

CORPORATE SOCIAL RESPONSIBILITY REPORT

Selecta 2024

Table of CONTENTS

Introduction
Sustainability highlights
Sustainability metrics

01 COMPANY PROFILE 07

- Company values	08
- Vision, mission, CSR-strategy	09
- Materiality matrix	11
- Stakeholder engagement	12
- Governance	14
- Ethics	17
- Driving impact across the SDGs	19
- Quality and innovation	21
- Certifications	22

02 PLANET 24

Selecta's climate commitments	25
Total CO2 emissions	26
Net-zero carbon emissions scope 1, 2 by 2030	28
Transitioning to green energy	29
Electrification in action	30
Smarter routes, lower emissions	33
Driving circular value	36
Pelican Rouge Coffee Roasters	38
Water stewardship	40
Roadmap 2025-2026	41

03 PEOPLE 42

Roadmap 2025-2026	43
Employer of choice	44
Well-being and ethical partnerships	45
People and working conditions	46
Dignity and inclusion	47
A culture build on people	50
Empowering employees	51

04 PRODUCT 53

Selecta Belief System	54
Our solutions	55
Selecta Product Strategy	56
Advancing low carbon solutions	57
Selecta EcoJoy	58
Sustainable assortment and circularity	65
Pelican Rouge	66
Pelican Rouge Single Origin Colombia coffee	71
Recyclable packaging	74
Circular machines	76
Certified products	82
Promoting sustainable choices	84
World renowned brands	85
Fully managed, self-serve retail	86
Fresh & Healthy food choices	90
Vending	91
Tea portfolio	92

PLNT	94
Enhancing hydration	95
Customers and industries we serve	97
Roadmap 2025 - 2026	98

05 SELECTA COFFEE FUND 99

Strategic framework	103
Rwanda	106
Burundi	110
Honduras	112
Vietnam	114
Colombia	115
This Side Up	118

06 ABOUT THIS REPORT 119

07 APPENDIX 122

Our approach, explained	123
GRI-table	137
Sustainable initiatives timeline	145



Not just a footprint. A fingerprint.

Every coffee brewed.
Every salad chilled.
Every chocolate bar dropped into your hand.

At Selecta, we believe these everyday moments can carry extraordinary meaning — when powered by purpose.

This is not your average sustainability report. It's a journey through the hidden layers of your daily break — revealing how innovation, care, and commitment are quietly reshaping the way we nourish people and the planet.

It begins where all good stories do: at the source. With a farmer in Uganda growing certified coffee with dignity and fair pay. With a logistics driver who takes smarter routes and drives more efficiently to reduce emissions for our customers. With a salad that travels in harmony with the seasons. With a vending machine that's not just smart, but reborn — made circular, energy-efficient, and designed to waste less.



Michael Rauch
CEO Selecta, a.i.



Andreas Fetscher
Commercial Value Director



Adrian Mourarach
Environmental Specialist



Tanya Joustra
Marketing & Communication Director

You'll discover how we harness the power of fully managed self-serve retail solutions and EcoJoy — Selecta's sustainability framework — to embed smarter systems, cleaner choices, and fairer practices into every product we serve. From AI-driven stock optimisation and renewable energy to farmer livelihood programmes in Rwanda and diversity & inclusion initiatives across Europe, each action connects back to one idea:

That sustainability is not just about reducing impact. It's about creating value — for people, for the planet, and for every customer we serve.

So, as you turn the page, don't just read the facts. Feel the change. This is sustainability, the Selecta way:

Thoughtfully sourced. Transparently told. Tangibly felt.

564

Electric vehicles
Rolled out

**SOCIAL IMPACT
PARTNERSHIP WITH
THIS SIDE UP**

47%

Reduction in scope
1 & 2 since 2019

81%

Telemetry
In our machines

87%

Telematics
In operational vehicles

466

Suppliers assessed
80% of total Selecta spend

50%

Of Pelican Rouge branded
coffee-packaging converted to
MONO-MATERIAL

1.700+

**FARMERS SUPPORTED
IN COFFEE ORIGIN COUNTRIES**

23%

Renewable energy
Saving over
422 tonnes CO₂

1.268

1.268 tonnes
CO₂ purchased
through in- & offsetting

15.000+

SHADE TREES PLANTED
To enhance agroforestry and
climate resilience

HIGHLIGHTS

PLANET

Pioneering the fight against climate change: Achieving CO2 reduction across our supply chain



TOPICS	PROOF OF COMMITMENT
 Reduced fleet emissions	To substantiate our efforts, we have focused on fleet electrification and implementing efficiency improvements. Our achievements in 2024 are a testament to our commitment and progress in this area.
 Green Energy	To demonstrate our commitment, we have focused on increasing the share of renewable energy in our operations. Our achievements in 2024 highlight our progress and dedication to this initiative.
 Smart operations	Our investment in IoT technology has already shown promising results, as evidenced by our achievements in 2024.
 Carbon neutral future	To support climate action, we have invested in credible carbon removal and reduction projects within the coffee industry. We also focus on improving energy efficiency and integrating renewable energy across our operations.
 Waste reduction	Our commitment to waste reduction is demonstrated by our ongoing efforts to consolidate waste management practices.
 Selecta Coffee Fund	Our investments aim to support farmers, improve biodiversity, and contribute to climate adaptation and mitigation.
 Social Impact coffee	Our efforts are focused on ensuring that 100% of Change Please' profits are directed towards supporting homeless individuals.
 Ethics in the Supply Chain	We conduct ESG risk assessments for all high-risk suppliers and actively engage them in compliance improvements aligned with Selecta's Supplier Code of Conduct.
 Employer of Choice	Our policies and programs aim to ensure zero preventable accidents and foster a diverse and inclusive workplace.
 Certified Coffee	For Selecta, certified coffee signifies a commitment to sustainable sourcing and growing practices. It involves reducing emissions in sourcing regions and compensating for what cannot be reduced. Ensuring that the coffee is fully certified, and farmers are paid a fair price is integral to this process.
 Recyclable packaging	Our packaging redesign initiatives, like our mono material coffee bags, are aimed at replacing non-recyclable components with sustainable alternatives.
 Circular machines	Our refurbishment initiatives focus on giving a second life to our machines, thus avoiding emissions associated with manufacturing new ones.
 Certified Products	We are actively developing partnerships with suppliers who are committed to certified and sustainable practices.
 Zero waste	Our zero-waste ambition involves piloting initiatives to eliminate non-recyclable materials and reduce packaging waste across customer sites

PEOPLE

We are committed to the health & safety of our employees and a fair relationships with our partners and ensuring a positive social impact on the community



PRODUCT

Through a sustainable assortment and innovative circularity projects we cover the needs of today considering the impact on tomorrow



ACHIEVEMENTS 2024		OUR JOURNEY AHEAD	
	- Selecta expanded its electric fleet to 564 vehicles across Europe, up from 402 in 2023 (+ 40% year-on-year increase) - EV deployment progressed in all key markets, with notable growth in Norway, Finland, Danmark and BeLux. - Netherlands and Norway now operate fleets with over 50% electric vehicles, marking a major shift in low-emission logistics. - Emissions savings from fleet electrification exceed 3,600 tCO2e per year across the Group. - Supporting infrastructure scaled in parallel, including depot charging installations and vehicle leasing policies aligned with our carbon reduction strategy.	Electric benefit cars: expand employee access to EVs, enhancing wellbeing and emissions reduction Smart charging infrastructure: continue rollout across key depots to support regional fleet expansion EV feasibility studies: assess cost-effectiveness and emissions potential in under-electrified markets (France, UK, Italy, and Switzerland with ≤1% fleet electrified) Integration into Net-Zero Strategy: EV data feeds directly into Scope 1 tracking and SBTi-aligned reduction modelling	
	23% Renewable Energy – saving over 422 tons of CO2e	Energy needs assessments: conduct thorough assessments of our energy needs and the potential for integrating renewable energy sources. Green energy sourcing through PPAs: We plan to increase our green energy sourcing through Power Purchase Agreements (PPAs).	
	- Telematics and telemetry expansion: scaled across core markets, achieving 87% fleet and 81% machine coverage - Fuel efficiency gains: test markets reported up to 12–15% reduction in fuel use and idle time, based on telemetry-linked coaching and data insights - Data-led behaviour change: fleet monitoring has enabled coaching interventions to reduce harsh acceleration, excess idling, and unnecessary detours - Intelligent scheduling: predictive maintenance and machine-level telemetry now inform route planning, reducing redundant site visits and associated emissions	Full telemetry deployment in compatible machines: increase coverage to 100% of telemetry-compatible hardware + service network by 2026 AI-powered route optimisation: deploy algorithms that dynamically adjust routes based on live traffic, service windows, and CO2 reduction potential Eco-driving academy: scale up structured training for all operational drivers to reinforce fuel-efficient, low-emission driving practices Continuous improvement loop: integrate operational KPIs for emissions per kilometre, per customer, and per machine to drive year-on-year performance gains	
	47% reduction in Scope 1 and 2 emissions since 2019	Monitor implementation and effectiveness: We will closely monitor the implementation and effectiveness of our carbon compensation programs to ensure they align with recognized sustainability standards. Alignment with sustainability standards: Ensuring our carbon offset and removal projects meet high standards of sustainability is critical. We will continue to work with recognized organizations to validate our efforts and maintain transparency. Targeted energy efficiency measures: We will implement targeted measures to improve energy efficiency, ensuring a more sustainable and resource-conscious approach to energy consumption.	
	Pelican Rouge Coffee Roasters: 0% waste to landfill.	Embedding circularity across our value chain: As part of our commitment to long-term sustainability and regulatory readiness, we accelerate the integration of circular economy principles across our operations. Drawing on successful pilot programs in key European markets, we are scaling initiatives that deliver quantifiable reductions in waste, emission + material dependency, while enhancing customer-side resilience and value.	
	1700 + farmers supported in coffee origin countries 42% female participation among project beneficiaries 15 000 + shade trees planted to enhance agroforestry and climate resilience	Comprehensive impact measurement: We will measure the comprehensive impact on farmer families, biodiversity, climate adaptation, and mitigation, ensuring our programs deliver meaningful benefits. We will also extend our carbon insetting programs, allowing more Selecta customers to embark on this opportunity.	
	Continuation partnership Change Please. Partnership This Side Up	We're expanding our social impact footprint across Europe — making room for coffee that doesn't just taste good but does good too.	
	466 Critical Suppliers assessed, representing 80% of total Group spend	Systematic ESG Risk Assessment: We will implement systematic ESG risk assessments for all new suppliers, ensuring ongoing compliance and ethical practices.	
	28% Women in Country Leadership roles. Gender parity in our Group ExCom. Each enrolled employee spent, on average, 4.03 hours engaged in training (online training only; excludes field-based and operational training sessions).	Selecta D&I program: We will continue to expand our Diversity & Inclusion program. Fairness in recruiting, promotion, and compensation: We will implement and enhance policies around fairness in recruiting, promotion, and compensation to ensure an equitable workplace.	
	928 tCO2 offset for customers through verified projects 340 Insetting credits purchased	- We are enhancing our certified climate coffee offer with traceable carbon metrics, supplier engagement, and verified reduction pathways, enabling our customers to meet net zero objectives with confidence. - By investing in insetting, we bring the climate solution closer to where our products begin — on the ground with the people who grow them. Our goal is to make insetting the new standard in climate-conscious coffee, with measurable results for our customers and the planet.	
	50% of Pelican Rouge branded coffee-packaging converted to mono-material	Increasing the proportion of mono-material packaging: By the end of 2025, we are committed to increasing the proportion of mono-material packaging in our assortment to 50%. These efforts are projected to result in a 24% reduction in CO2 emissions by 2025 compared to 2023 levels, equating to approximately 2,460 tons of CO2 saved.	
	15,148 Machines refurbished in 2024. Out of 28.386 machines installed in 2024, 42% were refurbished.	Continue refurbishing machines: We will continue refurbishing machines at our facilities across Europe, further integrating circularity into our operations.	
	Not quantified, so no metric available	Further develop partnerships: We will continue to develop partnerships with suppliers who are committed to providing certified and sustainable products, ensuring our offerings meet the highest standards.	
	Explored potential collaborations to integrate advanced recycling solutions into our operations.	Detailed reviews: We will conduct detailed reviews of customer waste streams, identify opportunities for reduction and diversion, and implement pilot zero-waste initiatives to move closer to our zero-waste commitment.	

A woman with curly hair is shown from the chest up, holding a burger with both hands and taking a bite. She has a joyful expression with her eyes closed. In the background, another person is partially visible, wearing a yellow patterned shirt. The entire image is overlaid with a semi-transparent red filter.

01 COMPANY PROFILE

Value creation

COMPANY VALUES

Our values and identity

At Selecta, we are driven by a passion to bring joy to our customers and their consumers every single day. Founded on the principles of reliability, innovation, and exceptional service, we strive to create memorable experiences through our food and drink solutions, always aiming to exceed expectations.

Our purpose and commitment

Selecta's core purpose is encapsulated in our brand positioning, "Joy to Go." Reflecting our commitment to being present where and when people need us, delivering not just products, but delightful experiences one coffee, one bite, and one smile at a time. We are dedicated to ensuring that our customers and their consumers feel the difference in quality and service that we provide.

We are Selecta

We are Selecta, a company built on strong values and a clear mission. We believe in:

Upbeat and dynamic service: our tone and actions are energetic, optimistic, and future-focused. We aim to inject positivity into every interaction, ensuring that our services are both lively and reliable.

Human touch: despite being a large, international organization, we prioritize a personal and heartfelt approach. Our communications and services are designed to be personable, addressing individual needs with a warm and friendly demeanour.

Our Brand attributes

Our brand attributes guide the tone and style of all our communications:

- Upbeat: energetic, optimistic, and joyful.
- Dynamic: entrepreneurial, innovative, and future-focused.
- Human: service-led, heartfelt, individual, and personal.

Customer and consumer focus

We understand that our customers' success depends on the satisfaction of their consumers. Therefore, we emphasize a deep understanding of consumer needs and preferences, ensuring that our solutions not only meet but exceed expectations. The world-class brands and our services are designed to fuel success and enhance the daily rhythms of our customers' consumers.

Sustainability and innovation

As pioneers in sustainability, we are committed to reducing our environmental impact and supporting our customers in achieving their sustainability goals. Programs like the Zero Waste Concept and Eco Joy are testament to our dedication to creating a more sustainable future through innovative solutions.

We blend reliability, innovation, and a human touch to deliver exceptional food and drink experiences. We are here to bring joy to go, ensuring that every interaction is infused with positivity and excellence. *Join us on our journey to make every day a little brighter, one cup and one smile at a time.*



Value creation

VISION, MISSION, CSR STRATEGY

About Selecta Group

Selecta is Europe's leading provider of full managed self-serve retail solutions in Europe, dedicated to bringing millions of moments of Joy to consumers every day. Our commitment to excellence is reflected in our innovative solutions, world-class brands, and best-in-class service across the 16 European markets we serve. We take pride in delivering joy with every coffee, bite, and smile.

Our purpose

Our mission is simple; making people feel great millions of times a day by offering delicious food and drinks anytime, whether at the workplace or on the go.

Our vision

Selecta aims to be the world-class distributor for world-class brands.

Our CSR-Strategy

Sustainability is how we operate.

At Selecta, we lead by embedding sustainability into every part of our business, from our teams and logistics to our machines and sourcing. Our strategy is built around People, Planet, and Product, turning purpose into action and data into impact. By improving how we work and how we partner, we reduce emissions, support communities, and deliver real value to customers.



Driving positive change

As Europe's leading provider of full managed self-serve retail solutions, Selecta has a unique opportunity, and responsibility, to lead change where it matters: in the way we source, move, serve, and report. Our commitment is to deliver solutions that outperform on service while advancing environmental and social responsibility.

In a fast-evolving regulatory landscape, including CSRD, EUDR, and the upcoming CSDDD, our role is to help customers navigate complexity with confidence. We ensure that our practices and reporting are transparent, verifiable, and aligned with EU standards, turning compliance into shared progress.

Our pillars of impact

- *Planet*: we reduce emissions by transforming operations: EV deployment, telemetry-based logistics, energy-efficient machines, and reduced plastic use. Through real data, smart waste handling, and certified sourcing, we turn environmental responsibility into operational efficiency, for us and our stakeholders.
- *People*: from safety and inclusion to purpose and pride, our people strategy drives performance. We invest in skills, fair employment, and community engagement—from barista training and D&I programs to the Selecta Coffee Fund. Empowered teams

deliver better service and build stronger partnerships.

- *Product*: our products are engineered for impact and accountability, from circular machines and ethically sourced coffee to recyclable packaging and transparent reporting. We help customers meet Scope 3 goals and procurement standards with credible, low-impact solutions at scale.

Sustainable purchasing

We work only with suppliers who meet our standards in ethics, environment, and traceability. From origin programs to packaging vendors, every partner is vetted to align with our climate and social responsibility goals. Our supply chain is part of the solution, not the problem.

Making a difference

Change at Selecta is made in the details, when a refurbished machine replaces a new one, when a delivery route is optimized to save fuel, when a barista serves certified coffee with pride, or when a farmer supported by the Coffee Fund plants for resilience. Every action counts. Through the choices of our teams, partners, and customers, we embed sustainability into daily operations, turning impact into habit and progress into scale.



**WE BELIEVE THAT TRUE
LEADERSHIP IN SUSTAINABILITY
MEANS DRIVING MEASURABLE
CHANGE IN HOW WE SOURCE,
MOVE, SERVE, AND REPORT –
EVERY SINGLE DAY.**

Stakeholder engagement

MATERIALITY MATRIX

Stakeholder impact: People, Product, Planet. How our activities affect society, environment, and product-related outcomes.



Defining what matters most to our business and stakeholders

At Selecta, we use our Materiality Matrix to identify and prioritize the sustainability topics most relevant to our long-term value creation and stakeholder expectations. This double materiality lens reflects the impact of ESG issues on our business (horizontal axis) and our impact on people, product, and planet (vertical axis). This analysis is informed by stakeholder input, regulatory developments (e.g., CSRD, EUDR), and industry benchmarking. The matrix guides our ESG strategy and reporting focus.

Category		Topic	Ambition
Planet		Carbon Emissions & Climate Commitments	Reduce absolute Scope 1 & 2 emissions by 48% and Scope 3 by 28% by 2030 from a 2019 baseline. Achieve net-zero across all scopes by 2040 in line with the Climate Pledge.
Planet		Renewable Energy	Reach 100% renewable electricity procurement for operations by 2030.
Planet		Waste & Circularity	Maintain zero landfill waste at roasting and logistics hubs and extend program to 100% of directly controlled offices and warehouses by 2027.
People		Human Rights & Ethics in the Supply Chain	Conduct ESG risk assessments for 100% of all Tier 1 suppliers with >€200K annual spend by 2025.
People		Community Engagement	Allocate € 250,000 annually through the Selecta Coffee Fund to support farmers, biodiversity, and local community projects by 2027. By the end of 2025, 100% of Pelican Rouge coffee sales will contribute fully to Selecta Coffee Fund projects.
People		Workplace Environment	Achieve 100% emergency training coverage and publish annual Diversity & Inclusion metrics across all markets by 2025.
Product		Operational Efficiency	Reduce operational energy intensity by 20% per unit sold by 2030, using 2023 as the baseline year.
Product		Product Responsibility	100% Pelican Rouge products with traceable lifecycle data by 2026.
Product		Packaging & Lifecycle	Use 100% mono-material packaging for Pelican Rouge products and systemically refurbish 35% of installed machine volumes annually by 2030.
Product		Customer Relations & Food Safety	Ensure 100% of coffee and snack solutions meet ISO 22000 or equivalent food safety standards by 2025.

At Selecta, we engage with our stakeholders through various channels to ensure open, honest, and continuous communication.

Employees

We are committed to creating a work environment that prioritizes sustainability, diversity, and inclusion. Through regular meetings, emails, internal communication platforms, performance reviews, training sessions, and company events, we ensure our employees are informed, engaged, and empowered to contribute to our sustainability goals.

Customers

We measure and share our impact through the Joy Score, a metric that reflects our dedication to customer satisfaction and sustainability. This score allows us to communicate our progress and align our services with our customers' sustainability objectives.

Business partners (Suppliers)

We foster collaborative relationships that emphasize ethical practices and mutual growth. Supplier evaluations and feedback sessions ensure that our partners understand and meet our ethical and market standards.

Shareholders/Investors

We maintain transparency with our shareholders and investors through noteholder calls, quarterly results, and an annual ESG questionnaire. These communications provide insights into our sustainability performance and strategic direction.

Government bodies

We prioritize transparency and verified data in our interactions with government bodies, ensuring compliance and fostering trust in our sustainability initiatives.

Certification bodies

We undergo formal audits and provide detailed reports to certification bodies, demonstrating our adherence to high sustainability standards.

NGOs

We engage in collaborative projects and consultations with NGOs to address social and environmental challenges, leveraging their expertise and insights to enhance our impact.

Academic and Research Institutions

We develop research programs with academic and research institutions to enhance our sustainability impact across all 17 SDGs, fostering innovation and thought leadership.

Selecta Coffee Fund

We drive social and environmental projects through the Selecta Coffee Fund, providing resources and support to coffee-growing communities. This initiative helps improve the livelihoods of farmers and promotes sustainable agricultural practices.

Consumers

We prioritize consumer health and safety by providing detailed information about our products and sustainability efforts. Through social media, our website, and customer service channels, we engage with consumers to build trust and ensure transparency.



Image: We Proudly Serve Starbucks™
Coffee Corner at the workplace

Empowered leadership, shared responsibility

GOVERNANCE

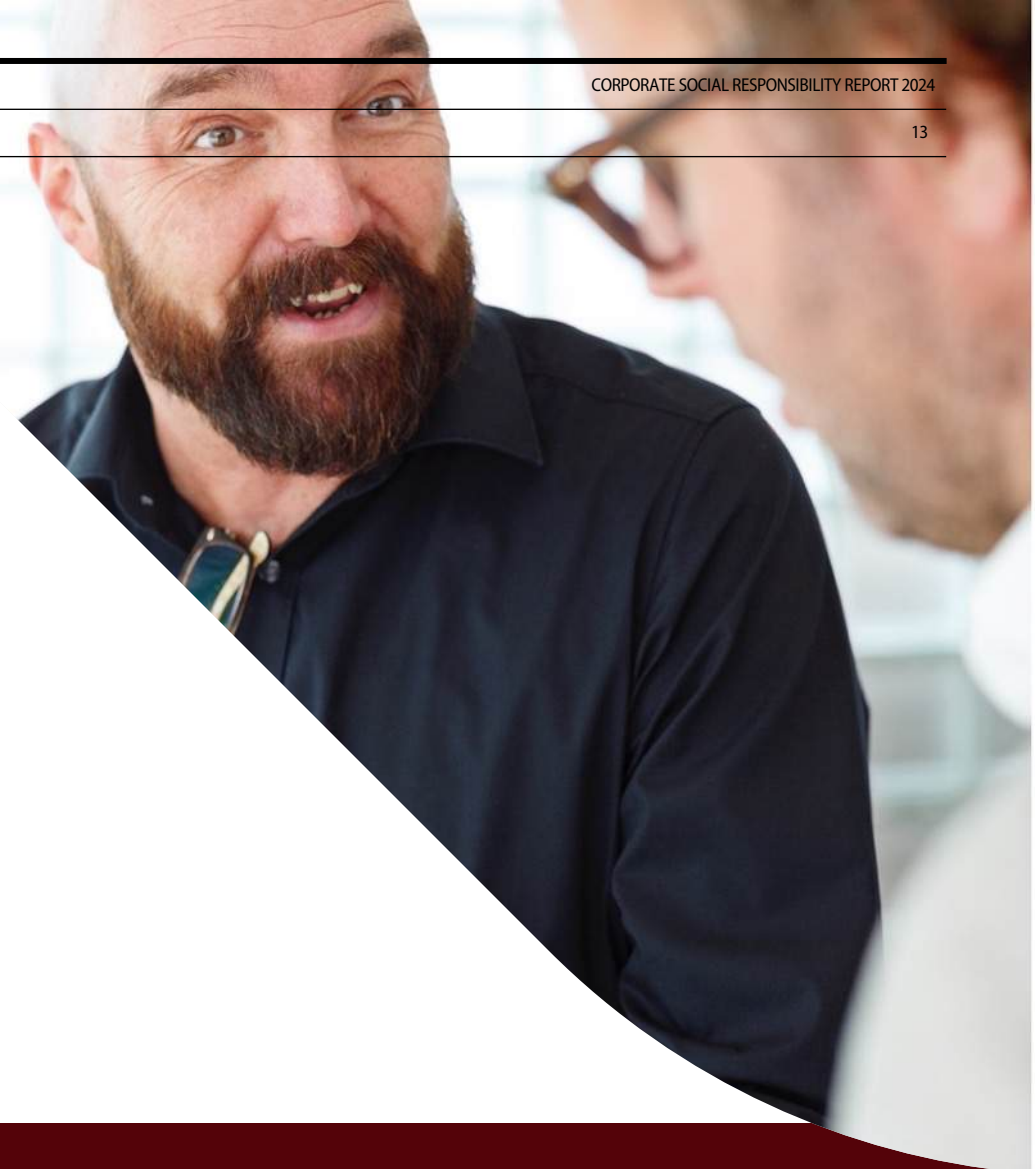
The Selecta Group is a private limited company governed by a Board of Directors and an Executive Committee (ExCom). The Board of Directors approves the Group's strategy, business, and financial plans. It oversees senior executive appointments and reviews critical strategic initiatives.

The Excom consists of functional leaders reporting to our CEO, who ensure our strategy and purpose are executed.

Selecta's Leadership Council, comprising ExCom members and market leaders, meets regularly to discuss key topics and ensure the One Selecta strategy is executed across all markets. The Leadership Circle includes leadership teams and representatives across functions responsible for executing key strategic initiatives.

Sustainability topics are discussed at all levels, driven by the Sustainability Team. Regular updates and calls to action are discussed in broader leadership groups. Cross-functional committees focus on embedding sustainability, including the Sustainability Network, Diversity & Inclusion Working Group, and Health & Safety Committee.

The sustainability network includes representatives from key functions, providing feedback on initiatives and supporting local execution. Regular reviews track progress and execute larger initiatives market-by-market.



Our ethical foundation and operational integrity

GOVERNANCE

At Selecta, we are proud to affirm our steadfast commitment to the principles of the **United Nations Global Compact**, integrating its tenets into the core of our strategies, culture, and day-to-day operations. Upholding these principles is not just a responsibility but a defining part of who we are as a company.

RESPECTING HUMAN RIGHTS

We champion the rights and dignity of all individuals across our operations and supply chains. From embedding human rights impact assessments into supplier evaluations to driving initiatives like the Selecta Coffee Fund, which invests in farmer welfare, biodiversity, and climate adaptation, our actions are guided by policies rooted in fairness and compassion. Our partnerships, such as with Change Please, further illustrate our alignment with corporate social responsibility goals.

PROMOTING FAIR LABOUR STANDARDS

Diversity, equity, and safety are at the heart of our labour practices. Through strategic programs, we are committed to fostering inclusion and increasing female representation in leadership. Workplace safety is paramount, governed by rigorous risk assessments, training programs, and incident management processes. Fair hiring, promotion, and compensation practices are consistently monitored via equity audits and compliance reviews, ensuring a workplace where everyone can thrive.

DRIVING ENVIRONMENTAL RESPONSIBILITY

Sustainability is a cornerstone of our vision. We are advancing net-zero emissions through robust governance structures and leadership accountability. By embedding circular economy principles into product lifecycle management and refurbishment, we actively reduce waste. Our adoption of IoT technology

enhances resource efficiency and operational optimization, demonstrating our dedication to environmental stewardship.

ENFORCING ANTI-CORRUPTION STANDARDS

Integrity is non-negotiable. We enforce zero tolerance for bribery and corruption through robust policies, supplier due diligence, and mandatory compliance training. Our 24/7 Speak Up Program provides a secure, transparent platform for reporting concerns, ensuring accountability and effective resolution.

Through these initiatives, we not only meet but strive to exceed the expectations of our stakeholders. Our commitment to the UN Global Compact reflects our belief that sustainable and ethical business practices are fundamental to creating a positive impact on the world.





HUMAN RIGHTS

- 1. Human rights impact assessments are systematically embedded in supplier evaluation and management frameworks.
- 2. The Selecta Coffee Fund is governed by policies supporting investments in farmer welfare, biodiversity, and climate adaptation.
- 3. Partnerships, such as with Change Please, are governed by agreements ensuring alignment with corporate social responsibility goals.

Respect and uphold the rights of all individuals within operations and supply chains.



LABOUR STANDARDS

- 1. Diversity initiatives are governed by strategic programs aimed at increasing female representation in leadership roles.
- 2. Workplace safety is ensured through policies that govern risk assessments, training, and incident management processes.
- 3. Fair hiring, promotion, and compensation practices are monitored and governed through regular equity audits and compliance reviews.

Promote fair labor practices, diversity, and safety.



ENVIRONMENTAL RESPONSIBILITY

- 1. Governance structures oversee the transition to net-zero emissions, with leadership accountability for progress tracking.
- 2. Policies supporting the circular economy are integrated into product lifecycle management and refurbishment governance.
- 3. The adoption of IoT technology is governed by operational policies to enhance resource efficiency and route optimization.

Commit to sustainability and climate action.



ANTI-CORRUPTION

- 1. Anti-corruption measures are governed by robust policies, including supplier due diligence and mandatory compliance training.
- 2. Governance includes oversight of the 24/7 Speak Up Program to ensure transparency, anonymity, and effective case resolution.

Enforce zero tolerance for bribery and corruption.

Assessing ESG impact

STAKEHOLDER ENGAGEMENT

In 2024, Selecta launched an extensive stakeholder engagement process to assess the environmental, social, and governance (ESG) impacts of critical issues affecting our business's financial sustainability. Building on the materiality matrix from 2018, this evaluation incorporated both internal and external research.



Value creation

ETHICS AT SELECTA

Speak Up and Anti-Corruption policy

At Selecta, we are committed to conducting business with the highest standards of integrity and ethics. Our comprehensive policies on anti-bribery and anti-corruption and our Speak Up program are designed to foster a transparent, fair, and accountable workplace.

Speak Up Program

Selecta's Speak Up program encourages employees and external parties to report any conduct that may violate our Code of Conduct, policies, or applicable laws. This program is a crucial component of our commitment to ethical business practices and helps us address potential issues proactively.

The Speak Up program provides a safe and confidential way for individuals to report concerns about potential misconduct. By speaking up, you help us maintain our reputation and uphold our commitment to ethical practices.

How to report?

Concerns can be raised through various channels.

1. *Leadership and HR involvement* - Concerns about suspected misconduct can be raised with a leader, HR representative, or market leader. These representatives may escalate the concern to the Group General Counsel and the Group Risk &

Compliance Leader, based on the preferred level of investigation—either locally or at the Group level. If no specific preference is indicated, the Legal department will assess the report and take appropriate action in coordination with the market.

2. *SpeakUp Line* - An externally hosted SpeakUp Line is available for confidential reporting in multiple languages, managed by an independent third party. This service operates 24/7, 365 days a year, accessible online or via phone (free of charge) through the EthicsPoint - Selecta AG [webpage](#).

The SpeakUp Line provides unique report keys (PIN) and passwords to reporters for secure follow-up on submitted concerns. All reports are reviewed by Selecta Group for further handling, with access limited to the Group General Counsel and the Group Risk & Compliance Leader.

Non-retaliation policy

We protect individuals who raise concerns in good faith from any form of retaliation. It is essential to create an environment where employees feel safe to report issues without fear of negative consequences.

Anti-bribery and anti-corruption policy

Selecta has a zero-tolerance policy towards bribery and corruption. Our anti-bribery and anti-corruption policy outlines our commitment to complying with all relevant anti-bribery laws globally and ensures that our business partners do the same.

- **Zero tolerance for bribery** - Selecta strictly prohibits offering, giving, receiving, or authorizing bribes or anything of value to improperly influence business decisions or secure an unfair advantage.
- **Applicability** - this policy applies to all Selecta employees worldwide, including directors, employees, and third parties acting on our behalf, such as agents, suppliers, and distributors.
- **Due diligence and monitoring** - we conduct thorough due diligence before engaging with business partners and include anti-corruption clauses in contracts. We also monitor and review our internal controls to ensure they effectively prevent bribery and corruption.

By adhering to these policies, Selecta aims to create a culture of integrity and accountability, ensuring that our business practices reflect our commitment to ethical conduct.

Responsible sourcing and ethical integrity

ETHICS IN THE SUPPLY CHAIN

Upholding ethical standards across our supply chain is a core principle at Selecta. We are committed to ensuring that our suppliers adhere to high standards of environmental, social, and governance (ESG) practices

PROOF OF COMMITMENT →

We conduct systematic ESG risk evaluations to ensure compliance and ethical behaviour throughout our supply chain.

2024 MILESTONES →

466 Critical Suppliers Assessed

In 2024, we assessed 466 critical suppliers, representing 80% of Group spend, using our ESG risk evaluation framework. This is a refinement from 509 suppliers assessed in 2023, with the current scope focusing on those exceeding an annual spend threshold of €200K to prioritise the most material supplier relationships. We are committed to maintaining the highest ethical standards across our supply chain. Our supplier selection process, which includes a rigorous onboarding protocol and a detailed supplier traffic light risk assessment system, is designed to ensure that all our suppliers adhere to these standards. Additionally, we employ Ignite Procurement, a comprehensive tool for identifying Human Rights risks, ensuring compliance with our commitment to social responsibility.

Our Supplier Code of Conduct sets clear expectations for how our suppliers should behave. It reflects our commitment to ethical business practices, covering important areas like labour standards, health and safety, environmental impact, and business integrity. This document is part of our contracts with suppliers, ensuring they follow these ethical principles. Before a supplier can join Selecta's list, they must agree to our Code of Conduct and complete a self-assessment questionnaire. We also use an in-house tool to check the supplier's reputation and identify any potential red flags in their business history.

We continuously monitor social risks through a special evaluation process. This process helps us identify risks related to human rights and working conditions, known as social risks. We assess these risks based on factors like geography and industry, using this data to ensure our suppliers maintain high ethical standards.

OUR JOURNEY AHEAD 2024-2026 →

Systematic ESG Risk Assessment

We will implement systematic ESG risk assessments for all new suppliers, ensuring ongoing compliance and ethical practices.

Value creation

DRIVING IMPACT ACROSS THE SDGs

Pioneering progress across all 17 sustainable development goals

At Selecta, we are not just participants in the industry; we are trailblazers. Our unwavering commitment to sustainability and innovation sets us apart, driving us to achieve what no other company in our field has accomplished. Our value creation model boldly addresses all 17 United Nations Sustainable Development Goals (SDGs), ensuring that every aspect of our operations contributes to a healthier planet and a brighter future for all.

PLANET

Joyful earth, flourishing futures

Every drop of water we save, every seed we nurture, brings us closer to a world where no one must suffer from thirst or hunger. Our actions in Burundi, Rwanda, and beyond aren't just about conservation; they're a promise to future generations that we'll leave them a planet where every life flourishes, every community thrives, and every landscape is a testament to our shared commitment to preserving the earth's precious resources.



Clean water and sanitation - In Burundi, efforts are dedicated to rehabilitating water sources and ensuring access to clean drinking water for communities.



Affordable and clean energy - Selecta optimizes energy usage with LED lighting, insulation improvements, and sustainable machine practices, enhancing energy efficiency and eco-friendly operations. Plus, we actively pursue the transition to green energy sources within our contracts whenever feasible.



Climate action - Selecta's commitment includes transitioning to electric vehicles, optimizing routes, and investing in CO2 neutrality, alongside



promoting plant-based products and sustainable farming to mitigate climate change.

Life below water - Selecta's cold-water machines and recycling initiatives reduce plastic waste, indirectly aiding marine life and minimizing ocean pollution.



Life on land - The shift to eco-friendly materials like wood, bamboo, and fibre, alongside recycling coffee waste, supports sustainable land use and biodiversity conservation.

PEOPLE

Cultivating smiles, nurturing dreams

In the heart of every farmer, in the smile of every child nourished by our efforts, lies the true impact of our work. Through our initiatives in gender equality, health, and education, we're not just changing lives; we're weaving a tapestry of hope, empowerment, and dignity that stretches from the rolling hills of Rwanda to the bustling streets of our cities. Our mission transcends beyond feeding bodies; it's about nourishing souls, uplifting spirits, and building a world where equality, health, and education are not privileges, but rights for all.



No poverty - The Selecta Coffee Fund enhances farmer incomes in Rwanda, Burundi, Honduras, and Colombia through training and diversified income sources, focusing on living incomes and regenerative agriculture for poverty alleviation.



Zero hunger - Selecta focuses on sustainable tea and coffee production and innovative fresh food solutions, enhancing food security and nutrition, while minimizing food waste through strategic partnerships and diversification in farming.



