

# SUSTAINABILITY REPORT 2024

Transmeri

BEST HOME FOR BRANDS

# HIGHLIGHTS OF 2024



The calculated emissions\* decreased by 13.9% compared to the previous year.



99% of Transmeri's brand product suppliers have committed to ethical business principles.



78% of the product packaging for Transmeri's own cosmetics and hygiene brands is recyclable



We provided regular training for our employees on various sustainability topics.



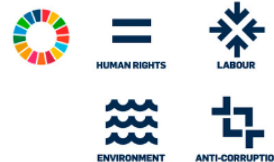
100% of all purchases from high-risk countries were made from audited factories.



Our selection includes several Key Flag products.



We support local youth work. In the fall of 2024, we visited Espoo Tyttöjen Talo's youth evenings to guide visitors on skincare for young people. Espoo Tyttöjen Talo is part of Loisto Settlementti ry's activities.



As part of the Transmeri Group, Transmeri Oy joined the **UN Global Compact Network Finland**. As a member of the UN Global Compact, we are committed to promoting the ten principles of corporate responsibility and the UN Sustainable Development Goals in our operations.



In 2024, we joined the **amfori BEPI initiative** (Business Environmental Performance Initiative), which aims to improve the environmental performance of companies and their supply chains.



Our **2024 CDP rating** in the SME Climate category has increased to level B.



As part of our **social and societal responsibility**, Transmeri Oy supports youth mental health work. In 2024, we directed our donations to MIELI Suomen Mielenterveys ry.

\* The emissions calculation includes Scope 1 and 2 emissions, as well as Scope 3 emissions from commuting, business travel, and upstream freight transport.

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# TRANSMERI – THE BEST HOME FOR BRANDS



## BETTER CHOICES, EVERY DAY.

Transmeri Ab is a Finnish family-owned company founded in 1928, which sells and markets fast-moving consumer goods and cosmetics, as well as develops its own brands. We represent well-known international brands and our own brands in the Nordic countries and the Baltic region, offering consumers responsible solutions to simplify daily life.

Sustainability and responsible business practices are a strategic choice for us, guiding all our operations – from brand selection and procurement to production and distribution. We continuously develop our product range to be more sustainable, enabling us to offer responsible alternatives that support sustainable development.

TURNOVER  
**45.4**  
MILLION EUROS

WE EMPLOY  
**85**  
PEOPLE

PRODUCTS SOLD  
**11.13**  
MILLION

BRANDS  
**53**

CONTACTS RECEIVED  
**8030**  
BY CONSUMER SERVICE

STORE VISITS  
**7016**

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**49%** OF OWN-BRAND PRODUCTS ARE MADE IN FINLAND

# WE ARE BUILDING A SUSTAINABLE FUTURE – TOGETHER

Sustainability is at the heart of today's business and a key to success in a changing world. For us, a nearly 100-year-old family business, it is not just a regulatory requirement, but above all an opportunity for growth and value creation for our customers and partners.

Our family company's long history and strong values have laid a sustainable foundation for our sustainability efforts. Since joining Oy Transmeri Ab in early 2025, I have been particularly impressed by how deeply sustainability is embedded in our company culture and various aspects of our business – our goal is to enable better choices, every day.

Our ambitious sustainability goals, tightening regulations, and the growing expectations of our customers, consumers, and partners guide us even more resolutely toward a more sustainable future. We are committed to continuously developing sustainability and integrating it ever more strongly into our strategy and daily operations.

I would like to thank our employees and stakeholders for their valuable work in promoting sustainability. Collaboration and open dialogue are key as we continue our journey toward an even more sustainable business and future.

**Kati Sulin**  
Managing Director  
Oy Transmeri Ab





# GREETINGS FROM THE SUSTAINABILITY TEAM

**Our 2024 sustainability report reflects our ongoing commitment to sustainable business practices and our progress in achieving our goals.**

Sustainability is a core part of our business strategy – it is reflected in our daily actions and decisions. We are steadily developing our operations towards more sustainable solutions and constantly seeking ways to reduce our own environmental impact. At the same time, we aim to positively influence the entire supply chain and encourage our stakeholders to make more responsible choices. Even small daily decisions can have a big impact, which is why we offer consumers more sustainable alternatives for their daily lives. We are continuously expanding our range with products that support sustainable consumption – step by step, towards a better tomorrow.

Some of our sustainability goals are achievable through our own efforts, but many require close collaboration with stakeholders. Sustainability spans the entire value chain, and upcoming regulations will reinforce this direction. We are actively working with our customers and partners to meet legislative requirements and develop more sustainable business practices – while also increasing our understanding of the impacts within our value chain and critically evaluating our ways of working.

The year 2024 has been a significant milestone for us in our sustainability efforts. We have progressed systematically according to our sustainability program and achieved concrete results: we reduced our carbon emissions by 13% compared to the previous year, launched 18 products that support sustainable development, and made investments in these areas. We have also placed a stronger focus on enhancing our employees' sustainability expertise. Additionally, we have taken on societal responsibility by supporting youth mental health work and local youth activities.

We are committed to sustainability, and our work in this area will continue in 2025 with a long-term approach and the principle of continuous development, looking positively towards the future.

We would like to thank our customers, employees, and partners who are helping us build a more sustainable future. We look forward to hearing your thoughts – join us on our journey towards a more sustainable tomorrow.

**Katia Gustafsson**  
Business Director

**Taru Karlsson**  
Sustainability and Communications Manager



"We are committed to sustainability, and our work in this area will continue in 2025 with a long-term approach and the principle of continuous development, looking positively towards the future."

**Taru Karlsson**, Sustainability and Communications Manager



"Sustainability is a core part of our business strategy – it is reflected in our daily actions and decisions."

**Katia Gustafsson**, Business Director

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SUSTAINABILITY REPORT 2024

# TRANSMERI'S STRATEGY

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# OUR STRATEGY SUPPORTS SUSTAINABILITY

In our strategy, sustainability means focusing on business opportunities that are more sustainable for the environment and thus enable a better life for people. We believe this to be a necessity both today and in the future.



SUSTAINABILITY



PROFIT IN THE  
LONG-TERM



BRAND BUILDING



DEVELOPMENT OF  
RENEWAL CAPABILITY



DIGITALIZATION



CUSTOMER-ORIENTED  
APPROACH



STRENGTHENING OUR  
MARKET POSITION IN  
THE NORDICS AND  
THE BALTICS



GROUP  
SYNERGIES



FINNISH  
MANUFACTURING





SUSTAINABILITY REPORT 2024

# TRANSMERI'S VALUES

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# CONTINUITY THROUGH SHARED VALUES

Our day-to-day operation is guided by our shared values: **ahead of time, together, prosperously**. By acting in accordance with our values, we can focus on continuity and profitability.



