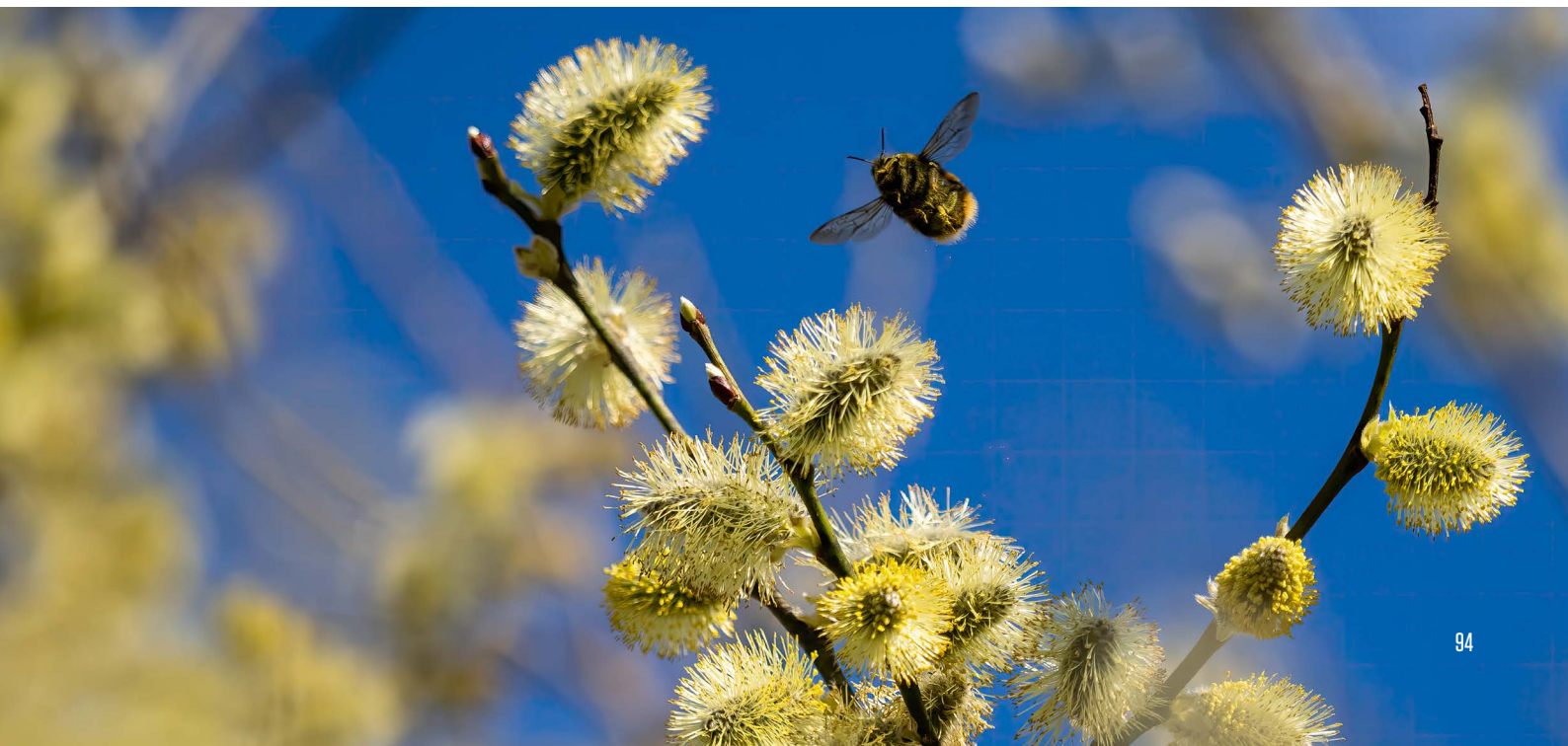
NATUR&ÜMWELT

Amount Donated: 5,000 EUR

Since 2023, we have expanded our commitment to environmental conservation by partnering with **natur&ëmwelt a.s.b.l.** to strengthen our support in **Luxembourg**. Until now, our focus has been on **local green and blue partners in Belgium**, making this collaboration a significant step in broadening our impact.

With a network of **11,000 members** across **40 partner associations**, **natur&ëmwelt** is dedicated to **safeguarding biodiversity** and preserving natural and cultural landscapes. Their work includes **raising awareness, providing expert guidance, and taking action at local, national, and international levels** — through scientific research, conservation initiatives, and advocacy.

In **2024, we proudly donated €5,000** to support **natur&ëmwelt’s** mission, reinforcing our shared goal of protecting nature and promoting sustainable environmental practices.