Good health and Well-being - Healthier options like plant-based toppings, mental health discussions, and emphasis on health and safety in the workplace and supplier networks contribute to improved well-being.



Quality education - The Employer of Choice Graduate Program and learning initiatives provide practical experiences and skill development for young professionals, fostering quality education.



Gender equality - Initiatives in Rwanda and Burundi prioritize gender balance in agriculture, with training and empowerment programs for female farmers, and corporate efforts ensure a 40% female workforce.



Decent work and economic growth - Training and agricultural improvements in Rwanda, Burundi, and Honduras enhance livelihoods and working conditions, while internal policies promote a safe and ethical work environment.



Reduced inequalities - Equal access for male and female farmers in Rwanda and Burundi, as well as support for the homeless through our partnership with Change Please, alongside internal diversity and inclusion programs, aim to reduce inequalities within the company and communities.



Peace, Justice, and strong institutions - Collaborations with sustainable suppliers and the internal Speak Up program foster transparent and accountable institutions, promoting integrity and ethical conduct.

PRODUCT

Innovations for a happier planet

Each innovation, each sustainable choice we make in our products and infrastructure, is a step towards a future where harmony between humanity and nature is not just a dream, but a reality. Our commitment to responsible consumption and production is more than a corporate responsibility; it's a testament to our belief that every action, no matter how small, can spark a revolution in how we live, work, and care for our planet. In every eco-friendly package, in every energy-efficient machine, lies our pledge to a world where sustainability is the norm, not the exception.



Industry, innovation, and infrastructure - Integrating telemetry systems, sustainable solutions like LED lighting, and innovative training modules optimize resource use and contribute to a dynamic workforce.



Sustainable cities and communities - The Lighthouse Projects in Amsterdam and Oslo, along with route optimization and sustainable driving behaviours, support the creation of eco-friendly urban infrastructures.



Responsible Consumption and Production - Initiatives like pre-kitting technology, shift towards eco-friendly products, recyclable packaging, and machine optimization promote responsible consumption and production practices.



Partnerships for the goals - Collaborations with entities like Green Waste and Caffee Inc., along with partnerships in community initiatives and disaster relief, demonstrate a commitment to cooperative and sustainable solutions.

Value creation FROM INPUT TO IMPACT

Embedding ESG in every proposal

To truly bring our Value Creation Model to life, we move beyond vision and embed sustainability into every business decision we influence. That's why we introduce a clear "Value In – Value Creation – Value Out" logic across all proposals where ESG can make a difference.

What this means:

- *Value in:* define the sustainable inputs we use — e.g. eco-designed machines, low-emission logistics, green energy sourcing, or responsible farming programs.
- *Value creation:* showcase how these inputs drive impact — e.g. lower CO2 footprint, more inclusive jobs, stronger supplier resilience, healthier consumption.
- *Value out:* translate it into clear benefits for the customer — e.g. improved ESG ratings, reduced Scope 3 emissions, stronger employer brand, or happier, healthier employees.

Our target

100% of business proposals (where relevant) include an ESG Value Statement that connects our proposed solution to tangible sustainability outcomes, offering Sustainability as a Service, where impact measurement, responsible sourcing, and customer-specific reporting are embedded as part of our value proposition.

This shift will not only strengthen our commercial offer but position Selecta as a partner for smart, sustainable growth.





Our commitment **QUALITY & INNOVATION**

We are dedicated to investing in the quality and innovative capacity of our products and services. While we do not hold a Group certificate, our integrated management system certifications are defined per market. These include ISO 9001, ISO 14001, ISO 45001, and ISO 22000, along with local certifications.

We strive to deliver the highest achievable process and product quality for all our offerings, in compliance with legal and sustainability requirements. Our processes and procedures are meticulously designed to meet these standards.

Quality products and services

At Selecta, we take pride in our premium coffee offerings. Through our Pelican Rouge brand, we source coffee beans from different regions in the world, ensuring high-quality green beans that we roast in our own roastery. In addition to Pelican Rouge, we offer a wide range of other renowned coffee brands, including Starbucks, Nescafé, Lavazza, Segafredo, and various local coffee brands. For these brands, we rely on their product certificates to maintain our high standards of quality and sustainability.

Coffee Machines

Our coffee machines boast a minimum availability rate of 99.5%. This means that 99.5% of the time, our machines are operational and not undergoing maintenance or repairs. Causes for downtime include both scheduled and unscheduled issues such as product shortages, technical malfunctions, software issues, or periodic cleaning requirements.

Quality and innovation policy

At the heart of our company lies a commitment to quality and innovation, directed by our executive team. They ensure the policy is effectively implemented across all levels. Our dedicated managers and leaders play a crucial role in executing this policy. The Product & Innovation Team spearheads the introduction and phase-out of products and services, ensuring they align with our high standards of quality and innovation.

To maintain excellence, we adhere to a comprehensive internal quality and process manual based on ISO 9001 standards. This manual also incorporates local regulations, including fire safety and

electrical certifications, ensuring that our processes are safe and compliant.

Our commitment to continuous customer satisfaction

At Selecta, our ultimate goal is to enhance customer satisfaction continuously. We achieve this through a strategic, data-driven approach that integrates customer feedback at every stage of our service journey.

Building trust, reducing risks, and accelerating ESG impact

CERTIFICATIONS AS STRATEGIC VALUE DRIVERS

Selecta maintains a robust portfolio of internationally recognized certifications that serve as cornerstones of quality, compliance, and operational excellence. At Selecta, certifications are not pursued for broad display but as targeted enablers of quality, compliance, and resilience. We apply them strategically—where they drive the greatest operational, environmental, and reputational value across our European footprint.

We concentrate certifications on high-impact operations:

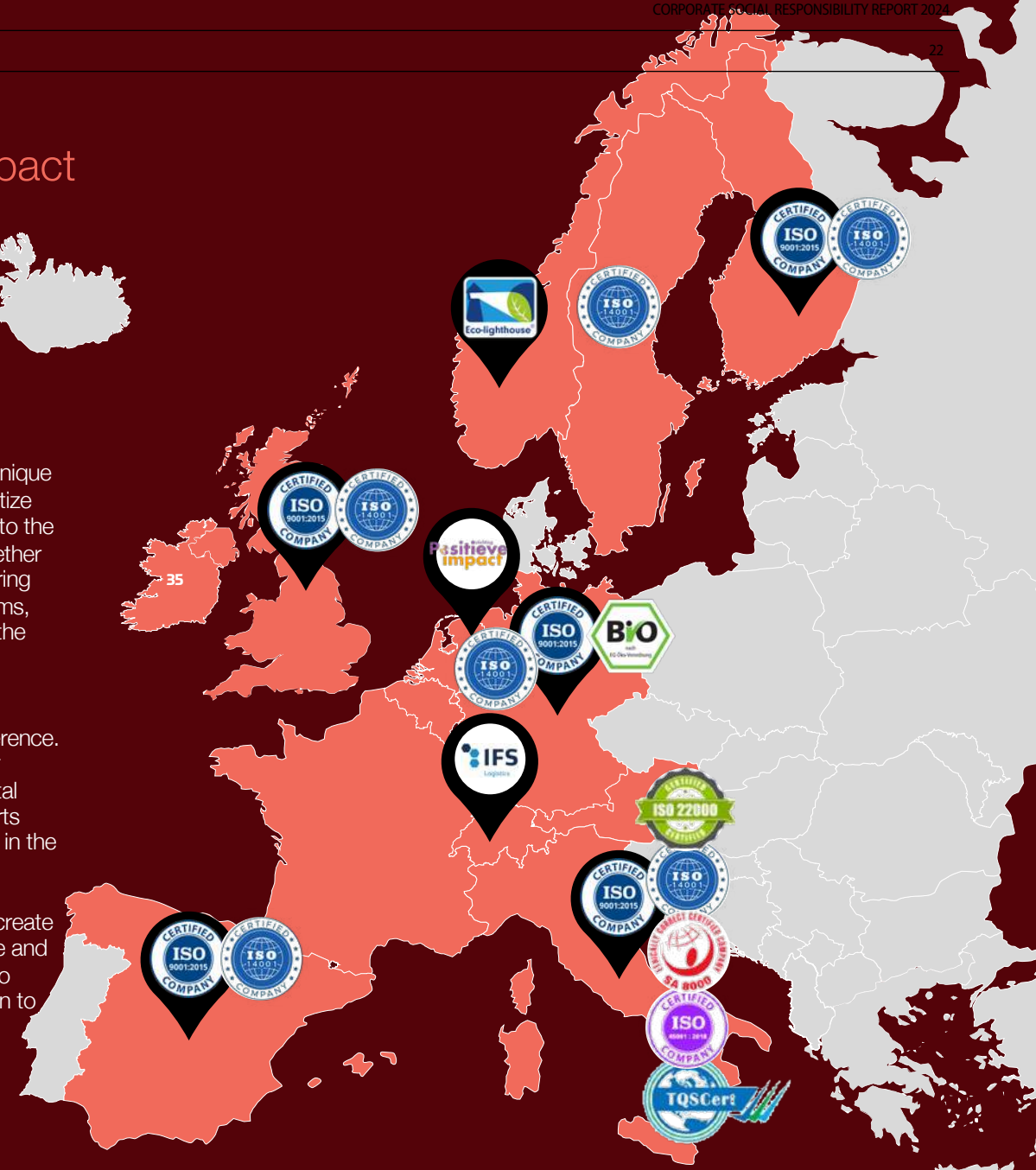
- Environmental management systems are prioritized in regions with significant production or logistics activity.
- Food safety certifications cover key handling and roasting operations to mitigate core product risks.
- Health & safety frameworks are embedded where operational complexity and workforce exposure are highest

We believe that certifications should be more than just a badge to showcase. They should be a testament to meaningful change and positive impact in the communities where we operate. Our focus is on obtaining certifications that truly matter—those that address the most pressing local needs and have the highest impact.

We understand that every region we work in has unique challenges and requirements. That's why we prioritize certifications that are most relevant and beneficial to the specific countries and communities we serve. Whether it's promoting sustainable farming practices, ensuring fair labour conditions, or protecting local ecosystems, our certifications are chosen to support and uplift the areas where they are most needed.

For us, it's not about collecting certificates for commercial gain. It's about making a tangible difference. We carefully select certifications that align with our values and commitment to social and environmental responsibility. This approach ensures that our efforts contribute to genuine progress and improvements in the lives of the people and communities we touch.

By focusing on impactful certifications, we aim to create a legacy of positive change, fostering a sustainable and equitable future for all. At Selecta, our dedication to meaningful certification is a core part of our mission to make a real, lasting difference in the world.



Pelican Rouge Coffee Roasters prestigious certifications

CELEBRATING EXCELLENCE

We are immensely proud of our Pelican Rouge Coffee Roasters for achieving multiple prestigious certifications, highlighting our commitment to excellence in quality, environmental responsibility, and sustainable practices. These certifications reflect our dedication to delivering outstanding products while ensuring the well-being of people and the planet. Pelican Rouge Coffee Roasters is now fully up to standard with the following certifications: ISO 14001, ISO 22000, and CO2 Performance Ladder Level 5.



ISO 14001 - Environmental management

ISO 14001 is an internationally recognized standard for effective environmental management systems. It provides a framework for organizations to protect the environment, respond to changing environmental conditions, and continuously improve their environmental performance.

Benefits:

- Creates a healthier workplace by minimizing environmental hazards
- Reduces the environmental impact of our operations through efficient resource use and waste reduction



ISO 22000 - Food safety management

ISO 22000 is a globally recognized standard for food safety management systems. It ensures that organizations in the food chain manage food safety hazards and provide safe products that meet both customer and regulatory requirements.

Benefits

- Guarantees the highest standards of food safety, protecting consumer health
- Promotes sustainable sourcing and production practices, reducing waste and improving efficiency
- Assures customers and consumers of the highest quality and safety standards



Ecovadis - Silver

Ecovadis evaluates companies across four key areas: Environment, Labour & Human Rights, Ethics, and Sustainable Procurement.

Benefits

- Recognizes our commitment to sustainable and ethical operations
- Builds trust with customers and partners who value responsible sourcing
- Strengthens our brand and supports future business growth
- Encourages continuous improvement in sustainability performance





02 PLANET

Planet

OUR CLIMATE COMMITMENTS AND 2030 TRAJECTORY

At Selecta, we are committed to taking science-based, measurable action on climate change. As a signatory of the Science Based Targets initiative, we are currently finalising our near-term emission reduction targets for validation in 2026.

Our Decarbonisation Pathway

Scope 1 – Fleet Efficiency & Electrification

We are actively reducing fuel-based emissions by scaling up the electrification of our fleet and adopting low-emission vehicles. Route optimisation and smart logistics models further support reductions in distance travelled and fuel consumption.

Our proposed targets include:

A 48% absolute reduction in Scope 1 and 2 greenhouse gas emissions by 2030, compared to a 2019 baseline

A 28% absolute reduction in Scope 3 GHG emissions by 2030, from the same baseline

These targets are aligned with the ambition of the Paris Agreement to limit global warming to 1.5°C. They form the foundation of our broader commitment to reach net-zero emissions across Scopes 1, 2, and 3 by 2040, in line with The Climate Pledge.

Scope 2 – Renewable Energy Procurement

To decarbonise our facilities, we are increasing our use of renewable electricity by sourcing certified instruments such as I-RECs and Guarantees of Origin. This enables a measurable cut in Scope 2 emissions from offices, warehouses, and production sites.

Scope 3 – EcoJoy Framework & Supplier Engagement

Our proprietary EcoJoy framework maps emissions across the entire product and service lifecycle. It helps us identify carbon hotspots and work closely with suppliers and customers to reduce emissions, from sustainable coffee sourcing and low-impact packaging to energy-efficient machine use and circular recovery.



2024

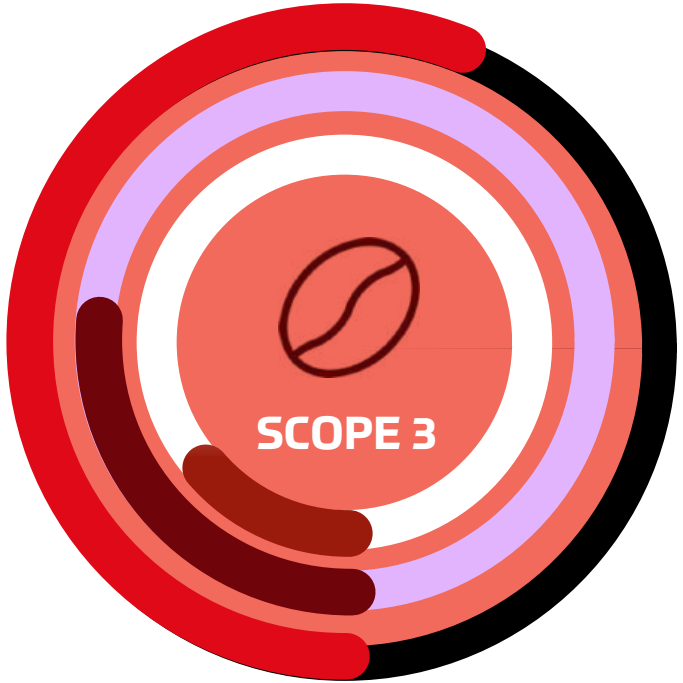
TOTAL CO2 EMISSIONS



● Fleet (owned & rented vehicles)	92,6% - 22.495 tCO2e
● Stationary combustion	7,4% - 1.804 tCO2e



● Purchased electricity	83,2% - 2.019 tCO2e
● EV Fleet	9,7% - 236 tCO2e
● District heating	7,1% - 173 tCO2e

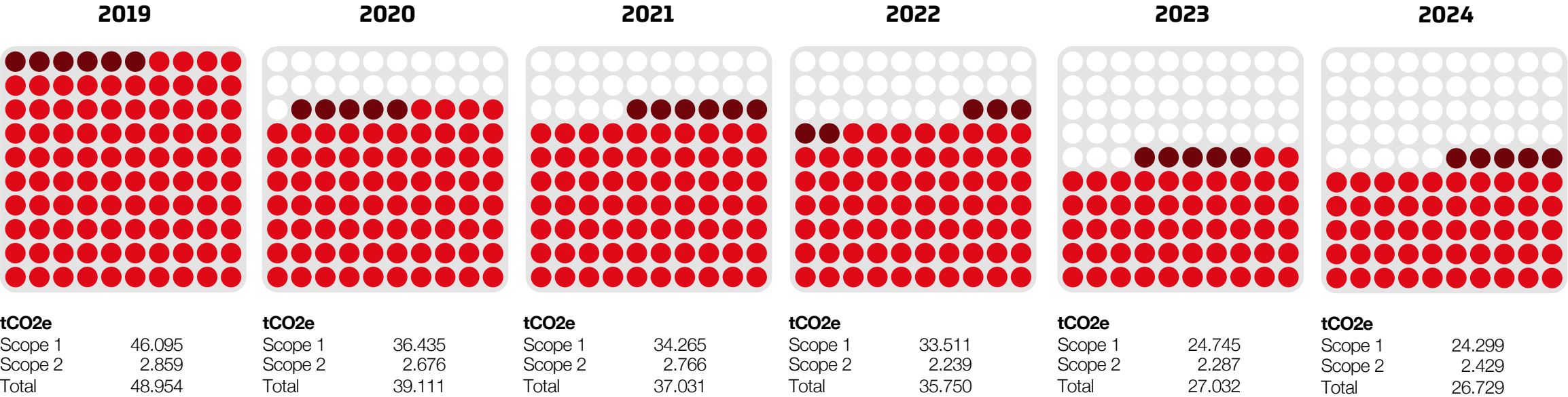


● Cat. 1 - Purchased Goods and services	52,2%	185.296 tCO2e
● Cat. 13 - Downstream leased assets	25,6%	90.723 tCO2e
● Cat. 2 - Capital goods	13,4%	47.628 tCO2e
Cat. 4 - Upstream transportation and distribution	1,7%	5.897 tCO2e
Cat. 5 - Waste generated in operations	1,8%	6.333 tCO2e
Cat. 6 - Business travel	0,1%	386 tCO2e
Cat. 7 - Employee commuting	1,5%	5.395 tCO2e
Cat. 11 - Use of sold products	1,8%	6.389 tCO2e
Cat. 12 - End-of-life of sold products	1,9%	6.768 tCO2e

Sum of Impact

Scope 1 and 2 from 2019 base year.

- Scope 1
- Scope 2



Planet

REDUCING SCOPE 1 AND 2 EMISSIONS BY 48% BY 2030 ON THE PATH TO NET ZERO

At Selecta, we recognize that our own operations—fleets, energy use, and facility emissions—play a vital role in our overall carbon footprint. That’s why we are firmly committed to achieving **net-zero carbon emissions in Scope 1 and 2 by 2030**.

PROOF OF COMMITMENT



- Since our 2019 base year, Selecta has already achieved a 48% absolute reduction in Scope 1 and 2 emissions. This result is underpinned by a data-driven reorganisation of our logistics and energy systems:
- In logistics, we introduced predefined, interval-based service models tailored to local customer density and demand. These cycles (ranging from 4 to 24 weeks) enable route consolidation, eliminate redundant mileage, and reduce emissions per delivery.
 - In buildings, energy audits conducted across priority sites guided targeted efficiency upgrades, including smart heating controls and LED retrofits.
 - For residual emissions, we have selectively invested in certified carbon removal credits, verified under standards such as Verra and the Gold Standard, with transparent documentation and retirement protocols.

Emissions are calculated using the GHG Protocol, with DEFRA and EIB emission factors and IPCC AR6 GWPs. Emission data for Scope 1 and 2 has undergone limited assurance in both 2023 and 2024, reinforcing credibility and audit readiness for future reporting cycles.

2024 MILESTONES



- Fleet decarbonisation: expanded electric vehicle fleet to 564 units, now representing 12% of the Group fleet, supported by updated leasing criteria favouring low-emission and EV models.
- Route Efficiency: rolled out geography-based routing across all Norwegian operations; telemetry data confirms an 18% reduction in average kilometres per delivery in key service areas.
- Carbon-smart buildings: integrated carbon performance and energy efficiency benchmarks into new lease agreements, aligning real estate decisions with our climate strategy.
- Scope 2 readiness: defined residual Scope 2 footprint in preparation for green energy procurement from 2025 onward.
- Target validation preparation: completed comprehensive Scope 1 and 2 audit for SBTi near-term target submission in Q4 2026.

OUR JOURNEY AHEAD



- Fleet policy rollout: enforce Group-wide vehicle leasing policies requiring low-emission or electric vehicle options in all new contracts.
- Energy-aligned leasing: apply structured carbon and efficiency screening criteria in all building lease decisions, supporting our Scope 2 reduction plan.
- Annual disclosure: maintain alignment with GHG Protocol and ISO 14064-1 and ensure annual CDP disclosure for transparency and benchmarking.
- Assurance continuity: continue limited assurance annually. These actions will ensure transparent, traceable progress toward our 2030 Scope 1 and 2 decarbonisation target, supporting Selecta’s broader commitment to climate leadership. Net-Zero remains our end-state ambition for operational emissions, targeted by 2040 in line with the Climate Pledge.

Planet

TRANSITIONING TO GREEN ENERGY SOURCES

A crucial aspect of our sustainability strategy is transitioning to renewable energy sources. Increasing our reliance on green energy is an important lever for reducing our dependence on fossil fuels and significantly lowering our carbon emissions for scope 2. This initiative not only supports our goal of CO₂ neutrality but also promotes a cleaner and more sustainable energy landscape.

PROOF OF COMMITMENT →

To demonstrate our commitment, we have focused on increasing the share of renewable energy in our operations. Our achievements in 2024 highlight our progress and dedication to this initiative.

2024 MILESTONES →

23% Renewable Energy – saving over 422 tons of CO₂e¹

In 2024, Selecta reached an exciting milestone: 23% of our energy now comes from renewable sources, including PPAs and on-site solar energy generation! This achievement highlights our dedication to sustainability. By choosing energy suppliers that provide wind, solar, and hydropower, we're making a big difference. These renewable sources create little to no air pollution, use less water, and leave a smaller carbon footprint compared to fossil fuels.

The benefits are clear: cleaner air and water, healthier wildlife habitats, reduced climate change impacts, and more jobs in the renewable energy sector. This progress is a crucial step toward our goal of reaching Net Zero emissions for Scopes 1 and 2 by 2030.

OUR JOURNEY AHEAD 2025-2026 →

- **Energy needs assessments** - we will conduct thorough assessments of our energy needs and the potential for integrating renewable energy sources. This will help us identify opportunities for further reducing our carbon footprint.
- **Green energy sourcing through PPAs** - we plan to increase our green energy sourcing through Power Purchase Agreements (PPAs). These agreements will enable us to secure a steady supply of renewable energy, further reducing our reliance on non-renewable sources.

¹CO₂e savings (422 tCO₂e) calculated using market-specific grid emission factors from EIB v11.3, aligned with the GHG Protocol Scope 2 market-based method



Planet

ELECTRIFICATION IN ACTION

Driving down emissions through strategic EV deployment

Fleet emissions are a major component of Selecta's Scope 1 footprint. That's why electrification remains a key pillar of our decarbonization roadmap. By prioritizing electric vehicles (EVs) across markets and integrating charging infrastructure, training, and leasing criteria, we're reducing tailpipe emissions while improving operational resilience.

PROOF OF COMMITMENT →

We are embedding EV deployment into our operations at scale:

- As of end 2024, 564 electric vehicles are in operation across Europe, representing 12% of our total fleet
- Selecta's EV strategy is integrated into leasing criteria and prioritised in high-density delivery zones for maximum impact
- Avoided emissions are calculated using DEFRA and EIB v. 11.3 factors

2024 MILESTONES →

- Selecta expanded its electric fleet to 564 vehicles across Europe, up from 402 in 2023 (+ 40% year-on-year increase)
- EV deployment progressed in all key markets, with notable growth in Norway, Finland, Denmark and BeLux.
- Netherlands and Norway now operate fleets with over 50% electric vehicles, marking a major shift in low-emission logistics.
- Emissions savings from fleet electrification exceed 3,600 tCO₂e¹ per year across the Group.
- Supporting infrastructure scaled in parallel, including depot charging installations and vehicle leasing policies aligned with our carbon reduction strategy.

OUR JOURNEY AHEAD →

- Electric benefit cars: expand employee access to EVs, enhancing wellbeing and emissions reduction
- Smart charging infrastructure: continue rollout across key depots to support regional fleet expansion
- EV feasibility studies: assess cost-effectiveness and emissions potential in under-electrified markets (France, UK, Italy, and Switzerland with ≤1% fleet electrified)
- Integration into Net-Zero Strategy: EV data feeds directly into Scope 1 tracking and SBTi-aligned reduction modelling



¹Avoided emissions calculated relative to Euro 6 diesel baseline using EIB v11.3 factors per market

Planet

LOCAL SPOTLIGHT: NORWAY

Driving Norway's electric service revolution

Norway's global leadership in electric mobility finds a strong partner in Selecta's ambition to build a cleaner, smarter, and data-led service model—one centred on customer needs and zero-emission transport.

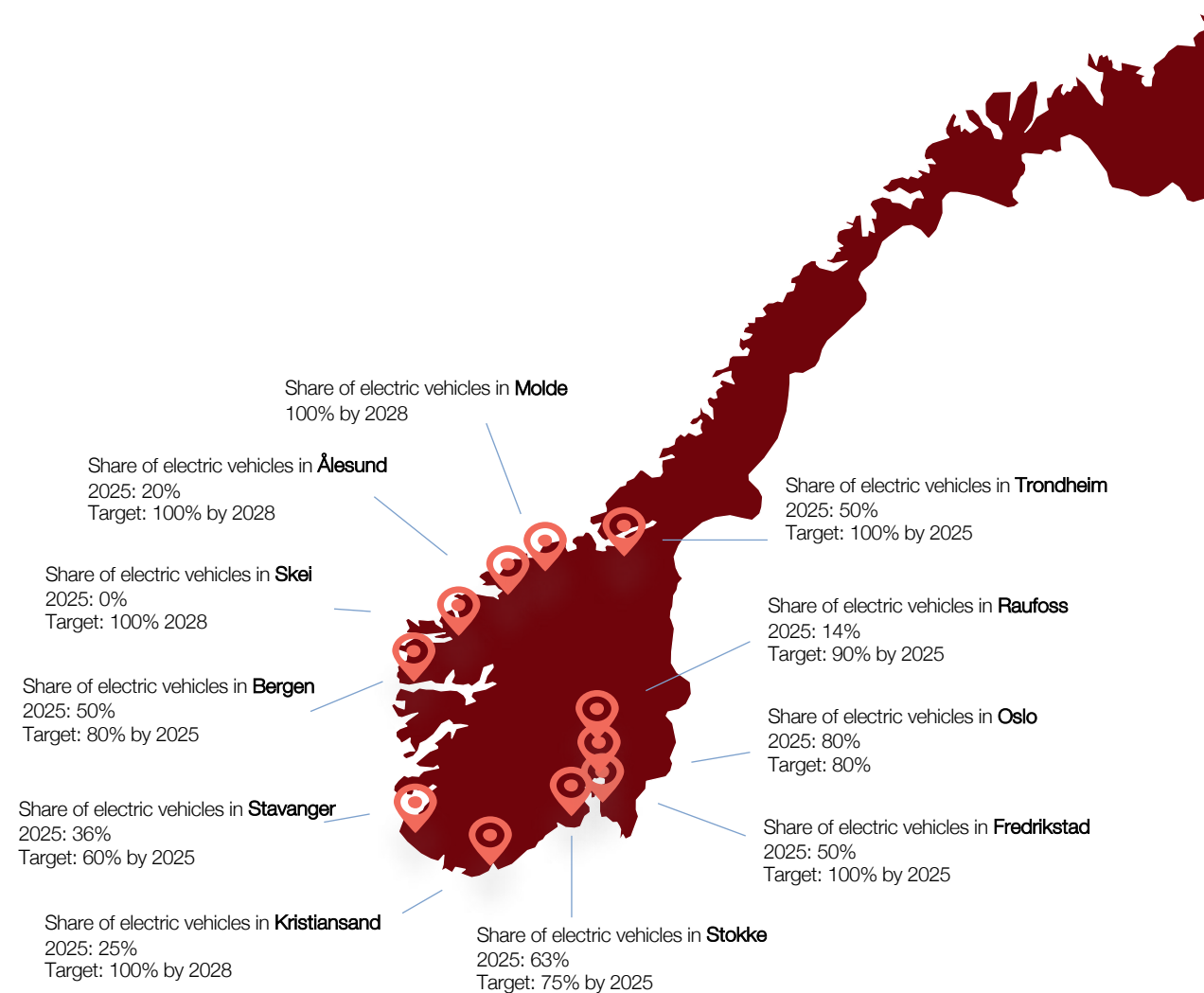
Across the country, Selecta operates a highly structured and increasingly electrified delivery network for its vending and coffee services. Service routes are carefully optimised—based on machine usage, geography, and customer clustering—to reduce unnecessary mileage. Visits occur every 4, 8, 16, or 24 weeks depending on location and consumption patterns. Emergency restocks are strategically bundled to minimise fragmented transport.

This logistics model not only improves operational efficiency and service consistency but also delivers a measurable reduction in kilometres driven and emissions released.

As of 2023, 59% of Selecta's fleet in Norway is electric, and the company is actively progressing toward its target of 94% fleet electrification by 2028. EVs are already in full use across major urban centres such as Oslo and Bergen, where daily machine replenishment is now achieved with zero tailpipe emissions.

The transition is both systematic and future-proof. All new vehicle leases and replacements are electric by default. Temporary exceptions are limited to two industrial zones—Mongstad and Kårstø, where safety protocols currently restrict EV usage—and to a small number of long-haul routes where charging infrastructure remains insufficient. These cases are under continuous review to ensure readiness for full conversion as conditions evolve.

Selecta's approach in Norway is a blueprint for responsible transformation: using real data, local context, and environmental urgency to deliver sustainable service at scale.



Integrated actions

LOCAL SPOTLIGHT: NETHERLANDS

Integrated action on facilities and fleet cuts 492 tons of CO₂e

In 2024, Selecta Netherlands advanced its Scope 1 and 2 reduction strategy with a dual focus on energy efficiency and sustainable mobility. All office lighting was upgraded to **LED systems**, and the building's **roof insulation** was fully modernized—two steps that directly reduce facility-related emissions.

On the mobility side, the Dutch fleet reached **64% electrification** in 2024, with a clear roadmap to become **100% electric by 2028**. Together, these actions led to a year-over-year fuel-based CO₂e reduction of **492 tons** between 2023 and 2024.

This initiative underscores how aligned infrastructure and fleet upgrades can make measurable progress toward our 2030 net-zero ambition—and how local execution fuels global momentum.



Planet

SMARTER ROUTES, LOWER EMISSIONS

Cutting fuel waste with Telemetry and Training

Reducing emissions isn't only about what we drive, it's also about how efficiently we operate. At Selecta, we are embedding digital intelligence into our fleet and service planning. By combining advanced telematics, real-time telemetry, and structured eco-driving programs, we are significantly reducing fuel use, idle time, and unnecessary mileage, contributing directly to our Scope 1 emissions reduction strategy.

PROOF OF COMMITMENT →

We have made digital optimisation a cornerstone of our decarbonisation roadmap:

- As of end 2024, 87% of our Group fleet is equipped with telematics systems, enabling vehicle diagnostics and operational performance analytics
- 81% of Selecta's active machines are now telemetry-enabled, allowing dynamic monitoring of usage and status for smarter service scheduling
- These tools translate into reduced fuel consumption, optimised route planning, and lower emissions per service delivered
- This operational transformation directly contributed to measurable reductions in Scope 1 emissions in 2024

2024 MILESTONES →

- Telematics and telemetry expansion: scaled across core markets, achieving 87% fleet and 81% machine coverage
- Selecta Spain, our test market, has reported a 8% reduction in fuel use, based on telecom-linked coaching and data insights.
- Data-led behaviour change: fleet monitoring has enabled coaching interventions to reduce harsh acceleration, excess idling, and unnecessary detours
- Intelligent scheduling: predictive maintenance and machine-level telemetry now inform route planning, reducing redundant site visits and associated emissions

OUR JOURNEY AHEAD →

- Full telemetry deployment in compatible machines: increase coverage to 100% of telemetry-compatible hardware and service network by 2026
- AI-powered route optimisation: deploy algorithms that dynamically adjust routes based on live traffic, service windows, and CO2 reduction potential
- Eco-driving academy: scale up structured training for all operational drivers to reinforce fuel-efficient, low-emission driving practices
- Continuous improvement loop: integrate operational KPIs for emissions per kilometer, per customer, and per machine to drive year-on-year performance gains



Lowering emissions

LOCAL SPOTLIGHT: GERMANY

Reducing emissions with tailored video training for Service Technicians

In 2024, Selecta Germany launched an innovative initiative to reduce transport-related emissions at the operational level. Recognizing that every trip matters, the team developed a **series of targeted video training modules for Service Technicians — customized by drive type and service scenario.**

These training videos were designed to sharpen troubleshooting skills and promote remote-first diagnostics, enabling Service Technicians to resolve issues more efficiently and, in many cases, avoid unnecessary travel altogether. By equipping teams with the knowledge to solve recurring issues proactively, this initiative has resulted in a measurable reduction in fuel use and CO2 emissions.

The impact is twofold:

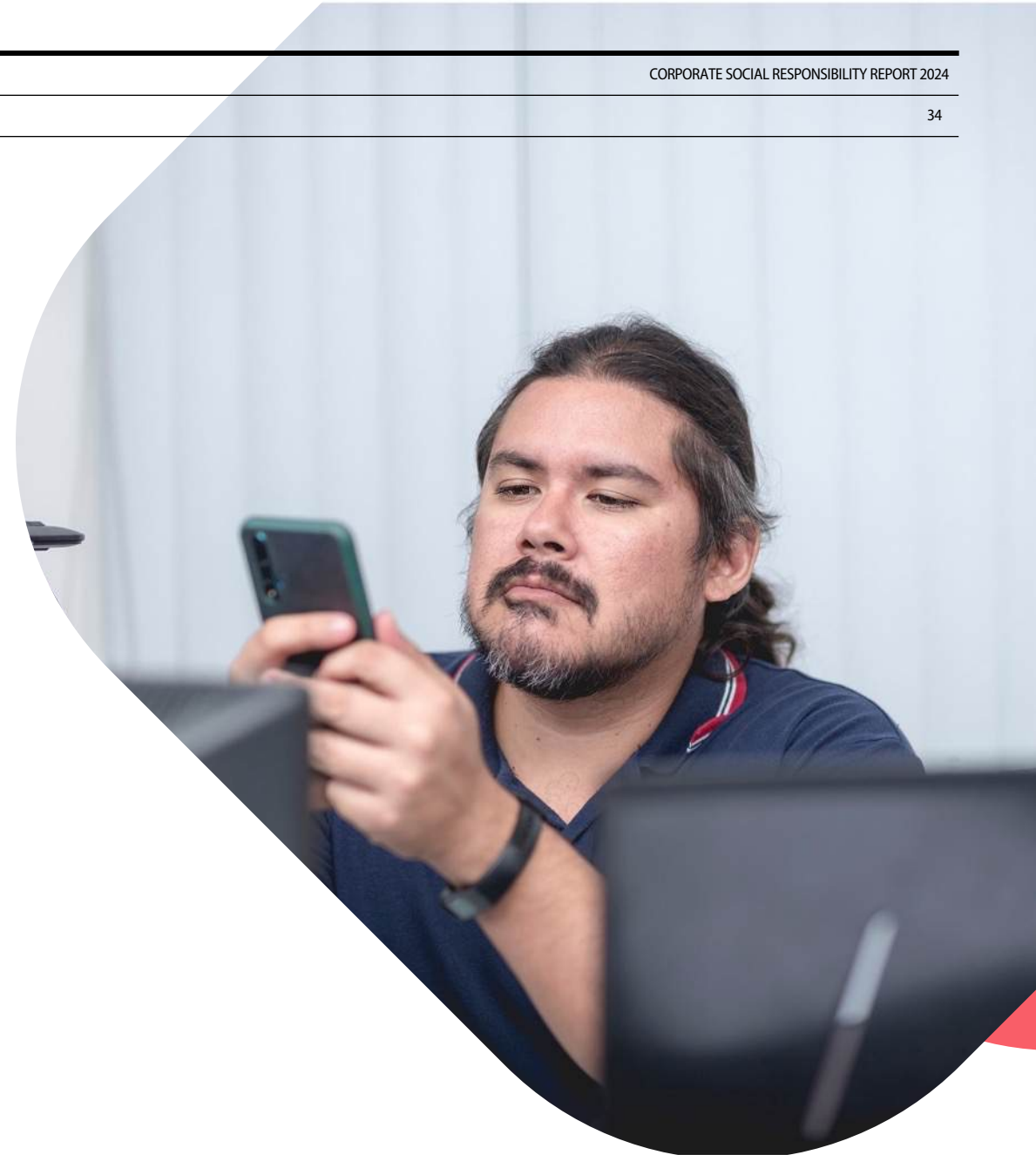
1. **Environmental** – fewer trips means fewer emissions and a smaller carbon footprint per service call
2. **Operational** – improved service response and more empowered frontline teams

This localized approach reflects our broader EcoJoy philosophy: *smart, practical actions at ground level that drive tangible sustainability outcomes.*

Emissions saved per remote resolution

Customer distance from hub:	60 km
Vehicle type:	Fiat Ducato (Euro 6 Diesel)
Round trip avoided:	120 km
Emission factor:	0,224 kg CO2e/km (DEFRA 2023, well-to-wheel)

*Each successful remote intervention eliminates 26,9 kg of CO2e emissions –
Equivalent to the carbon impact of driving a family car for 200 km.*



Did you know?