## AHEAD OF TIME

Keeping up with  
the world



## TOGETHER

Learning and heading in  
the same direction



## SUCCESSFULLY

Succeeding  
sustainably  
and professionally

## OUR ETHICAL PRINCIPLES



1. Respect for human rights and dignity



2. Compliance with laws and regulations



3. Prohibition of the use of child labor



4. Prohibition of forced labor and disciplinary action



5. Decent working conditions and wages



6. Prevention of discrimination



7. The right to organize and unionize



8. Ensuring occupational health and safety



9. Protection of the environment



10. Data protection



11. Ethical business practices



# FAIR BUSINESS ACTIVITIES

Ethical operation is of primary importance to us in terms of both business activities and the society at large. Our work and decision-making are guided by our shared rules and ethical principles. Our staff is 100% committed to our ethical principles. We also aim to continue to engage with our partners to ensure their commitment to ethical operation.

## EQUALITY & PARITY

Fair treatment of individuals and the promotion of equality in working life form the starting point of Transmeri's work for equality and parity. The implementation of parity is assessed as part of our annual working atmosphere survey, and by interviewing both supervisors and representatives of the personnel. Detailed guidance for responding to discrimination and harassment has been drawn up and supervisors have received training for such situations. Our early support model and recruitment practices were also updated taking into account the requirements of the Finnish Non-discrimination Act.

## BSCI PARTNER COMPANY

Transmeri Oy is a member of amfori and has made a commitment to amfori Business Social Compliance Initiative (amfori BSCI). With the BSCI system, we aim to manage our supply chain and ensure that internationally recognized employment regulations are adhered to. With regard to our own-brand products manufactured in risk countries, 100% of the factories used are BSCI audited.

## UN GLOBAL COMPACT

In 2024, Transmeri Oy, as part of the Transmeri Group, joined the UN Global Compact initiative. The initiative's ten core principles on human rights, labor, the environment, and anti-corruption have guided our sustainability efforts and strengthened our commitment to sustainable and transparent business practices.

## CODE OF CONDUCT

Our entire personnel has made a commitment to our ethical principles, and each new Transmeri employee receives an introduction to these principles. Commitment to ethical principles is monitored on an annual basis. For our suppliers, we have implemented a **Supplier Code of Conduct**, which forms part of all agreements concluded with suppliers. In the future, we will continue to engage with our partners to further increase their commitment to our Code of Conduct and ethical principles.

## WHISTLEBLOWING

Relating to the implementation of EU Directive 2019/1937 on the protection of persons who report breaches of Union law (Whistleblowing Directive), Transmeri Group as established an anonymous **whistleblowing channel**. This channel can be used by both employees of Transmeri Group and external parties to report suspected misconduct. A link to the channel can be found on our website at [www.transmeri.fi](https://www.transmeri.fi).

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SUSTAINABILITY REPORT 2024

# FACTORS OF TRANSMERI'S SUCCESS

transmeri



# TOP BRANDS AS CREATORS OF SUCCESS

Well-known and successful brands create excellent conditions for success. Included is a list of the brands we represented in 2024.

## COSMETICS AND HYGIENE

- |                   |               |
|-------------------|---------------|
| CHANEL            | Jeanne Arthes |
| Guerlain          | Trind         |
| Kenzo             | Wella         |
| Oscar de la Renta | OGX           |
| Issey Miyake      | Maui          |
| Narciso Rodriguez | Humble Brush  |
| Givenchy          | Furla         |
| CLEAN             | DKNY          |
| Hollister         | Bioeffect     |
| Guess             | Louis Widmer  |
| Police            |               |



## NATURAL COMETICS

- |           |                 |
|-----------|-----------------|
| Mádara    | lavera          |
| Whamisa   | benecos         |
| Esse      | Egyptian Magic  |
| Khadi     | Couleur Caramel |
| Nurme     | True organic of |
| Patyka    | Sweden          |
| Novexpert | Urang           |



## WELLBEING

- Scholl
- Weetabix
- Alpen



## HOME AND GARDEN

- Duck
- Glade
- Mr Muscle
- Ecover
- Pledge
- OFF!
- Raid
- Baygon
- Roundup
- Substral

