

A photograph of three people, two adults and one child, standing on a grassy hill with their bicycles. They are all wearing helmets and cycling gear. The background shows a sunset over a body of water and a sandy area. The sky is filled with soft, colorful clouds. The overall mood is peaceful and active.

Sustainability Report – 2022



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Message from the CEO

Dear readers,

It is with great pleasure that I introduce woom's inaugural sustainability report, showcasing our progress and plans towards a more sustainable future.

As a bike company dedicated to inspiring millions of children to love riding their bike and making this world a better place, we are confident that sustainability is not just an option, but a responsibility. With children at the center of everything we do, we aim to contribute to the creation of a more sustainable world that they can inherit.



At our core, we firmly believe that bikes are an essential component of a sustainable and healthy lifestyle. However, this is only a part of the equation. Despite these benefits, production of bikes can still have adverse effects on the environment and society. The production process generates an impact that we must confront.

This is why I am proud to share that we have recently developed our sustainability strategy which focuses on reducing our environmental footprint, promoting social responsibility, and ensuring ethical governance. This strategy includes a range of topics we will focus on in the next years that will be crucial to our business decisions in the years to come. By embracing sustainability, we can not only help protect the planet and support our communities but also build a stronger, more resilient business that is well-positioned for long-term success.

Going forward, as we continue to embed sustainability into our operations, we know that success will involve commitment from all levels of our organization. We look forward to continuing to build a sustainability program that aligns with, and supports, the tremendous success we have achieved since our inception.

Thank you for your support, and we look forward to your feedback on our sustainability report.


Paul Fattinger
CEO



Who we are

We are an international manufacturer of bikes for children and teenagers headquartered in the Lower Austrian town of Klosterneuburg, just outside of Vienna. Our second office, and our US-American warehouse, are located in Austin, Texas.

Our company was founded in 2013 by two fathers, Christian Bezdeka and Marcus Ihlenfeld, who were dissatisfied with the absence of high-quality and child-specific bikes available in the market. Determined to provide the perfect bike for their children, they took matters into their own hands and designed their own bike in a garage in Vienna.

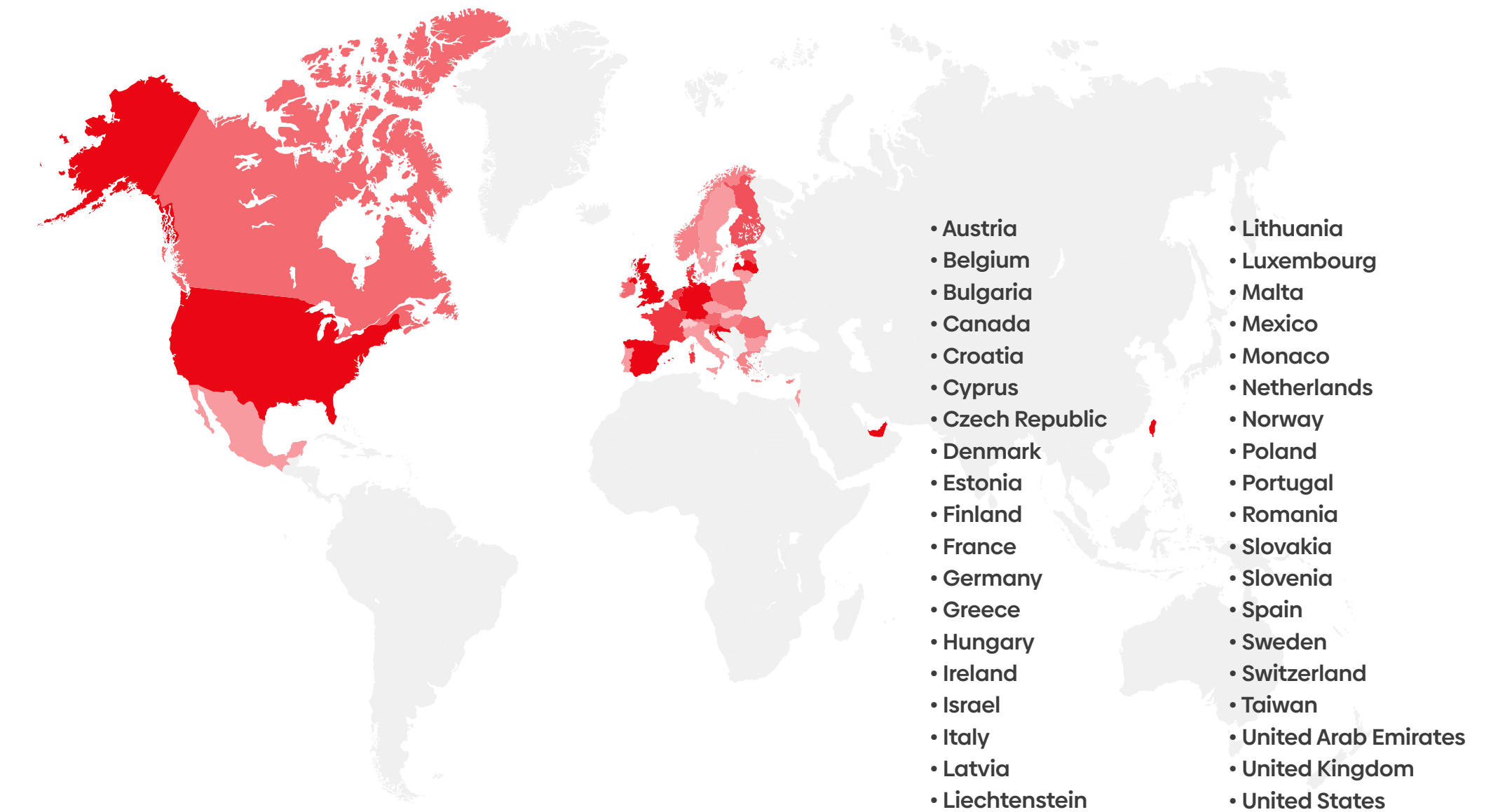
Our company's success was founded on the popularity of the first woom bike model, which appealed to both children and parents. In just a decade, woom has become one of the foremost global brands for kids'