Operational efficiency drives direct Scope 1 reductions and supports customers' Scope 3 goals

In a 2024 pilot project, Selecta Sweden assessed the combined impact of telemetry and pre-kitting on carbon emissions from our service fleet. By analysing identical delivery routes before and after implementation, we demonstrated a clear decarbonisation benefit.

Result: over one quarter, emissions from vehicle fuel consumption were reduced by 10.5 tons CO₂e

Annualised impact: equivalent to 42 tons CO₂e avoided per year

These results highlight how smart delivery planning and route consolidation directly reduce Scope 1 emissions from fuel use, while simultaneously supporting our customers' Scope 3 (Category 1) performance by lowering the embedded logistics footprint of purchased Selecta services.

What is Pre-kitting?

Pre-kitting is a logistics optimisation process in which all items required for machine servicing are centrally packed into ready-to-go kits. When combined with telemetry data, this enables fewer stops, shorter driving time, and less fuel consumption.

What does 10.5 tons of CO₂e equal?

- Driving 60,900 km
- Burning 3,350 litres of diesel
- Flying to Paris 73 times
- Requiring 525 trees to absorb the same emissions over one year

Energy Perspective

- A 2.3 MW wind turbine must run 26 hours to offset this
- Generating the equivalent power with solar would require 95–105 panels annually



“SINCE INTEGRATING PRE-KITTING AND TELEMETRY INTO OUR ROUTES, WE’VE NOT ONLY SAVED FUEL AND TIME – WE’VE EMPOWERED OUR TEAMS TO DELIVER SMARTER AND MORE SUSTAINABLY. THE EMISSIONS SAVINGS ARE TANGIBLE, AND THE EFFICIENCY GAINS ARE BEING FELT EVERY DAY.”
OPERATIONS LEAD, SELECTA SWEDEN

Planet

DRIVING CIRCULAR VALUE

Selecta’s Integrated Waste and Resource Strategy

At Selecta, circularity is an internal priority, which is part of the value we deliver to customers. Our waste strategy is built around four key pillars that align with the European waste hierarchy: Reduce, Reuse, Recycle, and Recover. By integrating these principles into our operations, we reduce environmental impact while helping our customers meet their own sustainability goals, from carbon reduction to circular procurement and ESG scoring.

PROOF OF COMMITMENT



Our commitment to waste reduction is demonstrated by our ongoing efforts to consolidate waste management practices.

REDUCE: Avoiding Waste by Design

Preventing waste begins with product and system design. Selecta integrates waste reduction into every stage of the value chain:

- In 2024, 50% of Pelican Rouge-branded coffee packaging transitioned to mono-materials, up from 20% in 2023. This enabled easier recycling and supports compliance with the European Packaging and Packaging Waste Regulation. It also contributed to a 19% reduction in carbon footprint per pack, based on a comparative LCA conducted using mono-material versus multilayer foil packaging, following GHG Protocol Product Life Cycle Accounting standards.
- Our digital tools improve demand forecasting, logistics, and maintenance schedules, limiting product obsolescence and preventing waste.

REUSE: Circular Machines in Action

Refurbishment is a core lever of circularity and carbon efficiency. Selecta’s refurbishment program extends the life of our vending machines while preserving quality and operational reliability. In 2024, we refurbished and redeployed 15327 machines, representing 39% of all installations across Europe. For customers, this translates into:

- Reduced indirect emissions in their value chain (Scope 3)
- Circular procurement aligned with EU Green Deal expectations
- Proven alignment with upcoming ESPR requirements on product durability and reparability

Top-performing countries include Switzerland (76%), Sweden (72%), and Spain (62%), showing strong adoption of refurbishment as part of local customer service.

RECYCLE: Closing the Loop

Selecta prioritizes high-quality recycling across all markets. In 2024, 75% of total waste was recycled, covering key materials such as metals, cardboard, PET plastics, batteries, and electronics. These streams are collected and treated through verified partners under national waste compliance frameworks.

Recyclable waste from the site is carefully sorted, quantified, and channelled to certified recyclers. This focus on recycling enables customers to benefit from traceable, low-impact value chains, supporting their own due diligence efforts.

RECOVER: Making the Most of Residual Waste

Residual waste that cannot be reused or recycled is directed to energy recovery. In 2024, 25% of all waste was recovered for energy, of which 13% supported green energy generation (such as composting and biogas production) and 12% contributed to thermal energy recovery in the form of incineration with energy capture.

Why This Matters

Achieving 0% waste to landfill reflects Selecta’s commitment to responsible resource use, regulatory alignment, and long-term value creation. In a landscape shaped by tightening environmental legislation, resource scarcity, and growing expectations for supply chain transparency, our waste approach is a signal of resilience.

For customers, it means partnering with a provider whose operations support circularity goals, contribute to lower Scope 3 emissions, and reduce exposure to future compliance costs. For regulators and investors, it demonstrates our capacity to align with the EU waste hierarchy, mitigate risk, and deliver efficient environmental stewardship across diverse markets.

By diverting every tonne of waste from landfill, Selecta strengthens both operational integrity and stakeholder trust, making circularity a core performance standard embedded in our business model.

2024 MILESTONES



Zero Waste, Maximum Impact

As Selecta's only production site, the Pelican Rouge Coffee Roaster in Dordrecht plays a central role in advancing our environmental agenda. Certified under ISO 14001, the site upholds the highest standards in environmental management, demonstrating how operational excellence and sustainability go hand in hand.

In 2024, the roaster reached again a **0% of waste sent to landfill**, leading the operational ambition to eliminate landfill across all Selecta activities.

All residuals were diverted through circular channels:

- 75% of total waste was recycled, preserving valuable materials and reducing demand for virgin resources.
- 13% was recovered as green energy, directly supporting the energy transition.
- 12% was used to generate grey energy, ensuring even complex waste contributes to energy recovery.
- Less than 1% of materials were reused, a sign of proactive upstream waste prevention.

By minimizing resource loss and maximizing material recovery, the roaster strengthens Selecta's capacity to deliver traceable, resource-efficient coffee products, which directly supports circular procurement ambitions of our customers and lowers their Scope 3 impacts linked to purchased goods.



Our coffee, our craft, our commitment

PELICAN ROUGE COFFEE ROASTERS

At the heart of Selecta's coffee expertise stands Pelican Rouge Coffee Roasters — our fully owned and operated coffee roasting facility, proudly based in the Netherlands.

This isn't just any roastery. It's a showcase of operational excellence that sets us apart in the European self-serve retail and coffee industry. With over 160 years of coffee heritage, Pelican Rouge combines traditional craftsmanship with state-of-the-art technology, ensuring every batch meets the highest standards of quality, consistency, and sustainability.

Owning our Roastery means owning our promise — from bean to cup.

- *End-to-end control:* from sourcing to roasting to delivery, we manage every step in-house, enabling us to guarantee freshness, traceability, and taste — every single time.
- *Customization at scale:* whether it's bespoke blends for customers, or sustainable certified options, we flex our expertise to meet every customer need.
- *Sustainable by design:* our roastery is powered by a circular mindset — from energy-efficient roasting processes to inseting programs and recyclable packaging. It's where our EcoJoy commitments come to life.
- *A coffee partner, not just a provider:* with Pelican Rouge, we don't just supply coffee — we offer deep product knowledge, innovation, and brand storytelling that strengthens our customers' own positioning.



CO₂-PRESTATIELADDER

CO₂-Prestatieladder Level 5: leading with verified carbon management

Selecta Netherlands and Pelican Rouge Coffee Roasters have achieved **Level 5 certification** on the CO₂-Prestatieladder—the highest level attainable. This distinction demonstrates a mature, independently verified system for reducing carbon emissions across both operations and the broader value chain.

Since our **2019 base year**, Selecta NL and Pelican Rouge Coffee Roasters have reduced their **Scope 1 and 2 emissions by 47%**, thanks to concrete, data-driven actions. These include the extensive electrification of our fleet, improved energy efficiency at our roasting facilities, and the reintroduction of European green electricity in 2025.

In 2024, we broadened our system boundaries to include **chain emissions**, with a focus on downstream transport. In collaboration with our logistics partner **Van Oort**, we reviewed and optimized our transport activities—reducing related emissions by nearly **80%, from 846 tons to 170 tons CO₂e**. This progress was driven by route optimization, reduced mileage, and the full implementation of **Euro 6 trucks**.

We also strengthened our **Scope 3 inventory**, incorporating categories such as the **use of sold products and end-of-life treatment**. Aligned with **ISO 14064-1** and the **GHG Protocol**, this ensures a complete and more transparent picture of our climate impact. Internal audits, conducted by trained Selecta personnel, resulted in critical updates—such as updating fossil fuel emission factors with blended fuel profiles (e.g. B7 and E10)—which were fully verified and documented.

A strategic asset for public tenders and ESG compliance

Level 5 certification under the CO₂-Prestatieladder is more than a recognition—it's a strategic enabler:

- It strengthens our position in **public procurement** processes
- Demonstrates to customers and stakeholders our readiness for **ESG disclosures** and regulatory compliance
- Provides **credibility and precision** in our carbon accounting system
- Reinforces our role as a trusted, sustainable partner in the self-serve retail solutions and coffee roasting industry

Each annual reporting cycle further enhances the accuracy, transparency, and accountability of our system—translating into measurable performance gains across our operations and our value chain.



Efficient by design

WATER STEWARDSHIP AT PELICAN ROUGE COFFEE ROASTERS

As Selecta's only facility with notable operational water use, Pelican Rouge Coffee Roasters exemplifies our commitment to responsible resource management, even where the scale is limited.

On average, each roasting batch (typically 280 kg of green coffee) uses 41 litres of water, primarily for cooling. In 2024, with an estimated 40,144 batches roasted, our total annual water use stood at 1,645,904 litres. This represents less than 15% of Selecta Group's total reported water use in 2023 (13,720.19 m³). To put this into perspective: this usage is non-material when compared to our wider environmental footprint and is entirely localized to one facility.

What matters most is how we manage it

- *Zero environmental discharge*: all cooling water is safely directed to the municipal system—never into natural ecosystems.
- *No chemical pollutants*: our process is clean and fully compliant with Dutch discharge regulations.
- *ISO 14001-certified*: water use is closely monitored and managed within our certified environmental management system.
- *Efficiency-first mindset*: continuous monitoring at batch level ensures we use only what's needed.

Our roadmap

We're not stopping here. Our roadmap includes:

- Exploring opportunities for water reuse or recovery within the roastery.
- Mapping water use across all managed facilities to gain a complete picture of our footprint.
- Embedding water tracking into Group-level KPIs, strengthening our reporting and accountability.

Though our operations are not located in water-stressed areas, we treat every drop as a shared resource.

533,000

From commitments to tangible climate action

PLANET | 2025-2026

Our journey toward a healthier planet enters a new phase in 2025–2026—one defined by measurable outcomes, scalable solutions, and shared responsibility across our operations and value chain. As part of our EcoJoy commitment, we are accelerating impact across key environmental priorities:

SCIENCE-BASED CLIMATE TARGETS

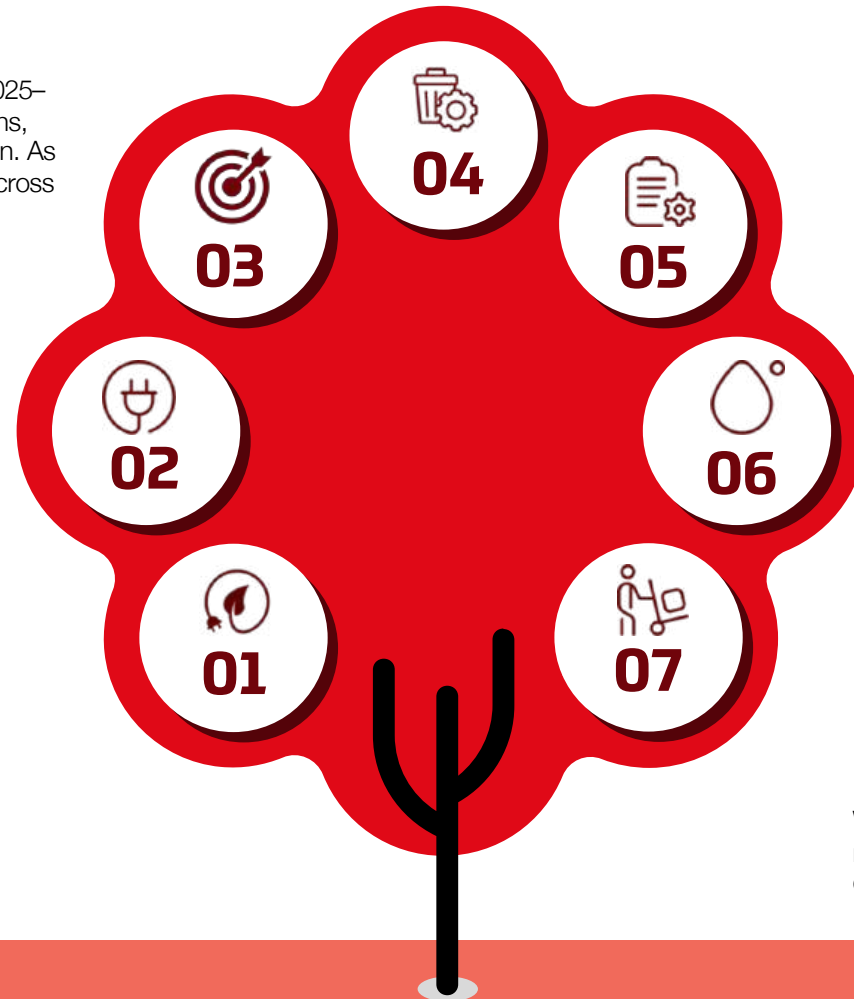
We are advancing toward SBTi validation of our near-term climate targets, covering Scope 1, 2, and the most material Scope 3 emissions. This step reflects our commitment to global climate leadership—and will be backed by a robust roadmap for reducing emissions in our operations and supply chain, in line with the latest climate science.

ELECTRIFICATION & SMART MOBILITY

To further cut fleet emissions, we are scaling electrification in high-density delivery zones—especially where air quality sensitivity is highest. We're also expanding our telematics-driven routing and eco-driving programs across markets to lower fuel consumption and enhance efficiency at every turn.

RENEWABLE ENERGY

We are targeting 30% certified renewable electricity by the end of 2026 across our operational footprint. Priority sites—such as production facilities, warehouses, and high-consumption offices—will lead the way in this energy transition.



WASTE & CIRCULAR OPERATIONS

Selecta will maintain zero waste to landfill across all production and regional logistics hubs. Continuous monitoring and country-specific compliance protocols will ensure accountability and alignment with our circularity ambitions.

ENVIRONMENTAL MANAGEMENT SYSTEMS

Having achieved ISO 14001 certification at all production sites, we are now expanding this to high-impact countries. Site-level environmental KPIs will drive localized action and continuous improvement throughout our operations.

WATER STEWARDSHIP

At our roasting facility, we're optimizing process water use and exploring reuse systems to minimize impact. We are also launching water footprint mapping across additional Selecta-managed sites—ensuring we manage this vital resource with care and transparency.

SUPPLIER ENVIRONMENTAL ENGAGEMENT

By the end of 2026, all high-impact procurement categories will include environmental performance criteria—addressing emissions reduction, circularity, and sustainable sourcing as standard in our supplier partnerships.

With every step, we're building a future where climate action is not a separate strategy—it's embedded in how we deliver joy, every day.



Empowering people, enabling progress

PEOPLE | 2025-2026

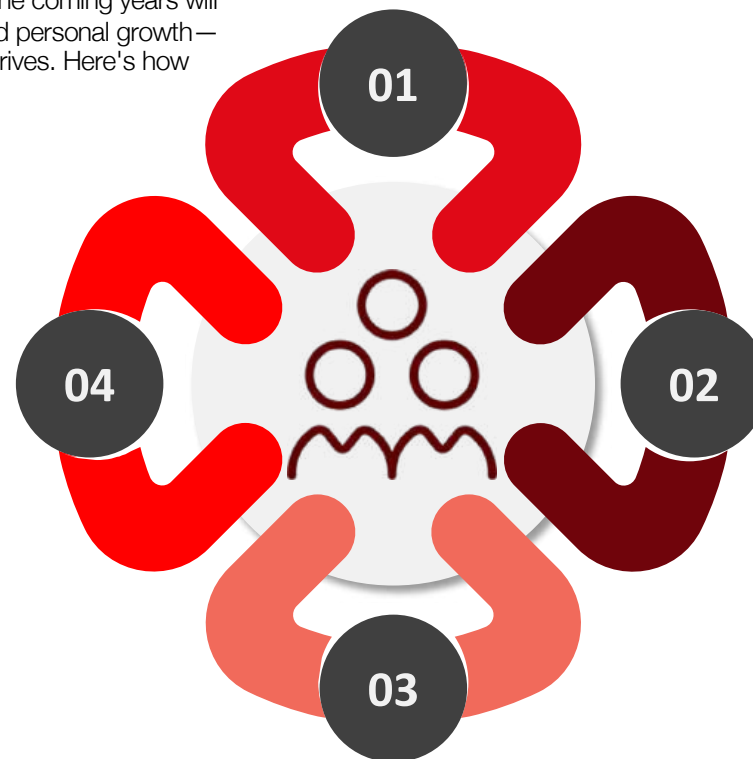
At Selecta, we believe our greatest impact starts with our people. The coming years will see us deepen our investment in inclusive leadership, wellbeing, and personal growth—creating a culture where every voice matters and every colleague thrives. Here's how we're moving from aspiration to action:

INCLUSIVE LEADERSHIP & DIVERSITY

We will continue to strengthen gender balance in leadership by promoting inclusive development opportunities across every market. From entry-level to executive, inclusive recruitment practices and local DEI initiatives will be embedded into the way we attract, retain, and support talent—ensuring everyone belongs and contributes with confidence.

EMPLOYEE ENGAGEMENT & DEVELOPMENT

We are enhancing our employee listening tools and engagement programs to build a shared culture of trust, transparency, and mutual growth. In parallel, we're expanding access to learning and development—empowering employees at all levels with ESG-focused, role-relevant training that supports performance and purpose.



HEALTH, SAFETY & WELL-BEING

Our aim is a preventive safety culture that protects and supports every employee, every day. We will expand ISO 45001-inspired safety systems across high-impact operations, supported by clear training, local action plans, and transparent incident reporting. At the same time, we're promoting mental well-being and healthy work environments through targeted programs.

ETHICS & GRIEVANCE MECHANISMS

Integrity is non-negotiable. We will ensure that 100% of Selecta employees and suppliers have access to safe, multilingual whistleblowing channels—reinforcing our commitment to ethics and accountability. Regular ethics training will be rolled out across management and frontline teams, making our values visible in everyday actions.

Our people power every moment of joy we deliver. Through inclusive leadership, continuous learning, and a culture of care, we're building a stronger, more united Selecta—one where every colleague is seen, heard, and supported to grow.

People

EMPLOYER OF CHOICE

Being an employer of choice means creating a safe, inclusive, and supportive workplace for all our employees. We are committed to preventing accidents and promoting diversity and inclusion across the Group.

→

PROOF OF COMMITMENT

Our policies and programs aim to ensure zero preventable workplace incidents, and foster a measurable diverse and inclusive workplace, backed by group-wide KPIs.

→

2024 MILESTONES

As of 2024, women make up 28% of country-level leadership positions and 50% of our Group ExCom.

In 2024, enrolled employees spent an average of 4.03 hours in training, compared to 5.80 hours in 2023.

→

OUR JOURNEY AHEAD 2024-2026

Selecta Diversity & Inclusion roadmap

We will expand our Group-wide D&I strategy, ensuring local implementation is tracked against defined KPIs (e.g., gender ratio, promotion equality).

Fair & transparent HR practices

Policies for inclusive hiring, promotion, and equitable pay will be rolled out across all countries, monitored by local HR compliance leads.



People at the heart of everything we do

CHAMPIONING WELL-BEING AND ETHICAL PARTNERSHIPS

We prioritize the health & safety of our employees, nurture fair partnerships, and ensure a positive social impact in our communities.

At Selecta, we place people at the heart of everything we do. Our commitment extends beyond our employees to our partners and the communities in which we operate. Through various initiatives, we strive to create a safe, inclusive, and supportive environment for all, while driving positive social change.



People

PEOPLE & WORKING CONDITIONS

Creating a culture where safety, fairness, and inclusion come first

At Selecta, our strength lies in our people. With over 6,000 employees across 16 European countries, we know that the wellbeing, safety, and development of our teams are fundamental to our success. In 2024, we deepened our commitment to building a workplace where every colleague is protected, empowered, and respected.

2024 performance

In 2024, Selecta recorded 238 work-related accidents, compared to 203 in 2023. The injury rate rose to 4.62 cases per 200,000 hours worked, up from 3.81 the previous year. Despite this increase, the total number of days lost due to workplace incidents decreased from 6,569 in 2023 to 5,578 in 2024, reflecting a reduction in the average severity of reported cases.

The increase in reported incidents may be partly attributed to ongoing efforts to strengthen safety culture, improve internal reporting practices, and expand coverage across operational sites. These measures support early detection and intervention, contributing to better long-term outcomes and a safer work environment overall.

Our **Zero Accidents ambition** marks a shift from reactive compliance to a prevention-first mindset. It is shaped by frontline experience and grounded in operational excellence. In practice, this means reviewing and strengthening risk assessments across all markets—from safely installing vending machines to managing warehouse logistics.

- **In Spain**, over 900 colleagues completed certified training aligned with national prevention laws.
- **In Germany**, new technicians entered a structured seven-week onboarding and coaching programme.
- **In Switzerland**, safety officers (SiBe and KOPAS) carried out regular depot audits to uphold protection standards.

We also addressed psychosocial safety. In four Spanish regions, a formal risk assessment engaged 480 employees to identify emotional pressures and role clarity. The findings led to tailored support and stress-reduction initiatives, underscoring our belief that safety includes mental wellbeing too.

Incidents, when they occur, are never ignored. Through our central reporting system, every case is logged, investigated, and followed up with concrete actions. We are now enhancing this system to cover contractor safety data and monitor the most serious cases.

Because for us, safety is not just a protocol. It is a promise of care.

	2024	2023	Δ
Total hours worked	10.300.000	10.647.620	-3,3%
Recordable work-related accidents	238	203	17,2%
Lost days due to work-related accidents	5.578	6.569	15,1%
Injury rate*	4.62	3.81	21,3%

*Base: 200.000 working hours

People

UPHOLDING DIGNITY AND INCLUSION

As of 2024, women make up 28% of country-level leadership positions and 50% of our Group ExCom.

In April 2024, we introduced a new **Diversity Standard**, embedding bias-mitigation practices and structured decision-making protocols into how we recruit, manage, and promote talent. **Our goal:** a workplace where opportunity is genuinely accessible to all, regardless of background, identity, or status.

Our **SpeakUp Policy** and **Group Grievance Standard**, revised in 2024, provide clear, confidential channels for employees to raise concerns — with robust anti-retaliation protections aligned to international labour standards.

In high-risk environments, we went further. Targeted **anti-harassment risk assessments** helped us identify where additional safeguards and training were most needed, especially in technical servicing roles.

Leadership development was another focus. Through our **Women+ Leadership Programme**, more than 40 women across Germany, Switzerland, and the UK received tailored support at key career milestones. We aim to expand this programme to six countries in 2025, because inclusive leadership is key to sustainable growth. Inclusion is no longer an initiative at Selecta. It's becoming part of how we lead, how we listen, and how we grow.

Inclusive hiring in action

In the Netherlands, we partnered with **GreenFox Social Return** to open doors for jobseekers facing barriers to employment. Through this collaboration, we placed numerous individuals in meaningful roles—from coffee operators to warehouse support—tracked via the **Wizzr platform** to ensure transparency and accountability. Each placement included structured onboarding, workplace coaching, and hands-on mentoring—designed not just to fill roles, but to build futures.

Buoyed by the success of this initiative, we're now preparing to expand the model to **Belgium and Germany** in 2025, embedding inclusive hiring as a core component of how Selecta grows its teams. *Because inclusion must be real, supported, and sustained—not just symbolic.*



Gender equality index signals progress
& transparency

LOCAL SPOTLIGHT: FRANCE

In 2024, Selecta France took a significant step forward in advancing transparency and accountability in workplace equality by calculating and publishing its **Gender Equality Index**, in full alignment with national legal requirements. This index evaluates gender equity across several key indicators—including pay, promotions, and salary adjustments.

Selecta France achieved a total score of **79 out of 100**, reflecting both meaningful progress and clear areas for continued improvement. The breakdown is as follows:

- **Gender pay gap:** 39/40
- **Distribution of individual raises:** 20/20
- **Distribution of promotions:** 15/20
- **Raises following maternity leave:** 0/10
- **Gender parity in top 10 salaries:** 5/10

These results reflect our commitment to professional equality, while also highlighting areas where greater inclusion and balance are needed—particularly in leadership compensation and post-leave salary alignment.

By tracking and publishing this data, Selecta France reinforces the Group's wider effort to embed fairness and equity in how we recruit, reward, and promote talent.

Because inclusion must be lived, measured—and continuously improved.



Equality in practice

LOCAL SPOTLIGHT: SPAIN

Across our markets, publishing the Gender Equality Index has become a key signal of progress and transparency. Following the example of Selecta France, which reported its detailed index in line with national regulations, Selecta Spain has taken meaningful steps to embed equality through structured social dialogue and measurable action.

In 2024, Selecta Spain negotiated a **national Gender Equality Plan** in collaboration with workers' representatives. The plan now guides our DEI efforts across the country and outlines 52 targeted actions to close pay gaps, promote equal opportunity, and embed equity across all organizational levels.

As part of this commitment, we conducted a salary audit in accordance with legal requirements.

The outcome? A confirmed result of zero gender pay gap—demonstrating that fair pay equity at Selecta Spain is not only a goal, but a reality.

This achievement goes beyond compliance. It reflects our commitment to building a workplace where equity, transparency, and accountability are embedded at every level—market by market, measure by measure.



People

A CULTURE BUILT ON PEOPLE

At Selecta, we believe that our greatest strength lies in our people. Across Europe, thousands of dedicated colleagues bring our values to life every day—through teamwork, passion, and a shared sense of purpose.

Whether it's delivering service with a smile, solving technical challenges, or supporting each other behind the scenes, our teams go above and beyond to create meaningful moments—for customers, for consumers, and for one another.

What makes Selecta unique is the **sense of connection**. It's the way we celebrate each other's successes, grow together through challenges, and take pride in the impact we make.

With a culture rooted in respect, joy, and collaboration, we're building not just a company—but a community.

Because when people feel valued, supported, and seen, great things happen. And that's the spirit that powers Selecta forward.



Images: Pelican Rouge Coffee Roasters Experience Centre Dordrecht, the Netherlands

People

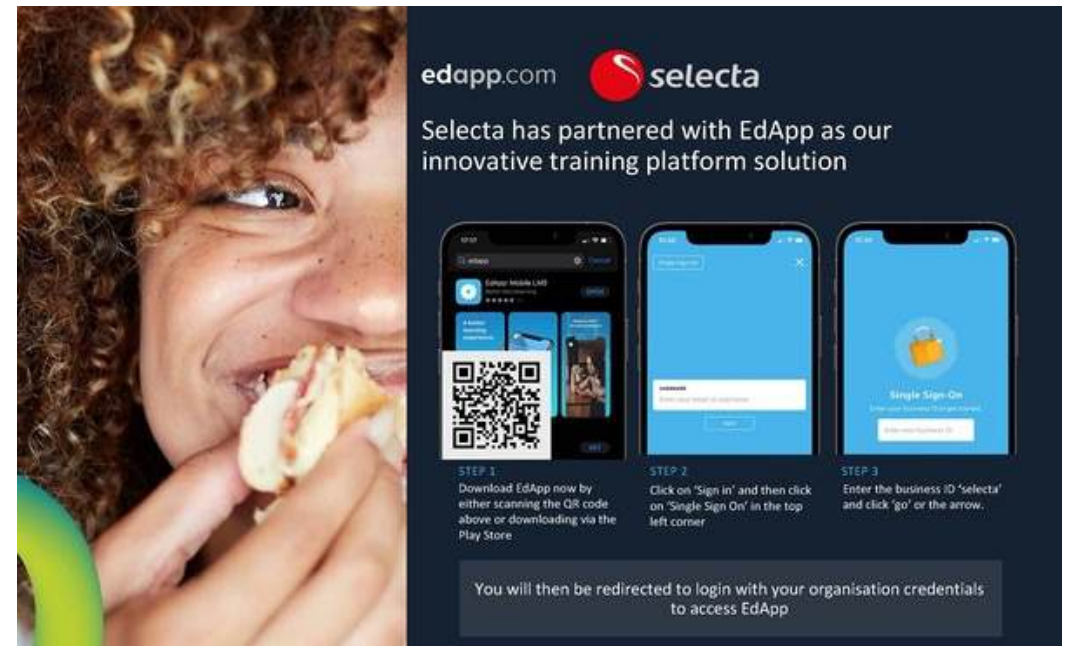
EMPOWERING EMPLOYEES THROUGH CONTINUOUS LEARNING

We believe that being an employer of choice means investing in the continuous growth and development of our most valuable asset—our people. To support this vision, we provide regular training to all 6,000 of our employees through the innovative EdApp platform. This ensures that every team member has access to high-quality educational resources, tailored to a variety of topics essential for personal and professional growth.

In 2024, each enrolled Selecta employee spent, on average, **4.03 hours** engaged in training (*online only; operational and field-based sessions excluded*).

The curriculum included a wide range of content—from technical skills and leadership development to training on diversity, inclusion, and sustainability practices.

These structured training opportunities are designed to build role-relevant competencies and foster individual career growth. They also contribute to Selecta's progress on key SDG targets and our broader ambition to cultivate a culture of lifelong learning and continuous improvement.



Your onboarding passport

EMPOWERING EVERY NEW JOINER

At Selecta, we are dedicated to ensuring that every new joiner receives the best possible start. To achieve this, we have developed a comprehensive 'Onboarding Passport' that equips every new joiner with all the resources and support they need to succeed from day one. This initiative is a testament to our commitment to being an employer of choice.

The Onboarding Passport is a structured guide designed to support every new joiner's integration into Selecta. It includes a detailed four-week program that outlines essential milestones, key principles, training resources, and ongoing support mechanisms.

By providing this structured and supportive onboarding experience, we ensure that every new joiner feels welcomed, informed, and prepared to thrive in their role. The Onboarding Passport reflects our dedication to fostering a culture of continuous improvement, professional growth, and personal satisfaction.

MILESTONES WEEK1

This week is all about **getting to know the 'business'** and what you need to do. Along with collecting your laptop, phone, etc., you will receive a hard copy of the CSS Passport and will be **introduced** to our Belief System, Principles and all related tools and training materials and where to find them. You will also "learn by doing" while accompanying a TJA/JA on their route and by already calling back some inbound **web leads** yourself to listen to their needs.

GENERAL ONBOARDING - Day 1 Welcome Office Tour - Ed App Intro - Probationary Definitions (9-7-11) - Cross functional Introductions - Day on the road TJA JA - Local System Training – Holiday/Payroll/Absence	CRM - CRM Business Lead Intro - CRM Access and User Setup - Functional Basics - Client Assignment - Views & Dashboards - Activities & Daily Rituals
SELECTA ESSENTIALS - Belief System & 12 Principles - Daily Rituals - Joy Needs Analysis 7X Pipeline 60/50 Conversion	E-LEARNING - Belief System - Needs Based Solutions & CRM Basics - Selecta Principles - Selecta Code of Conduct & Speak Up - Cyber Security Lesson 1

BY THE END OF THIS WEEK, YOU SHOULD HAVE:

- Clients assigned to you in CRM and know how to navigate to them
- Visited Clients together with a (Technical) Joy Ambassador
- Called at least 5 inbound Leads together with a CSS colleague or CSL
- Connected with your local CRM Business Lead and Trade Marketeer

YOUR TOOLS... ..TO SUCCESS

CLIENT SOLUTIONS EXCELLENCE HUB

This is **the** CSS portal that contains all there is to know about the Client Solutions function at Selecta. It is your one-stop-shop for finding tools, materials, guides and links that are created to help you (over)perform. Make sure you bookmark the CSE SharePoint site on day 1 and visit it frequently as new content is launched constantly.



Your online portal for all Client Solutions related topics

SELECTA SOLUTIONS SYSTEM

The Selecta Solutions System (SSS) is a printable summary of all relevant CSS tasks, topics and guidelines. Including, but not limited to Client Solutions processes, the SSS is refreshed in the latest updates and high level content from icons.



Online version of CSS booklet that summarizes all key elements of the CSS role at Selecta

ESSENTIALS

Essentials are developed to be dedicated, 10 to 15 slide on key topics within the Client Solutions function ie main building blocks for the Selecta Solutions ie CSS onboarding process. Understanding the essentials is deemed important for the Client Solutions role. It's not only there for CSS onboarding.. the essentials are accessible for all Selecta associates via a rePoint site and will be repeated throughout the onboarding and live training sessions.



Your building blocks for increasing your basic CSS skills and knowledge, including:
Daily Rituals
Joy Needs Analysis
7X Pipeline
Our Solutions portfolio and many more

E-LEARNING

on your mobile device or pc and updated with regularly, **Edapp** offers on-the-go training literally all we do within Selecta. You will find on, video tutorials, and fun quizzes on not just a content but on everything Selecta has to offer, experience, Service and wider topics like Health & Safety policies. New content is thly, some of which might be mandatory to ensure you visit the Edapp regularly, to complete repeat existing ones and keep updating your edge.



Your online learning platform containing training modules on everything there is to know about Selecta, available on-the-go

CRM & PBI

Client Relationship Management (CRM) plays a vital part in your CSS daily job. It's your 360° degrees Client portal and your **key vehicle** to follow our Needs based solutions processes and record and maintain all your Client interactions. Dedicated training materials are available on the CRM/PBI SharePoint and through E-Learning. At Selecta we have set up a CRM Business Lead community for quick and thorough support in local language if and when required. This network of experts not only acts as your first line of support in the market, it also enables us to challenge and drive CRM usage in the right areas and with the right priorities.



Your CSS key vehicle to put theory into practice, dedicated site containing quick link to live CRM, training materials and release notes.

Power BI (PBI) is the reporting tool of CRM and is used to review data quality and consistency, activity and performance levels on a daily basis. Several Key Performance Indicators (KPI's) provide us with daily snapshots on how we all live up to our Belief System, how we move with pace and how we convert our opportunities into new- or extended business. It's a visual representation (mirror) of what you do every single day.



The reporting tool of all CSS activity and performance, dedicated site explaining our key KPI's, PBI pages and CSS Scorecard elements.

ADVANCED SOLUTIONS EXCELLENCE TOOLS

Once you've successfully onboarded and are fully set for your new role as Client Solutions Specialist at Selecta there is a wealth of advanced tools and materials available that will help you to set you apart from competition and become even better at your job. These advanced solutions excellence tools are developed to support you from both a market- (become an expert) as well as a proposal (offer world class solutions) perspective. All you need to do is find it, embrace it, execute it and benefit from it. Our CSE Team is there to help.



Your online subsite that contains advanced tools to help you overperform against your targets, including: Proposal Templates, and guidelines, Commercial Calculation sheets and Sector- and Brand playbooks

RELATED TOOLS

All tools described above are completely dedicated to Client Solutions. During your career at Selecta you will run into other areas and come across other topics that might affect and benefit you or your Clients. All these tools are available to you directly via the **CSE HUB** or our Joy to Go website <https://www.Selecta.com>



Quick links to other dedicated Selecta sites and topics, relevant to your CSS skillset, like: Sustainability, Pelican Rouge, etc.

04 PRODUCT

Product

FOR COFFEE LOVERS, FOODIES, AND EVERYDAY TREATS

Headquartered in Switzerland since 1957, Selecta is Europe's leading provider of fully managed self-serve retail solutions. With a best-in-class route-based distribution network and presence in 16 countries, we serve premium coffee, fresh meals, snacks and beverages through smart fridges, vending, coffee systems and micro markets in workplaces and public spaces.