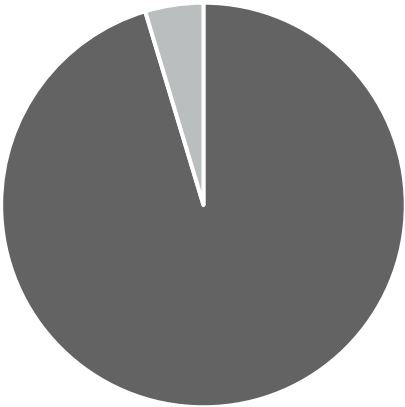


## OWN BRANDS

- Biozell
- Ibero
- Mossa
- TAIKA
- Lemon Juice & Glycerine
- Medisoft



# PERSONNEL IN NUMBERS 2024\*



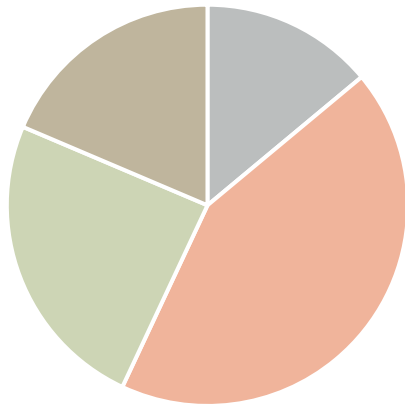
GENDER RATIO

- Women 95%
- Men 5%



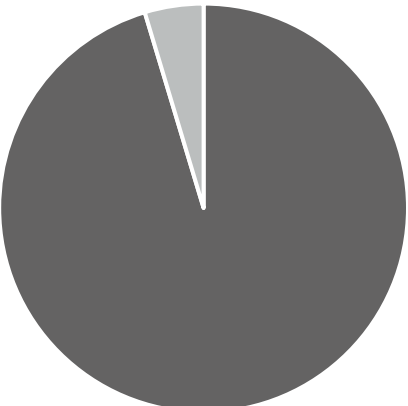
DURATION OF EMPLOYMENT

- Under 2 y 23%
- 2-5 y 22%
- 5-10 y 23%
- 10-20 y 20%
- Over 20 y 12%



AGE

- Under 25 y 0%
- 25-35 y 14%
- 35-45 y 43%
- 45-55 y 24%
- Over 55 y 19%



TYPE OF EMPLOYMENT

- Permanent 95%
- Fixed-term 5%

85

NUMBER OF PERSONNEL

100%

ANNUAL PERFORMANCE  
REVIEWS %

3

NUMBER OF OCCUPATIONAL  
ACCIDENTS IN 2024

2.54%

ABSENCE DUE TO ILLNESS %  
IN 2024

\* The presented figures apply to employees in Finland



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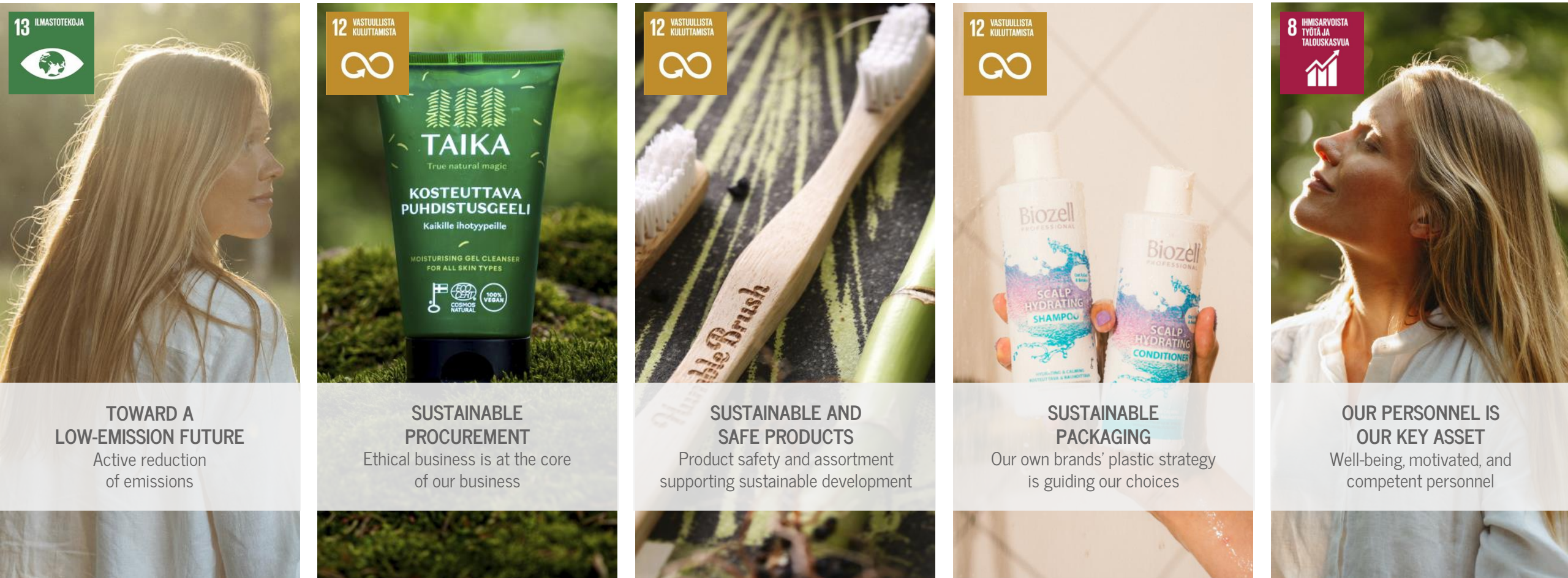
SUSTAINABILITY REPORT 2024

# TRANSMERI'S SUSTAINABILITY PROGRAM

transmeri

# SUSTAINABILITY PROGRAM 2024-2030

In selecting strategic sustainability themes, we considered prevailing megatrends, societal expectations, industry-specific changes, as well as the views and wishes of our stakeholders. We have chosen the internationally recognized UN Sustainable Development Goals as the framework for our corporate responsibility work, identifying Goals 8, 12, and 13 as the most relevant for our business.



**TOWARD A  
LOW-EMISSION FUTURE**  
Active reduction  
of emissions



**SUSTAINABLE  
PROCUREMENT**  
Ethical business is at the core  
of our business



**SUSTAINABLE AND  
SAFE PRODUCTS**  
Product safety and assortment  
supporting sustainable development



**SUSTAINABLE  
PACKAGING**  
Our own brands' plastic strategy  
is guiding our choices



**OUR PERSONNEL IS  
OUR KEY ASSET**  
Well-being, motivated, and  
competent personnel

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# TRANSMERI'S SUSTAINABILITY GOALS

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# TURNING GOALS INTO ACTIONS

Sustainability work is part of our daily operations, and its continuous development is a key aspect of our work. Background work related to the development of the program is carried out regularly each year.



The update of the goals is influenced by factors such as societal expectations, industry changes, and the views and wishes of our stakeholders. In the table, we present the achievement of the 2024 goals, the progress of the program, and the goals set for the upcoming years.




THEME	SUSTAINABILITY GOAL	YEAR	INDICATOR	PROGRESS IN 2024 AND FUTURE MEASURES
<div><div>13ILMASTOTEKOLJA</div><div></div><div>TOWARD A LOW-EMISSION FUTURE</div></div>	<p><b>Active reduction of emissions from properties, transport, and mobility and compensation of the remaining emissions by 2035.</b></p> <p>1. Reducing emissions from properties, own means of transport, and purchased energy to zero by 2030 (Scope 1 &amp; 2).</p> <p>2. A 40-percent reduction in absolute emissions from transportation and distribution, business travel and employee commuting by 2035 compared to emissions in 2022 (Scope 3).</p>	<p>2030</p> <p>2035</p>	<p>Reduction in emissions (and tCO2e) as a percentage</p>	<p>In 2024, our calculated emissions were 372.07 tCO2e. Our total emissions decreased by 13.9% compared to 2023.</p> <p>Our goal is to reduce emissions from our own operations (Scope 1 &amp; 2) to zero by 2030 and to reduce emissions from the Scope 3 categories we have calculated (upstream transportation and distributing, commuting, business travel) by 40% by 2035, compared to 2022 emissions.</p>