and teens' bikes, having sold over a million bikes to families worldwide. Our business has enjoyed an average annual growth rate of 50 percent, propelling Christian and Marcus's start-up to a company with a workforce of more than 250 employees.

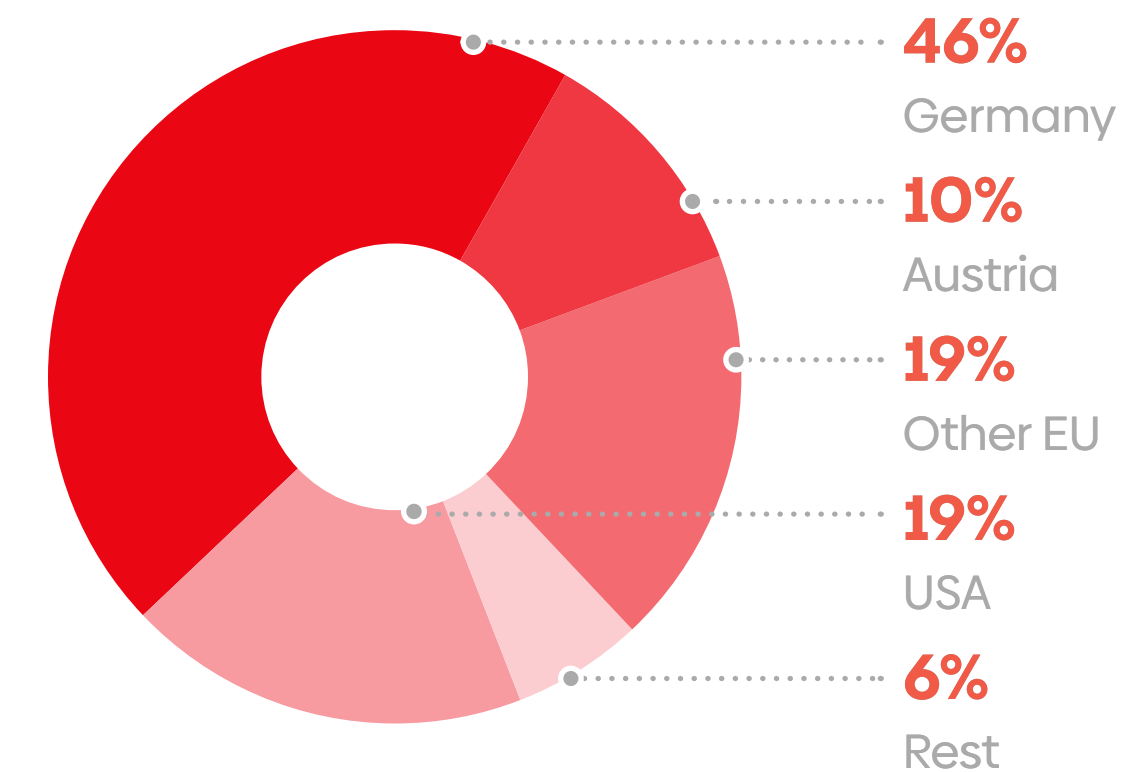
At woom, we take great pride in creating bikes that provide children with an exceptional first riding experience. We foster a lifelong love for cycling and encourage an active, healthy, and sustainable lifestyle. We are equally proud of our business model, which involves global operations with local sales to meet the unique needs and expectations of our customers.