Outdoor & Cycle Concepts

Pennies

Amount Fundraised: 177,830 EUR*

Pennies is a microdonation initiative that was launched in all Cotswold Outdoor, Runners Need and Snow+Rock stores (apart from ROI) in August 2021. Since then, we have supported a wide range of charities by communicating their cause to our customers and encouraging them to make microdonations when they purchase in-store.

With these funds we supported the Youth Hostel Association, the cancer charities Cancer Research UK, RSPB, the Pennies Foundation, National Trust Scotland, and the Ramblers.

CHARITY	AMOUNT FUNDRAISED (EUR*)
YHA	49,652
Cancer Research UK	43,473
National Trust	29,289
RSPB	28,086
Pennies Foundation	17,972
National Trust Scotland	3,595
Ramblers	761

Bever

Buitenmens Auction

Amount Fundraised: 3,842 EUR

In April 2024 we launched an auction of 11 recrafted Buitenmens items. Each item was made from used fabrics and was unique in its own way. We put those items in auction to raise funds for the Waddenvereniging. This foundation works on conservation and restoration of the Waddenzee Unesco World Heritage site.

Clean-up Days

Employee Days: 63 days

We value the contribution of employees for a better world. In 2024 we have organised two clean up events. One in collaboration with De Waddenvereniging, cleaning up around the Waddenzee World Heritage site. The other has been organised together with Staatsbosbeheer, in the Biesbosch National Park. We also organised sorting sessions with employees in our recycling facilities.

Ayacucho

Amount Donated: 314,000 EUR

In 2024 Yonderland sold 23% more Ayacucho units vs LY and donated 314,000 EUR (19% vs LY) for the Solid Foundation and TADA.

By supporting these two NGOs, we empower local communities through sustainable development, intensive vocational training, and various forms of support, helping individuals break free from poverty.

For further detail see chapter 5.

* Annual GBP-EUR Exchange rate 2024 1:1.1992

CALL TO ACTION

Driving sustainability in the outdoor industry demands collaboration across the entire value chain — from manufacturers and brands to transport companies, consumers, and waste recyclers.

We need your support to make this happen!

How Brands can contribute

If you are a brand...

... put a climate action plan in place

There's no point in sugar-coating this: climate change is likely the biggest threat to human welfare, but also to the biodiversity and natural beauty of our home planet and the outdoors we all treasure. On average, 70% of a product's carbon footprint stems from the generation of raw materials and product manufacturing.

At Yonderland, we want to make it clear: over the next five years, brands with robust climate policies and proven emission reduction efforts will be a higher priority for us than those that overlook these issues. We acknowledge that measuring the carbon footprint of products is a complex, time-consuming, and resource-intensive process. Yet understanding one's carbon footprint, setting science-based aligned targets and taking decisive action is no longer optional; it is a must. If you want to make a start, we can recommend [Doconomy's 2030 Calculator](#), which we have found to be user-friendly in its interface and helps plug data gaps with their extensive internal database.

... create more sustainable product designs & manufacturing processes

At this point, failing to invest in more sustainable business practices is a greater risk. Customers are increasingly demanding transparency about how their products are made. As awareness of environmental exploitation and climate change grows, products with stronger environmental credentials are seeing higher conversion rates. It's time to prioritise resource efficiency, better chemical management, land, water, and biodiversity protection, design for improved repairability and recyclability, and enhance waste management across production lines.

How Consumers can help

If you are a consumer...

... travel less and more sustainably

Typically travel & transport make up just over ¼ of the average European's carbon footprint.¹⁷ Air travel has a notably high carbon footprint, so opting for regional holidays and enjoying local outdoor experiences is one of the most effective ways to reduce emissions each year. Additionally, consider car-sharing, using public transport, or making the journey part of the adventure. Why not cycle to the trailhead?

... invest in quality over quantity

We believe in 'buy better, buy less.' The products we offer are of premium quality and durability because the more often you use your gear, the lower its overall environmental impact. Our store staff are experts in helping you choose the right kit for your needs, ensuring the perfect fit, so you can get the most out of it for as long as possible.

... rent your kit

If you're looking to try outdoor sports or need specific gear for a single expedition, consider renting instead of buying. Renting our kit not only saves you money but also helps conserve valuable resources and reduce waste.

... fix what is broken

Our products are designed to endure, but if your adventure leads to a tear or stain, bring it to us for a repair or cleaning. We want our customers to wear their repairs with pride—it's a badge of honour and a reminder of unforgettable adventures. We reproof boots, clean jackets and sleeping bags, repair trousers, tents, buckles, and more. Just ask in-store!

... recycle with us

When it's time to retire your gear, let's make sure it doesn't end up in a landfill. Most of our stores have recycling stations where you can drop off your old kit. We'll give it a second life, upcycle it, or break it down into components to feed materials back into a new lifecycle.

¹⁷ PawPrint: What is the average carbon footprint, globally?

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A.S. Adventure
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 **BEVER**
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Disclaimer

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