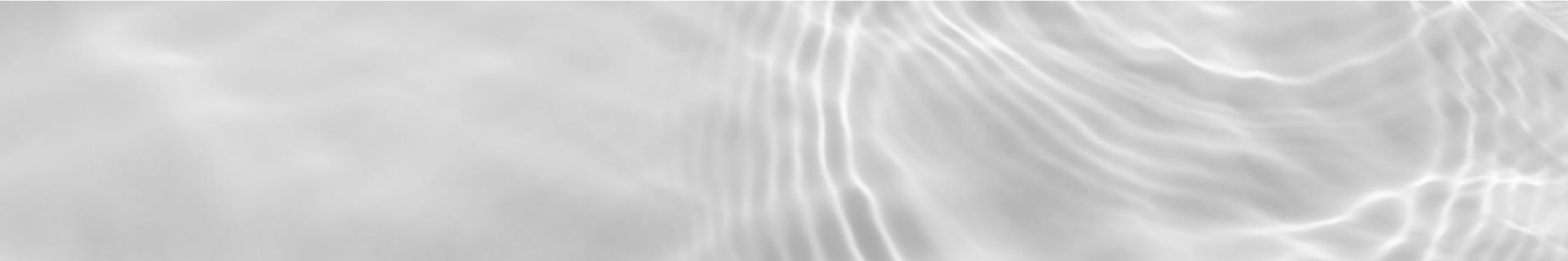


THEME	SUSTAINABILITY GOAL	YEAR	INDICATOR	PROGRESS IN 2024 AND FUTURE MEASURES
<div>12 VASTUULLISTA KULUTTAMISTA</div> <div>∞</div> <div>SUSTAINABLE PROCUREMENT</div>	100% of Transmeri suppliers have made a commitment to our Supplier Code of Conduct or a similar set of operating principles.	Continuous	% of all	In 2024, 99% of Transmeri's brand product suppliers were committed to the Supplier Code of Conduct or similar principles. In 2025, we will continue to engage the remaining suppliers.
	100% of cooperating partners (purchases in excess of 15 thousand euros) have made a commitment to our Ethical Principles.	2025	% of all	Achievement of the goal in 2024: - Based on the number of partners, 52% are committed. - Based on the purchasing spend with partners, 92% are committed. In 2025, we will continue engaging our partners in the Ethical Principles.
	100% of own brands are covered by BSCI auditing for factories in risk countries, and the audited factories have received a general rating of C or higher.	Continuous	% of all suppliers from risk countries	The goal was achieved in 2024: Each factory within the scope of BSCI auditing has been audited.  When making purchases from so-called risk countries, we only use suppliers covered by the BSCI audit.
	Our goal is to join BEPI (Business Environmental Performance Initiative) during 2024 and increase the number of suppliers operating in so-called high-risk countries who are committed to BEPI in the future.	Continuous	% of all supplier from risk countries	We joined BEPI in 2024. We encourage and support our suppliers in high-risk countries to commit to BEPI principles, which aim to understand and reduce the environmental impact of suppliers.
	We will also review the procurement chains of our own brands in order to increase transparency.	Continuous	Number of reviewed products per year	In 2024, we started mapping the supply chains of two of our own brand products. This work is ongoing, and our goal is to expand the mapping to additional products in 2025.
<div>12 VASTUULLISTA KULUTTAMISTA</div> <div>∞</div> <div>SUSTAINABLE AND SAFE PRODUCTS</div>	Zero product recalls.	Continuous	Number of product recalls	In 2024, there were three recalls.
	Annual target for wastage is max. 0.1% of products sold.	Continuous	% of wastage / year vs. total products sold over the year	The waste rate in 2024 was 0.08% of the products sold.  We will continue to minimize waste, for example, through assortment management.

THEME	SUSTAINABILITY GOAL	YEAR	INDICATOR	PROGRESS IN 2024 AND FUTURE MEASURES
 SUSTAINABLE AND SAFE PRODUCT	We will introduce consumer product options that support sustainable development as part of our ongoing operation and support sustainable consumption.	Continuou s	No. of products that support sustainable development  No. of guidances issued in support of sustainable consumption	18 products promoting sustainable development were added to Transmeri's assortment in 2024. We will continue to bring products that support sustainable development to consumers in the future. We support sustainable consumption by providing accurate usage information for our products.
 SUSTAINABLE PACKAGING	Wherever reasonable and possible, we will increase the share of <b>recycled materials</b> . <b>We prefer alternatives to plastic packaging materials in a material efficient manner</b> , but in such a way that the quality, freshness, or safety of our products is not compromised.	Continuou s	The share of recycled material used for product packaging of own brands.	This objective will guide our product packaging choices wherever possible. The share of recycled and alternative packaging materials will be increased.
	<b>We have developed a plastics strategy for the coming years and set goals for plastic packaging:</b>  1. 100% of plastic packaging to be recyclable by 2026.  2. 50% of virgin plastics to be replaced by 2028.	2026  2028	Own brands: 1. No. of recycled packages  2. Amount of virgin plastics used for product packaging	In 2024, 78% (in units) of the plastic product packaging from our own brands (Biozell, TAIKA, Mossa, Lemon Juice & Glycerine, Medisoft) is recyclable, and 25.5% of this packaging is made from recycled plastic or bio-based materials.  The mapping of materials for our own brands and setting product-specific goals will continue in 2025.
	<b>Recycling instructions have been produced for each product we sell, and the instructions can be found in the packaging, our website, our online store by 2025.</b>	2025	No. of recycling instructions produced per year vs. total number of products	In 2024, recycling instructions can be found on the packaging of all our own cosmetics and hygiene brands (Mossa, TAIKA, Medisoft, Lemon Juice & Glycerine, Medisoft).  Almost 70% of the product packaging for our principal brands includes recycling instructions or symbols. In 2025, we will continue to assess the availability of recycling instructions on the product packaging we import.



THEME	SUSTAINABILITY GOAL	YEAR	INDICATOR	PROGRESS IN 2024 AND FUTURE MEASURES
<div><div><div>8 IHMISSÄRVOISTA TYÖTÄ JA TALOUSKASVUA</div><div></div></div><div>OUR PERSONNEL IS OUR KEY ASSET</div></div>	Our goal is to ensure a wellbeing, motivated, and competent personnel. We monitor the wellbeing and job satisfaction of our personnel annually.	Continuous	eNPS, min. target 20	<p>In 2024, the eNPS was -30. We monitor employee well-being and satisfaction annually through eNPS.</p> <p>The measures for 2025 include an action plan based on the results, follow-up, and leadership training for managers and executives, including training for new managers.</p>
	The development of the competence and renewal ability of our personnel through suitable training programs.	Continuous	A specific indicator will be determined in 2025.	We identified training needs through development discussions and managers, based on job roles. In 2025, we will develop models to support skills and development aligned with the identified competence needs.
	Implementing the sustainability strategy for employees and ensuring employee competence in sustainability.	Continuous	% of employees who have completed sustainability training.	In 2024, we developed a sustainability training program that has been available to every Transmeri employee since the beginning of 2025. The goal is for each employee to complete the training by the end of 2025.



# TOWARD A LOW-EMISSION FUTURE

Our goal is to actively reduce emissions from buildings, transportation, and mobility, and to offset the remaining emissions by 2035. Primarily, we aim to achieve this goal by favoring renewable energy and optimizing transportation and mobility.

Our emissions inventory was launched in 2019, and in 2022, we expanded our emissions accounting to its current scope (Scope 3 categories: commuting, business travel, and freight transport). We calculate greenhouse gas emissions in accordance with the GHG Protocol standard.

We aim to make long-term climate efforts and continuously reduce the emissions of our business. Our goal is to reduce Scope 1 and 2 emissions from our own operations to zero by 2030. For value chain emissions (Scope 3), we are targeting a 40% reduction by 2035 compared to the 2022 baseline in the current categories we are measuring (business travel, freight transport, and commuting). Since nearly 90% of our emissions come from our value chains, the target is ambitious. To achieve it, we will focus especially on avoiding and reducing Scope 3 emissions by optimizing freight transport and transitioning to lower-emission logistics as the industry develops. In 2025, we will expand our emissions accounting to cover all relevant categories for our business.