We strive to offer outstanding service and support to our customers, and our products are available for purchase both in brick-and-mortar stores and online retailers across 38 countries globally.

Countries with woom customers



Sales revenue share by location



Our identity

**We aim to be
the world's
most popular
children's
bike brand.**

Vision



woom products are made to increase the customer's level of joy (no matter the age, kid or parent).

woom products are developed and built courageously, to inspire and unlock adventure or add them.

woom is committed to ensuring its products are responsibly made, and therefore carefully thought through from the drawing table to the unpacking experience of the newly bought product.

Values

**We exist to
encourage kids
to love riding
their bikes ...**

**... and make the
world a bit better
along the way.**

Why



2013

Founding year



64%

of Austrian parents
recognize our brand



100+

Mio Euro revenue in 2022



250+

Employees worldwide



1M+

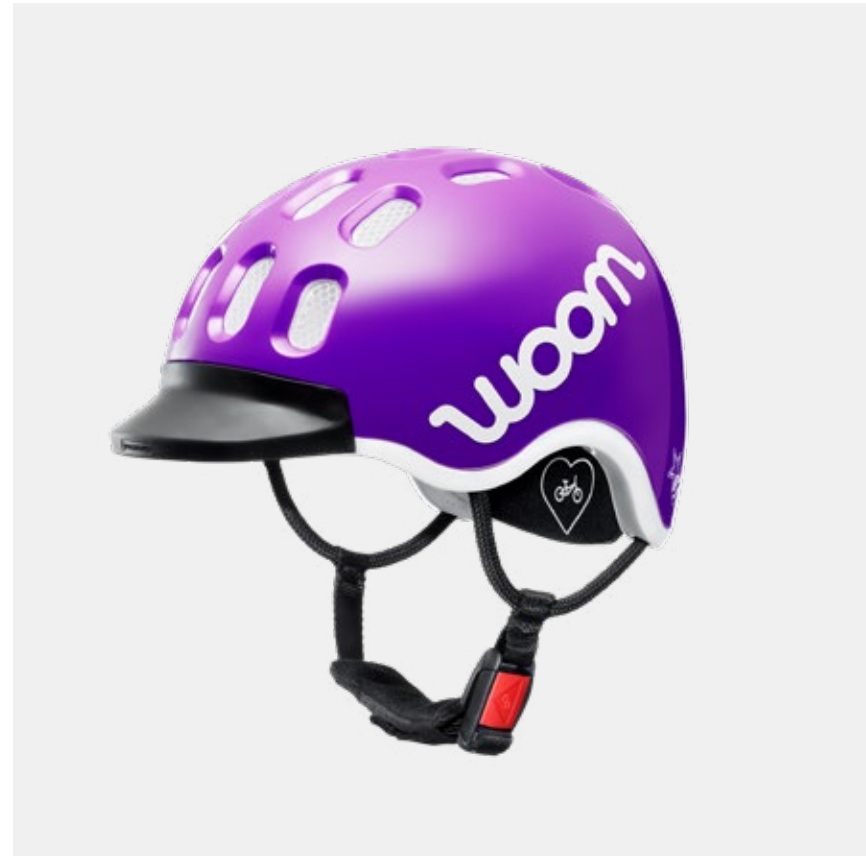
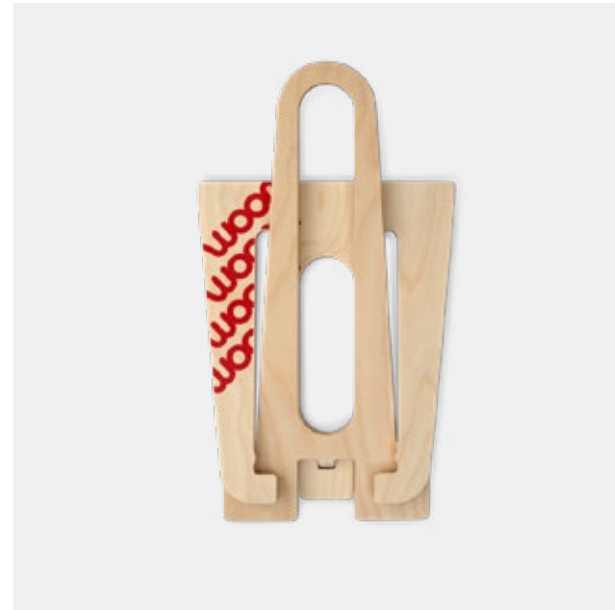
bikes sold since
our founding