We reach over 10 million people every day, combining digital innovation with human service to create seamless, self-serve Food and Beverage experiences — fully operated, restocked, and maintained by our dedicated teams.

With an annual turnover of more than 1 billion and a team of 6,000 passionate employees, Selecta is committed to delivering millions of moments of Joy for our customers and our consumers — every single day.

Sustainability is at the heart of how we operate, from source to service. Guided by our EcoJoy approach, we continuously invest in circular solutions, responsible sourcing, and community impact.



Product

OUR SOLUTIONS

Coffee in the workplace – and beyond - is not just a refreshment; it's a tool for engagement, symbol of a company's culture, and contributor to consumer satisfaction and productivity. The availability of complimentary high-quality coffee - and tea – is not considered as a luxury but as an essential element of a supportive and stimulating work environment. It's a vital part of the work culture and daily routine for many employees.

Cultural significance

Coffee is deeply ingrained in workplace culture. It's a universal sign of hospitality and warmth, often associated with taking a break, sharing ideas, or simply starting the day off strong. In the modern workplace, coffee acts as a communal bond, bringing people together and fostering a sense of belonging and togetherness.

Performance and productivity

Caffeine is a well-known stimulant that can enhance mental alertness and concentration. By

offering coffee in the workplace, employers provide a resource that helps many people feel more focused and ready to tackle their tasks. Good quality coffee can be especially effective, as it is more enjoyable and can be a small, yet significant, morale booster.

Expectation and value

In today's job market, the standard for office perks has risen. Employees often expect not just coffee but high-quality coffee to be available for free. This expectation stems from a wider trend of workplaces offering more benefits to attract and retain top talent. High-quality coffee and tea options can be seen as a reflection of a company's regard for its employees' comfort and satisfaction.

Health and well-being

Good quality coffee and tea often come with health benefits. Coffee is a source of antioxidants, and certain teas are known for their

calming effects and additional healthful properties. Providing these options promotes a workplace that cares about the well-being of its employees.

Diversity and inclusion

With a diverse workforce, offering a variety of good quality teas and coffees can cater to different preferences and dietary needs. This inclusivity can show a company's commitment to accommodating all its employees, which is important for building a positive workplace culture.

Brand image and reputation

The quality of coffee and tea an organization offers can reflect its brand image. Offering premium beverages can enhance a company's reputation, signaling to both employees and visitors that the company values quality in all aspects of its operations.



**COFFEE ... A TOOL FOR ENGAGEMENT,
SYMBOL OF THE COMPANY CULTURE &
CONTRIBUTOR TO CONSUME SATISFACTION**

Sustainability embedded in our product DNA – scalable, certifiable, customer-aligned

SELECTA PRODUCT STRATEGY

At Selecta, sustainability isn’t a feature. It’s our foundation. Every product we develop, every innovation we deploy, is designed to deliver scalable environmental and social impact. Our approach is built on four clearly defined pillars that can be tailored to each customer’s ESG ambition and compliance needs.



**CARBON INTELLIGENCE
– ECOJOY AS A SERVICE**

Enabling climate action through transparency
Our proprietary EcoJoy system offers full-service carbon accounting, enabling customers to:

- Track and report emissions across Scopes 1, 2, and 3
- Align with CSRD, SBTi, and EU taxonomy disclosure needs
- Define tailored roadmaps to reduce emissions in line with net-zero targets

Includes:

- Real-time dashboards for emissions performance
- Fully auditable data flows supporting ESG reporting



**CARBON-RESPONSIBLE
– CHOOSE YOUR MODEL**

Insetting-led
Direct emissions reduction at source (e.g. regenerative coffee farming, scope 3 supplier engagement).

Offsetting-led
Residual emissions neutralized via Gold Standard credits, supporting climate and community impact.

Both are fully traceable, certified, and customizable to customer-specific ESG targets.



CIRCULAR PRODUCT SYSTEMS – LESS WASTE, MORE VALUE

Our approach to circularity is embedded across hardware, packaging, and product lifecycle design:

- **42% of 2024** machine installations used refurbished models (saving 3,000 tCO2e)
- Packaging transition to mono-materials: **50% achieved** as of 2024; 100% targeted by 2026
- Machines designed for **modularity**: enabling repair, upgrade, and second-life potential



CERTIFIED, TRANSPARENT ASSORTMENT

Assortment you can trust, with proof you can audit
We offer products with third-party certifications including Fairtrade, Rainforest Alliance, and EU Organic. Where possible, we provide CO2-compensated options with transparent LCA documentation.

Digital ESG insights per product line reinforce traceability and empower customers to meet procurement compliance and tender requirements.



SMART RETAIL SOLUTIONS – INNOVATION WITH IMPACT

Our smart retail ecosystem uses AI, IoT, and telemetry to:

- Reduce food waste through dynamic refill predictions
- Improve energy efficiency via connected smart fridges
- Expand 24/7 low-carbon access with unattended vending

Powered by EcoJoy, innovation, and shared responsibility

DELIVERING NET-ZERO BY 2040

At Selecta, we are committed to reducing the climate impact of our operations and the services we provide. Our ambition is aligned with The Climate Pledge, targeting net-zero greenhouse gas emissions across Scopes 1, 2, and 3 by 2040, ten years ahead of the Paris Agreement target.

Our strategy in action:

EcoJoy as our decarbonisation engine

EcoJoy is our proprietary framework that measures environmental impact across the full product lifecycle, from sourcing and packaging to machine use and circularity. It enables data-driven decisions that reduce emissions across all scopes and supports customers in meeting their own sustainability targets.

Product-led carbon reduction

Our machine selection strategy prioritises energy-efficient, long-lifespan, and refurbished equipment. We use Life Cycle Assessments and telemetry to guide customer choices and continuously improve machine and product sustainability performance.

Operational efficiency

We reduce Scope 1 and 2 emissions through fleet electrification, smart routing, and energy efficiency measures in our roasting sites, offices, and logistics network, with progress monitored and verified annually.

Collaborative Scope 3 action

With EcoJoy, we work alongside customers and suppliers to reduce upstream and downstream emissions, from sustainable coffee sourcing and eco-packaging to responsible waste handling and machine end-of-life recovery.

Responsible climate compensation

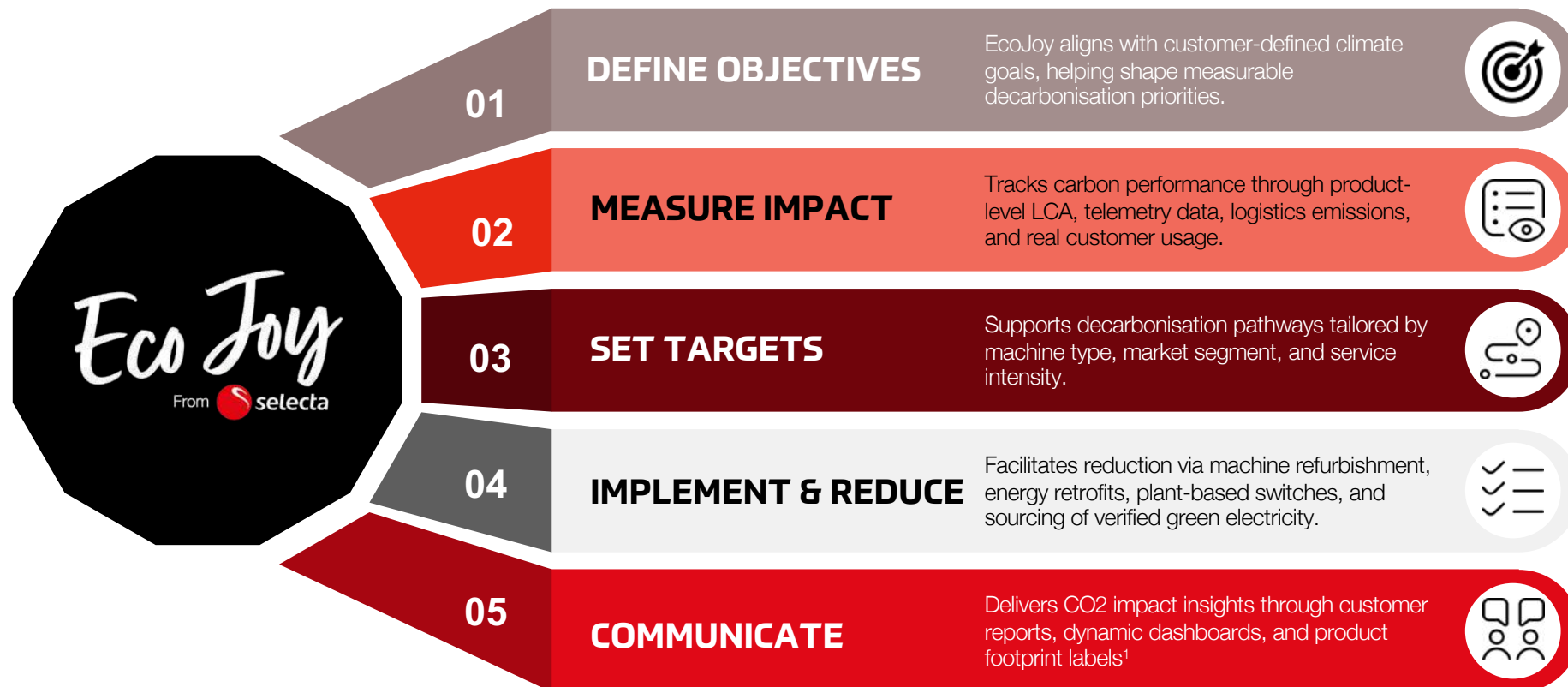
To address residual emissions, we support high-integrity carbon removal and avoidance projects, aligned with the latest guidance on net-zero claims and offsetting standards.



The engine behind our climate strategy

SELECTA ECO JOY

EcoJoy is the digital and operational toolset that underpins our 5-step carbon impact mitigation framework. It supports customers in setting, tracking, and advancing climate goals through transparent, data-driven action:



¹Where methodology allows

Empowering low-carbon choices across the value chain

SELECTA ECO JOY

Our carbon intelligence platform for a smarter, greener future
In 2024, Selecta launched EcoJoy, a transformative carbon intelligence service that enables customers to understand and manage their environmental impact across the full value chain.

Developed throughout 2023, EcoJoy helps identify Scope 3 emission hotspots linked to purchased goods, product use, and logistics. It empowers our customers to take informed climate action: from selecting refurbished machines to choosing low-carbon, traceable products and services.

Why EcoJoy?

As regulatory pressure on Scope 3 emissions grows, EcoJoy provides:

- Lifecycle-based emission data
- Machine-level and product-level insights
- Transparent reduction pathways
- Certified options to compensate unavoidable emissions



Discover EcoJoy in action

Scan the QR code to watch how Selecta’s EcoJoy is transforming the way we measure, reduce, and compensate CO2 emissions – creating smarter, more sustainable solutions for a better tomorrow.



What EcoJoy delivers

SELECTA ECOJOY

1. ACCURATE CO2 MEASUREMENT ACROSS THE ENTIRE VALUE CHAIN

EcoJoy delivers calculations of emissions from all aspects of Selecta's services, including:

- Hardware: energy use and component sourcing
- Solutions: telemetry-based usage patterns, service intensity, visits, waste
- Products & ingredients: product loss, sales, and distribution
- Logistics: emissions from field technicians and operator transport

These data points are embedded in a transparent footprint model developed in collaboration with ClimatePartner, applying GHG Protocol methodology.

2. EMISSION REDUCTION THROUGH OPERATIONAL EXCELLENCE

EcoJoy helps translate carbon insights into action. Selecta applies reduction levers such as:

- Refurbished hardware, extending machine lifespan
- A+ energy-efficient machines, cutting electricity use by up to 30%
- Electrified fleets, lowering Scope 1 emissions from transport
- Telemetry-driven logistics, optimizing routes and preventive maintenance
- Plant-based switches, e.g., vegan milk powders
- Carbon-lean products, including insetting at origin or certified blends

3. CERTIFIED CO2 COMPENSATION FOR A CLIMATE-NEUTRAL OR POSITIVE OUTCOME

Where residual emissions cannot yet be eliminated, Selecta supports high-quality climate projects certified under Gold Standard. Projects are selected for both environmental and community co-benefits.

Note: We apply compensation only to residual emissions, in line with best practice.

- **Fields of Change** (Germany & Malawi): Biodiversity conservation and clean water access
- **Rooted Horizons** (Italy & India): Forest restoration and women-led clean energy solutions
- **Breathe & Bloom** (Germany & Mauritania): Reforestation and renewable wind energy

These dual-impact initiatives ensure your food and beverage solutions are not just carbon-neutral—but often climate-positive.

Image: Gold Standard certified offset projects





Gold Standard Certified EcoJoy Offset projects

FIELDS OF CHANGE

Our efforts for a sustainable future. At Selecta, we are committed to creating a more sustainable world by offsetting our CO2 emissions through impactful projects worldwide.

Fields of Change, Germany, Malawi

One standout project is what we call the Fields of Change¹ project, which delivers a unique dual impact - supporting regional nature conservation projects close to home in combination with climate projects far across the globe that meet international standards and verifiably reduce or avoid carbon emissions. A contribution crucial to help narrow the global financing gap in climate action.



Locally, in North Rhine-Westphalia, Germany, it enriches biodiversity by transforming species-poor agricultural areas into thriving habitats. This includes planting hedges, creating flower strips, and establishing ponds to support wildlife migration and healthy ecosystems. Intact peatlands store significant amounts of carbon, so they play an important role for our climate.



Globally, the project funds certified initiatives, such as providing clean drinking water in Malawi. By reducing the need to boil water over open fires, it significantly cuts CO2 emissions while improving public health.

Projects facts

- Type reduction** : Carbon reduction projects reduce the amount of greenhouse gas emissions produced by a specific activity
- Location** : International + North Rhine Westfalia, Germany, 1 tCO2 + financial contribution
- Standard** : Combined projects: VERs + Regional commitment
- Technology** : Climate project + nature conservation



¹ClimatePartner ID: 1632

Gold Standard Certified EcoJoy Offset projects

ROOTED HORIZONS

Our efforts for a sustainable future. At Selecta, we are committed to creating a more sustainable world by offsetting our CO2 emissions through impactful projects worldwide.

Rooted Horizons, Italy & India

Another notable option is what we call the Rooted Horizons project², which offers a unique dual impact - supporting communities both locally and globally.



Locally, it contributes to the restoration of the Regionale Campo dei Fiori in Italy, an area devastated by a storm in 2020. This effort focuses on rebuilding forest ecosystems, enhancing biodiversity, and adapting to climate changes.



Globally, this project funds certified climate initiatives, such as a social impact project in India that enables local women to purchase clean energy products like solar lamps and water filters.

Projects facts

Type reduction :
reduce the
greenhouse gas emissions

Carbon reduction projects
amount of
produced by a specific activity

Location :
financial
Standard :
Regional

International + Italy, 1 tCO2 +
contribution
Combined projects: VERs +
commitment

Technology :
conservation

Climate project + nature

6 CLEAN WATER AND SANITATION

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

15 LIFE ON LAND

²ClimatePartner ID: 1423



Gold Standard Certified EcoJoy Offset projects

BREATHE & BLOOM

Our efforts for a sustainable future. At Selecta, we are committed to creating a more sustainable world by offsetting our CO2 emissions through impactful projects worldwide.

Breathe & Bloom, Germany & Maritania

Another notable option is what we call the Breathe & Bloom project³, which offers a unique dual impact - supporting communities both locally and globally.



Locally, it contributes to reforestation efforts in Germany. By planting trees, the project transforms monoculture forests into resilient mixed woodlands, enhancing biodiversity and strengthening ecosystems against climate change.



Globally, this project funds certified climate initiatives, such as a wind energy project in Mauritania. The wind turbines generate renewable energy, reducing reliance on fossil fuels and decreasing CO2 emissions.

Projects facts

- Type reduction** : Carbon reduction projects reduce the amount of greenhouse gas emissions produced by a specific activity
- Location** : International + Germany, 1 tCO2 +1 tree
- Standard** : Combined projects: VERs + Regional commitment
- Technology** : Climate project + tree planting



²ClimatePartner ID: 1111



4. FLEXIBLE SERVICE MODELS

EcoJoy adapts to your sustainability needs:

Option 1: receive a detailed CO₂ report, aligned with GHG Protocol and built for audit-readiness, helping you identify internal improvements.

Option 2: entrust Selecta with managing high-quality climate contributions for your residual emissions—ensuring streamlined sustainability reporting.

In both options, customers benefit from transparent, measurable progress.

Benefits of working with EcoJoy

- Ready for EU sustainability regulations, including CSRD and Corporate Climate Reporting
- Operational savings through reduced energy waste and efficient inventory
- Less waste, smarter logistics
- Enhanced brand reputation, aligned with customer and investor expectations
- Competitive edge via measurable action on climate and circularity

Looking ahead

EcoJoy reflects Selecta's broader ambition to decarbonize our operations and support our customers in doing the same. With every machine, every visit, and every cup of coffee, we are turning sustainability from a vision into a measurable reality.

By choosing EcoJoy, businesses don't just meet the standards of tomorrow—they help shape a more sustainable, equitable future today.

**"ALREADY TRUSTED BY OVER 500 customerS,
ECOJOY IS HELPING BUSINESSES ACROSS
EUROPE TAKE MEANINGFUL STEPS TOWARD
A LOWER CARBON FOOTPRINT — WITH
MEASURABLE IMPACT, SMARTER CHOICES, AND
ZERO GREENWASHING."**



FOOTPRINT CALCULATOR

Contract duration (months)	48
Distance to client (KM)	30
Client sector	Workplace
Nr. potential consumers	2.500
Nr. operating day per year	250
Country	Netherlands
Single use cups %	0
Total CO ₂ all solutions (Tons)	2

EMISSION SPLIT



Product & Ingredients; 53%



Hardware; 21%

Selecta Logistics; 26%

ANNUAL INVESTMENT

Compensation full delivery	€ 15.048
Compensation per machine	€ 418



Your annual solution emissions is equivalent to economy flights Amsterdam-Rome

Revolutionising sustainability for tomorrow

SUSTAINABLE ASSORTMENT & INNOVATIVE CIRCULARITY PROJECTS

Through a sustainable assortment and innovative circularity projects, we cover the needs of today considering the impact on tomorrow.

At Selecta, our commitment to sustainability extends to the products we offer. We understand that the choices we make today will shape the future, which is why we prioritize sustainable sourcing, innovative circularity projects, and a zero-waste approach. Our bold statement encapsulates our dedication to meeting the current needs of our customers while minimizing our impact on the environment. Here are the five key initiatives that drive our sustainability efforts under the Product pillar.



Picture: Fineleaf tea collection

Product

PELICAN ROUGE COFFEE WITH VERIFIED CLIMATE CONTRIBUTION

Pelican Rouge is at the forefront of our sustainable coffee initiatives. We aim to align our coffee production with net-zero trajectories, combining emissions reduction and high-integrity carbon compensation, from the farm to the roasted bean. This involves not only offsetting our emissions but also implementing inseting programs to reduce emissions at the source.

PROOF OF COMMITMENT →

Delivering value through carbon responsibility

Selecta continues to lead in climate-aligned coffee by reducing emissions across the value chain and compensating for what cannot yet be avoided. Our Pelican Rouge certified coffee is developed in line with international best practices, combining inseting at origin with high-integrity offsetting to neutralize residual emissions.

2024 MILESTONES →

928 tCO2 offset for customers through verified projects

In 2024, Selecta supported customers with targeted compensation for unavoidable emissions linked to their coffee consumption:

- ISS Nederland – 44 tCO2 via the Safe Water project in Malawi
- Koffiemax – 884 tCO2 via Cook Stoves in Rwanda

These projects are certified under Gold Standard, delivering both verified carbon reductions and measurable community benefits. Cook stoves reduce reliance on wood fuel in coffee-growing regions. Safe water access reduces emissions by eliminating the need for energy-intensive purification practices, such as boiling or salt-removal processes, reflecting our shared focus on using resources more efficiently across both our operations and customer solutions.

Offset strategy: focus on unavoidable emissions

We apply carbon offsetting only after all technically and economically viable reductions have been implemented. This ensures that compensation is used credibly and selectively to address remaining emissions. Our strategy focuses on:

- Reducing emissions at origin through farming practices and supply chain initiatives
- Using high-quality, third-party verified carbon credits
- Maintaining transparency across the full chain, from the coffee farm to consumption

OUR JOURNEY AHEAD 2024-2026 →

We are enhancing our certified climate coffee offer with traceable carbon metrics, supplier engagement, and verified reduction pathways, enabling our customers to meet net zero objectives with confidence.

Product

PELICAN ROUGE COFFEE ROASTERS

Not just a point of pride; a strategic asset

Selecta stands distinct in the marketplace with its very own Pelican Rouge Coffee Roasters, a hallmark of heritage and quality in the coffee industry. This ownership is not just a point of pride; it's a strategic asset that allows us to deliver an exceptional level of service to our customers.



Image: Pelican Rouge Coffee Roaster – Coffee Roasting

With Pelican Rouge Coffee Roasters, we are uniquely positioned to offer private label coffee solutions, enabling businesses to elevate their brand with bespoke blends that are tailored to their specific tastes and preferences. This vertical integration ensures that every bean we roast and every cup we serve meets the highest standards of quality and consistency. For our customers, this means access to a premium product line, expertly crafted by a team dedicated to the art of coffee. It's more than just coffee; it's a sensory journey that starts at our roastery and culminates in the unforgettable coffee experiences we create for each consumer. With Pelican Rouge Coffee Roasters, we don't just serve coffee—we craft a signature experience that sets our customers apart.

Pelican Rouge, the brand

The Pelican Rouge brand dates to the nineteenth century, where its coffee journey began in Belgium. Since 1863, Pelican Rouge has always explored new grounds and developed new ways, to finetune our great coffees. On this great journey we continue to innovate and expand our knowledge, creating the high-quality coffee experiences our customers and guests are looking for. At Pelican Rouge we look back on years of experience only to keep moving forward to deliver the best tasting coffee.

We offer different products, like Pelican Rouge coffee, ICS Instant products, Plant-based products, NOIR Coffee and Private label coffees.



Image: Top – Pelican Rouge Coffee Roasters coffee tasting. Bottom – Pelican Rouge mono material packaging

Product

PELICAN ROUGE

Pelican Rouge goes beyond delivering great coffee; it's about sustaining a legacy, crafting exceptional flavours, and committing to a better future for all. Pelican Rouge—a brand that values heritage, champions great taste and leads in sustainability.

Picture: Selecta Coffee Fund fresh coffee beans



Pelican Rouge: Heritage, Great Taste, and Sustainability

Pelican Rouge is not just a coffee brand; it's a legacy that dates back to the nineteenth century, where the Van Leckwyck family began their journey in Antwerp, Belgium. They traded exotic spices, tea, and green coffee beans, gradually becoming pioneers in coffee roasting. This rich heritage is the bedrock upon which Pelican Rouge is built, embodying a tradition of excellence and innovation that has spanned over 150 years.

Heritage

Founded in 1863, Pelican Rouge has always been about exploring new grounds and finetuning the art of coffee roasting. Joseph van Leckwyck, one of the early visionaries, understood the importance of quality in coffee, which led him to control the roasting process meticulously. This dedication to quality helped establish Pelican Rouge as a trusted name in coffee, known for its consistent and superior taste. The brand's name, "Roode Pelikaan," was carefully chosen to resonate deeply with the local audience, a testament to its roots in Belgian culture.

Great Taste

At Pelican Rouge, the pursuit of the perfect cup of coffee is a passion. The process begins with

sourcing the finest coffee beans from around the world, ensuring each batch is roasted to perfection. The blends are crafted to cater to a variety of tastes, from mild to dark roasts, designed specifically for different brewing methods like espresso and filter coffee. This meticulous attention to detail guarantees a consistent and exceptional coffee experience. Our professionals, equipped with deep knowledge and expertise, ensure that every cup meets the highest standards of quality and flavour.

Sustainability

Sustainability is deeply ingrained in Pelican Rouge's DNA. Pelican Rouge is committed to sourcing its coffee responsibly, ensuring that all its coffee is certified by Fairtrade, Rainforest Alliance, or Organic standards. Through the Selecta Coffee Fund, Pelican Rouge invests in farm-level programs that improve the livelihoods of coffee farmers, foster social equity, and maintain thriving ecosystems. Pelican Rouge packaging is moving towards fully recyclable mono-material by 2025, aligning with Selecta's goal to minimize environmental impact. We believe in building long-term relationships with our farmers and suppliers, ensuring that every cup of coffee contributes positively to the planet and the communities we work with.



Picture: Top - Pelican Rouge Coffee Roasters coffee serving. Bottom dried coffee beans.

Product

PELICAN ROUGE SINGLE ORIGIN COLOMBIA; CLIMATE-POSITIVE AT ORIGIN

In 2024, Selecta proudly launched its most advanced sustainable blend: **Pelican Rouge Single Origin Colombia**. This premium-quality coffee is the outcome of a long-term investment in regenerative sourcing, insetting, and full traceability, delivering a distinctive flavour and measurable climate action.

Climate positive at origin

From Farm to Factory Gate

This coffee's lifecycle from cultivation to processing is measured and mitigated through Rabobank-certified Carbon Removal Units (CRUs). These units are generated by agroforestry practices that:

1. Sequester carbon directly from the atmosphere
2. Regenerate soils and restore ecosystems
3. Improve biodiversity and climate resilience

In 2024, Selecta **purchased 340 CRUs to compensate** for emissions linked to upstream stages (farm to factory gate, equivalent to more CO₂ removed than emitted at that stage*).

- *Note: Climate positive status applies to the defined "farm-to-factory gate" boundary and is based on traceable insetting projects. This claim is not certified under ISO 14068.*

Exclusively sourced through the Triple C project

All beans are sourced from the Triple C regenerative initiative in Colombia, co-developed with Solidaridad Latin America and supported by Rabobank's Acorn platform.

Promoting a climate-positive business model:

- *Measure what matters*: full upstream lifecycle assessment from source to processing
- *Address emissions at source*: regenerative agriculture & efficient processing
- *Support meaningful carbon removal*: CRUs tied to agroforestry with permanent carbon capture
- *Go beyond net-zero¹*: insetting exceeds emissions at origin
- *Engage stakeholders*: over 16,900 farmers actively involved through the Triple C Project

The program benefits

- 16,926 farmers across 26,690 hectares
- Over 24,811 tonnes of CO₂ captured to date

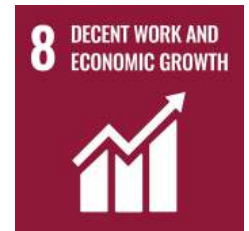
Integration of:

- Sustainable farming practices
- Economic growth for rural communities
- Verified carbon removal and ecosystem regeneration

Taste purposefully

With flavour notes of fruit and caramel, this 100% Arabica delivers a smooth, aromatic profile while contributing to:

1. SDG 13 – Climate Action
2. SDG 2 – Zero Hunger
3. SDG 15 – Life on Land
4. SDG 8 – Decent Work and Economic Growth



¹CRUs used exceed verified emissions from the farm-to-factory gate, based on annual upstream LCA modelling. These credits are not double-counted and follow additionality and permanence criteria

Pelican Rouge Single Origin Colombia

A TRACEABLE COFFEE WITH REAL IMPACT

A spotlight in Selecta's responsible sourcing offer

Pelican Rouge Single Origin Colombia blends quality, purpose, and transparency, designed for businesses leading the way in sustainable procurement.

With this premium single-origin coffee, you can:

- Lower the climate impact of purchased goods and services
- Strengthen your ESG reputation with traceable, third-party verified sourcing
- Serve a coffee your teams and customers can feel proud of

Crafted at origin, this blend supports regenerative agriculture, empowers farming communities, and contributes to measurable carbon removal—helping Selecta shape a more sustainable coffee portfolio by 2025.

*CO2 emissions from farm to factory gate are compensated through verified insetting using Carbon Removal Units (CRUs) from agroforestry projects. Compensation refers to upstream stages only, not full lifecycle neutrality.

PROJECT DATA

16,926

Farmers supported

24,811 t

CO2 captured



Pelican Rouge Single Origin Colombia

SETTING A NEW STANDARD

CLIMATE-SMART SOURCING VERSUS

TRADITIONAL COMPENSATION

With the launch of Pelican Rouge Single Origin Colombia, Selecta advances sustainable sourcing with a new generation of climate-smart coffee. This blend goes beyond conventional carbon offsetting by embedding verified emission reductions directly within the coffee supply chain.

Through agroforestry, composting, and smart farm data tools, this origin achieves material reductions in carbon intensity from farm to roastery. Residual emissions are transparently compensated using high-quality Carbon Removal Units (CRUs).

- How climate-smart coffee reduces emissions at the source
- Our coffee-growing partners in Colombia use practices that are tracked and documented by Selecta and its technical partners:
- Agroforestry integration: over 25,000 trees planted per year, capturing up to 2,000 kg CO2/ha
 - Natural composting: avoids over 60% of synthetic fertilizer emissions
 - Crop diversification enhances resilience and farmer income
 - Optimized farm-level emission management reduces intensity to 4.36 kg CO2/kg

- Measurable benefits for businesses
- Sourcing Zero Carbon Coffee contributes to real climate action in a way that is **auditable, transparent, and aligned with corporate ESG targets**. It enables customers to:
- Reduce Scope 3 emissions in the “Purchased Goods and Services” category
 - Support CSRD and SBTi compliance with credible, product-specific data
 - Reinforce brand leadership by offering a high-impact, fully traceable product

By Pelican Rouge Single Origin Colombia Coffee, businesses take part in a regenerative model—supporting resilient supply chains, empowered communities, and credible climate performance.

From Colombia’s farms to Europe’s cups, this blend proves that great coffee can fuel great change.

What’s the difference?

Aspect	Zero carbon coffee	CO2 compensated coffee
 Carbon strategy	Reduces emissions directly in the supply chain	Offsets emissions via global environmental projects
 Impact area	Local – coffee-growing communities	Global – broader environmental causes
 Social value	Empowers farmers, increases income via CRUs	Supports communities via external initiatives
 Verification	Traceable, lifecycle-aligned documentation	Certified offsets (e.g. Gold Standard, VCS)

Product

RECYCLABLE PACKAGING

Packaging plays a critical role in our sustainability strategy. We are committed to redesigning our packaging to ensure it is fully recyclable, thereby reducing our environmental footprint.

PROOF OF COMMITMENT →

Our packaging redesign initiatives, like our mono material coffee bags, are aimed at replacing non-recyclable components with sustainable alternatives.

Mono-material refers to packaging made from a single type of material, which simplifies the recycling process and improves the efficiency of waste management. Using mono-materials helps reduce environmental impact as it is easier to recycle compared to multi-material packaging, which often requires separation of different materials before recycling.

At Selecta, we proudly use mono-material packaging for our Pelican Rouge coffee bags. This innovative approach not only ensures that our packaging is more sustainable and easier to recycle but also aligns with our commitment to reducing environmental impact and promoting eco-friendly practices. By choosing mono-material packaging, we make a significant step towards a greener future.

2024 MILESTONES →

**50% Of Pelican Rouge
branded coffee packaging
converted to mono-material.
redesign.**

OUR JOURNEY AHEAD →
2024-2026

By the end of 2025, we are committed to increasing the proportion of mono-material packaging in our assortment from 20% to 50%. These efforts are projected to result in a 24% reduction in CO2 emissions by 2025 compared to 2023 levels, equating to approximately 2,460 tons of CO2 saved.



Advanced Circularity

Reducing CO2 emissions through innovative packaging solutions

One of our key initiatives is enhancing circularity by using mono-material packaging, which significantly reduces CO2 emissions within our Scope 3 emissions and across our customers' value chains.

Transition to mono-material packaging

We are transitioning our PR branded products to mono-material packaging, specifically for private labels, ground coffees, and instant products. This packaging is made of low-density polyethylene (LDPE), which is easier to recycle compared to traditional multi-material packaging. LDPE is widely recognized in European sorting and recycling systems, making it an ideal choice for mechanical recycling and non-food applications.

Environmental impact assessment

Our Life Cycle Assessment analysis compared our new mono-material packaging with traditional flexible plastic packaging, typically made of polyethylene (PE) and polyethylene terephthalate (PET). PET, a common food packaging material, is less efficient to recycle. Our analysis shows that increasing the use of mono-material packaging can save up to 4.4 kg of CO2 per kg of packaging.

Implementation and goals

We are actively testing mono-material packaging across various product lines to maximize CO2 reduction. While we have limited influence over our supply chain partners, our goal is to expand the use of this sustainable packaging solution.

Picture: Pelican Rouge Monomaterial packaging



Product

CIRCULAR MACHINES

Refurbishing our machines is a key part of our circular economy strategy. By extending the lifecycle of our machines, we reduce waste and minimize the environmental impact of our operations. We have developed a comprehensive circular program designed to extend the lifecycle of our equipment and minimize environmental waste. Our program offers three distinct options for handling used equipment; each tailored to meet different needs and ensure sustainability.

PROOF OF COMMITMENT →

Selecta’s circular strategy focuses on refurbishing coffee machines to extend their lifespan and reduce the environmental impact linked to manufacturing new units. Refurbished machines are deployed to customers with verified component testing and performance criteria, ensuring like-new functionality and a reduced lifecycle footprint.

2024 MILESTONES →

In 2024, **15,327 machines were refurbished and redeployed** across Selecta’s markets, representing **39% of all new installations** (38,966 units total). Refurbished units are tracked through our asset management system and refurbished using standardised processes to ensure quality, traceability, and environmental performance.
Key impact: Internal LCA proxies estimate up to 61% reduction in embodied CO2e emissions per refurbished unit vs. new production.

OUR JOURNEY AHEAD 2024-2026 →

We aim to **maintain or grow the share of refurbished machines** by integrating refurbishment across more markets, building circularity into the operational DNA of Selecta. Our goal is to establish refurbishment as the **default pathway for qualifying equipment** by 2026, supported by traceable refurbishment records and emissions avoidance metrics.

Picture: Selecta refurbishment items



Did you know?

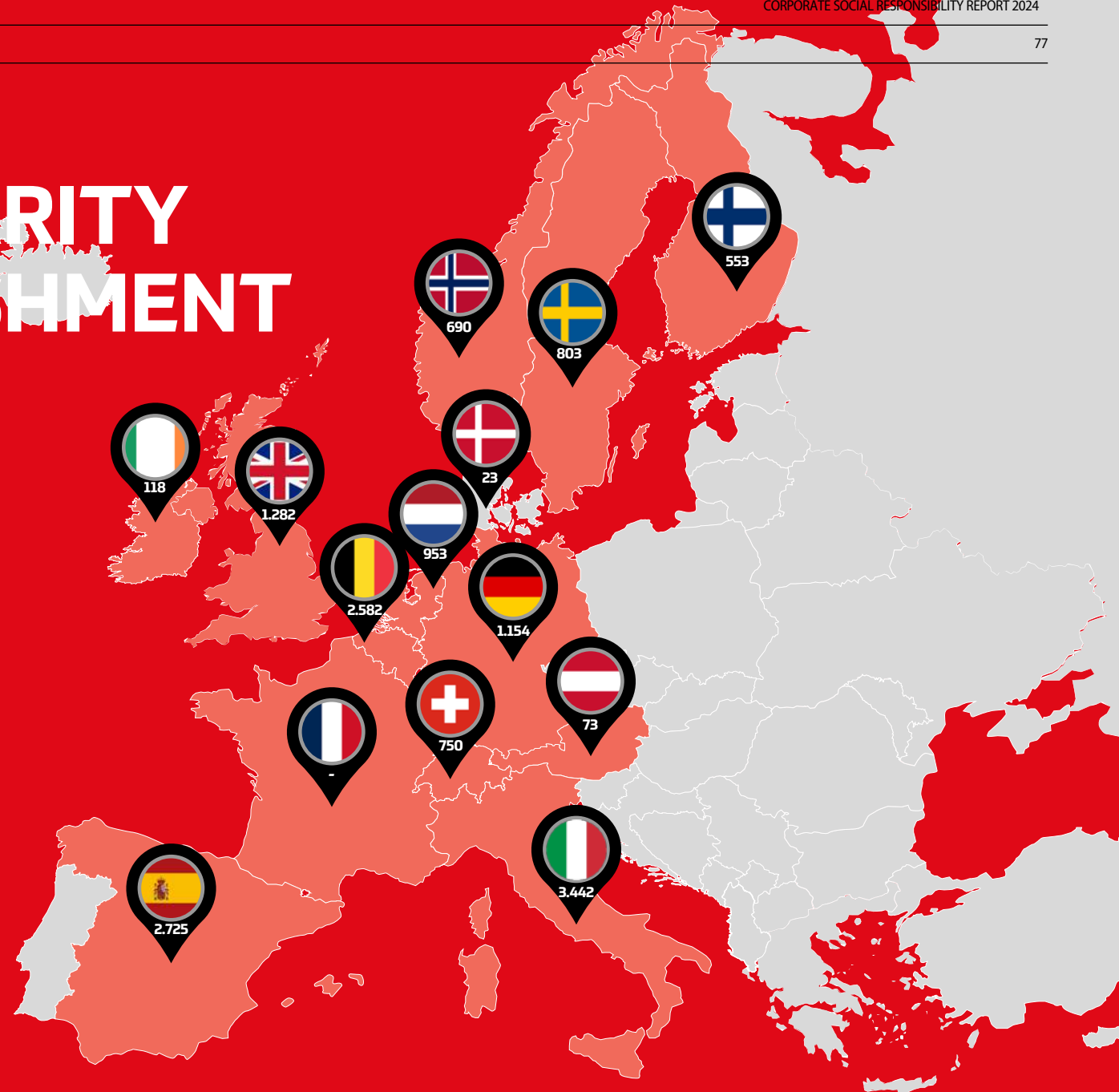
ADVANCED CIRCULARITY THROUGH REFURBISHMENT

A core pillar of Selecta's environmental strategy is the refurbishment of vending machines, a pragmatic, scalable solution to reduce emissions, material use, and production-related impacts. By repurposing existing assets instead of manufacturing new ones, Selecta lowers the environmental intensity of its operations and supports customers in achieving Scope 3 emission reductions.