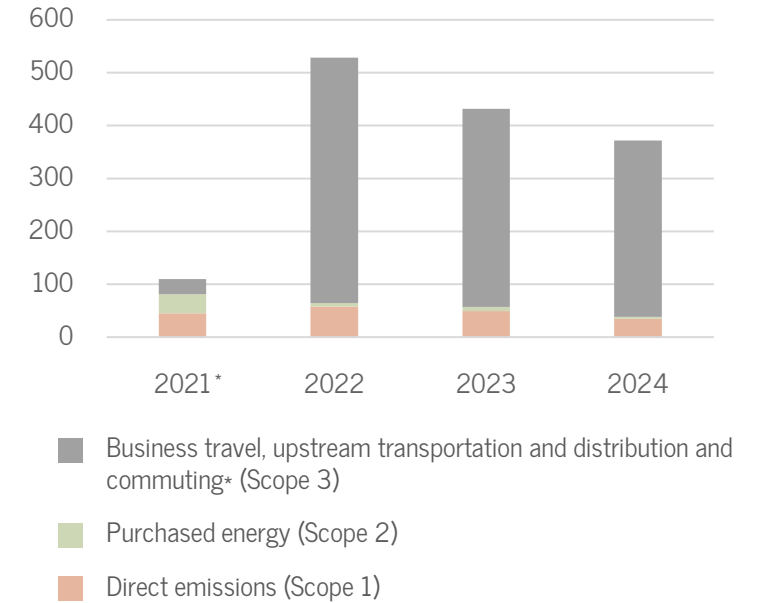
CALCULATED EMISSIONS  
WERE REDUCED BY

13.9%

IN 2024

Our total emissions for 2024 were 372.07 tCO<sub>2</sub>e, which is 13.9% lower than the previous year (the calculation includes Scope 1 and 2 as well as Scope 3 categories: business travel, upstream transportation and distribution, and commuting). The largest decrease in emissions occurred in Scope 3, particularly in the commuting category. Regarding purchased energy (Scope 2), we favor renewable energy. Our company's current car policy also supports the goal of achieving zero direct emissions (Scope 1) by the target year. Our car policy directs us to primarily acquire electric vehicles.

## TRANSMERI'S CALCULATED EMISSIONS (tCO<sub>2</sub>e)



\* For Scope 3, the 2021 figures only include employee commuting.

\*\* Scope 3 calculations are based on emission coefficients that account for the life-cycle emissions of fuel and electricity (Well-to-Wheels or WtW). The corresponding life-cycle coefficients have also been updated for 2022, which explains the slight difference from the previously reported figures. The updated coefficients impact all calculated Scope 3 categories.

# EMISSION TRENDS IN 2024

## SCOPE 1 & 2 EMISSIONS IN 2024

Scope 1 & 2 emissions totaled 38.17 tCO<sub>2</sub>e, accounting for 10% of Transmeri's calculated emissions. Scope 1 emissions, which result from the emissions of the company-owned vehicles, decreased by 30.2% compared to the previous year. This was due to an increase in the use of fully electric vehicles and biodiesel fuel. Regarding purchased energy (Scope 2), emissions decreased by nearly 54%, mainly due to the closure of our Jolie store, whose energy consumption had previously been included in our emissions calculation.

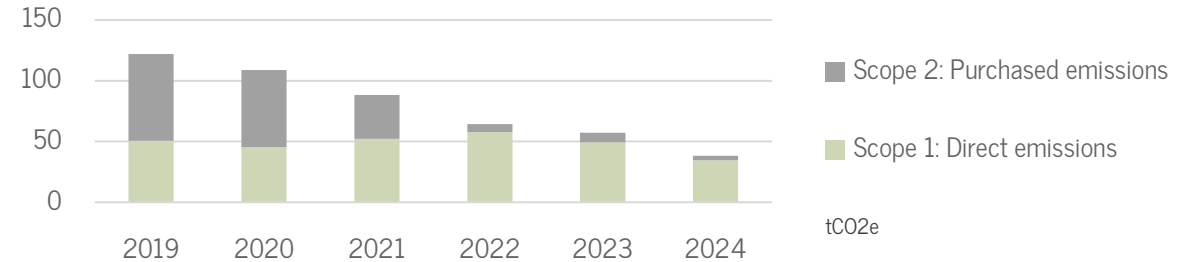
## SCOPE 3 EMISSIONS IN 2024

Scope 3 categories include business travel, commuting, and upstream transportation and distribution. Scope 3 emissions amounted to 333.89 tCO<sub>2</sub>e, accounting for 89.7% of Transmeri's total emissions. Upstream transportation and distribution made up nearly 65% of Scope 3 emissions. Emissions from upstream transportation and distribution decreased by 1.2% compared to the previous year. The reduction in emissions was partly influenced by streamlining the brand portfolio compared to the previous year.

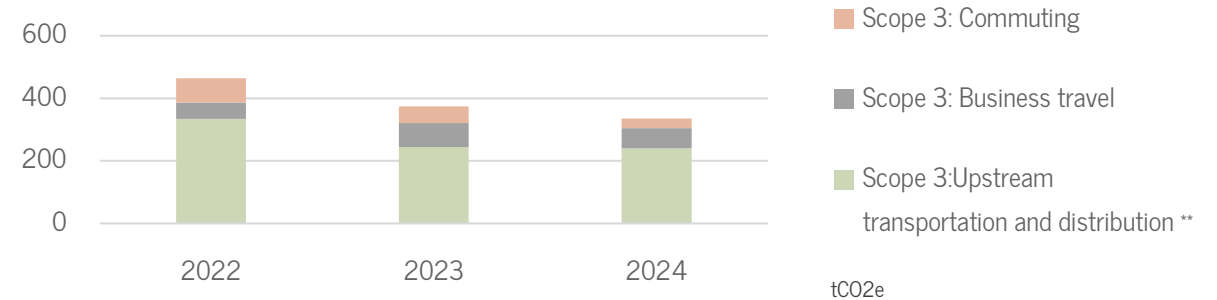
Business travel emissions totaled 63.71 tCO<sub>2</sub>e, which was 16% lower than in 2023. The reduction in emissions was directly related to the decrease in business travel.

Commuting emissions decreased by 43% compared to the previous year, amounting to 29.7 tCO<sub>2</sub>e. In 2024, an electric car option was added to the commuting survey, which contributed to the reduction in emissions. Overall, the total kilometers driven for commuting decreased in 2024, with the number of kilometers driven by car decreasing by almost 30%.

## TRANSMERI'S CALCULATED SCOPE 1 & 2 EMISSIONS (tCO<sub>2</sub>e)



## TRANSMERI'S CALCULATED SCOPE 3 EMISSIONS\* (tCO<sub>2</sub>e)



\* Scope 3 calculations are based on emission coefficients that account for the life-cycle emissions of fuel and electricity (Well-to-Wheels or WtW). The corresponding life-cycle coefficients have also been updated for 2022, which explains the slight difference from the previously reported figures. The updated coefficients impact all Scope 3 categories of transport emissions.