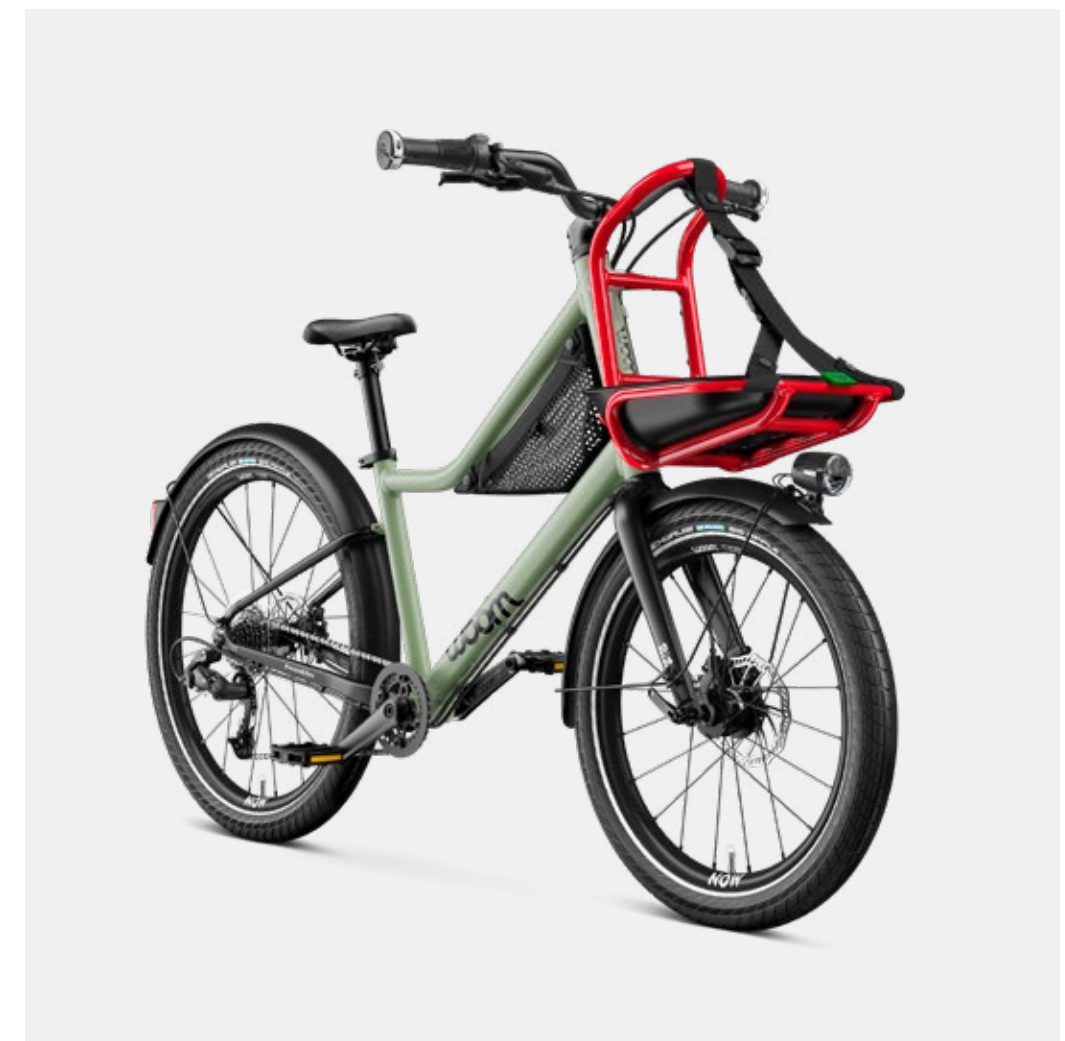
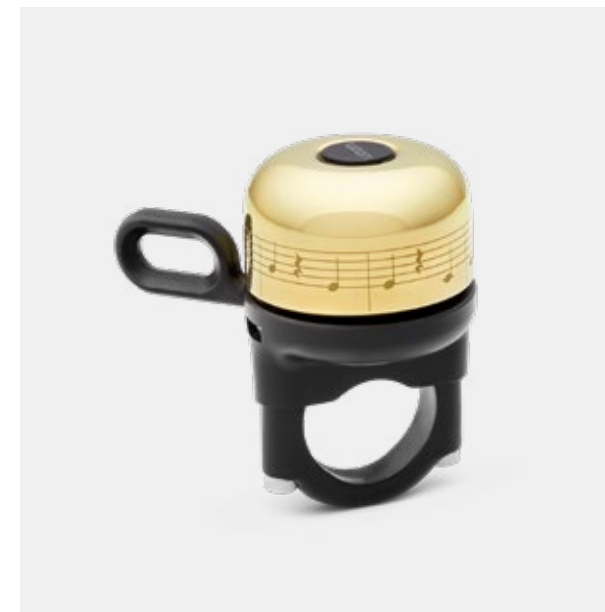
60%+