Each refurbished machine results in an average savings of 0.2 tonnes of CO₂e compared to manufacturing a new unit, driven by avoided raw material extraction, reduced energy input, and minimized industrial emissions. This equates to a total avoidance of approximately 3,065 tonnes of CO₂e, contributing to measurable climate impact reduction.

The strongest contributors to this achievement were Spain, Italy, Switzerland, and the BeLux region, all of which operate local refurbishment hubs with strict quality controls and extended machine traceability.

For customers, this translates into vending solutions with lower embedded emissions, supporting Scope 3 decarbonization targets. Refurbishment also strengthens alignment with circular economy principles increasingly expected under EU regulations, offering customers a more sustainable asset lifecycle without compromising performance.



Award-Winning circularity in machine refurbishment

LOCAL SPOTLIGHT: NETHERLANDS

As the market leader in **repair, reuse, and refurbishment** of vending machines in the Netherlands, Selecta Netherlands is actively contributing to a more circular and energy-conscious future. Our approach is grounded in the **R-ladder of circularity strategies**, which prioritizes reduction, reuse, and recycling over waste.

In recognition of our impactful methods, we were honoured with the **Wecycle Award in 2024**—an initiative of **Stichting OPEN**, the Dutch foundation responsible for implementing legal producer responsibility for electrical appliances. This award highlights our leadership in sustainable equipment management and our role in driving sector-wide improvements.

Each year, our Dutch refurbishment hub:

- Refurbishes approximately **1.500 machines! 600 Vending machines and 900 coffee machines**
- Ensures all new machines introduced into the field meet **energy label A standards**, minimizing long-term energy consumption

This combination of circular refurbishment and energy-smart deployment reinforces our contribution to both carbon reduction and waste prevention.



1.500

Flexible, sustainable solutions for Coffee cup waste

LOCAL SPOTLIGHT: NETHERLANDS

In 2024, Selecta Netherlands launched a customer-focused circularity initiative to eliminate single-use coffee cups in office environments. Designed with both compliance and convenience in mind, the solution replaces disposable cups with reusable ones through a partnership with SwapBox.

In a typical 100-person office, where up to 75,000 cups are used per year, this initiative could prevent up to 408 kg of packaging waste and over 1,100 kg of CO2 emissions across production, transport, and disposal.

The cups are reused up to 500 times, collected via a zero-emissions electric fleet, and hygienically washed in low-energy facilities. The program offers customers a seamless, closed-loop system that reduces environmental impact, ensures alignment with Dutch and EU regulations, and enhances sustainability performance without disrupting daily routines.



Waste to Watt

LOCAL SPOTLIGHT: SWEDEN

From coffee grounds to clean energy: Waste to Watt turns waste into power

In 2024, **Selecta Sweden** advanced a bold new vision: **turning coffee waste into clean energy**. Through the Waste to Watt initiative, Selecta partnered with **RISE (Research Institutes of Sweden)** and battery innovator **Granode** to transform used coffee grounds from offices and public spaces into hard carbon—an essential material for next-generation battery technologies.

This bio-carbon, produced by heating coffee grounds to 1000°C in a nitrogen environment, is being tested for use in both **lithium-ion and sodium-ion battery cells**. With promising carbonization yields and successful early lab tests, the project is now entering its final research phase.

At its core, Waste to Watt reflects a shift toward a circular and self-sufficient economy—helping reduce dependence on mined raw materials like nickel and cobalt, while repurposing a common office byproduct into a solution for sustainable mobility and energy storage.

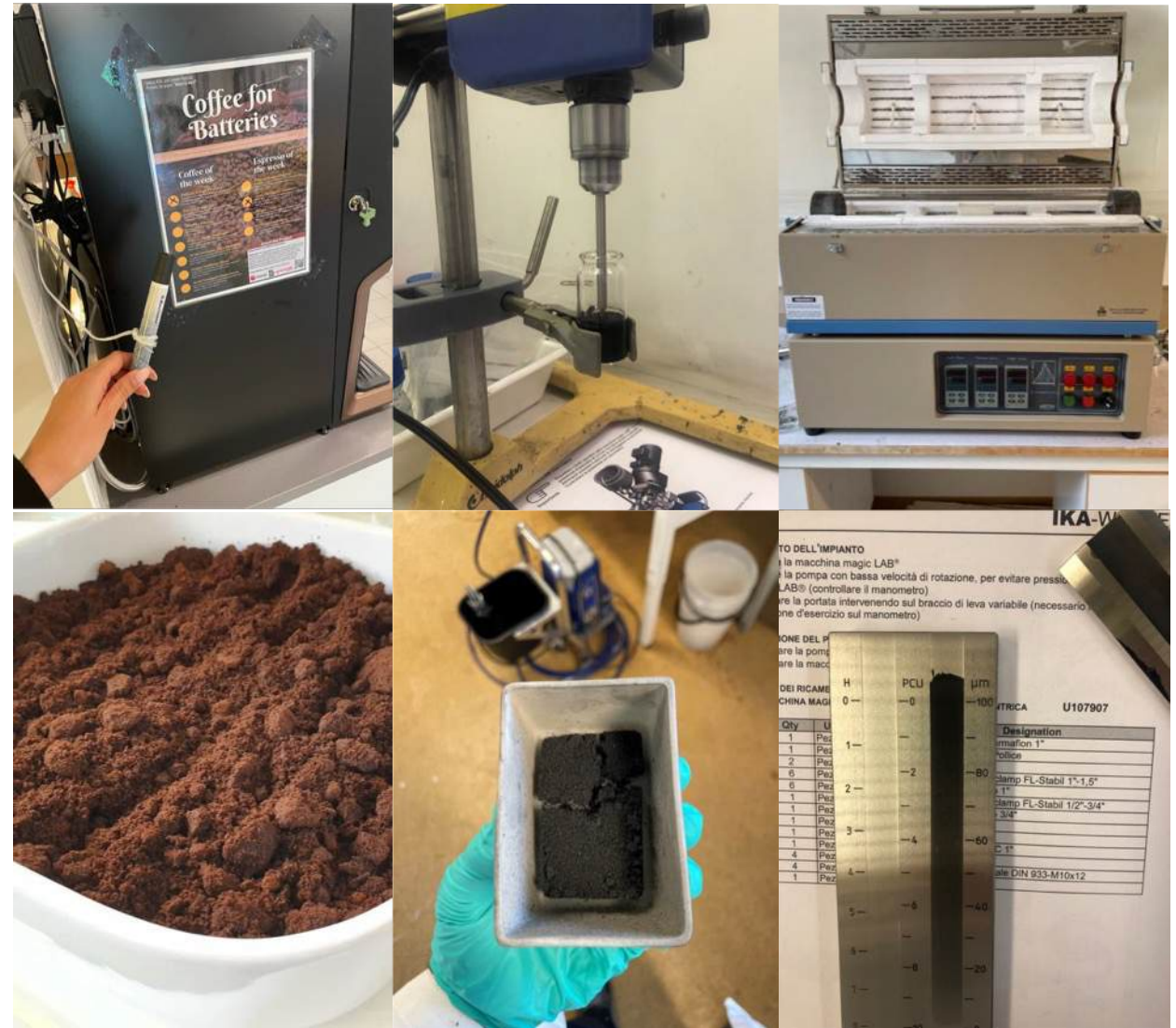
Why it matters

By participating in this initiative, Selecta's customers contribute directly to a greener battery supply chain. By contributing used coffee grounds, customers directly support greener material innovation. The project explores replacing mined materials like nickel and cobalt with upcycled bio-carbon, an essential input for the next generation of clean mobility and battery storage.

Next steps

With lab testing concluding, the results will guide the next stage: **benchmarking against traditional carbon sources**, validating performance, and exploring commercial applications.

Waste to Watt exemplifies how Selecta is reimagining waste—not as an end point, but as a beginning.



OUR JOURNEY AHEAD 2024-2026

Embedding circularity across our value chain

As part of our commitment to long-term sustainability and regulatory readiness, Selecta is accelerating the integration of circular economy principles across its operations. Drawing on successful pilot programs in key European markets, we are scaling initiatives that deliver quantifiable reductions in waste, emissions, and material dependency, while enhancing customer-side resilience and value.

Aligned with the European Circular Economy Action Plan and the upcoming Packaging and Packaging Waste Regulation (PPWR), Selecta is embedding circularity across product design, operational processes, and collaborative innovation.

By 2026, we aim for at least 50% of our most material product and service lines to actively contribute to circular value chains. These contributions include refurbishment, reuse, recycling, or closed-loop material recovery. This ambition reflects strong performance already achieved in countries such as the Netherlands, Finland, Norway, and Denmark, and reinforces our leadership in resource-efficient refreshment services.

Circularity in Action

1. Reusable Systems and Cup Reduction
To reduce the environmental impact of single-use items, Selecta offers reusable cup programs and crockery across several operating markets. These systems are supported by infrastructure for collection and washing. In 2024, we are piloting deposit-return programs in high-traffic public settings to promote consumer adoption. Where reusables are not yet feasible, we provide recyclable and plastic-free certified alternatives.

2. Circular Packaging and PET Recovery
Our Pelican Rouge coffee bags are now tested to be fully produced using mono-material plastics that enable full recyclability and result in a lower carbon footprint throughout their lifecycle. In partnership with customers and local waste management networks, we are expanding reverse vending programs for PET bottles and increasing the use of telemetry-enabled water dispensers to reduce dependence on single-use plastic bottles.

3. Refurbishment and Product Lifespan Extension
Refurbishment of machines is one of our most scalable contributions to the circular economy. This process avoids emissions associated with new production and extends product life by up to six years. By 2026, we aim to maintain or exceed a Group-wide average refurbishment rate of 50% across all applicable equipment categories.

4. Organic Waste Valorisation
In collaboration with RISE Research Institute and Granode Material AB, Selecta is advancing the conversion of spent coffee grounds into biocarbon suitable for use in battery manufacturing. This circular solution supports the decarbonization of battery supply chains and reduces dependency on climate-sensitive virgin materials. The project is now progressing toward industrial implementation in select regions.



Picture: Pelican Rouge Monomaterial packaging

Product

CERTIFIED PRODUCTS

Meeting the specific needs of our customers with certified and sustainable products is a priority. We aim to offer products that hold relevant certifications, ensuring they meet high sustainability standards.

PROOF OF COMMITMENT

We are actively developing partnerships with suppliers who are committed to certified and sustainable practices.

OUR JOURNEY AHEAD 2024-2026

We will continue to develop partnerships with suppliers who are committed to providing certified and sustainable products, ensuring our offerings meet the highest standards.





RAINFOREST ALLIANCE

The Rainforest Alliance certification is dedicated to conserving biodiversity and ensuring sustainable livelihoods. Farms and businesses certified by the Rainforest Alliance adhere to rigorous standards that promote environmental, social, and economic sustainability. These standards include:

- **Environmental protection** - implementing practices that protect ecosystems, waterways, and wildlife.
- **Social responsibility** - ensuring fair treatment and good working conditions for workers, including access to education and healthcare.
- **Economic viability** - helping farmers and producers improve their productivity and profitability through sustainable practices.



FAIRTRADE

Fairtrade certification aims to promote fair trading conditions and support sustainable livelihoods for farmers and workers in developing countries. The key features of Fairtrade include:

- **Fair prices** - ensuring that producers receive a minimum price that covers the cost of sustainable production, plus a Fairtrade Premium for investment in community and business projects.
- **Safe working conditions** - protecting workers' rights and ensuring safe working environments.
- **Environmental standards** - encouraging sustainable agricultural practices that protect the environment, including restrictions on harmful chemicals and promotion of organic farming.



ORGANIC

The Organic certification ensures that products are produced according to strict organic farming standards. These standards promote ecological balance and conserve biodiversity. Key sustainability features include:

- **No synthetic chemicals** - prohibiting the use of synthetic pesticides, fertilizers, and genetically modified organisms (GMOs).
- **Animal welfare** - ensuring that animals are raised in natural conditions with access to the outdoors, organic feed, and humane treatment.
- **Sustainable practices** - emphasizing crop rotation, composting, and other practices that maintain soil health and ecosystem balance.



CO2 NEUTRAL

CO2 Neutral certification indicates that a product or business has measured, reduced, and offset its carbon emissions to achieve a net-zero carbon footprint. The main features of this certification include:

- **Emission reduction** - implementing strategies to minimize greenhouse gas emissions through energy efficiency, renewable energy, and sustainable practices.
- **Carbon offsetting** - investing in projects that capture or reduce CO2, such as reforestation, renewable energy, and methane capture projects.
- **Continuous improvement** - regularly measuring and verifying emissions to ensure ongoing compliance and improvement in sustainability practices.



ISO 22000

ISO 22000 certification ensures food safety and the health and safety of the final consumer. It integrates Hazard Analysis and Critical Control Points (HACCP) and covers all stages of the food supply chain. Key features include:

- **Hazard identification** - identifying and controlling potential hazards from raw material production to final consumption.
- **Food safety management** - implementing a comprehensive food safety management system.
- **Consumer health** - ensuring the health and safety of the final consumer through rigorous safety standards.



Leading the way towards a greener future

PROMOTING SUSTAINABLE CHOICES

Empowering customers and consumers with informed decisions for a healthier planet

Our main environmental impact comes from the goods and services we purchase, particularly the coffee and items we stock in our machines. This impact falls under Scope 3 emissions, which include all indirect emissions that occur in our value chain.

While we can't directly control what products people choose, we recognize our vital role in guiding them towards healthier and more eco-friendly options. This approach not only helps lessen the impact on our shared environment but also sparks a new trend among conscious consumers in the market, aligning with goals to reduce carbon emissions.

Collaboration is crucial to this strategy. We are committed to providing detailed information about the carbon footprint of the products we purchase, enabling consumers to make more sustainable choices. By sharing this information, we aim to encourage a culture of informed decision-making, promoting choices that benefit both the individual and the environment.

By fostering transparency and collaboration, we empower the consumer to make decisions that support a sustainable future. This initiative reflects our dedication to reducing carbon emissions and promoting a cleaner, healthier planet for all.

Product

WORLD-RENOWNED BRANDS

Selecta provides an extensive selection of coffee and hot beverage solutions. Our partnerships with world-renowned brands like Starbucks, Nescafé, Change Please and Segafredo, allow us to offer barista-quality coffee in workplaces and public spaces. Our coffee machines range from compact models to high-capacity machines, ensuring that we have the right solution for any environment.



Images: Instagram; starbucks, starbucksfrance, colgateuk, demontfortunifood, darnadude en nescafe3in1.Bulgaria, nescafebih, beachclubgorsje, segafredo_Zanetti_greece, segafredo, zanetti, bانيا, fioredimaggio15, gabriella_kcs

Product

FULLY MANAGED, SELF-SERVE RETAIL: CONVENIENCE REIMAGINED

At Selecta, we're shaping the future of food and beverage through our pioneering **fully managed, self-serve Retail solutions** — modular, smart, and always available. These innovations are designed to meet the evolving expectations of modern consumers while helping our customers transform everyday spaces into vibrant, self-service destinations.

From bustling hotel lobbies and charging stations to corporate offices and healthcare environments, Unattended Retail offers more than just food — it delivers freedom, ease, and delight, 24/7. Whether it's a fresh salad at midnight, a coffee between meetings, or a snack during a road trip recharge, we make sure consumers always find what they need, right when they need it.



Image: Doubletree by Hilton Rotterdam, Lobby Market

ELEVATING EXPERIENCES WITH PURPOSE

The rise of self-service is not just about technology—it's about responding to real human needs: flexibility, autonomy, and comfort. Our Unattended Retail solutions are crafted to bring joy and convenience into people's daily routines. They enable moments of connection, care, and choice—turning a simple coffee break or late-night craving into a curated experience.

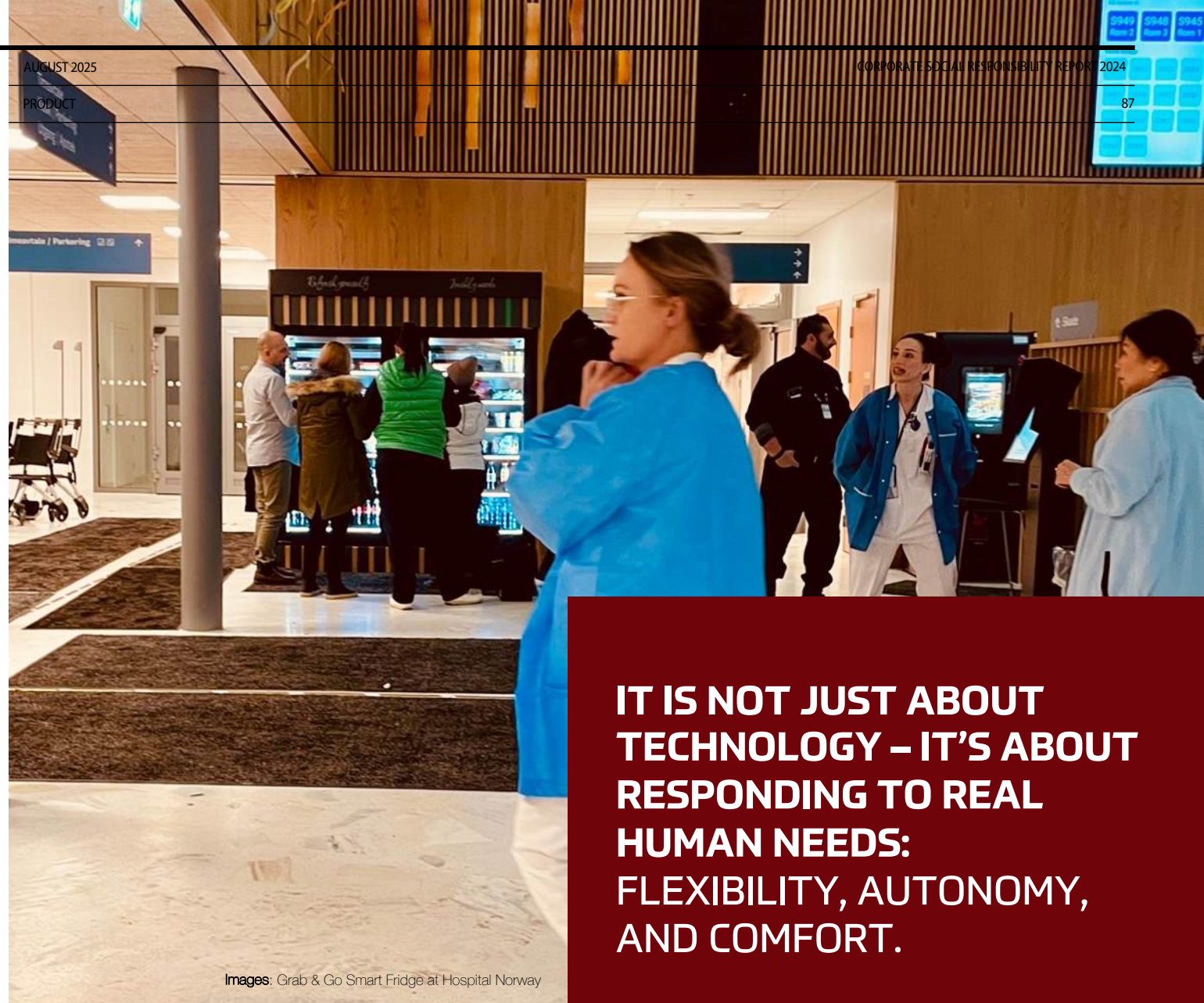
We empower businesses across Europe to enhance guest satisfaction, boost operational efficiency, and offer round-the-clock service without the need for additional staffing. It's a smarter, more sustainable way to serve.

DESIGNED FOR EVERY SECTOR

Hospitality: With **HotelLife 24/7**, we help hotels exceed expectations by offering guests instant access to fresh meals, hot snacks, essential items, and even crafted drinks—any time of day or night. Whether in the lobby, lounge, or by the elevator, every corner becomes a touchpoint of hospitality.

Mobility & EV: Through **JoyStop**, we redefine the EV charging experience. By combining intuitive design, premium refreshments, and sustainability, we transform charge time into quality time.

Workplace & Public Spaces: with solutions like **Grab & Go Smart Fridge**, **Scan & Go Markets**, and **CooptoGo**, we enable smart catering options that flex with employee shifts, visitor patterns, and space constraints.



Images: Grab & Go Smart Fridge at Hospital Norway

**IT IS NOT JUST ABOUT
TECHNOLOGY – IT'S ABOUT
RESPONDING TO REAL
HUMAN NEEDS:
FLEXIBILITY, AUTONOMY,
AND COMFORT.**

Smart by nature, sustainable by design

Each solution is powered by intelligent telemetry, ensuring optimal product availability and reducing food waste. We design our units using recyclable materials, energy-efficient cooling, and green manufacturing principles—because modern convenience must go together with sustainability.

We offer customizable setups, local product assortments, and seamless integrations with hotel PMS, office cashless systems, and retail apps. Whether you want to lease, co-brand, or create a bespoke offering, our plug-and-play modules scale with your ambition.

Examples of Excellence

- **HotelLife 24/7** – From Fresh Eats to Crafted Drinks and Steam & Savour, it reinvents the hotel retail space with emotion and ease.
- **JoyStop** – A gamechanger for EV charging networks, bringing F&B and advertising revenue to remote locations.
- **CooptoGo** – A premium food corner concept for universities and campuses, celebrating Swiss quality and local flavours.
- **Grab & Go Smart Fridges** – For offices, healthcare, and public locations—healthy, high-quality food at your fingertips.

Why it matters

Today's consumers expect speed, autonomy, and relevance. Businesses need operational resilience, cost efficiency, and ROI. Unattended Retail meets both sets of needs, powered by Selecta's self-serve retail solutions expertise, logistics, and pan-European scale.

We're not just automating food—we're elevating the way people experience everyday moments.

Image: Grab & Go Smart Fridge at Gare du Nord, France



Circular collaboration in action

LOCAL SPOTLIGHT: ITALY

In 2024, Selecta Italy joined an ambitious circular economy initiative at Bologna Marconi Airport, led in collaboration with Hera Group and Last Minute Market – Impresa Sociale. This project, part of a renewed **Memorandum of Understanding**, is designed to reduce food waste while supporting local communities.

The initiative focuses on recovering unsold food from airport vending machines, bars, and restaurants. These surpluses are redirected to the **Popular Kitchens' canteens**, turning potential waste into meaningful nourishment for those in need.

By participating in this programme, Selecta Italy reinforces its dual commitment to environmental and social sustainability—**reducing landfill-bound food waste while helping alleviate food insecurity**. It's a powerful example of how smart partnerships can extend the life and value of products while making a difference in the communities we serve.

This project illustrates that reducing waste is not only a matter of efficiency—it's an opportunity to create impact with purpose.

What if all customers tackled surplus waste this way?

Imagine a major airport, hospital, or business campus working with Selecta to give surplus food a second life. What if, instead of sending unsold items from vending machines to waste, they were rerouted to support community kitchens? Here's what a single year of such an initiative could achieve:

- 15,000 surplus food items saved from landfill
- 5,2 tonnes of edible food redistributed to local social partners
- Enough to serve 13,000 meals to individuals experiencing food insecurity
- An estimated 8.4 tonnes of CO₂e emissions avoided by preventing organic waste from decomposing in landfill
- Nearly €32,000 in preserved food value, representing both material efficiency and cost-conscious operations



Product

FRESH & HEALTHY FOOD CHOICES

At Selecta, we are committed to enabling healthier lifestyles through convenient, accessible, and nourishing food choices. We partner with responsible suppliers and use our influence to support conscious consumption—helping customers and consumers make food decisions that are better for their well-being and the planet.

Responding to evolving consumer expectations
Health and sustainability are driving food choices more than ever. According to the 2024 FMCG Gurus Health and Wellness report:

- **72% of global consumers** say they are actively trying to improve their diets.
- **66% are reducing their intake of sugar**, artificial ingredients, and ultra-processed foods.
- **59% look for plant-based or flexitarian options**, and
- **48% are checking labels for health and sustainability claims** before buying.

The demand for nutritious, clean-label and environmentally mindful options continues to shape our food strategy. As Europe’s leading FoodTech provider in public and workplace spaces, we embrace this shift—placing well-being, transparency, and ethical sourcing at the core of our assortment design.

LOCAL SUPPLIERS →

We work with local and regional producers who share our standards for freshness, food safety, and quality. This not only supports the availability of vegan, vegetarian, and gluten-free options—it also lowers our supply chain emissions and strengthens the local economy. Our fresh food assortment is always evolving to reflect regional tastes and nutritional trends.

EMPOWERING CONSUMERS →

We believe informed consumers make better choices. That’s why we support healthy decision-making through:

- Nutritional labelling and digital product information
- Smart vending interfaces with allergen filters and health tags
- Seasonal campaigns that highlight healthier swaps and plant-based picks

We see every touchpoint—POS material, fridge door, or screen—as a chance to engage and inspire.

CONSUMER NEEDS →

To meet rising expectations, we continuously monitor market developments and consumer feedback across 16 European markets. Our data-driven approach helps us shape a dynamic offering that reflects current preferences: high-protein snacks, reduced-sugar drinks, low-carb alternatives, and mood-boosting brain foods are among the most sought-after categories.

HEALTHY LIFESTYLE →

Our mission goes beyond product availability. It’s about creating environments where healthy choices are the easy choices. Whether it’s a 24/7 fresh fridge at work or a smart cooler at the gym, we ensure our solutions combine **convenience, nutrition, and transparency**. We also support our customers with employee wellness campaigns, nudging healthier behaviours in a way that feels natural and rewarding.

Because eating well should be easy, wherever you are.

Product

VENDING

Selecta's innovative vending solutions - transforming refreshment services

We are committed to enhancing the refreshment experience through our cutting-edge vending solutions. Our wide range of (digital) vending machines and services cater to various needs, ensuring convenience, quality, and sustainability. Our machines offer a wide variety of snacks and drinks, ensuring your employees and guests have access to their favourites at any time. Features like contactless payment options and real-time inventory monitoring make our vending machines a modern and efficient solution.

Smart vending technology

Our smart vending machines incorporate advanced technologies such as contactless payments and telemetry. These features not only enhance the user experience but also provide real-time data to ensure machines are always stocked with popular items. This reduces downtime and improves efficiency, making it easier for businesses to provide high-quality refreshment options.



Our vending machines support eco-friendly practices by offering products with minimal packaging and working with local suppliers to reduce carbon footprints. Additionally, refurbished vending machines are available, which help reduce waste and promote a circular economy by extending the lifecycle of equipment.

The machines offer a seamless and enjoyable experience. With a variety of payment options, including cash, contactless, and mobile payments, consumers can easily purchase their favourite snacks and beverages. The machines are designed to keep food fresh for longer periods, ensuring high-quality products are always available.

Our vending solutions are versatile and can be customized to fit different locations and branding needs. Whether for indoor or outdoor use, we have options that cater to various environments and requirements. This flexibility ensures that businesses can provide tailored refreshment solutions that meet their specific needs.



Image: Smart Vending Machine Public Sector

Product

OUR EXQUISITE TEA PORTFOLIO

Our diverse and high-quality tea portfolio caters to a wide range of tastes and preferences. Understanding that tea is the second most popular drink in the world, we aim to enhance our offerings with the finest selections available.

All our tea brands prioritize sustainability and ethical sourcing, ensuring that the tea you enjoy is produced with respect for both the environment and the people involved in its production. Whether you prefer classic black teas, aromatic green teas, or caffeine-free herbal blends, our portfolio has something for everyone. Each brand within our portfolio is committed to maintaining the highest quality standards, ensuring that every cup of tea delivers a consistently excellent experience. Our tea offerings include unique and innovative flavours that cater to modern consumer preferences, enhancing the overall tea-drinking experience.

FINELEAF TEA



Fineleaf tea represents the pinnacle of our tea offerings. This premium brand is Fairtrade certified, ensuring that the living

and working conditions of the tea estate employees are well taken care of. All Fineleaf teas are 100% organic, grown without artificial fertilizers and chemical pesticides, which allows the natural flavours to shine through in every cup.

The production process takes place in Sri Lanka, providing employment in local communities and supporting the local economy. With a commitment to sustainability, Fineleaf uses recyclable materials and maintains a minimal carbon footprint, ensuring an eco-friendly experience from plantation to your cup.



TEA CULTURES

Tea Cultures is not just about enjoying a cup of tea; it's about embracing a sophisticated lifestyle. This exclusive brand offers high-quality, organically grown, and Fairtrade certified teas that are perfect for tea lovers who appreciate the finer things in life.

From the English Blend to the exotic Bali Monkey Fruit, each tea is crafted with care, ensuring an exceptional taste experience. The brand emphasizes sustainability, with eco-friendly packaging and a commitment to ethical sourcing practices,

making it a responsible choice for discerning consumers.



Images: (from left to right) Fineleaf tea farmer. Fresh tea leaves. Young tea plants.

LIFE BY FOLLIS

Life by Follis brings you fresh, single estate teas from the highlands of India, combined with the finest spices and herbs. Double certified as EU-organic and Fairtrade, this brand ensures that every step of the production process adheres to the highest sustainability standards.

The innovative flavour combinations and minimal environmental impact make Life by Follis a standout choice for those seeking both quality and sustainability. The brand supports extensive ethical and environmental initiatives, providing full traceability from plant to cup.

FLAVOURS OF TEA

Axxent Masters in Tea is dedicated to creating surprising and innovative tea concepts. With over 25 years of experience, Axxent produces Fairtrade and Rainforest Alliance certified teas, ensuring social responsibility and environmental sustainability.

Their Flavours of Tea range offers a delightful selection, from classic English Breakfast to the refreshing Moroccan Mint, all crafted to provide a mindful and enjoyable tea experience.



Product **PLNT**

PLNT - Quality vegan products with a caring touch

At Selecta, we are proud to offer PLNT, our own range of high-quality vegan products designed with a caring touch.

With the increasing demand for health-conscious options, PLNT offers a wide selection of delicious vegan and gluten-free products, perfect for those with dairy allergies or lactose intolerance.

Our product line includes

- Vegan Topping (gluten-free)
- Vegan Oat Topping (gluten-free)
- Vegan Oat Cappuccino (gluten-free)
- Vegan Oat Choco Drink

Sustainable Packaging

In line with our commitment to sustainability, all PLNT packaging is fully recyclable and free from aluminium, making it easier to make eco-friendly choices.

Product

ENHANCING HYDRATION

Enhancing hydration with our innovative water solutions

Access to fresh, clean water is a necessity for all. Selecta continuously prioritizes providing top-notch hydration solutions through our advanced water dispensers and systems. Our water portfolio is designed to meet the diverse needs of modern workplaces and public spaces, offering a range of options that ensure convenience, quality, and sustainability for both end-consumers and the planet.

Our water solutions significantly contribute to sustainability efforts. By providing alternatives to plastic-bottled water, we help reduce plastic waste and the associated environmental impact. Using these dispensers supports the trend towards sustainable hydration solutions, aligning with the increasing consumer preference for eco-friendly options. Moreover, ensuring easy access to clean, filtered water always boosts workplace productivity, as hydration has been shown to improve cognitive function and overall employee well-being. Our water portfolio offers versatile, high-quality hydration solutions that promote health and sustainability.



Enhancing hydration

LOCAL SPOTLIGHT: IRELAND

A Greener Workplace in action: Rexel Kellihers leads the way

At Selecta, we know that creating a better workplace starts with everyday experiences—how people eat, drink, recharge, and connect. In 2024, our partnership with **Rexel Kellihers Electrical**, a leading electrical wholesaler in Ireland, brought that belief to life.

Their newly opened **state-of-the-art logistics centre in Dublin** is more than just a facility—it's a showcase of sustainability, innovation, and care for employee wellbeing. Together, we delivered a fully integrated **unattended retail solution** tailored to support their environmental goals and enhance the daily routines of their team.

The smart mix: technology meets purpose

We equipped Rexel's workplace with:

- **Aquablu Refill+ smart water stations** for filtered, chilled, and vitamin-infused hydration—eliminating the need for plastic bottles
- **Energy-efficient coffee machines** for delicious hot drinks with lower energy use
- **Grab & Go Smart Fridges**, stocked with healthy, fresh meals and snacks available 24/7

This holistic solution reflects Rexel's values as a business committed to people and the planet.

The measurable impact? It speaks for itself

- **8,200+ single-use plastic bottles** eliminated
- **4,247 kg of CO2 emissions** prevented
- Stronger **employee satisfaction** through access to healthier choices and a more sustainable workplace

Why it matters

With the Aquablu Refill+ system, hydration becomes more than just a necessity—it's a daily climate action. Every refill is tracked, giving teams clear insight into their environmental contribution.

And with Selecta's broader EcoJoy framework, companies like Rexel can measure progress, set targets, and share results that matter—with their people and with the planet.

This is what sustainability looks like in action: smart, human, and driven by purpose.



Product

CUSTOMERS & INDUSTRIES WE SERVE

WIDE RANGE

Our customer base is diverse, encompassing small and medium-sized enterprises as well as large corporations across various sectors. This wide range ensures that we are well-versed in addressing a variety of business challenges and delivering customized services. The sectors we serve include:

- *Healthcare* - providing essential services to hospitals, clinics, and other healthcare facilities.
- *Education* - catering to schools, colleges, and universities, ensuring students and staff have access to nutritious and convenient food and beverages.
- *Retail* - serving both retail staff and customers, enhancing their shopping experience.
- *Public transport* - offering convenient solutions to commuters and staff in the transportation sector.
- *Petrol stations* - delivering refreshments to travellers and station employees.
- *Hotels and leisure* - enhancing guest experiences in hotels, resorts, and leisure facilities.
- *Restaurants and cafés* - supporting foodservice establishments with premium offerings.
- *Office spaces* - creating comfortable and productive environments for office workers.
- *Manufacturing* - providing solutions to factories and production facilities.
- *Logistics* - serving the needs of logistics companies and their employees.

Our extensive network ensures that we can meet the needs of customers across various locations. From bustling urban centres to more remote areas, Selecta is there to deliver. Additionally, we have a strong presence in public sectors, addressing the specific requirements of public institutions and services.

Innovating with purpose, delivering impact

PRODUCT | 2025-2026

At Selecta, every product is a vehicle for positive change. We design with the future in mind—ensuring every innovation contributes to a more sustainable, transparent, and circular value chain. Through smart technology, responsible design, and customer-aligned ESG modules, we embed sustainability into the very DNA of our offer.



1. EcoJoy lifecycle intelligence

Our proprietary EcoJoy platform brings carbon visibility to the forefront of every solution. By capturing lifecycle emissions across materials, manufacturing, logistics, energy use, and end-of-life, we equip customers with transparent, traceable data that supports ESG reporting and climate disclosures.

By 2026, we will expand our LCA coverage to 100% of all standard customer-facing hardware and embed EcoJoy dashboards across our documentation and contract offers.



2. Packaging circularity

We're closing the loop—starting with our Pelican Rouge portfolio.

By 2026, we aim to reach 100% for Pelican Rouge and expand recyclable designs across key categories, cutting packaging-related emissions and improving recovery systems.



3. Eco-Design & Product Innovation

Sustainability begins at the drawing board. Together with OEM partners, we embed eco-criteria into every stage of hardware development—covering energy efficiency, reparability, modularity, and recyclability.

We are adopting eco-design procurement standards to ensure every launch supports longer machine lifecycles and leaner environmental profiles.