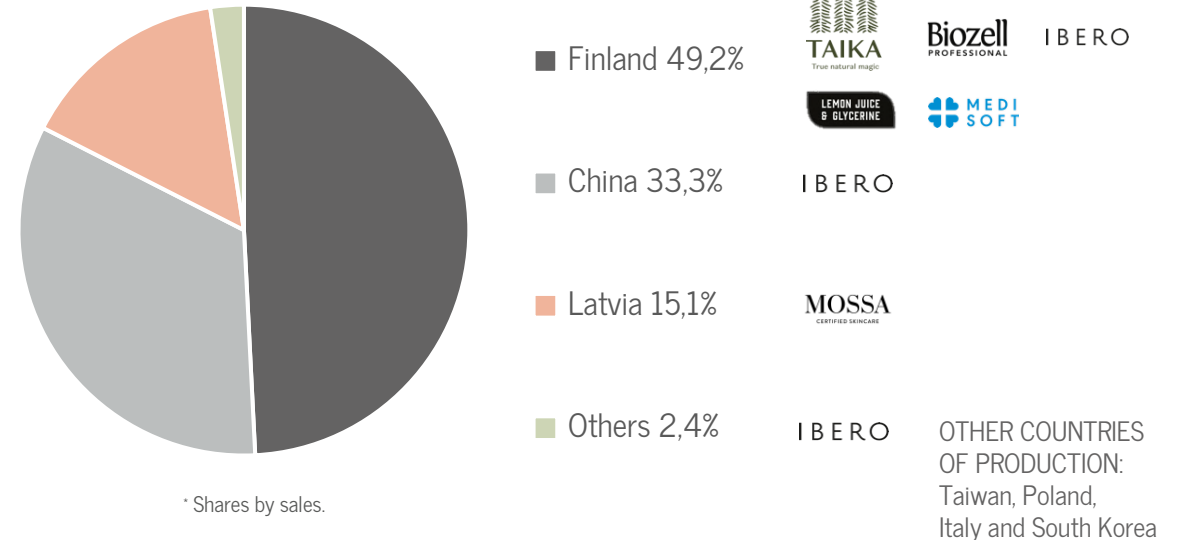
\*\* For transportation and distribution emissions, calculations are based primarily on emission data provided by the transport companies and secondarily on consumption-based emission coefficients, which increases the accuracy of our emissions calculations substantially.

# SUSTAINABLE PROCUREMENT

As a responsible partner, we strive to ensure responsible manufacturing not only in our home country but also in so-called high-risk countries. We succeeded in our goals in 2024, and our future goals are:

- In 2024, 99% of all Transmeri's principal or own brand suppliers have committed to the Supplier Code of Conduct or similar ethical guidelines. We will continue to engage our suppliers in the future, and the Supplier Code of Conduct is part of the new contracts signed with suppliers.
- We will continue to engage all our partners in our Ethical Code of Conduct. In 2024, 52% of our partners (with purchases over €15,000) were committed to our Ethical Code of Conduct.
- 100% of our own brand products are produced in factories in high-risk countries that are audited under the amfori BSCI, with an overall rating of C or better. Audits of our partner factories began in 2015, and since 2022 we have reached our 100% target.
- In 2024, we joined amfori BEPI (Business Environmental Performance Initiative) and have started discussions with some of our suppliers in high-risk countries regarding BEPI. BEPI aims to improve the environmental impact of factories operating in high-risk countries.
- In the future, we want to increase the transparency of the supply chains for our own brands. In 2024, we started mapping the supply chains of two of our own brand products in more detail.

## OWN BRAND PRODUCTS COUNTRY OF ORIGIN\*



\* Shares by sales.

IN TOTAL  
**82**  
SUPPLIERS

IN RISK COUNTRIES  
**29**  
SUPPLIERS

# ASSORTMENT DECISIONS AND SUSTAINABLE CONSUMPTION

Our sustainability goal is to offer consumers product options that support sustainable development, and we focus on this when shaping our product range. We also aim to increase consumer awareness of sustainable consumption regarding our products.

Every year, we expand our range with products that adhere to sustainable development. In 2024, we added 18 new, more responsible products, such as home cleaning products and TAIKA cosmetics certified with Ecocert's certificates. Our sustainable development criteria include, among other things, certifications, responsible packaging and raw materials, as well as determining the product's carbon footprint over its lifecycle. For example, the carbon footprints of products from the Esse, lavera, and TAIKA brands have been calculated and offset.

Our consumer online store, Jolie.fi, offers a wide range of products that provide consumers with a platform for making responsible choices. Jolie.fi's extensive selection includes certified natural cosmetics, as well as cosmetics, cleaning agents, hair care products, and beauty products.

We support sustainable consumption of our products by guiding the correct use of products and offering refill packaging for cosmetics, as well as home and garden care products. We regularly add information supporting sustainable consumption to the websites of our own brands.

## SUSTAINABLE DEVELOPMENT- BOOSTING PRODUCTS

18

ADDED TO THE  
SELECTION IN 2024

## BRANDS MANUFACTURED IN FINLAND\* ACCOUNT FOR

16%

OF OUR REVENUE

\* Some or all products of the brand made in Finland.

## NATURAL COSMETICS\*\* ACCOUNT FOR

39%

OF COSMETIC BRANDS

\*\* Percentages based on number of brands.

## CARBON FOOTPRINT CALCULATED AND OFFSET FOR

3

BRANDS



## TAIKA

The unavoidable emissions (excluding the product usage phase) generated over the lifecycle of the products produced in 2024 for Transmeri's own TAIKA brand have been offset by purchasing climate units from a Gold Standard certified reforestation project in Sodo, Ethiopia (GS ID 3007). Product-specific carbon footprint calculations have been carried out during the years 2022–2024.

**Read more: [taikanatural.fi](https://taikanatural.fi)**

# SAFE PRODUCTS FOR CONSUMERS

Transmeri is responsible for the legality and safety of all products it sells. Transmeri operates in multiple sectors, each of which is subject to specific legislation, regulations, and standards in addition to common laws. Our consumer service provides support to consumers and provides assistance with any product-related questions.

Product safety requires continuous training and up-to-date information on legislation, which is ensured by specialists within our organization who actively monitor legislation that applies to product contents and packaging labels, for example. The safety of Transmeri's food products is guaranteed through rigorous quality control and well-functioning processes carried out in cooperation with food manufacturers. All cosmetic and hygiene products sold by Transmeri are subject to strict control by inhouse specialists and authorities before they are placed on the market. This allows us to make all possible efforts to ensure the validity and safety of our products.

Accordingly, we have chosen the number of product recalls as an indicator of product safety. Our continuous target is zero product recalls. In 2024, the number of product recalls for Transmeri was 3.

## RECALLS PER YEAR:

2 pcs  
2020

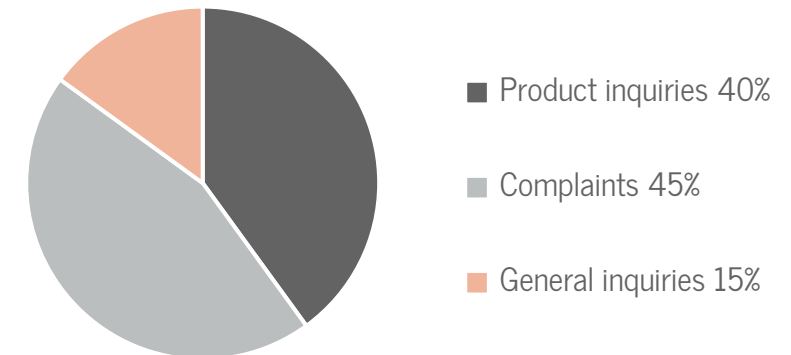
1 pcs  
2021

48 pcs  
2022

7 pcs  
2023

3 pcs  
2024

## CONTACTS TO CONSUMER SERVICE:



## CUSTOMER SATISFACTION:

- In 2024, our customer service received a total of 8,030 inquiries: 4,136 to Transmeri's customer service and 3,894 to our cosmetics online store's customer service.
- In the cosmetics online stores, 40% of all inquiries were complaints, 10% were related to discount codes, and the remaining inquiries were mainly about online store orders and deliveries.
- Jolie's exceptionally low return rate reflects customer satisfaction.