4. Customer ESG enablement

Our approach is modular, scalable, and aligned to each customer's climate goals. From refurbished equipment and certified sustainable coffee, to EcoJoy carbon tracking and mono-material packaging—we empower customers to build solutions that meet their own ESG ambitions.

We enable transparent Scope 3 reporting by providing embedded lifecycle assessments, emissions data, and sustainability credentials integrated into our product offer.

X

05

SELECTA COFFEE FUND

Social impact at origin

SELECTA COFFEE FUND

Empowering coffee-growing communities

The Selecta Coffee Fund is our flagship social initiative, dedicated to creating lasting positive impact at the very beginning of our supply chain. By supporting coffee-growing communities through education, agricultural training, and infrastructure, we help build resilience where it matters most—at origin.

PROOF OF COMMITMENT →

Our investments aim to support farmers, improve biodiversity, and contribute to climate adaptation and mitigation.

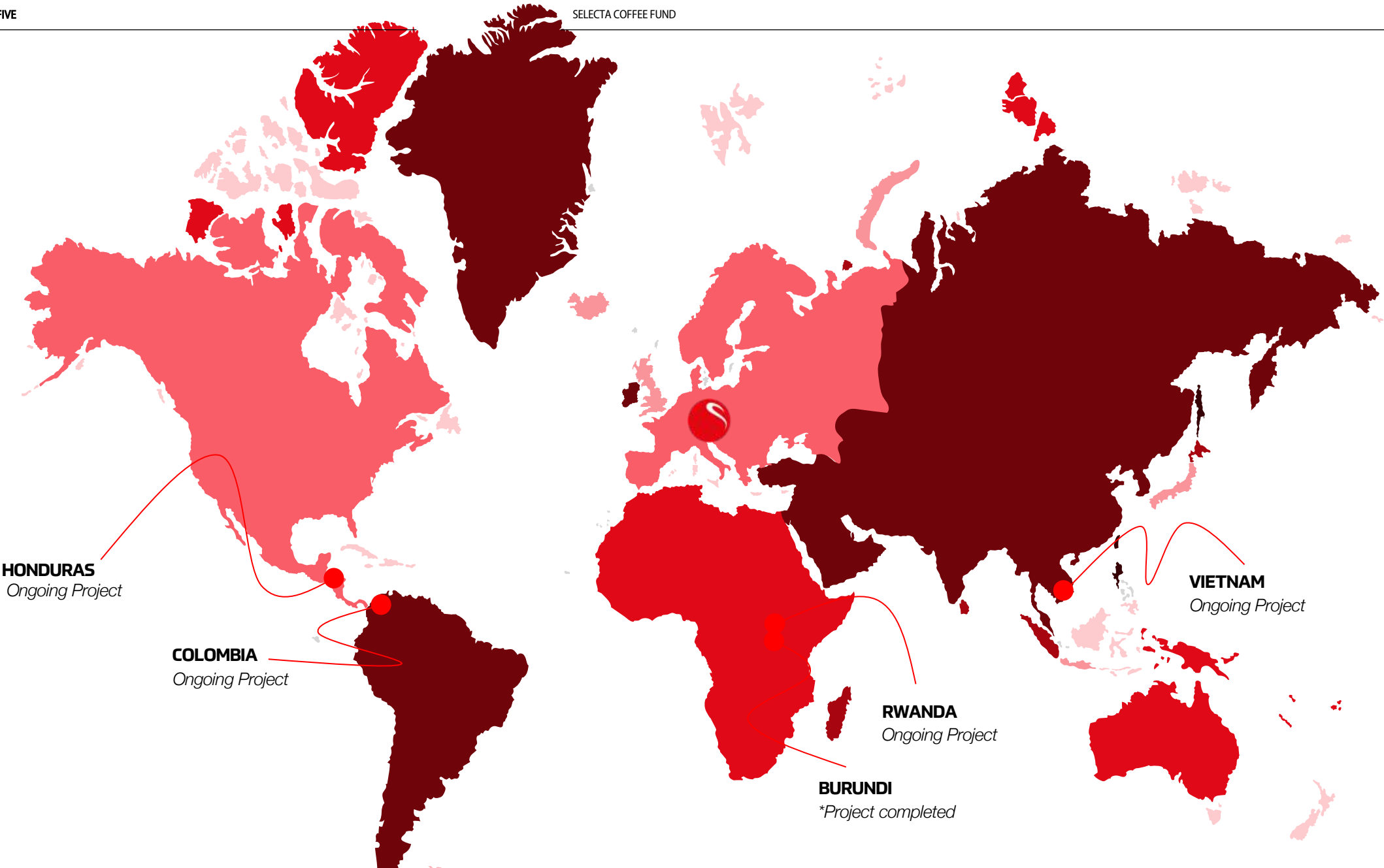
2024 MILESTONES →

1.700+ Farmers supported in coffee origin countries
42% female participation among project beneficiaries
15.000+ Shade trees planted to enhance agroforestry and climate resilience

OUR JOURNEY AHEAD 2024-2026 →

Comprehensive impact measurement
We will measure the comprehensive impact on farmer families, biodiversity, climate adaptation, and mitigation, ensuring our programs deliver meaningful benefits. We will also extend our carbon insetting programs, allowing more Selecta customers to embark on this opportunity.





From bean to better futures

SELECTA COFFEE FUND

Coffee is beloved across the world as a source of comfort, energy, and ritual. Yet for the people who grow it, coffee is often a source of hardship. Behind each cup are smallholder farmers facing a brutal reality: rising costs, falling prices, erratic weather, and limited access to support. They work steep hillsides and shrinking plots with incredible skill, and yet, many struggle to feed their families. Some are leaving coffee behind altogether, no longer wanting their children to follow in their footsteps.

The Selecta Coffee Fund exists because this is not a sustainable future. Not for farmers, and not for coffee. This Fund isn't a branding exercise or a charity. It's a practical, long-term commitment to stand with the people who make great coffee possible. It was built to address the challenges that too often go unseen — not just climate risks and income insecurity, but the deeper problem that coffee farmers are rarely treated as equal partners in the value they create.

Through the Fund, we support grounded, community-led solutions that improve incomes, strengthen ecosystems, and offer real choices to the next generation. We focus on regions where our efforts can create meaningful impact. That's why we invest in projects in countries like Rwanda, Burundi, and Honduras. Even though they are not part of our current supply chain, they play a crucial role in coffee's future, and we see working with them as part of our responsibility.

The challenges are urgent and interconnected.

In Colombia, intensifying heat and floods have already thrown harvest cycles into disarray. In Vietnam, degraded soils and overuse of chemicals are reducing yields and farmer health. In Rwanda and Burundi, land pressure and a lack of training keep producers trapped in cycles of low productivity. Women are often excluded from decision-making; youth see no future in farming. And yet, when you meet these communities, you don't see resignation, but you do see potential. People are ready to lead change, if they have the tools.

- *In Rwanda*, we began with something simple: a cow. Manure enriches the soil, boosting coffee yields. Milk feeds children and provides a new source of income. And when the cow's first calf is passed to another farmer, it sparks a ripple of growth. After one year, household incomes rose by nearly 40%. Women who once had no voice in coops are now leading them.
- *In Vietnam*, we've helped 450 farmers move away from chemical dependency by introducing compost, shade trees, and regenerative techniques. One pilot farm saw yields increase by 17%, despite prior drought. The result isn't resilient coffee, but a healthier soil, cleaner water, and renewed pride in farming.
- *In Colombia*, the Triple C project has brought together 200 farms to test soils, create nutrition plans, and plant over 1,600 native trees. The science surely matters, but so does what it unlocks: young people, especially women, choosing to stay on the land because they finally see a future worth building.

This is what sustainability means to us. Not just responsible sourcing but standing shoulder to shoulder with those who grow our coffee. We design every initiative with farmers, not for them. We listen, we adapt, and we commit for the long haul. It's a blueprint for doing business with care and accountability. And it's our way of saying that quality doesn't come from the bean alone, but from the conditions in which it is grown and the people who make it possible.



Images: Coffee cupping session to evaluate and integrate green beans from our Rwandan program beneficiaries into our upcoming coffee blends.

Driving systematic change

STRATEGIC FRAMEWORK

The Selecta Coffee Fund is built on a strategic framework that reflects our commitment to sustainability, community empowerment, and long-term impact. This framework is centred around three core themes: Footprint, Handprint, and Blueprint for the Future. Each theme represents a crucial aspect of our approach to creating a positive and lasting difference in the coffee supply chain.

Our structured approach, encompassing Footprint, Handprint, and Blueprint for the Future, ensures that every step we take is purpose-driven and aligned with our mission to create a positive and lasting impact on the world of coffee.

FOOTPRINT

Reducing environmental impact

Sustainable farming practices: our aim is to minimize the carbon footprint of coffee production through innovative and eco-friendly practices. By promoting sustainable farming techniques, we help reduce greenhouse gas emissions and protect biodiversity.

Carbon reduction initiatives: we actively work to offset the carbon emissions linked to coffee production, which includes supporting reforestation projects and improving waste management at various stages of the supply chain.

Water and resource conservation: through partnerships and educational programs, we encourage farmers to adopt methods that conserve water, reduce chemical usage, and manage resources more effectively. This ensures that coffee production is not only high-quality but also environmentally responsible.

HANDPRINT

Positive impact on communities

Empowering farmers & improving livelihoods: the Selecta Coffee Fund is dedicated to uplifting farming communities by providing fair compensation, access to training, and essential resources. We empower farmers with knowledge and tools that improve crop yields and ensure a stable income.

Fostering resilience with regenerative agriculture: we prioritize regenerative agricultural practices that restore soil health, increase biodiversity, and enhance ecosystem resilience. By doing so, we help communities become more self-sufficient and better equipped to withstand climate-related challenges.

Investing in local Infrastructure & education: our initiatives extend beyond farming to include education programs, healthcare access, and infrastructure improvements. These efforts contribute to the well-being and resilience of the communities we support, ensuring that our impact is felt beyond the coffee fields.

BLUEPRINT FOR THE FUTURE

Scaling and expanding impact

Assessing potential for regional expansion: with a strategic focus on scalability, we evaluate each project's success and potential for replication. By applying the insights gained from our existing initiatives, we aim to expand into new regions and reach more communities in need.

Leveraging expertise for broader application: as our experience grows, so does our ability to apply sustainable practices across different geographies. We explore opportunities to broaden our reach, using proven methods to drive impactful change in diverse coffee-growing areas.

Innovating for long-term sustainability: the Selecta Coffee Fund continually seeks new ways to innovate and optimize our efforts. This includes exploring technological solutions, building stronger partnerships, and aligning our work with global sustainability goals to ensure that our impact endures for future generations.



Selecta Coffee Fund

EMPOWERING FARMERS AT ORIGIN

Coffee Tree Rehabilitation & Intercropping

At Selecta, our commitment to sustainability starts at the root—quite literally. Through the Selecta Coffee Fund, we invest in long-term, community-driven initiatives that support coffee farmers at origin. This includes not only social programs but also agricultural training and ecological resilience.

This video showcases a powerful example from our work in Colombia, where the Fund supports:

- Rehabilitation of ageing coffee trees to improve productivity and quality
- Intercropping techniques that protect soil health, improve biodiversity, and offer farmers alternative income streams
- On-the-ground farmer training led by local experts to ensure lasting knowledge transfer
- Partnerships with cooperatives to strengthen community collaboration and sustainable farming practices

Watch how these hands-on programs are helping farmers secure better harvests, healthier ecosystems, and stronger futures. Scan the QR code.



THIS IS HOW OUR SUSTAINABILITY EFFORTS COME FULL CIRCLE – SUPPORTING NOT JUST BETTER COFFEE, BUT BETTER LIVES.

Selecta Coffee Fund

ON THE GROUND, FOR THE LONG HAUL

At Selecta, our approach to supporting local farmers goes far beyond financial donations. We have established a comprehensive, hands-on program to work directly with farmers, ensuring sustainable development and long-term success. Our dedicated team in Rwanda for example exemplifies this commitment through the Selecta Coffee Fund.

Selecta's extensive on-the-ground involvement demonstrates our deep commitment to the well-being and prosperity of local farmers. By working together with them, we ensure that our support is impactful, sustainable, and transformative.

Our Team

- 20 Presidents of saving groups. These leaders help manage local saving initiatives, empowering farmers to save and invest in their future.
- 8 Members of the program beneficiaries' general committee. This committee represents the interests of the program's beneficiaries, ensuring their voices are heard and their needs are met.
- 3 Members of the executive committee of advisors. These advisors provide strategic guidance and support to ensure the program's objectives are achieved effectively.
- 3 Full-time employees for the Selecta Coffee Fund in Rwanda. Site operational manager oversees the day-to-day operations, ensuring the smooth running of all activities and programs. 2 Veterinarians - provide

essential veterinary services, improving the health and productivity of livestock, which is crucial for the farmers' livelihoods.



“COFFEE IS MORE THAN A CROP; IT BRINGS JOY, HAPPINESS, AND PROSPERITY. IT HAS THE POWER TO LIFT THOUSANDS, IF NOT MILLIONS, OUT OF POVERTY.”

Benjamin Nkurunziza, Site Operational Manager

Selecta Coffee Fund

RWANDA

Moo-ving sustainability forward. How to cultivate resilience, one cow at a time.

In Rwanda, coffee farming is a deep-rooted tradition, intertwined with the heritage and knowledge passed down through generations. Farmers cultivate their small plots with care, treating coffee as both livelihood and legacy. Yet, despite this heritage, coffee alone is a fragile foundation as it is subject to the ups and downs of market prices and inconsistent yields that can leave families vulnerable.

Facing the challenges of fluctuating coffee prices and yields, the Selecta Coffee Fund introduced a powerful resilience strategy: gifting cows to farmers. Cows can now provide a reliable secondary income through milk sales and naturally enrich the soil, reducing reliance on costly chemical fertilizers. Since 2016, the Selecta Coffee Fund has paved a way of restoring a balanced relationship with the land, blending traditional knowledge with sustainable practices that honour the region's deep-rooted agricultural heritage.



FOOTPRINT

Sowing seeds of resilience

Selecta's Rwanda project supports an approach where coffee farming nourishes both families and the environment. With training in Good Agricultural Practices, farmers are equipped with techniques that care for the land and increase crop potential.



Heifers, along with cow manure, naturally enrich the soil, replacing the need for synthetic fertilizers and reducing the environmental impact of each harvest. This method, simple yet impactful, enables farmers to become stewards of their land, building soil health that sustains coffee plants and restores the ecosystem over time. The added manure also supports the growth of other crops, providing farmers with additional income from the sale of these products. By using manure to fertilize a hectare rather than chemicals, farmers can reduce CO2 emissions by up to 1.2 tons per year. As coffee plants thrive with these natural practices, farmers experience both improved yields and renewed prosperity, making this a model of traditional wisdom meeting modern sustainability goals.

HANDPRINT

Transforming lives through shared prosperity

In Nyamagabe, where nearly half the population lives below the poverty line, the Selecta Coffee Fund has introduced a wave of change that strengthens livelihoods, particularly for women, while fostering a culture of shared prosperity. Since 2016, the program has equipped over 500 farming families with cows, providing a secondary income stream through milk sales that protects farmers against the financial instability of coffee prices. The milk produced by these cows also enhances nutrition within the household, especially for children, while surplus milk is sold, boosting family income and daily stability.

Women make up an increasing share of the program's participants, with 36% of beneficiaries now being women, many of whom are single mothers managing the challenge of providing for their families. Through the program, they are gaining vital skills in farm management and financial literacy, empowering them to take on more significant roles in both family income and community life. Their growing participation fosters broader gender empowerment, creating a ripple effect benefiting the entire community.

A powerful aspect of this initiative is the farmer-to-farmer calf-sharing practice. When a cow calves, the firstborn calf is passed on to another family, sparking a network of mutual support. This approach has expanded the project's impact far beyond its original families, making resilience and opportunity a shared experience throughout the community offering a sustainable path forward that honors tradition while empowering the future.

Selecta Coffee Fund

RWANDA



BLUEPRINT FOR THE FUTURE

Building a sustainable model for generations to come

The Selecta Coffee Fund's vision in Rwanda is planting the seeds for a resilient, self-sustaining network of coffee farmers with women at its heart. Looking toward a future of stability and growth, farmers gather in savings groups to pool resources, access microloans, and collectively plan for the years ahead. Each cow provided serves as a bridge, connecting one family to another through a promise to pass on the firstborn calf—strengthening community bonds and expanding opportunities. Through this model, Selecta is shaping a future where financial security, collaboration, and shared prosperity become the foundation for Rwanda's coffee-farming communities.





Selecta Coffee Fund

VOICES FROM THE FIELD

Empowering farmers at origin: the story of Marie Mukeshimana

In this video, we meet Marie Mukeshimana, a dedicated coffee farmer from Rwanda. Marie shares her personal journey, highlighting how the support from the Selecta Coffee Fund has transformed her farming practices and improved her livelihood.

Her story exemplifies the tangible impact of our commitment to the communities at the heart of our supply chain.



**“THANKS TO THE SUPPORT, I FEEL PROUD.
I USED TO STRUGGLE WITH MY FARM. NOW WHEN I LOOK
AT MY COFFEE TREES, I SEE HOPE FOR MY CHILDREN.”**



Selecta Coffee Fund

VOICES FROM THE FIELD

Told by Felicien Munyandinda, Coffee Farmer – Rwanda

My name is Felicien Munyandinda, and my story begins in the rolling hills of Rwanda, where I was born in 1960 into a family of coffee farmers. From a young age, coffee was part of my life—but one moment in particular shaped everything that followed.

I was just nine years old when thieves came to our farm and stole bags of parchment coffee. As they fled, some of the beans spilled and scattered into the nearby bushes. Months passed. One day, I noticed small coffee trees growing where those beans had fallen. **While others saw weeds, I saw potential.**

With my father's help, I carefully dug up those tiny trees and replanted them. That effort gave me my first 25 coffee trees—the first step in what would become my life's work.

A year later, my father gave me 25 more. From that point on, I knew I would follow in his footsteps.

Today, my farm holds 2,750 coffee trees. It's the result of decades of care, patience, and faith in the land. Coffee has brought more than crops—it has brought security.

I've been able to buy more land, grow food, raise animals, and even build a home for my family. I own a grain miller now, something I never imagined when I started with those first 25 trees.

But this isn't just my story—it's becoming my children's too. Two of my three children now tend their own coffee trees. I see their hands in the soil, just like mine once were. That's a legacy I'm proud of.

The Selecta Coffee Fund has been a big part of this journey. I was honoured to be chosen as one of three farmers to develop a model coffee farm. Through their support, I've received training in agricultural best practices—knowledge I now pass on to other farmers in my community. My farm has become a place others come to learn, and that brings me great joy.

To me, coffee is more than a crop. It's a way of life. It's perseverance. And it's proof that with support, guidance, and belief in something greater, we can transform not just our land—but our futures.

"With a dream to follow in my father's footsteps, I saw potential where others saw waste."

**"COFFEE IS MORE THAN A CROP.
IT'S A WAY OF LIFE.
IT'S PERSEVERANCE"**



Selecta Coffee Fund BURUNDI

A Success Story in Sustainable Coffee and Empowering Women

The Selecta Coffee Fund's work in Burundi tells a powerful story of transformation where economic upliftment and environmental responsibility converge. Through the Sustainable Coffee Sourcing in Burundi project, Selecta, Pelican Rouge, SUCCAM, and the Rainforest Alliance have shown how smallholder coffee farmers can thrive amidst modern challenges.



FOOTPRINT

Reducing carbon emissions in coffee farming

Coffee production can leave a significant environmental footprint, often contributing to greenhouse gas emissions. In Burundi, traditional farming methods have relied heavily on chemical fertilizers, which can be both costly and harmful to the environment. The Selecta Coffee Fund addressed this by implementing agroforestry practices, which involve planting shade trees to protect coffee plants while naturally absorbing carbon from the atmosphere. By promoting smarter fertilizer management, the project achieved a 20% reduction in emissions, proving that small adjustments can lead to significant environmental benefits.



HANDPRINT

Empowering women and strengthening communities

Empowering women is at the heart of the Fund's efforts in Burundi. The Empowering Women in Smallholder Coffee Farms program has made strides in advancing gender equality. Over 540 households were trained in sustainable practices, with an additional 2,700 households engaged through farmer-to-farmer training. This initiative established 19 Village Savings and Loan Associations, offering financial services to over 528 women and enabling them to participate in 48 income-generating activities. By fostering joint decision-making within households, the project has also contributed to a shift towards more inclusive community dynamics, building resilience at both the family and community levels.

Selecta Coffee Fund

BURUNDI



BLUEPRINT FOR THE FUTURE

A scalable model for success

The successes in Burundi lay the foundation for broader application in other regions. The project's achievements provide a blueprint for scaling sustainable practices and gender empowerment across the coffee sector. There is still work to be done, but with ongoing training, market access, and a focus on long-term resilience, Burundi's coffee sector is well-positioned to face future challenges, including climate change and market fluctuations. This holistic approach underscores the Selecta Coffee Fund's commitment to building a sustainable, inclusive, and resilient future for coffee farmers in Burundi and beyond.



Selecta Coffee Fund

HONDURAS

A model for sustainable coffee farming

In the misty hills of Honduras, Selecta's Coffee Fund is transforming coffee farming into a sustainable and resilient practice. We help smallholder farmers tackle climate challenges while improving their livelihoods, setting an inspiring precedent for the global coffee industry.

FOOTPRINT



Reducing carbon emissions through regenerative agriculture

Conventional coffee farming often leaves a heavy environmental footprint, but Selecta's initiative in Honduras is different. By training 450 households in regenerative agriculture, the project has shifted away from synthetic fertilizers to bio-stimulants, reducing emissions by over 30% and cutting CO2 output by 3,547 metric tons per hectare. Additionally, farmers have planted over 6,000 shade trees, sequestering an additional 2 metric tons of CO2 per hectare annually, while creating resilient microclimates for the coffee plants.

HANDPRINT



Building resilience and diversifying income

Through this project, farmers have learned to cultivate coffee alongside other crops like avocado, macadamia, and citrus, providing new income streams and improving soil health. Agroforestry practices have led to a 13% increase in yields and strengthened water retention, which is vital in the face of climate change. Farmers also received training in bio-stimulants, enhancing soil fertility naturally and reducing dependence on costly synthetic inputs.

Selecta Coffee Fund

HONDURAS



BLUEPRINT FOR THE FUTURE

Scaling regenerative practices

The future of coffee farming in Honduras is at risk, with climate change threatening to render 45% of current coffee-growing land unsuitable by 2050. Selecta's work offers a scalable model for transitioning to regenerative agriculture worldwide. By supporting farmers in diversifying crops and building markets for these products, Selecta ensures that both environmental and economic sustainability go together. Education and capacity-building remain at the core, equipping farmers to manage diversified systems and become stewards of their land, paving the way for a sustainable coffee future.



Selecta Coffee Fund VIETNAM

Promoting sustainable coffee farming

In Vietnam's vibrant coffee-growing region, Selecta's Coffee Fund, in collaboration with Sucafina, is reshaping the future of coffee. With a focus on reducing carbon emissions and strengthening the economic resilience of smallholder farmers, this partnership goes beyond conventional farming, bringing responsible sourcing and sustainable practices to the forefront. Together, we are pioneering a coffee industry that supports both the environment and the communities that rely on it.



FOOTPRINT

Reducing carbon emissions for a greener coffee

The environmental impact of coffee farming in Vietnam is significant, with 92% of emissions arising from farming activities due to synthetic fertilizers and energy usage. To combat this, Selecta has implemented regenerative agriculture practices and planted 6,000 shade trees capable of sequestering 20 kilograms of CO₂ each per year. Over two decades, these trees will absorb over 2,040 metric tons of CO₂, significantly reducing the carbon footprint of coffee production. With the introduction of bio-stimulants and organic fertilizers, we're further decreasing reliance on synthetic chemicals, aiming to cut annual emissions by 102 metric tons and setting new standards for sustainable coffee.



HANDPRINT

Empowering farmers with resilience and new opportunities

The project's impact extends beyond carbon reduction by improving the economic resilience of coffee-growing communities. With farms averaging less than a hectare, Selecta's initiatives in regenerative agriculture have enhanced productivity, yielding 7 to 9 kilograms of cherries per tree, for a total of 1.4 million kilograms of coffee annually. This has enabled farmers to access premium markets, increasing household coffee income to \$3,679 annually, and total income to \$5,187. Additionally, the introduction of fruit trees like durian and macadamia has diversified income sources, helping farmers navigate market volatility and climate challenges.



BLUEPRINT FOR THE FUTURE

Scaling success and building resilience

Selecta's Vietnam project is more than just a success story—it's a blueprint for sustainable coffee farming. By pairing carbon reduction with community empowerment, the initiative proves that farming can be both eco-friendly and economically viable. Moving forward, we're committed to scaling these efforts, with plans to expand training, enhance agroforestry practices, and optimize water and soil management. Lessons learned, such as timing tree planting to improve survival rates during dry seasons, will ensure continued success. Our goal is clear: create a replicable model that balances sustainability with profitability, paving the way for a greener, more resilient coffee industry in Vietnam and beyond.

Selecta Coffee Fund

COLOMBIA

Cultivating the future: the Triple C Project's bold vision for low-carbon, sustainable farming in Colombia

In 2024, a fresh initiative has begun to take root in the terraced highlands of Colombia. The Triple C Project is set to redefine coffee farming for a new era, transforming ways coffee is grown and the very nature of being a coffee farmer in the 21st century. At the helm of this ambitious project is a coalition of SUCDEN, Global Cafés, Solidaridad, and the Selecta Coffee Fund, each bringing distinct expertise to equip farmers with the tools to secure their livelihoods in a rapidly changing world.



FOOTPRINT

Building a low-carbon coffee landscape

Colombian coffee farmers are no strangers to the pressures of modern coffee production: volatile markets, steep production costs, and the ever-shifting climate. Now, these familiar challenges come with an urgent twist. Soil depletion, dependence on chemical fertilizers, and rising temperatures threaten to destabilize coffee's future. The Triple C Project offers a refreshingly grounded approach to this problem. It's an approach rooted in commonsense sustainability, reducing reliance on synthetic fertilizers by integrating local, organic inputs—like shade trees, agroforestry, and natural compost. Shade trees serve a vital role: they shield coffee plants from intense weather, boost soil health, and foster biodiversity, while capturing carbon and reducing the carbon intensity of the coffee yields.

This model of farming offers a resilient, balanced path forward, reducing emissions and creating ecosystems that can weather the challenges ahead.



HANDPRINT

Empowering communities and inspiring the next generation

In Colombia, coffee is a cultural cornerstone, intertwined with daily life and community identity. The Triple C Project understands that for coffee to thrive, the communities that cultivate it must thrive as well. Key to this vision is empowering those who often face the most challenges: women farmers. Through community-based savings and loan associations, the project creates a foundation where women can pool resources, access microloans, and invest directly into their farms, enhancing both economic resilience and local networks of support.

The project also tackles the crucial issue of young people migrating from rural coffee farms to urban centres, drawn in by the promises of city jobs. The future of coffee farming depends on reversing this trend. The Triple C Project provides mentorship, modern skills, and sustainable farming techniques to reimagine coffee farming as a viable and rewarding career for young Colombians. By equipping the next generation with the right tools and opportunities, the project aims to make coffee farming a meaningful livelihood, not just a survival choice.

Selecta Coffee Fund

COLOMBIA



BLUEPRINT FOR THE FUTURE

Lasting change

Supported by the Selecta Coffee Fund, the Triple C Project outlines a vision for Colombia's coffee sector that is both practical and ambitious. This future-oriented blueprint is designed to help farmers meet strict sustainability standards, ensure market access, and generate new income through carbon credits. The initiative equips farmers with data-driven tools to track productivity, soil health, and emissions, enabling them to reduce costs and face challenges head-on. Comprehensive training in resilient farming and business management ensures that these farmers are prepared not just to survive but to prosper.

In a country where coffee has symbolized endurance and tradition for generations, the Triple C Project is building a future where Colombia's coffee farms remain fertile and productive for the long haul. By fostering a sustainable way of farming that nurtures both land and community, the project preserves a heritage, a livelihood, and a distinctive connection to the land that binds generations of Colombian coffee growers.





Selecta Coffee Fund

VOICES FROM THE FIELD

**Told by Blanca Isabel Ángel Morales,
Coffee Farmer – El Granadillo, Colombia**

My name is Blanca Isabel Ángel, and I've been a coffee farmer for over 42 years. El Granadillo, my farm in La Plata, Huila, sits at 1,848 metres above sea level—and it's not just where I work, it's where my life unfolds.

I started with 1,000 coffee trees passed down through my family. From the moment I inherited them, I knew coffee was my path. Over the years, I expanded the farm, focusing on the Colombia variety for its strength and productivity.

Today, I work side-by-side with my son and my nephew, who help with the day-to-day running of the farm.

Even though I face some health challenges, I haven't slowed down. I'm more committed than ever to growing quality coffee—coffee that reflects not just tradition, but resilience and care for the land.

With the support of the Triple C Project and Succden, I've received valuable training that's helped me adapt to changing climate conditions.

Farming isn't what it used to be. The weather patterns have shifted, the soil behaves differently, and harvest seasons are less predictable.

But I've learned to work with nature, not against it. I use shade trees to protect the soil, and I carefully manage fertilisers to maintain its strength.

Sustainability, for me, is not a trend—it's survival.

I take pride in being a voice in my community for responsible farming. I believe that looking after the land is the only way to ensure future generations can continue growing coffee—and that the coffee we produce connects us to people around the world.

Every cup of coffee that leaves El Granadillo carries part of my story. It's a symbol of dedication, of love for the land, and of the deep roots that bind our work to something greater.



**“MY LIFE,
MY LAND,
MY COFFEE”**



Social impact at origin

THIS SIDE UP

At Selecta, coffee is more than a daily ritual — it's a powerful driver for social impact. In 2024, we proudly continued our partnership with **Change Please**, ensuring that 100% of profits from this exceptional coffee go directly toward supporting individuals experiencing homelessness. Through training, employment, and housing, every cup creates new possibilities.

But our commitment doesn't stop there. In 2024, we introduced a new social impact initiative in collaboration with **This Side Up** — a coffee importer pioneering radical transparency and traceability in the supply chain.

PROOF OF COMMITMENT →

Our efforts are focused on ensuring that 100% of profits from Change Please are directed towards supporting homeless individuals.

Support local farmers across countries. Compensating all fairly.

2024 MILESTONES →

Together with This Side Up, we're helping customers like KLM and the City of Amsterdam serve ethically sourced coffee that is fully traceable — from farm to cup. This initiative supports over 5,000 farmers across 14 countries, all of whom are visible, accessible, and fairly compensated. The coffee is roasted locally by BYBO Coffee in Amsterdam, where customers receive a personalised digital footprint (or coffee passport) detailing the origin, farmer data, processing, pricing, and contracts.

OUR JOURNEY AHEAD 2024-2026 →

We're expanding our social impact footprint across Europe — making room for coffee that doesn't just taste good but does good too.



06

ABOUT THIS REPORT



Report scope

The scope of the report covers all wholly owned subsidiaries in which Selecta Group AG in Liquidation has majority shareholdings and significant influence on operation.

Subsequent Events

As a subsequent event, Selecta Group AG transferred its shares in Selecta Group B.V. to Seagull BidCo Limited (UK), the new immediate parent. Following this transfer, Selecta Group AG will be liquidated. Ultimate control has passed to a new group of institutional investors. From 2025 onward, sustainability reporting will be consolidated under Seagull BidCo Limited (UK).

Standards we work with:

Global Reporting Initiative (GRI)

The Global Reporting Initiative (GRI) is an international independent organization that helps businesses, governments, and other organizations understand and communicate their impacts on issues such as climate change, human rights, and corruption. The GRI Standards are designed to be a common global language for organizations to report on these impacts, providing a standardized framework for sustainability reporting.

Key points:

- **Universal standards:** Include general disclosures and management approach disclosures applicable to all organizations.
- **Topic-specific standards:** Cover specific economic, environmental, and social topics.
- **Transparency and accountability:** Enhance the credibility and comparability of sustainability reports.

Sustainable Development Goals (SDGs)

The Sustainable Development Goals (SDGs) are a collection of 17 global goals set by the United Nations General Assembly in 2015 for the year 2030. They are part of the UN's 2030 Agenda for Sustainable Development, which aims to address a wide range of global challenges,

including poverty, inequality, climate change, environmental degradation, peace, and justice.

Key Points:

- **17 Goals:** Include specific targets for each goal, with a total of 169 targets and 232 indicators.
- **Global Blueprint:** Provide a shared blueprint for peace and prosperity for people and the planet.

Integrated and indivisible:

Recognize that action in one area will affect outcomes in others, and that development must balance social, economic, and environmental sustainability.

By adhering to these standards, we ensure that our sustainability practices are transparent, comprehensive, and aligned with global efforts to create a more sustainable and equitable world.

Period

This report covers the period from January 1, 2024, to December 31, 2024. Reference years may go back to 2018, varying by subject and depending on available data.

The reporting cycle is on an annual basis.

This report is the seventh edition.

Publication

This report was published August 27, 2025.

Contact

For questions or comments on the content of this report, please contact Adrian Mourarach, Environmental Specialist or Andreas Fetscher, Commercial Value Director. Please see the contact details in the colophon.

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Colophon
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Disclosure of consolidated entities

As of 31 December 2024, Selecta Group AG in Liquidation indirectly held a 100% ownership interest in the following subsidiaries through its wholly owned subsidiary, Selecta Group B.V. These entities are fully consolidated in the Group's financial statements for the year then ended.

Legal Name of Subsidiary	Place of Incorporation (or registration)	Owner-ship % 31 Dec 2024	Owner-ship % 31 Dec 2023	Principal Activities	Change	Change brw 31 Dec 2024 and 31 Dec 2023
Selecta Betriebsverpflegungs GmbH	Austria	100	100	Vending	-	
Selecta Belgium N.V.	Belgium	100	100	Vending	-	
Selecta NV	Belgium	100	100	Dormant	-	
Selecta A/S	Denmark	100	100	Vending	-	
Selecta Finland OY	Finland	100	100	Vending	-	
Selecta Holding SAS	France	100	100	Holding	-	
Selecta SAS	France	100	100	Vending	-	
Selecta Deutschland GmbH	Germany	100	100	Vending	-	
W Selecta GmbH	Germany	100	100	Holding	-	
Selecta Ireland Vending Solutions Ltd	Ireland	100	100	Vending	-	
Selecta Refreshments LTD	Ireland	100	100	Dormant	-	In process of liquidation
Selecta Italia S.p.a.	Italy	100	100	Vending	R	
Selecta Luxembourg SARL	Luxembourg	100	100	Vending	-	
Pelican Rouge B.V.	Netherlands	100	100	Holding	-	
Pelican Rouge Coffee Roasters B.V.	Netherlands	100	100	Vending	-	
Pelican Rouge Group B.V.	Netherlands	100	100	Holding	-	
Selecta AF B.V.	Netherlands	100	100	SPE	-	
Selecta Financing B.V.	Netherlands	100	100	Holding	-	
Selecta Netherlands B.V.	Netherlands	100	100	Vending	-	
Selecta Norway AS	Norway	100	100	Vending	-	
AB Servicios Selecta Espana SLU	Spain	100	100	Vending	-	
Nordis Social Coffee SLU	Spain	100	100	Vending	-	
Servecave SLU	Spain	100	100	Holding	-	
Selecta AB	Sweden	100	100	Vending	-	
Selecta Nordic Holding AB	Sweden	100	100	Holding	-	
Selecta AG	Switzerland	100	100	Vending	-	
Selecta Group Management AG	Switzerland	100	100	Holding	-	
Selecta Trading s.r.o	Slovakia	100	100	Dormant	-	In process of voluntary strike off
Express Vending Limited	United Kingdom	100	100	Vending	-	In process of liquidation
GEM Vending Limited	United Kingdom	0	100	Dormant	D	Dissolved
Selecta Finance UK Limited	United Kingdom	100	100	Holding	-	
Selecta Refreshments LTD	United Kingdom	0	100	Dormant	D	Dissolved
Selecta U.K. Limited	United Kingdom	100	100	Vending	-	
Selecta UK Holding Ltd	United Kingdom	100	100	Holding	-	

Legend

N	Newly acquired or incorporated
S	Sold
D	Dissolved or in process of voluntary strike off
M	Merged
R	Renamed
-	No change

07

APPENDIX

Appendix

OUR APPROACH, EXPLAINED

Sustainability isn't just about ambition — it's about how we put that ambition into action. In this appendix, we open the engine room. From telemetry and telematics to Scope 1, 2, and 3 emissions, circularity programs, and inclusive employment, we break down the technical pillars behind our progress. Whether you're here for the data, the systems, or the strategy, this is where we make it tangible — so you can see exactly how our actions add up.

- Scope 1, 2, 3 explained
- Prekitting
- Telematics
- Telemetry
- Selecta Supplier Selection Process
- Selecta Diversity & Inclusion program
- Insetting & Offsetting
- Selecta Circular Program
- Selecta Coffee Fund & Triple-C



Scope 1, 2, and 3 emissions explained...

At Selecta, we are committed to understanding and managing our greenhouse gas (GHG) emissions comprehensively. To achieve this, we categorize our emissions into three scopes: Scope 1, Scope 2, and Scope 3. Here's how we break down these categories:

Scope 1 Emissions - direct emissions

Scope 1 emissions are the direct emissions from sources that we, Selecta, own or control. These emissions come from activities that we directly engage in and can manage.

Examples

- Fuel Combustion - emissions from burning fossil fuels in our company-owned vehicles and heating (gas and oil).

Scope 2 Emissions - indirect emissions from energy

Scope 2 emissions are the indirect emissions from the consumption of purchased energy. These emissions occur at the site where the energy is generated, but we are responsible for them because we use the energy in our operations.

Examples

- Purchased electricity - emissions from the electricity we buy from the grid to power our operations and EVs.
- Purchased steam or heating - emissions from steam or heating that we buy from an external provider to heat our facilities.

Scope 3 Emissions - other indirect emissions

Scope 3 emissions are all other indirect emissions that occur in our value chain. These emissions are a consequence of our activities but occur from sources not owned or directly controlled by us. Scope 3 is often the largest category and includes a wide range of activities.

Examples

Upstream activities

- Purchased goods and services - the emissions produced during the creation of goods and services that we buy.
- Capital goods - long-term assets like equipment and machinery that we buy for production, which are used over several years.
- Fuel and energy-related activities - the process of making energy sources usable at Selecta and the losses during energy transmission and distribution to our locations.

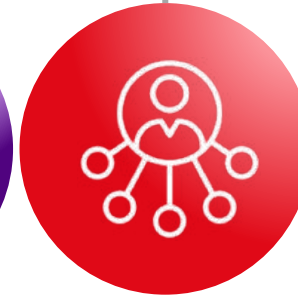
- Upstream transportation and distribution - the emissions from transportation companies we pay to deliver our goods by truck, rail, sea, or air.
- Waste generated in operations - the emissions linked to creating, recycling, and composting our solid waste.
- Business travel - the emissions from our employees traveling for work, including flights and car rentals.
- Employee commuting - the emissions from our employees traveling to and from work.
- Upstream leased assets: The impact of leasing equipment or buildings for our use.

Downstream activities

- Use of sold products - this includes the emissions from the use of products sold by Selecta. In our case, it includes the indirect emissions from customers using the coffee sold by Pelican Rouge Coffee Roaster.
- End-of-life treatment of sold products - this includes the emissions from the disposal of sold coffee by Selecta.

Did you know?

PREKITTING



OPTIMIZED ROUTE PLANNING

- By preassembling kits, we streamline the restocking process, reducing the time spent at each location.
- Telemetry data from our vending machines allows us to plan the most efficient routes, minimizing travel distances and fuel consumption.



REDUCE VEHICLE LOAD

- Prekitting ensures that only the necessary items are carried, reducing the overall weight of the service vehicles.
- Lighter vehicle loads contribute to lower fuel consumption and decreased emissions.



INCREASED SERVICE EFFICIENCY

- With pre-packaged kits, service technicians can complete their tasks more quickly and efficiently.
- This efficiency reduces the number of trips needed, further cutting down on fuel usage and emissions.



MINIMIZED WASTE & IMPROVED INVENTORY MANAGEMENT

- Prekitting helps in precise inventory management, ensuring that only required quantities are transported.
- This reduces overstocking and waste, contributing to overall sustainability efforts.

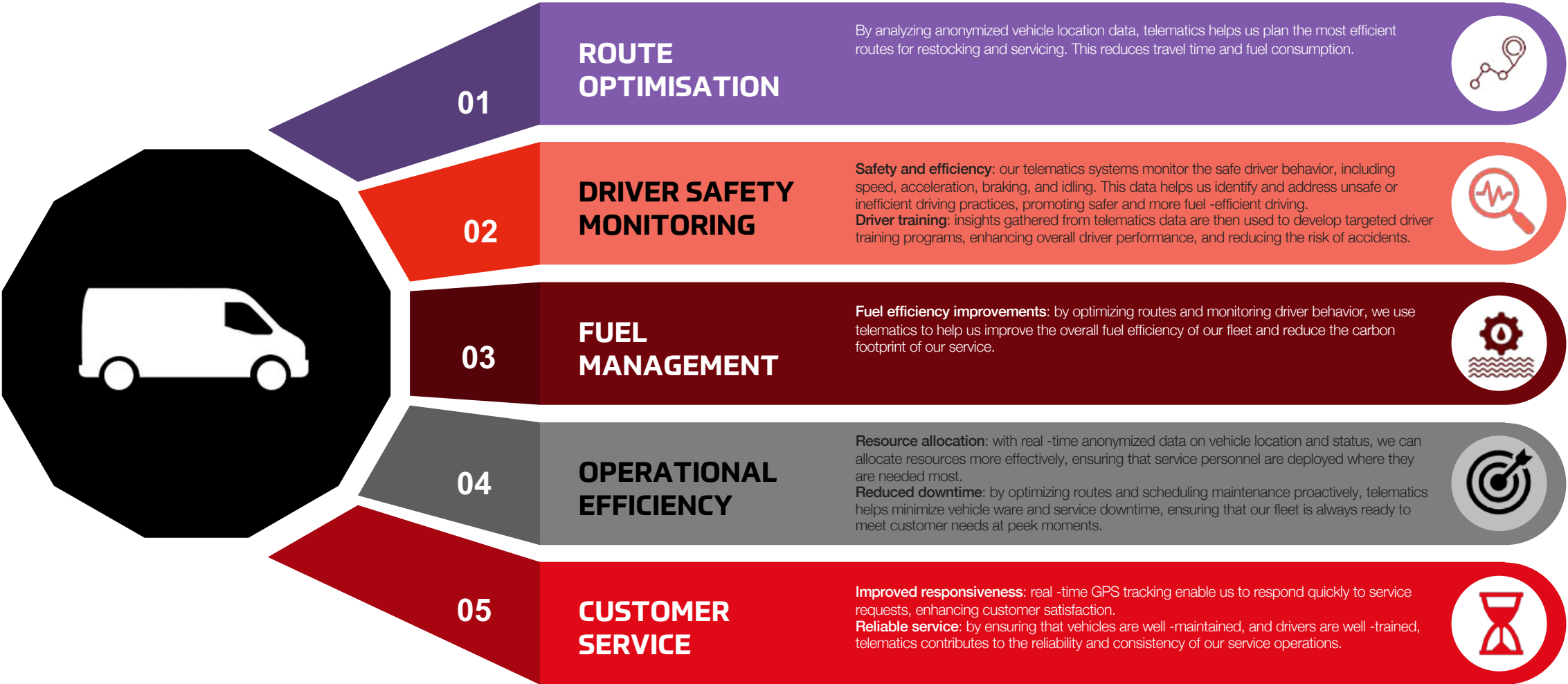


ENHANCED OPERATIONAL COORDINATION

- Centralized preparation of kits allows for better coordination and planning, ensuring optimal use of resources and minimizing unnecessary trips.

Telematics explained...

Telematics is an essential tool for optimizing fleet operations and enhancing service efficiency. By providing real-time data on vehicle location, driver behaviour, fuel consumption, and vehicle health, telematics helps us reduce costs, improve safety, and deliver superior service to our customers. This technology not only supports operational excellence but also aligns with our commitment to sustainability and customer satisfaction.



Important Note: the driver identity is always respected and subject to GDPR guidelines. Therefore, only vehicle identification is used, ensuring that drivers remain anonymous.

Did you know?

TELEMATICS

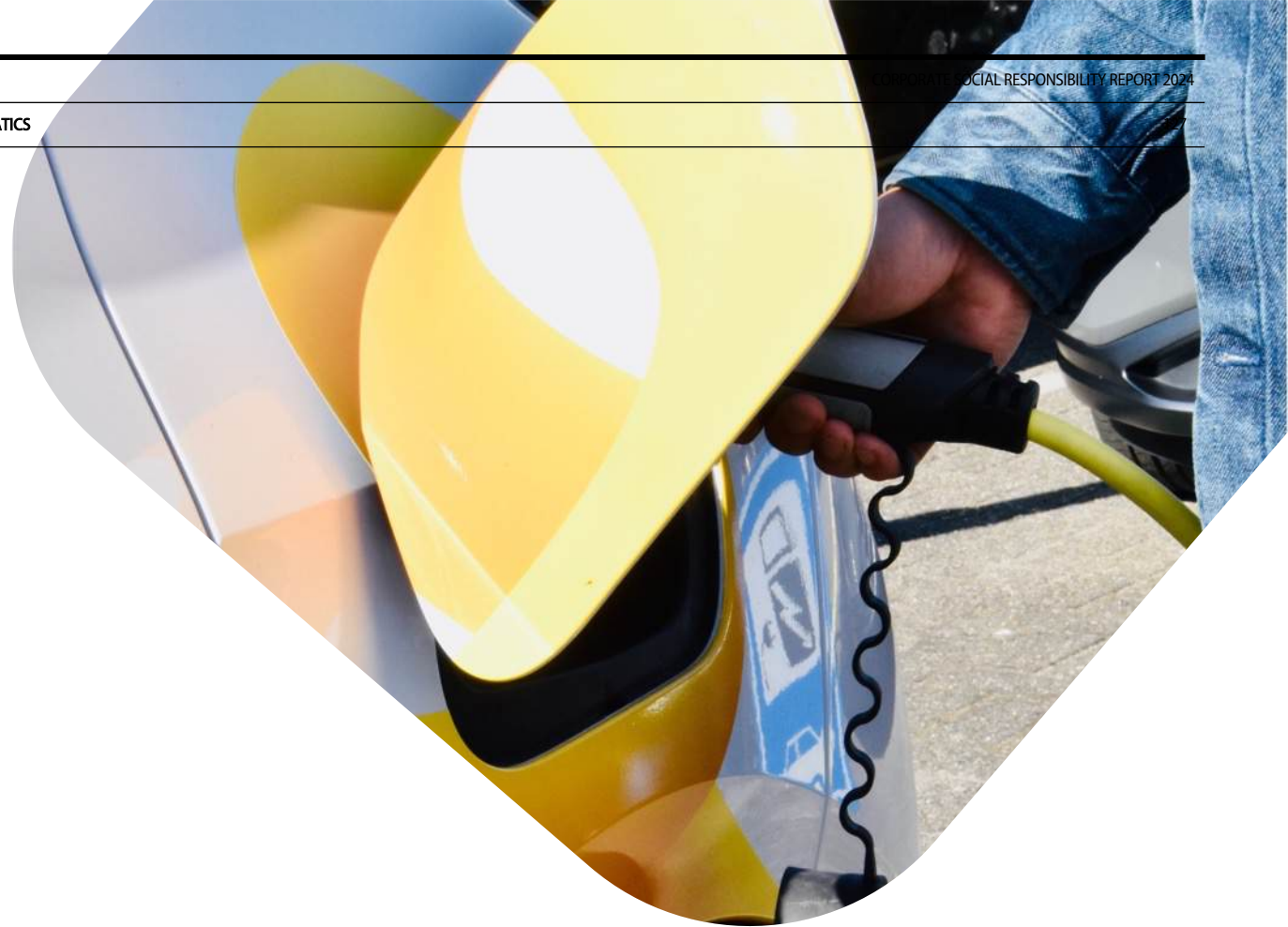
Impact of Telematics on fuel efficiency and carbon reduction

We examined the impact of telematics on fuel efficiency and carbon emissions by comparing two teams: Team A with a high telematics score and Team B with a low telematics score. To ensure a fair comparison, both teams were standardized on key technical factors, including van type, age, model, and route type.

The driver's telematics score was determined based on various driving metrics such as speeding, harsh braking, idling, and overall driving behaviour.

The results were compelling. Team A, which achieved a high telematics score, successfully reduced diesel consumption by over 160 litres over a distance of 20,000 km. This reduction translated to a significant saving of 430 kgCO₂e.

The study conclusively demonstrates that telematics is an effective tool for monitoring and improving driver behaviour, leading to substantial reductions in fuel consumption and carbon emissions. The implementation of telematics not only enhances fuel efficiency but also contributes positively to environmental sustainability.

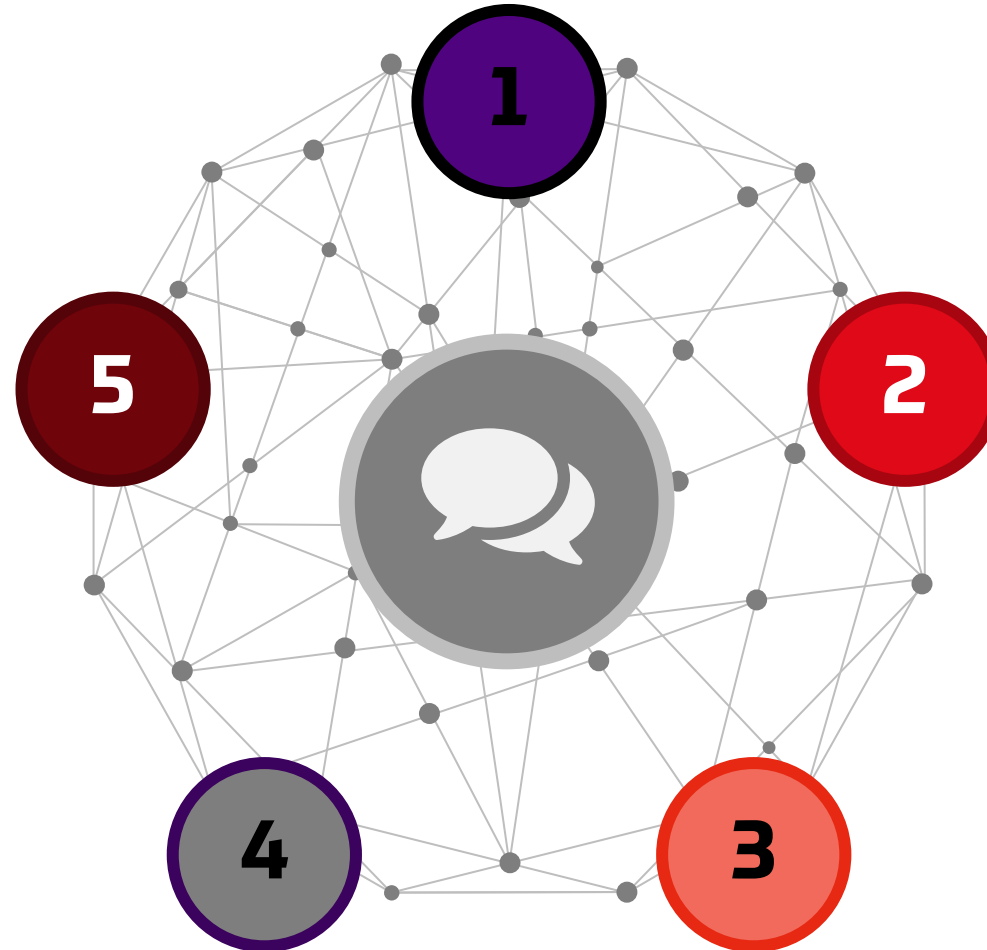


Telemetry explained...

For Selecta, telemetry is a powerful tool that enhances inventory management and machine performance. By providing real-time data, predictive maintenance capabilities, and operational insights, telemetry helps us ensure that our vending machines, smart fridges, coffee machines and other self-serve retail solutions, are always well-stocked, operational, and efficient. This technology not only improves the customer and consumer experience but also supports our commitment to sustainability and operational excellence.

05 - DATA-DRIVEN DECISIONS

- **Operational insights** - Telemetry provides valuable data that can be analysed to gain insights into usage patterns, consumer preferences, and machine performance. These insights help us make informed decisions about inventory management, machine placement, and service strategies.
- **Sustainability** - by optimizing routes, reducing unnecessary service visits, and ensuring efficient operation of machines, telemetry contributes to our sustainability goals by minimizing the environmental impact of our operations.



01 - INVENTORY MONITORING

- **Real-time data collection** - Telemetry systems collect data on stock levels in our machines. This real-time data helps us ensure that machines are always well-stocked and ready to meet consumer demand.
- **Automated alerts** - when stock levels fall below a certain threshold, the system sends automated alerts to the central management system, prompting timely restocking and reducing the risk of stockouts.

02 - PERFORMANCE MONITORING

- **Machine diagnostics** - Telemetry provides detailed information on the performance and health of machines. It monitors key parameters such as temperature, energy consumption, and operational status, ensuring that all equipment is functioning optimally.
- **Predictive maintenance** - by analysing data from sensors, telemetry can predict potential issues before they lead to machine failures. This proactive approach helps minimize downtime and ensures that machines are always available for use.

03 - EFFICIENCY IMPROVEMENTS

- **Route optimization** - Telemetry data can be used to optimize restocking routes for service personnel. By knowing which machines need attention and where they are located, we can plan the most efficient routes, saving time and fuel.
- **Resource allocation** - with detailed insights into machine usage patterns, we can allocate resources more effectively, ensuring that high-demand locations receive priority service.

04 - CONSUMER EXPERIENCE

- **Consistent availability** - by maintaining optimal stock levels and ensuring that machines are always operational, telemetry enhances the consumer experience. Consumers can rely on our machines to provide their favourite snacks, drinks, and coffee without interruption.
- **Quality assurance** - continuous monitoring of machine performance ensures that products are stored and dispensed under optimal conditions, maintaining product quality and safety.

Our Supplier Selection Process explained ...

Our ethical supply chain approach is a comprehensive system designed to ensure that our suppliers adhere to the highest standards of ethics and responsibility. Through our detailed selection process, risk assessment system, and the use of advanced tools like Ignite, we are committed to maintaining a supply chain that is not only efficient and reliable but also ethical and socially responsible.

Supplier traffic light risk assessment system

Our supplier traffic light risk assessment system categorizes suppliers based on their risk levels.

- **Green** - low risk, compliant with all standards.
- **Yellow** - medium risk, with some areas requiring improvement.
- **Red** - high risk, non-compliant, requiring immediate action or reconsideration of partnership.

This system helps us prioritize and manage our supplier relationships effectively, ensuring continuous improvement and compliance.

Ignite - human rights risk identification

Ignite is a crucial component of our supply chain management, required by our customers to ensure comprehensive Human Rights risk identification. This tool utilizes advanced methodologies to:

- **Identify risks** - Ignite helps pinpoint potential Human Rights risks within the supply chain, ensuring proactive management and mitigation.
- **Compliance assurance** - it ensures that all suppliers comply with international Human Rights standards, maintaining the integrity of our supply chain.
- **Continuous monitoring** - Ignite provides ongoing monitoring and reporting, allowing us to address any issues promptly and maintain high ethical standards.

By integrating Ignite into our supply chain management, we enhance our ability to protect Human Rights and ensure ethical practices throughout our operations.



SUPPLIER CODE OF CONDUCT (COC)

Our Supplier Code of Conduct serves as the foundation of our engagement with suppliers. It sets out the ethical, environmental, and social standards we expect all our suppliers to adhere to, ensuring alignment with our values and business practices.



SUPPLIER SELF-ASSESSMENT QUESTIONNAIRE (SSAQ)

Process identification - the SSAQ is used to identify and evaluate the processes that suppliers have in place to meet our standards. This self-assessment helps us understand their current practices and areas that may need improvement.



SUPPLIER SOCIAL RESPONSIBILITY ASSESSMENT (SSRA)

Reputational risk assessment - the SSRA involves a thorough assessment of the supplier's social responsibility practices, evaluating their commitment to ethical operations and potential reputational risks. This ensures that our suppliers are aligned with our ethical



SOCIAL RISK EVALUATION

Human rights risks assessment - this step focuses on assessing risks associated with Human Rights violations within the supply chain. It is crucial for identifying areas where intervention may be needed to uphold Human Rights and prevent violations.



SUPPLIER SELECTION

Based on the evaluations from the SSAQ, SSRA, and Social Risk Evaluation, we make informed decisions on supplier selection. This ensures that we partner with suppliers who meet our stringent ethical standards and contribute positively to our supply chain integrity.

Our diversity & inclusion program explained...

Selecta - A journey of inclusion and growth

At Selecta, we believe that our people are the heart of our success. We are dedicated to creating a dynamic, inclusive, and supportive work environment where everyone can thrive. Our commitment to equity, diversity, and inclusion is reflected in every aspect of our operations, from recruitment to career development.

Selecta's diversity and inclusion program - fostering equality and empowerment

At Selecta, we are deeply committed to creating an inclusive, equitable, and diverse workplace where every employee feels valued and respected. Launched in 2022, our Diversity and Inclusion Program is designed to ensure that all our employees thrive, regardless of their background or identity. This program is a cornerstone of our corporate culture, reflecting our dedication to equality and fairness across all aspects of our operations.

We believe that diversity and inclusion are essential to a positive work environment and lead to better outcomes for our people and our business. We are committed to:

1. *Encouraging diversity and inclusion* - we promote a diverse and inclusive culture at Selecta, where all individual's contributions are recognized and valued. We ensure a workplace free from bullying, harassment, and unlawful discrimination.
2. *Creating a supportive environment* - we provide training for leaders and employees about their rights and responsibilities under our diversity and inclusion policy. We foster a respectful environment where differences are celebrated.
3. *Fair recruitment and promotion practices* - our recruitment and promotion processes are designed to be fair and inclusive. We ensure gender-balanced candidate slates and interview panels, and we prioritize diverse candidates when they are equally qualified.
4. *Equal compensation* - we adhere to the principle of Equal Pay for Equal Work, ensuring that all employees are compensated fairly based on their role and performance, without discrimination.

Specific actions for recruitment and promotion

To foster diversity in recruitment, we

- Include equal opportunity statements in job postings.
- Ensure job descriptions are neutral and inclusive.
- Require head-hunters to present a gender-balanced slate for leadership positions.
- Target a balanced representation of candidates in interviews.
- Use diverse interview panels to provide various perspectives.

For internal promotions, we

- Maintain gender-balanced candidate slates for leadership roles.
- Encourage applications and nominations from diverse candidates.
- Implement succession planning with a focus on developing diverse talent.

Fairness in Compensation

We are committed to fair compensation practices, ensuring that pay is based solely on performance and role requirements, without influence from non-merit factors such as gender, ethnicity, or sexual orientation.

Enforcement and monitoring

Our Group Diversity & Inclusion Working Group regularly tracks and monitors adherence to this policy, ensuring that our commitments translate into tangible actions.

Consequences of policy breach

We take all complaints seriously and handle them under our disciplinary procedures.

At Selecta, we believe that a diverse and inclusive workplace is fundamental to our success. By fostering an environment where everyone can thrive, we not only enhance our organizational performance but also contribute to a more equitable society. We invite you to be part of this journey and help us build a better, more inclusive future.

Insetting and Offsetting Emissions Programs explained...

In the context of achieving carbon neutrality for coffee production, Pelican Rouge employs both emissions insetting and offsetting programs.

Insetting programs

Insetting programs focus on reducing emissions within the company's own supply chain. This means implementing sustainability initiatives that directly reduce the carbon footprint of the production process, starting from the source. For Pelican Rouge, this involves:

- *Farm-Level interventions* - implementing sustainable farming practices that reduce emissions, such as agroforestry, organic farming, or precision agriculture. These practices can enhance soil health, increase biodiversity, and reduce the need for chemical inputs.
- *Supply chain improvements* - making changes within the coffee supply chain to reduce emissions, such as improving energy efficiency in processing facilities, optimizing transportation routes, or using renewable energy sources at various stages of production.
- *Partnerships with farmers* - working directly with coffee farmers to adopt practices that lower their carbon footprint. This might include training and support for implementing carbon-reducing techniques and technologies.

How carbon capture benefits farmers and companies

When farmers capture carbon on their land, they create carbon removal units. Companies can purchase these units, which means they are investing in sustainable farming practices. This helps reduce the companies' carbon emissions, making their coffee production more eco-friendly. At the same time, it provides extra income for farmers, improving their livelihoods. This creates a more sustainable and equitable coffee production process, benefiting both the environment and farming communities. It's a win-win situation for everyone involved.

Offsetting emissions

Offsetting emissions involves compensating for the carbon dioxide (CO₂) emissions produced by certain activities by investing in projects that remove or reduce an equivalent amount of CO₂ from the atmosphere. Essentially, it's a way to balance out the emissions that cannot be eliminated. This is achieved through:

- *Carbon credits* - purchasing carbon credits from projects that reduce or capture CO₂, such as reforestation projects, renewable energy projects (like wind or solar farms), or methane capture projects.
- *Verified Carbon Standard (VCS)* - ensuring that the offset projects meet certain standards to verify their effectiveness in reducing CO₂ emissions.

Combined approach for carbon neutrality

Pelican Rouge's approach to achieving carbon neutrality for its coffee production involves a combination of both insetting and offsetting:

- *Insetting* - making systemic changes within the coffee supply chain to reduce emissions directly at the source, thereby decreasing the overall carbon footprint of their operations.
- *Offsetting* - investing in external projects that balance out the residual, unavoidable CO₂ emissions produced during coffee production and roasting.

By utilizing both strategies, Pelican Rouge not only compensates for the emissions it produces but also takes proactive steps to minimize future emissions, creating a more sustainable and environmentally responsible coffee production process.

Offset credits

HOW IT WORKS

CALCULATING CO2 EMISSIONS FOR COFFEE

First, we determine the CO2 emissions for our customer's coffee based on the following factors:

- Type of coffee: Arabica or Robusta
- Country of origin
- Amount of coffee: in kg
- Certifications
- Transport method
- Roasting process
- Packaging

If we expand the scope to include the journey from production to the store shelf, we also consider:

- customer's location
- Type of distribution

All this information is entered into our coffee calculator, which then calculates the CO2 emissions per kilogram of coffee and determines how many carbon credits are needed to offset these emissions.



REQUESTING CO2 CREDITS

Once we have all the data and the CO2 emissions have been calculated, we request the necessary carbon credits. These credits come from certified projects (Gold Standard or VERRA) and are obtained in collaboration with specialized external partners.

CERTIFICATION

Finally, the customer receives a certificate confirming the carbon compensation for their coffee.

Our Circular Program explained...

1. Refurbishment equipment

Our refurbishment option involves taking used equipment and fully repairing, updating, and cleaning it to make it as good as new. This process includes:

- *Full repairs* - fixing any mechanical or electrical issues to ensure optimal performance.
- *Updates* - upgrading components such as the user interface to the latest standards.
- *Deep cleaning* - thoroughly cleaning each machine to ensure it meets our high standards of hygiene and appearance.

2. Occasion equipment

For our occasion equipment option, we offer second-hand, used machines that have been tested and cleaned before installation.

- *Testing* - each machine is thoroughly tested to verify that it works properly.
- *Cleaning* - machines are cleaned to ensure they meet our standards for hygiene and appearance.

3. Scrap Equipment

For equipment that is no longer part of our core portfolio due to reasons such as the end of its lifecycle, damage, non-functionality, or excessive electricity consumption, we have a responsible disposal process:

- *Sales to third parties* - we offer scrap equipment for sale to third parties through Selecta Other Overhead (OOH).
- *Recycling* - equipment that cannot be sold is offered at low prices to raw material recycling companies.

This approach ensures that even at the end of its life, our equipment is handled in an environmentally responsible manner, reducing waste and promoting recycling.

Picture: Selecta Refurbished machines

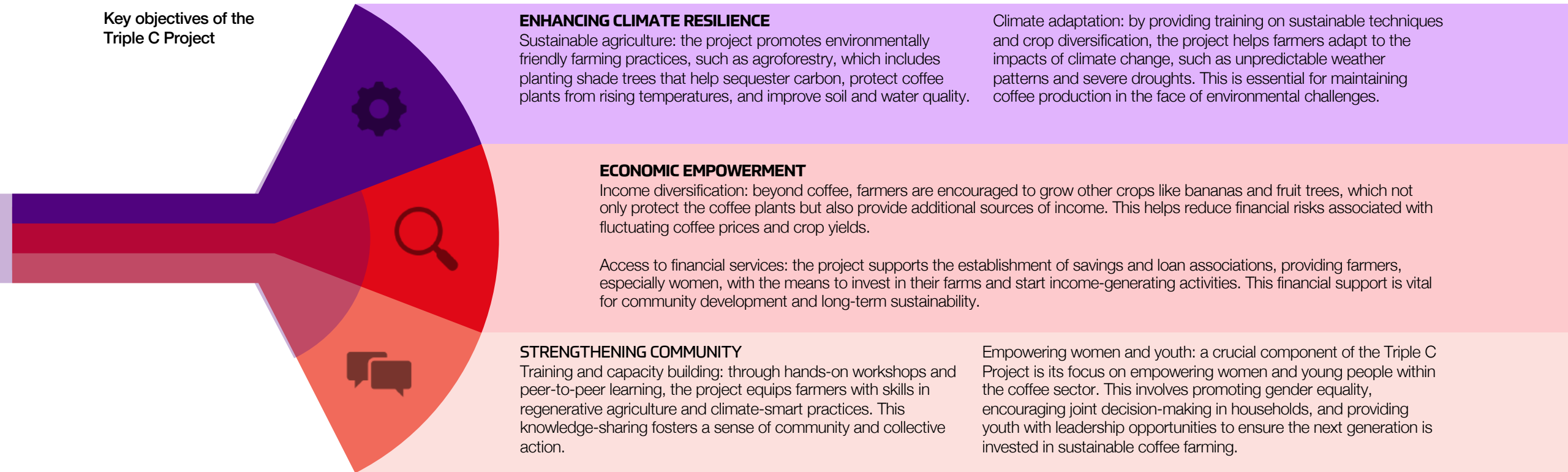


Did you know?

SELECTA COFFEE FUND

The Triple C Project, supported by SUCDEN and other partners, stands for “Coffee, Climate, and Community”. It is an initiative focused on building resilience among coffee-farming families in Colombia through sustainable practices. The project aims to address the interconnected challenges of climate change, economic stability, and community well-being within coffee-growing regions. The Triple C Project ultimately aims to create a sustainable, resilient coffee sector in Colombia that not only preserves the environment but also improves the livelihoods of coffee-farming families. Through its holistic approach, the project is helping build a thriving coffee community that is equipped to face future challenges while contributing positively to the local and global ecosystem.

Key objectives of the Triple C Project



Building trust, reducing risks, and accelerating ESG impact

CERTIFICATIONS AS STRATEGIC VALUE DRIVERS

Certification	Selecta Markets Covered	Coverage
ISO 9001 (Quality)	     	6 of 16 (37.5%)
ISO 14001 (Environment)	      	7 of 16 (43.75%)
ISO 22000 / FSSC 22000	 	2 of 16 (12.5%)
ISO 45001 (Health & Safety)		1 of 16 (6.25%)
IFS Logistics		1 of 16 (6.25%)
EU Organic / DE-ÖKO		1 of 16 (6.25%)
CO2 Performance Ladder		1 of 16 (6.25%)
Miljøfyrtårn (Eco-Lighthouse)		1 of 16 (6.25%)
SA8000 (Social Accountability)		1 of 16 (6.25%)
Stichting Positieve Impact	 (Voluntary ESG participation)	1 of 16 (6.25%)

Award

ECOVADIS

At Selecta, sustainability is embedded in everything we do, and our latest EcoVadis rating of 70/100 places us among the top 11% of companies assessed worldwide, reaffirming our commitment to responsible business practices. Our strong performance in key sustainability areas ensures that working with Selecta helps businesses achieve their own ESG goals.

Key highlights from our 2025 EcoVadis score

- **Environment:** 78/100 – our commitment to CO2 reduction, energy efficiency, and sustainable sourcing stands out, supported by initiatives like CO2-compensated coffee and plastic-free hydration solutions.
- **Sustainable procurement:** 75/100 – we integrate environmental and social criteria into our supply chain, ensuring ethical sourcing and responsible supplier practices.
- **Ethics:** 73/100 – robust policies on anti-corruption, data security, and compliance demonstrate our dedication to ethical business conduct.
- **Labour & Human Rights:** 64/100 – continuous efforts in employee well-being, diversity, and safe working conditions showcase our focus on responsible employment..

What is EcoVadis?

EcoVadis is a leading sustainability ratings platform that evaluates companies on their corporate social responsibility (CSR) and sustainability performance. The assessment covers four key areas: Environment, Labor & Human Rights, Ethics, and Sustainable Procurement. Companies are scored on a scale from 0 to 100, and the results provide a comprehensive overview of their sustainability practices. Achieving a high rating from EcoVadis is a significant indicator of a company's commitment to sustainable and ethical operations.



MATERIALITY TOPIC	PERFORMANCE METRIC	REPORTED VALUE	UNIT
ENERGY CONSUMPTION	Total energy consumed	114015,19	MWh
	Purchased non renewable electricity	9623,66	MWh
	Purchased renewable electricity	2025,84	MWh
	Self-generated renewable electricity	812,85	MWh
	Share of renewable electricity ¹	23	%
	District heating	964,80	MWh
	Fuel oil	5,53	MWh
	Natural gas	8437,97	MWh
	Bio Diesel	2161,39	litres
	Diesel (B7)	7925639,90	litres
CARBON IMPACT	Gasoline	1237357,68	Liters
	Total scopes 1 and 2 GHG emissions (market-based)	26727,41	tCO2e
	Total scopes 1 and 2 per euro turnover	23,35	grams of CO2e per euro
	Direct (Scope 1) GHG emissions	24298,84	tCO2e
	Stationary combustion	1804,14	tCO2e
	Fleet (owned & rented vehicles)	22494,70	tCO2e
	Scope 2	2428,57	tCO2e
	District heating	173,32	tCO2e
	Electricity	2255,25	tCO2e
	Total Scope 3 GHG Emissions	354813,26	tCO2e
	Upstream Emissions	250933,44	tCO2e
	Cat. 1 "Purchased Goods and services"	185295,63	tCO2e
	Cat. 2 "Capital goods"	47627,67	tCO2e
	Cat. 4 "Upstream transportation and distribution"	5896,83	tCO2e
	Cat. 5 "Waste generated in operations"	6332,99	tCO2e
	Cat. 6 "Business travel"	385,64	tCO2e
	Cat. 7 "Employee commuting"	5394,68	tCO2e
	Downstream Emissions	103879,82	tCO2e
	Cat. 11 "Use of sold products"	6389,12	tCO2e
	Cat. 12 "End-of-life of sold products"	6767,70	tCO2e
	Cat. 13 "Downstream leased assets"	90723,00	tCO2e
	Supply chain carbon intensity	309,80	grams of CO2e per euro
	Value chain carbon intensity ²	333,20	grams of CO2e per euro

MATERIALITY TOPIC	PERFORMANCE METRIC	REPORTED VALUE	UNIT
WASTE GENERATION	Hazardous Waste	246,06	Metric tons
	Battery waste	3,92	Metric tons
	General hazardous	26,41	Metric tons
	Lighting equipment	0,18	Metric tons
	Metal waste	79,38	Metric tons
	Oils/Paint waste	1,76	Metric tons
	Packaging waste (hazardous)	0,56	Metric tons
	Plastic waste	0,10	Metric tons
	WEEE	133,76	Metric tons
	Non-Hazardous Waste	11128,99	Metric tons
	Biowaste	354,65	Metric tons
	Cardboard	43,68	Metric tons
	Common waste	6792,09	Metric tons
	Glass waste	7,30	Metric tons
	Metal waste	348,20	Metric tons
	Packaging waste	84,54	Metric tons
	Paper/Cardboard	3027,48	Metric tons
	Recycled biowaste	419,00	Metric tons
	Wood waste	52,06	Metric tons
	Total waste generated	11375,06	Metric tons
WASTE MANAGEMENT	Waste Intensity per Revenue	9,93	grams per euro
	Composted	6,55	%
	Digested	0,25	%
	Incinerated	60,19	%
	Recovered (for energy)	0,15	%
	Recycled	32,86	%
	Landfilled	0,00	%
BIODIVERSITY	Sites adjacent to protected areas	0	Sites
WATER MANAGEMENT	Total water consumption ³	13720,19	m3
	Water use intensity	0,01	liters per euro

¹Based on total electricity volume (purchased + self-generated)

²Includes Scopes 1, 2 & 3 emissions.

³Figure refers to full-year 2023 data, which remains the most recent verified consumption total at the time of reporting.