# WASTAGE REPORT 2024

Concerns about the environmental impact of wastage has long been a consideration in Transmeri's activities, and we are always aiming to reduce wastage.

We have reduced wastage by focusing particularly on assortment management and predictability, which helps prevent wastage from occurring in the first place. Wastage has been successfully reduced through brick-and-mortar and online stores that specialize in selling goods intended for waste. More traditional avenues for reducing wastage have included Transmeri's own online stores and various charitable organizations. We actively seek new channels for reducing wastage throughout the year.

Our definition of wastage includes all unsold products in Transmeri's assortment that would have been usable had a reason for product destruction not existed. Our annual target for wastage is a maximum of 0.1% of products sold. The share of wastage in 2024 was 0.88% of products sold.

The most common reason for destruction concerns product safety issues, such as expiry dates, spoiled batches, or damaged packaging. As a manufacturer and importer, it is our responsibility to ensure the safe use of our products for consumers.

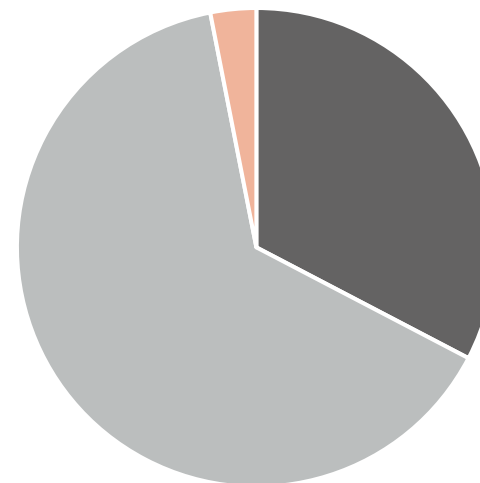
SHARE OF  
WASTAGE OF  
PRODUCTS SOLD:

2024:  
**0.08%**

ANNUAL TARGET:

**0.1%**

## WASTAGE BY PRODUCT CATEGORY:



■ Cosmetics products 32,66%

■ Beauty care products 64,25%

■ Home and garden products 3,09%

## APPROPRIATE SORTING OF WASTAGE AND THE RELATED REPORTING ARE INCLUDED IN OUR ANNUAL WASTAGE REPORT.

The waste that ended up as wastage consisted of color cosmetics, skincare products, beauty accessories, and repellents. Hazardous waste accounted for 8.49% of all wastage and primarily consisted of fragrances in 2024. For hazardous waste, we always order proper recycling and disposal from our environmental partner, Kiertö Ympäristöpalvelut Oy.

# OUR OWN BRANDS

Our wide brand portfolio includes six of Transmeri's own brands. Our goal is to offer consumers high-quality and safe products, with consideration given to environmental and social impacts in their production and distribution.

For Transmeri's own cosmetics and hygiene brands, we are able to make responsible choices throughout the entire product lifecycle, starting from the product development and manufacturing stages. In the product development of our own brands, we prioritize environmentally friendly and safe ingredients, as well as the use of responsibly sourced raw materials.

We promote the circular economy by using recycled or renewable packaging materials that can be recycled again. In the context of packaging updates, we strive to always move towards more responsible packaging options and minimize the amount of packaging material used. We support the maximum recyclability of materials through clear recycling instructions on product packaging.

For our own brands, products from the TAIKA and Mossa brands carry the COSMOS Natural or Organic certification granted by Ecocert, ensuring the products' natural quality and responsibility. It requires strict criteria regarding the origin of raw materials, production processes, and packaging materials, as well as continuous improvement in environmental friendliness.

A significant portion of our own brand products are manufactured in Finland and carry the esteemed Key Flag symbol of domestic origin. Our Mossa products are produced in Latvia, and Ibero products are manufactured in countries such as China, with sourcing done from BSCI-audited suppliers.



BIOZELL



MOSSA



IBERO



TAIKA



LEMON JUICE &  
GLYCERINE



MEDISOFT

# SUSTAINABLE PACKAGING

The environmental impact of product packaging is significant. To reduce this impact, we regularly examine better alternatives for the materials used for product packaging, outer protective packaging, and sales packaging. We have also drawn up a plastics strategy for the coming years, which guides our choice of materials.

Transmeri's plastic strategy is based on the global goal of reducing plastic use, and we also closely monitor the demands of upcoming packaging and packaging waste directive. Our aim is to use more responsible alternatives to virgin plastic in the packaging of our own brands, while maintaining product quality and safety. For example, bottles in Transmeri's haircare line, Biozell Scalpin, are made from 100% recycled Prevented Ocean plastic, which is collected from coastal areas of the oceans.

## RECYCLING PLASTICS AND MATERIALS

The recyclability of plastic is crucial for enabling its reuse. However, not all plastic is harmful, and it is sometimes necessary for safety reasons. In line with the EU's plastic targets, we are developing our plastic packaging to ensure it is suitable for packaging plastic collection, and we focus on providing clear recycling instructions for consumers.

In 2024, recycling instructions were found on nearly every product packaging of our own brands. We also add recycling instructions for packaging materials in Iberon products whenever packaging updates occur. Additionally, many of our principal brand products include instructions on how to correctly sort the packaging for recycling.



### PLASTIC ALTERNATIVES USED IN IBERO PRODUCTS:

- Plant fiber composites:** hair brushes, combs
- Bamboo:** hairbrushes, hair ties, and hair donuts
- Recycled PET bottle material:** hair ties and hair brushes
- Fibers manufactured from recycled car tires:** hair ties
- Bio-based and biodegradable materials:** hair clips, makeup sponges
- Recycled fabric:** hair ties



# PLASTIC STRATEGY 2028

In 2023, we revised our plastics strategy to include more realistic target years and action plans. Our primary goals are to ensure that the plastic packaging used for our own brands is 100% recyclable and replace 50% of virgin plastic with alternative materials by the target year.



# SUSTAINABLE PRODUCTION AND KEY FLAG PRODUCTS

Domestic production provides employment in Finland, ensures transparent manufacturing, and allows for controlled and responsible working conditions. Transmeri's assortment includes several products and brands that have been awarded the Key Flag Symbol.

Among Transmeri's own brands, Lemon Juice & Glycerine, Medisoft, and the majority of TAIKA products, as well as Biozell products, including aerosols and Scalp products, are manufactured at Transmeri Logistics' production facility in Vantaa. Biozell hair coloring products are manufactured also in Finland by a contract manufacturer. The plant in Vantaa also produces products for many of our international brands under a license, which allows for a significant reduction in the carbon footprint of said products and creates job in Finland. The production plant invests in environmental matters in an active and planned manner. Each year, the plant undergoes an ISO certificate audit (ISO 9001 Quality Standard, ISO 14001 Environmental Management System, and ISO 22716 Good Manufacturing Practices for Cosmetics) and the Ecocert certification process for natural cosmetics.