MATERIALITY TOPIC	PERFORMANCE METRIC	REPORTED UNIT VALUE
DIVERSITY AND INCLUSION	Employees covered by Diversity Program	100 %
	Diversity of Leadership representation	28 %
EMPLOYEE DEVELOPMENT AND ENGAGEMENT	Training hours per employee	4,03 h
	Effective training completion rate ¹	96 %
	Cyber Security	97 %
	Cyber Security - Lesson 3	97 %
	Cybersecurity & Internal Threats	97 %
	Essential Coffee Knowledge	97 %
	Gifts & Entertainment	97 %
	IT Cyber Security - Lesson 4	96 %
	IT: Phishing	95 %
	Pelican Rouge Rebrand	97 %
	Selecta Principles	97 %
	Selecta Belief System	97 %
	Health & Safety	96 %
	Anti-Bribery & Corruption	97 %
	Code of Conduct & SpeakUp	88 %
	Sustainability at Selecta	97 %
OCCUPATIONAL HEALTH AND SAFETY	Number of hours worked	10.311.754,00 Hours
	Number of days lost to work-related accidents	5.578,00 Days
	Number of recordable work-related accidents	238,00 Cases
	Rate of recordable work-related accidents	4,62 Cases per 200,000 hours worked

MATERIALITY TOPIC	PERFORMANCE METRIC	REPORTED VALUE UNIT
SUSTAINABLE PRODUCTS	Mono-material packaging proportion	50 %
	Circular machines installed	15327 units
	Certified ² coffee sold	72 %
	Mono-material packaging produced	80531 kg
RESPONSIBLE SUPPLY CHAIN	Percentage of targeted suppliers with contracts that include clauses on environmental, labour, and human rights requirements ³	83,5 %
	Suppliers undergoing corrective actions or capacity building	0 count
	Buyers having received training on sustainable procurement	100 %
	Suppliers screened for social and environmental criteria	466 count

¹The remaining 4% reflects employees on long-term sick leave, maternity/paternity leave, or recent joiners still within their one-month onboarding period.
²Certified under FT, FTO, RA, or RAO schemes
³"Targeted" refers to suppliers under active ESG monitoring, based on risk and spend criteria, and focused on direct procurement categories.

DISCLOSURE TOPIC	KPI	GRI DISCLOSURE	DISCLOSURE REQUIREMENTS	SELECTA RESPONSE
Emissions	Direct (Scope 1) GHG emissions	GRI 305	a. Gross direct (Scope 1) GHG emissions in metric tons of CO2 equivalent.	a. 24298,84
Emissions	Direct (Scope 1) GHG emissions	GRI 305	b. Gases included in the calculation; whether CO2 , CH4 , N2O, HFCs, PFCs, SF6 , NF3 , or all	b. The Scope 1 emissions calculation includes only carbon dioxide (CO2), expressed in CO2-equivalent (CO2e) using Global Warming Potential (GWP) values from IPCC Assessment Report 6 (AR6).
Emissions	Direct (Scope 1) GHG emissions	GRI 305	c. Biogenic CO emissions in metric tons of CO c. 2 2 equivalent.	c. Not applicable: Selecta AG does not combust biomass or biofuels in its direct operations.
Emissions	Direct (Scope 1) GHG emissions	GRI 305	d. Base year for the calculation, if applicable, including: i. the rationale for choosing it; ii. emissions in the base year; iii. the context for any significant changes in emissions that triggered recalculation	d. Base year for the calculation i. rationale for choosing the base year The 2019 base year was selected as it represents a stable, pre-pandemic operational period. This ensures a reliable baseline for tracking long-term emissions reductions without distortions from unusual events like COVID-19. It reflects typical operational activities and emissions patterns for Selecta. ii. emissions in the base year Total Scope 1 GHG emissions in 2019 amounted to 46,095 tCO2e, including: Fleet emissions (owned & rented vehicles): the major contributor, reflecting fuel combustion in logistics and deliveries. Stationary combustion emissions: resulting from heating and coffee roasting. methodology used: Scope 1 emissions were calculated using the GHG Protocol, ensuring relevance, completeness, and transparency. The calculation follows the formula: Emissions (tCO2e)=Activity Data (l, m³, kWh)xEmission Factor (kgCO2e/unit) iii. context for any significant changes in emissions triggering recalculations There have been no significant structural changes or acquisitions that would trigger a recalculation of the base year.
Emissions	Direct (Scope 1) GHG emissions	GRI 305	e. Source of the emission factors and the global warming potential (GWP) rates used, or a reference to the GWP source.	e. Emission factors for Scope 1 emissions are sourced from DEFRA and other recognized international databases, ensuring accuracy and consistency in calculations. Global Warming Potential (GWP) values are based on IPCC Assessment Report 6 (AR6), which provides the most up-to-date conversion factors for expressing all greenhouse gases in CO2-equivalent (CO2e) terms.
Emissions	Direct (Scope 1) GHG emissions	GRI 305	f. Consolidation approach for emissions; whether equity share, financial control, or operational control.	f. Selecta AG applies the Operational Control Approach, accounting for 100% of emissions from operations under its direct control, irrespective of ownership structure.
Emissions	Direct (Scope 1) GHG emissions	GRI 305	g. Standards, methodologies, assumptions, and/or calculation tools used.	g. Scope 1 emissions originate from direct fuel combustion in operations under Selecta AG's control. These include: - Fleet emissions: Generated from fuel consumption in owned and leased vehicles used for logistics, service operations, and employee transportation. - Stationary combustion: Emissions from heating systems, boilers, and other fuel-burning equipment in company facilities. These emissions are calculated using DEFRA emission factors, based on fuel purchase records and fleet telemetry data.

DISCLOSURE TOPIC	KPI	GRI DISCLOSURE	DISCLOSURE REQUIREMENTS	SELECTA RESPONSE
Emissions	Energy indirect (Scope 2) GHG	GRI 305	a. Gross location-based energy indirect (Scope 2) GHG emissions in metric tons of CO equivalent.	a. The total gross location-based energy indirect (Scope 2) GHG emissions amount to 1197,42 metric tons of CO2-equivalent.
Emissions	Energy indirect (Scope 2) GHG	GRI 305	b. If applicable, gross market-based energy indirect (Scope 2) GHG emissions in metric tons of CO2 equivalent.	b. The total gross market-based energy indirect (Scope 2) GHG emissions amount to 1057,83 metric tons of CO2-equivalent, calculated using supplier-specific emission factors.
Emissions	Energy indirect (Scope 2) GHG	GRI 305	c. If available, the gases included in the calculation; whether CO , CH , N O, HFCs, PFCs, SF , NF , or all.	c. The Scope 2 emissions calculation includes only carbon dioxide (CO2), expressed in CO2-equivalent (CO2e) using Global Warming Potential (GWP) values from IPCC Assessment Report 6 (AR6).
Emissions	Energy indirect (Scope 2) GHG	GRI 305	d. Base year for the calculation, if applicable, including: i. the rationale for choosing it; ii. emissions in the base year; iii. the context for any significant changes in emissions that triggered recalculations of base year emissions.	d. Base year for the calculation i. rationale for choosing the base year The 2019 base year was selected as it represents a stable operational period before the COVID-19 pandemic. This ensures consistency in emissions tracking, reflecting typical electricity and heating consumption patterns, and providing a reliable benchmark for assessing energy efficiency and renewable energy initiatives. ii. emissions in the base year Total Scope 2 GHG emissions in 2019 amounted to 2,859 tCO2e, including: • Electricity consumption emissions, the primary contributor, calculated using market-based emission factors. • District heating emissions, associated with purchased heating for operational facilities. Electricity emissions were determined using market-based factors (e.g., DEFRA, EIB v11.3), while district heating emissions were calculated from utility data and corresponding emission factors. The methodology follows the GHG Protocol, ensuring transparency and completeness. iii. context for any significant changes in emissions triggering recalculations No recalculations were required, as no significant structural changes occurred that would impact Scope 2 emissions.
Emissions	Energy indirect (Scope 2) GHG	GRI 305	e. Source of the emission factors and the global warming potential (GWP) rates used, or a reference to the GWP source.	e. Scope 2 emissions result from purchased energy consumption and are categorized as follows: • Electricity consumption: Emissions generated from purchased electricity used in offices, warehouses, and operational facilities. • District heating: Emissions associated with purchased heat or steam supplied by external providers. These emissions are calculated using both location-based and market-based methods, depending on the availability of supplier-specific emission factors and renewable energy contract.
Emissions	Energy indirect (Scope 2) GHG	GRI 305	f. Consolidation approach for emissions; whether equity share, financial control, or operational control.	f. Selecta AG applies the Operational Control Approach, accounting for 100% of emissions from operations under its direct control, irrespective of ownership structure.
Emissions	Energy indirect (Scope 2) GHG	GRI 305	g. Standards, methodologies, assumptions, and/or calculation tools used.	g. Scope 2 emissions are calculated using both the location-based and market-based methods, in line with the GHG Protocol. Location-based emissions are derived from European Investment Bank (EIB v11.3) emission factors. Market-based emissions, where applicable, use supplier-specific factors from Power Purchase Agreements and Guarantees of Origin certificates for renewable electricity.
Emissions	Energy indirect (Scope 2) GHG	GRI 305	Compilation requirements	Scope 2 emissions are reported in accordance with Disclosure 305-2 requirements. GHG trades are excluded from the calculation of gross energy indirect emissions. Scope 3 emissions, as defined under Disclosure 305-3, are separately accounted for and not included in Scope 2 reporting. Emissions are calculated using the location-based method for markets without supplier-specific data. Where contractual instruments such as Power Purchase Agreements (PPAs) or Guarantees of Origin (GOs) are available, both location-based and market-based methods are applied.

DISCLOSURE TOPIC	KPI	GRI DISCLOSURE	DISCLOSURE REQUIREMENTS	SELECTA RESPONSE
Emissions	Other indirect (Scope 3) GHG emissions	GRI 305	a. Gross other indirect (Scope 3) GHG emissions in metric tons of CO2 equivalent.	Other indirect (scope 3) GHG emissions categories and activities included in the calculation Upstream categories: • Purchased goods and services – 185,295.62 tCO2e • Capital goods – 47,627.67 tCO2e • Upstream transportation and distribution – 5,896.82 tCO2e • Waste generated in operations – 6,332.99 tCO2e • Business travel – 385.63 tCO2e • Employee commuting – 5,394.68 tCO2e Downstream categories: • Use of sold products – 6,389.12 tCO2e • End-of-life treatment of sold products – 6,767.70 tCO2e • Downstream leased assets – 90,723.00 tCO2e
Emissions	Other indirect (Scope 3) GHG emissions	GRI 305	b. If available, the gases included in the calculation; whether CO , CH , N O, HFCs, PFCs, SF , NF , or all.	b. The Scope 3 emissions calculation includes only carbon dioxide (CO2), expressed in CO2-equivalent (CO2e) using Global Warming Potential (GWP) values from IPCC Assessment Report 6 (AR6).
Emissions	Other indirect (Scope 3) GHG emissions	GRI 305	c. Biogenic CO2 emissions in metric tons of CO2equivalent.	c. Biogenic CO2 emissions are not reported for Scope 3 due to their non-materiality (contributing less than 5% of total Scope 3 emissions) and data unavailability across the value chain.
Emissions	Other indirect (Scope 3) GHG emissions	GRI 305	d. Other indirect (Scope 3) GHG emissions categories and activities included in the calculation.	d. No additional categories were included in the Scope 3 calculation.
Emissions	Other indirect (Scope 3) GHG emissions	GRI 305	e. base year for the calculation, if applicable, including: i. the rationale for choosing it; ii. emissions in the base year; iii. the context for any significant changes in emissions that triggered recalculations of base year emissions.	e. The 2023 reporting year serves as the first full Scope 3 emissions calculation, establishing a baseline for future tracking and reduction efforts. This year was selected to provide a comprehensive and structured assessment of value chain emissions, ensuring alignment with reporting standards and enabling data-driven climate strategies.
Emissions	Other indirect (Scope 3) GHG emissions	GRI 305	f. Source of the emission factors and the global warming potential (GWP) rates used, or a reference to the GWP source.	f. Purchased goods and services: Emissions were calculated using a spend-based approach, applying emission factors from the EPA Supply Chain Emission Factors v.2021, adjusted for inflation Capital goods: Calculated using a spend-based approach with emission factors from EPA Supply Chain Emission Factors v.2021, adjusted for inflation Upstream transportation and distribution: Based on a spend-based approach, using emission factors from the EPA Supply Chain Emission Factors v.2021, adjusted for inflation Waste generated in operations: Emissions estimated based on total waste weight per type, with factors sourced from the ADEME database Business travel: Emissions calculated based on employee travel data (flights, trains, car rentals) and emission factors from Selecta’s travel service agency Employee commuting: Based on a survey of commuting habits, using DEFRA commuting factors aligned with transportation mode mix Use of sold products: Emissions from energy consumption during coffee brewing were calculated using EIB v11.3 grid emission factors End-of-life of sold products: Emissions estimated using disposal-related factors, including Base Carbone for methanisation Downstream leased assets: Emissions calculated based on electricity consumption data for leased machines, applying EIB v11.3 grid emission factors

DISCLOSURE TOPIC	KPI	GRI DISCLOSURE	DISCLOSURE REQUIREMENTS	SELECTA RESPONSE
Emissions	Other indirect (Scope 3) GHG emissions	GRI 305	g. Standards, methodologies, assumptions, and/or calculation tools used.	g. Scope 3 emissions were calculated following the GHG Protocol Corporate Value Chain (Scope 3) Accounting and Reporting Standard. The methodologies applied vary by category and are as follows: Purchased goods and services & capital goods: A spend-based approach was used, applying emission factors from the EPA Supply Chain Emission Factors v.2021, adjusted for inflation Upstream transportation and distribution: Emissions were estimated using a spend-based approach, with factors from the EPA Supply Chain Emission Factors v.2021, adjusted for inflation Waste generated in operations: Emissions were estimated based on total waste weight per type, using emission factors from the ADEME database Business travel: Calculated using activity-based data from Selecta’s travel agency, applying standard emissions factors for flights, trains, and car rentals Employee commuting: Based on a survey of commuting habits, using DEFRA commuting emission factors aligned with transportation mode mix Use of sold products: Emissions from energy consumption during coffee brewing were calculated using EIB v11.3 grid emission factors and an estimated energy consumption of 0.0167 kWh per cup End-of-life of sold products: Disposal emissions were estimated using Base Carbone factors for methanisation Downstream leased assets: Emissions were calculated using energy consumption data for leased machines, applying EIB v11.3 grid emission factors
Emissions	Other indirect (Scope 3) GHG emissions	GRI 305	Compilation requirements	Selecta excludes GHG trades and Scope 2 emissions from Scope 3 calculations as required but does not separately report biogenic CO2 emissions due to their non-materiality and data limitations.
Supplier Environmental Assessment	New suppliers that were screened using environmental criteria	GRI 308	a. Percentage of new suppliers that were screened using environmental criteria.	a. Selecta integrates ESG considerations into broader supplier assessments. As a result, certain disclosures, such as the percentage of new suppliers screened using environmental criteria, are not separately tracked. We remain committed to enhancing transparency and refining our reporting approach over time.

DISCLOSURE TOPIC	KPI	GRI DISCLOSURE	DISCLOSURE REQUIREMENTS	SELECTA RESPONSE
Occupational Health and Safety	Work-related injuries	GRI 403	a. For all employees: i. The number and rate of fatalities as a result of work-related injury; ii. The number and rate of high-consequence work-related injuries (excluding fatalities); iii. The number and rate of recordable work-related injuries; iv. The main types of work-related injury; v. The number of hours worked.	a. For all employees i. The number and rate of fatalities as a result of work-related injury Number of fatalities: 0 (No recorded work-related or injury-related fatalities or in 2024). Rate of fatalities: Not applicable, as no fatalities occurred. ii. The number and rate of high-consequence work-related injuries (excluding fatalities) High-consequence work-related injuries are not separately tracked in the current reporting system. Selecta focuses on key safety metrics, including hours worked, days lost to accidents, and recordable injury rates, which provide a comprehensive view of workplace safety. Selecta plans to evaluate system improvements for tracking high-consequence injuries to align with GRI standards in future reports. iii. The number and rate of recordable work-related injuries Number of recordable work-related accidents: 238 Rate of recordable work-related accidents: 4.62 Calculation: (Number of recordable work-related injuries / Number of hours worked) × 200,000 iv. The main types of work-related injury The main types of work-related injuries are not currently tracked or categorized in Selecta’s safety reporting system. To provide a clear overview of workplace safety, Selecta prioritizes recordable accident rates and injury metrics. Selecta will consider categorizing common injury types to enhance alignment with GRI requirements in future reports. v. The number of hours worked Total hours worked in 2024: 10,311,754 hours Data is calculated using payroll and HR systems across Selecta’s operations.
Occupational Health and Safety	Work-related injuries	GRI 403	b. For all workers who are not employees but whose work and/or workplace is controlled by the organization: i. The number and rate of fatalities because of work-related injury; ii. The number and rate of high-consequence work-related injuries (excluding fatalities); iii. The number and rate of recordable work-related injuries; iv. The main types of work-related injury; v. The number of hours worked.	b. Selecta does not currently track separate occupational health and safety data for non-employees working under its control. However, all workers, including contractors and temporary staff, are required to comply with Selecta’s occupational health and safety policies. While specific tracking of fatalities, high-consequence injuries, recordable injuries, and hours worked for non-employees is not currently in place, Selecta is assessing the feasibility of expanding its safety data tracking system to include non-employees in future reporting cycles.
Occupational Health and Safety	Work-related injuries	GRI 403	c. The work-related hazards that pose a risk of high-consequence injury, including: i. how these hazards have been determined; ii. which of these hazards have caused or contributed to high-consequence injuries during the reporting period; iii. actions taken or underway to eliminate these hazards and minimize risks using the hierarchy of controls.	c. Selecta does not separately report work-related hazards that pose a risk of high-consequence injuries, their determination, or related mitigation actions. However, workplace hazards are continuously identified through internal safety assessments, incident reporting, and compliance audits. While specific hazard-related injury data is not currently disclosed, Selecta implements preventive measures such as risk assessments, training programs, and engineering controls to mitigate workplace hazards.
Occupational Health and Safety	Work-related injuries	GRI 403	d. Any actions taken or underway to eliminate other work-related hazards and minimize risks using the hierarchy of controls.	d. Selecta does not separately disclose specific actions taken to eliminate work-related hazards using the hierarchy of controls. However, Selecta implements a structured approach to workplace safety, incorporating risk assessments, training programs, and preventive measures to mitigate hazards. We continuously evaluate safety practices to ensure compliance with regulatory requirements and industry best practices and will assess the feasibility of providing more detailed disclosures on hazard elimination measures in future reporting.

SELECTA			AUGUST 2025	CORPORATE SOCIAL RESPONSIBILITY REPORT 2024
CHAPTER SEVEN			APPENDIX – GRI TABLE	144
DISCLOSURE TOPIC	KPI	GRI DISCLOSURE	DISCLOSURE REQUIREMENTS	SELECTA RESPONSE
Occupational Health and Safety	Work-related injuries	GRI 403	e. Whether the rates have been calculated based on 200,000 or 1,000,000 hours worked.	e. The rates for work-related injuries have been calculated based on 200,000 hours worked, following standard occupational health and safety reporting practices.
Occupational Health and Safety	Work-related injuries	GRI 403	f. Whether and, if so, why any workers have been excluded from this disclosure, including the types of worker excluded.	f. No workers have been excluded from this disclosure. All employees and workers whose work and/or workplace is controlled by Selecta are included in the reported occupational health and safety data.
Occupational Health and Safety	Work-related injuries	GRI 403	g. Any contextual information necessary to understand how the data have been compiled, such as any standards, methodologies, and assumptions used.	g. The occupational health and safety data is compiled using standardized processes, including collecting incident reports and hours worked from regional systems. Total hours worked are calculated based on payroll data, and injury rates are determined using a standard multiplier of 200,000 hours.
Occupational Health and Safety	Work-related injuries	GRI 403	Compilation requirements	Selecta follows standard methodologies for occupational health and safety reporting. Fatalities are excluded from the calculation of high-consequence work-related injuries and included in the calculation of recordable work-related injuries. Commuting-related injuries are only reported when transportation is organized by the company. Work-related injury rates are calculated based on 200,000 hours worked.
Training and Education	Average hours of training per year per employee	GRI 404	a. Average hours of training that the organization's employees have undertaken during the reporting period, by: i. gender; ii. employee category.	a. In 2024, Selecta employees completed an average of 4.03 hours of training per employee. Selecta reports training hours based on material topics identified in its sustainability strategy, prioritizing areas such as sustainability, workplace safety, compliance, and operational efficiency. This approach ensures training aligns with business priorities and stakeholder expectations. While GRI 404-1 recommends disaggregating training data by gender and employee category, Selecta has determined that reporting on material training topics provides a more meaningful representation of workforce development. Selecta will assess the feasibility of including additional training breakdowns in future reporting cycles.
Diversity and Equal Opportunity	Diversity of governance bodies and employees	GRI 405	a. Percentage of individuals within the organization's governance bodies in each of the following diversity categories: i. Gender; ii. Age group: under 30 years old, 30-50 years old, over 50 years old; iii. Other indicators of diversity where relevant (such as minority or vulnerable groups).	The representation of women in country leadership positions represents 27.72% and 50% in Group ExCom in 2024, reflecting Selecta's commitment to advancing gender equity in decision-making roles. Selecta reports on gender diversity within governance bodies, aligning with its strategic focus on fostering inclusion at leadership levels. This self-defined approach prioritizes gender representation as a key metric for leadership diversity. While GRI standards recommend broader disclosure across additional diversity categories such as age and other demographic indicators, Selecta's reporting reflects its targeted commitment to advancing gender equity in decision-making roles.
Diversity and Equal Opportunity	Diversity of governance bodies and employees	GRI 405	b. Percentage of employees per employee category in each of the following diversity categories: i. Gender; ii. Age group: under 30 years old, 30-50 years old, over 50 years old; iii. Other indicators of diversity where relevant (such as minority or vulnerable groups).	Selecta reports on gender diversity within governance bodies, aligning with its strategic focus on fostering inclusion at leadership levels. This self-defined approach prioritizes gender representation as a key metric for leadership diversity. While GRI standards recommend broader disclosure across additional diversity categories such as age and other demographic indicators, Selecta's reporting reflects its targeted commitment to advancing gender equity in decision-making roles.
Supplier Social Assessment	New suppliers that were screened using social criteria	GRI 414	a. Percentage of new suppliers that were screened using social criteria.	a. In 2024, 466 of Selecta major suppliers were covered with an ESG risk evaluation. Selecta integrates ESG considerations into broader supplier assessments. As a result, certain disclosures, such as the percentage of new suppliers screened using environmental criteria, are not separately tracked. We remain committed to enhancing transparency and refining our reporting approach over time.

PLANET

2018	In 2018, we launched our group-wide sustainability approach. Developed in collaboration and consultation with our employees, customers, and other key stakeholders, we identified topics that are material to our business. Selecta made a commitment to the environment with every single cup we used was not only recyclable but also PEFC certified, ensuring that they were sourced responsibly. We creatively transformed 873 tons of biowaste into a source of electricity, lighting up homes and warming hearts Innovation was at the forefront with the introduction of telemetry and pre-kitting. We also kick-started a green mobility project, a testament to our commitment to sustainable transportation Energy efficiency was a key focus, with 60% of our machines equipped with energy-saving options A significant milestone was the shift of 135,000 machines to LED lighting. This simple yet effective change led to substantial energy savings and reduced carbon emissions by 47 tons, based on the average EU grid intensity in 2018. Selecta’s fleet was 6000 vehicles strong.
2019	The year saw a major push towards refurbishment, with 23,000 refurbished vending machines installed, making up 43% of all newly installed vending machines. This initiative not only reduced waste but also breathed new life into existing resources. A cup reuse pilot was launched in Switzerland, marking a significant step towards reducing single-use waste. The company also expanded its smart vending machine network to 94,000, with 52,000 new installations or upgrades. This smart technology helped us to optimize energy use and reduce carbon footprint. Selecta’s fleet also counted over 6,900 vehicles, further extending its reach. In Sweden, the Netherlands, and Spain, we started implementing green mobility projects. These projects aimed to replace part of Selecta’s existing fleet with more environmentally friendly hybrid and fully electric cars, starting our path towards Green Mobility. In 2019, we launched the Selecta AlertLine, where violations could be reported confidentially or anonymously, as well as established our Company’s core values and Code of Conduct.
2020	In 2020, Selecta reduced the share of plastic cups from 49% to 33%, transitioning to paper cups, and initiated the CIRCUP project in the Netherlands to improve the recyclability of paper cups. We turned coffee waste into valuable resources, collaborating with Kwekersgilde and Cirkellab in the Netherlands to use used coffee grounds as soil for cultivating oyster mushrooms. 100% of our paper cups were either PEFC- or FSC-certified. We also focused on sustainable packaging, reducing the amount and weight of packaging materials and planning to further explore re-usability and recyclability, focusing the technical feasibility of implementing 100% mono-material packaging, reducing our product’s carbon footprint. In 2020, we installed 9,300 additional smart vending machines. Thus, the share of smart vending machines increased to 23%, compared to 20% in 2019. Of the 5,050 routes we operate daily across Europe, about 20% already make use of telemetry. In 2020, 23% of the nearly 450,000 vending machines we operated were smart vending machines, compared to 20% in 2019. In 2020, Selecta increased the rate of refurbished vending machines to 47%, up from 43% in 2019. Italy led the group with nearly 4,800 refurbished machines installed We renewed our policy for benefit cars, aiming for a fully electric fleet by 2030 and have reduced our fleet to 5000 cars as a result of efficient result from telemetry roll-out. By the end of the year 23% of machines were equipped with telemetry.

PLANET

2021	We have set our very first carbon impact reduction targets and started measuring the impact. Scope 1 & 2 emissions: we has been successful in reducing its direct and indirect emissions and have decreased from 48.954 metric tons of CO2-eq in 2019 to 37.071 metric tons of CO2-eq in 2021. The majority of these emissions (86%) come from our fleet. Route optimization: Selecta’s route optimization program supported by telemetry and pre-kitting prevented the release of approximately 206 metric tons of CO2 into the atmosphere in 2021. Transition to electric fleet: by the end of 2021, only about 1.5% of our fleet was either fully electric or hybrid. However, we have committed that all new orders for replacements of end-of-lease vehicles and orders for new vehicles will have to be for fully electric vehicles by the end of 2030. Awards and recognition: Selecta Switzerland received a Swisscom IoT Climate Award in early 2022. In the Netherlands, we started collecting spent coffee grounds and use them as soil for cultivating oyster mushrooms. We also launched a pilot to manufacture coffee trays and bins from bioplastics made from coffee waste and recycled PET bottle caps. Selecta Italy started collaborating with partners to produce biogas from spent coffee grounds (will provide estimate). In Switzerland, for example, refurbished machines accounted for 51% of our machines in the field, up from 33% in 2019.
2022	In 2022, Selecta made significant steps in reducing their Scope 1 and 2 CO2 emissions. We achieved a reduction to 75% of their 2019 baseline levels, despite a lower-than-target result due to the inclusion of business travel in private vehicles and a 13% growth in net sales. The company’s fleet, which represented 86% of their scope 1 and 2 CO2 emissions, was the main focus of their initiatives. We further implemented telemetry to optimize kilometres driven, continued to transition to electric vehicles, and worked on improving driving behaviour to optimize fuel usage We had had 89 full electric vehicles) within our fleet and reduced our vehicles from 5071 to 4785 due to successful gains in efficiency after telemetry rollout. We actively transitioned to energy-efficient LED lighting in our long-term lease facilities, with an investment of approximately €150,000 in 2022 across multiple countries. We also focused on insulation and heating reduction as part of their energy-saving program. We have optimized operating hours and heating across their locations, setting office temperatures to 19°C to reduce energy consumption while maintaining employee wellbeing, reducing our impact of infrastructure in our Scopes 1 and 2. Introduced waste reduction initiatives at their Pelican Rouge Coffee Roasters, reusing beans that are unable to be used through their partnership with Caffe Inc. or by converting them to green energy. In 2022, they delivered 2,200kg of off-spec coffee and 1,700kg of spent coffee grounds to Caffe Inc. for recycling and reuse in high-end coffee-based products. In 2022, we refurbished 13,961 machines throughout the United Kingdom, Spain, Italy, Belgium and the Netherlands
2023	402 Electric vehicles deployed and telematics in 87% of fleet Reached 21.6% renewable electricity usage, avoiding 335 tCO2e. Roaster site achieved zero landfill waste through optimized segregation and recycling.

PEOPLE	
2018	Selecta supported the Juegaterapia Foundation and the Jack O'Donnell Foundation, making a difference in countless lives of children. We launched the ‘Vägen In’ program in Sweden, opening doors of opportunity and collaborated with service companies in Dordrecht, Netherlands, and worked with L’Atelier de la Villette in France, fostering strong partnerships and employment opportunities.
	30% of our Group work force was women and 90% of employees held a permanent contract.
2019	We have conducted our first Group level survey, which covered over 10000 employees and were proud of a group-wide response rate of 73%, indicating and confirming the commitment and passion of our employees to contribute towards a better place to work.
	The share of women in our workforce was about 30%. Finland was the leader with 71% of its workforce being women. Most of our employees (89%) benefited from a fixed contract and worked on a full-time basis (91%).
	In 2019, we launched the Selecta AlertLine, where violations could be reported confidentially or anonymously, as well as established our Company’s core values and Code of Conduct.
	We continued making an impact on our communities. Selecta Denmark supported ‘Knæk Cancer’, a national cancer research initiative. In the Netherlands, they sponsored ‘Villa Pardoës’, providing vacations for families with critically ill children, and ‘Stichting Jarige Job’, offering birthday boxes for underprivileged children. They also supported ‘Voedselbank’, a food distribution initiative for those in need.
2020	We had 8000+ employees, of which 30% were women and 97% of which held a permanent contract.
	In the UK, we partnered with OLIO to combat food waste, sharing surplus food with the community. Globally, they continued their collaboration with AUARA, providing clean water access to those in need, and supported the Point Foundation in empowering vulnerable children in Rwanda and South Africa.
	Selecta also became a donor to Close the Gap, a social enterprise aiming to bridge the digital divide in low- and middle-income countries. Locally, we supported initiatives like Juegaterapia Foundation in Spain and Stichting Jarige Job in the Netherlands, creating play areas for hospitalized children and providing birthday boxes for underprivileged children respectively.
2021	We had 7000+ employees, of which 29% were women and 97% of which held a permanent contract.
	Refresh of our Speak-Up Program which encourages employees to report any misconduct that violates our Code of Conduct.
	We have deployed a ‘Needs-Based Solutions’ (NBS) training program for our commercial and solutions employees across all markets.
	Selecta UK prepared the roll-out of a Wellness Initiative. This initiative provided free fruit each week at every depot and office, a Spotify mindfulness playlist for employees, a ‘cycle to work’ scheme, stress awareness and mental health first-aid training, as well as initiatives to raise awareness around alcohol, drugs, social media, and gambling abuse.
	Selecta actively supported local communities through various projects and initiatives, ranging from charity projects to social inclusion programs. They partner with organizations like DENS’ Foodbank to tackle food waste and donate resources, exemplifying their commitment to community welfare.

PEOPLE	
2022	In early 2022, at Selecta we recognized the importance of integrating a Belief System more deeply into our daily operations. To achieve this, we established a daily ritual where a spoken commitment to their customers and consumers is made at the start of every meeting. This practice serves as a constant reminder of their commitments and keeps them central to our daily work.
	Roll-out the Selecta Diversity & Inclusion Program and meetings across the group. By the end of 2022, we saw an increase of women in First Level Leadership roles (26%, +3% vs. 2021) and Country Leadership roles (19%, +3% vs. 2021).
	We launched a new Group-wide health and safety policy and escalation path last year; the new policy means that we have enhanced transparency on health and safety matters across the entire business and a minimum standard which all local entities must achieve on Health & Safety topics.
	In 2022, we launched our training modules with tailor-made content for our employees on EdApp —a digital tool enhancing learning through interactive videos, quizzes, games, and assessments. Using this system has increased the internal knowledge of our employees and helped amplify our ONE Selecta approach by making the same content and learning available to our employees across our 16 markets. In 2022, our employees completed 8,524 hours of Ed App training across 6,400 employees. We currently have 15 courses ranging from our Selecta Belief System, sustainability, and cyber security to essential knowledge about coffee.
	Selecta actively supported local communities through various projects and initiatives, including charity projects and social inclusion programs. We have donated to organizations like Villa Pardoës, Jarige Job, and Ronald McDonald House Charities, and have provided significant aid during crises, such as shipping almost 2,000kg of ground coffee to Ukraine during the humanitarian crisis. They also partner with organizations like CAW in Belgium to donate fresh food nearing its expiration date.
2023	Change Please form & scale partntrship.
	Women now represent 26% of country leadership roles; 50% of the Group Operating Committee are women.
	100% of Italian workforce covered under ISO 45001
	Supported 2,000+ farmers by the Selecta Coffee Fund

PRODUCT

2018	Ethical sourcing was paramount for Selecta. 45% of sourced coffee was certified.
	We started purchasing 40% of Miofino Rwanda beans from Bufcoffee, directly supporting Rwandan coffee growers.
	Selecta started to lead the way with refurbishment of its machines, with 44% of our 450,000 installed machines being refurbished, giving them a new breath of life.
2019	Selecta made significant steps forward in sustainable sourcing and responsible procurement. We produced a wide range of certified sustainable products, including high-quality coffees from their own brands, Pelican Rouge and Miofino, at our roasting facility in Dordrecht, in the Netherlands.
	We roasted approximately 15,000 tonnes of coffee, 52% of which was certified by Fairtrade, UTZ, or Rainforest Alliance.
	We also supported a water project in the coffee-growing region of Bamenda in Cameroon and conducted our very first human rights impact assessment.
2020	We shifted our focus towards sourcing impact coffee from Burundi and Rwanda and increased the share of sustainably certified green coffee to 57%.
	We also focused on sustainable packaging and started operating our first hundreds of Foodies Micro Markets across Europe, offering a wide range of certified sustainable products, including healthier food choices like vegan and plant-based options.
	We have renewed our Supplier Code of Conduct, ensuring ethical business operations and respect of Human Rights within our organization and within our supply chain.
2021	We started working to eliminate unnecessary packaging and designed their packaging to be reused, recycled, or composted and aimed to use 100% mono-material coffee bags for our Pelican Rouge brand and planned to ensure that 50% of their packaging is recyclable by 2025.
	Selecta also committed to phasing out plastic cups and transitioning to recyclable paper cups. We launched the ‘Use me again’ campaign to encourage consumers to reuse their paper cups.
	In collaboration with the Dutch government, we tested a circular customer solution, the ‘Cup it Simple’ concept, which resulted in approximately 477,500 cups being deposited for recycling in the Netherlands alone and also joined forces with McDonald’s, NS Stations, and the Knowledge Institute for Sustainable Packaging (KIDV) in the Netherlands to launch the CIRCUP platform for the circular collection and recycling of paper cups and other paper laminate packaging
	In 2021, the share of paper cups across the group further increased to 75%, compared to 67% in 2020.
	In Sweden, we have implemented a Supplier assessment tool to assess risks and monitor compliance and started working closely with our suppliers to develop improvement plans when potential sustainability risks are identified.
	In terms of coffee sourcing in 2021, 58% of our coffee roasted by Pelican Rouge was certified by the Fairtrade or UTZ/Rainforest Alliance sustainability schemes. Their goal for 2022 was to source only certified coffee for Pelican Rouge-branded coffee. At Group level, the share of certified sustainable coffee was 49%.

PRODUCT

2022	In 2022, Selecta made a giant step towards sustainability by relaunching our Pelican Rouge brand. This brand, with over 150 years of history and over 585 million cups of coffee consumed annually, was transformed into a sustainable coffee solution now based on three key pillars: heritage, great taste, and sustainability.
	53% of coffee sold by Pelican Rouge and Selecta was certified.
	In 2022, we expanded our cold-water machines across all markets, reducing plastic waste and carbon footprint of our service. Our automated water solutions eliminate the need for detergents and water to clean plastic bottles. Providing fresh, filtered water 24/7, these machines help reduce water waste. By focusing on automated solutions, we enhance the sustainability of our services
	We started offering a range of plant-based products, including our PLNT toppings in chocolate, oat, and coconut flavours. These products cater to health-conscious and lactose-intolerant consumers and contribute to sustainability with their lower CO2 and water footprints. In 2022, we partnered with
	ClimatePartner to confirm that our vegan products emit significantly less CO2 per kg than our milk-based products. We also collaborate with Alpro to provide tasty plant-based products, with Alpro’s Oat Barista milk having 3.5 times less CO2 impact than regular milk.
	We started prioritizing fresh, regional products, supporting local producers and reducing CO2 footprint. 70% of our Swiss assortment was regionally sourced.
2023	22,241 refurbished machines installed
	20% of packaging redesigned to mono-materials
	72 % of green coffee sourced from certified sustainable farms (Rainforest, UTZ, Fairtrade).

A close-up photograph of a woman laughing heartily, her eyes closed and mouth wide open, showing her teeth. The image is overlaid with a semi-transparent red filter. The text "JOY TO GO" is centered over the lower half of the image.

JOY TO *GO*

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