## DOMESTIC PRODUCTION POWERED BY GREEN ENERGY

All electricity consumed in Transmeri's plant facility is produced using renewable energy sources, and the facility is heated using environmentally friendly recycled heat with an emission level of 0 kg/MWh. Transmeri Logistics has also made a commitment to the Responsible Care program, which is coordinated by the Chemical Industry Federation of Finland. Biozell's contract manufacturer also uses only solar-powered electricity at its production facility.

### OUR KEY FLAG PRODUCTS



- Lemon Juice & Glycerine: Skincare products for hands, feet, and body
- Medisoft: Skincare products and hand disinfectants
- TAIKA: Natural cosmetic products
- Biozell: Hair care and styling products
- IBERO: Reflectors



### OUR KEY FLAG PRODUCTS



- Mr Muscle Kodin Putkimies and Pledge household care products
- Raid, OFF! and Baygon insecticides and insect repellents



# OUR PERSONNEL IS OUR KEY ASSET

**Our employees are the foundation and enablers of a well-being work community, successful business, and responsible operations, which is why we have made them one of our key strategic sustainability themes**

The rapid development of the world and global changes significantly impact our operations and work, challenging our employees to renew themselves and learn new skills. For this reason, we invest in the renewal ability, continuous development of skills, and well-being of our employees so that we can meet future demands even more strongly.

In 2024, we assessed the skill development needs of our employees and will use the results to build our skill development models for 2025. We also developed sustainability expertise through trainings and created a sustainability training program aimed at ensuring a consistent knowledge base and supporting the achievement of our sustainability program's objectives.

We assess our employees' job satisfaction using the Signi survey, which concentrates on factors that are important to them. The survey provides valuable information for improving our operations. The results are analyzed systematically, and the entire personnel participates in improving job satisfaction through a clear process. Our key metric is the eNPS (employee Net Promoter Score), which indicates employees' willingness to recommend the workplace. Our goal is an eNPS of 20 annually, and in 2024, our result was -30. Therefore, we have set improving job satisfaction as one of the key goals for 2025.

We support the well-being of our employees both at work and in their free time. Last year, we strengthened team spirit through activities such as participating in a kilometer race, encouraging regular break exercises, and organizing joint activities that extend into leisure time. We also offer our employees comprehensive and highly valued employee benefits.







SUSTAINABILITY REPORT 2024

# TRANSMERI'S SUSTAINABILITY ACTIONS IN 2024

transmeri

# TRANSMERI SHARES THE GOOD FORWARD EACH YEAR

**At Transmeri, we believe in sharing good things and donate various products annually for good causes. In 2024, we made over 26 500 product donations.**

In 2024, we donated products to refugee aid, low-income individuals, young people, and the homeless. Our product donations included hygiene products, hair care products, sunglasses, and reading glasses. The organizations we support with product donations do valuable work both domestically and abroad. Additionally, we donated crafting supplies to a daycare, which would otherwise have been sent for recycling. In addition to product donations, we supported youth mental health work through MIELI Suomen Mielenterveys ry and local youth work. In the fall of 2024, we visited youth evenings at Espoo's Tyttöjen Talo, where we provided guidance on skincare. Tyttöjen Talo is part of Loisto Setlementti ry's activities.



# COLLABORATION WITH THE FUTURE CREATORS

**We are an active participant among the future creators and engage in cooperation with educational institutions.**

For several years, we have been collaborating with university of applied sciences students. We aim to provide a platform for future employees and, at the same time, learn from students the latest insights and frameworks being taught to students in the field.

In 2024, we employed eight university of applied sciences interns and supervised one thesis project. Additionally, university of applied sciences students have developed a diverse set of break exercises to support the well-being of our employees.

# SUSTAINABLE ACTIONS BY OUR BRANDS IN 2024



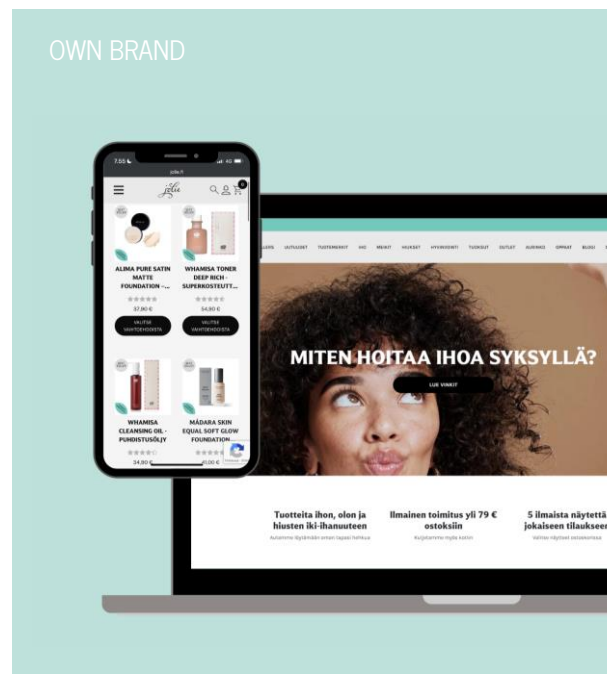
## BIOZELL

The bottles of Transmeri's haircare line Biozell Scalpin are made from 100% recycled Prevented Ocean plastic. Prevented Ocean plastic is collected from coastal areas to prevent it from ending up in the ocean. The bottles produced in 2024 weighed a total of 440 kg.



## IBERO

Ibero launched 100% domestically produced children's reflectors to the market. The products carry the Avainlippu label.



## JOLIE.FI

Jolie.fi has implemented a handling fee for unclaimed packages. The goal of this fee is to reduce the number of unclaimed packages and minimize the emissions and costs associated with unnecessary back-and-forth transportation.



## THE HUMBLE CO.

The Humble Co. has switched from plastic mouthwash packaging to cardboard-based packaging, which is recyclable and reduces the product's carbon footprint throughout its lifecycle.



# SUSTAINABLE ACTIONS BY OUR BRANDS IN 2024



## DUCK

Duck's biodegradable toilet cleaner bottles have been changed to transparent, allowing the removal of the white dye.



## MR MUSCLE

Mr Muscle launched a biodegradable drain cleaner to the market. In addition to its biodegradable formula, the product is packaged at a factory that uses 100% renewable energy. The bottle contains 50% recycled plastic.



## SCHOLL

Scholl foot mask packaging and masks have been completely switched to recyclable materials..



## SCHOLL

With the renewal of Scholl GelActiv insoles, their packaging has been changed to cardboard, and the plastic packaging has been removed.



## POLICE

Mavive is actively involved in sustainability projects. In 2024, Mavive removed the last plastics from gift packaging, including from Policen packaging.

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# THANK YOU!