customers who buy
a woom 1 return to
buy a second bike





woom UP



woom NOW

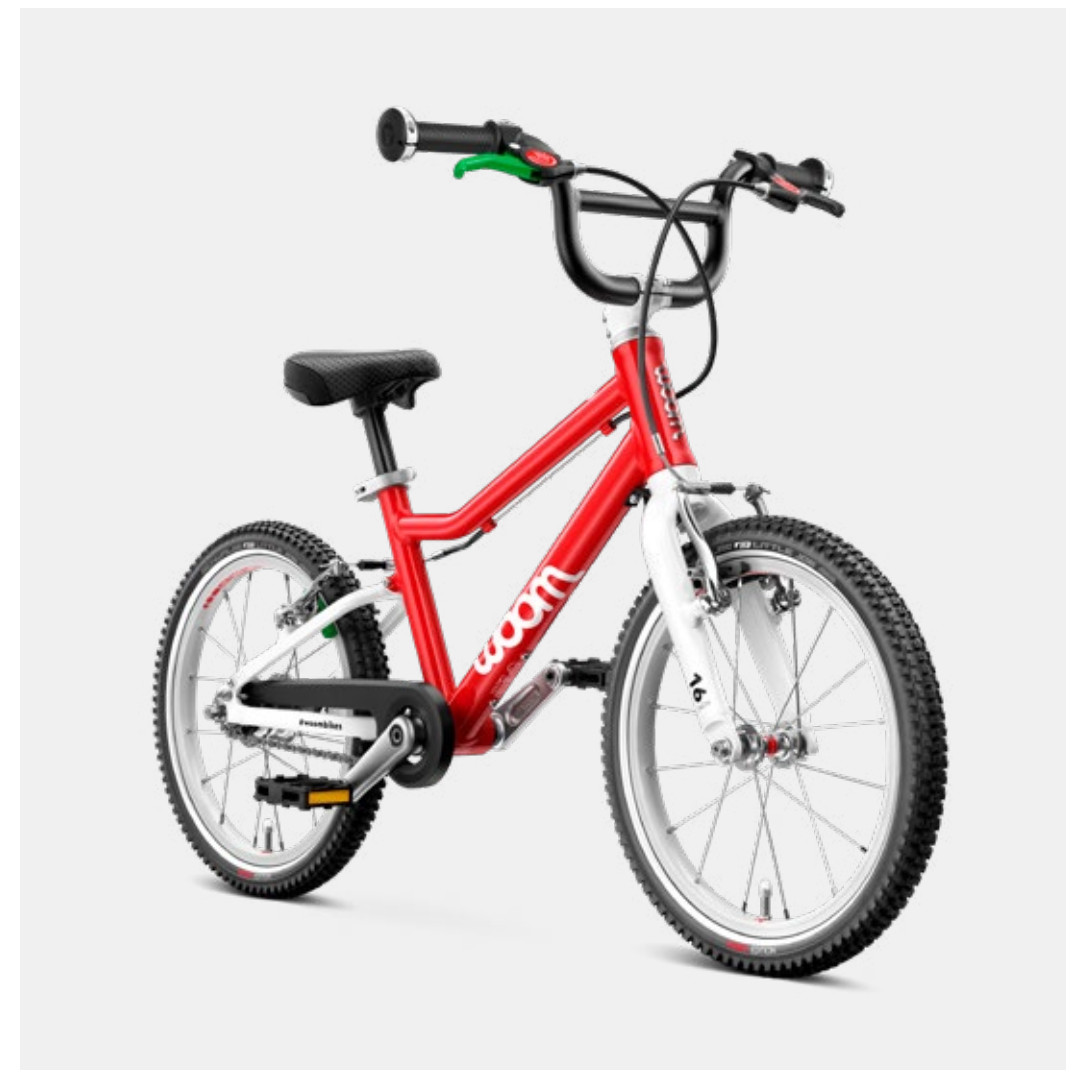
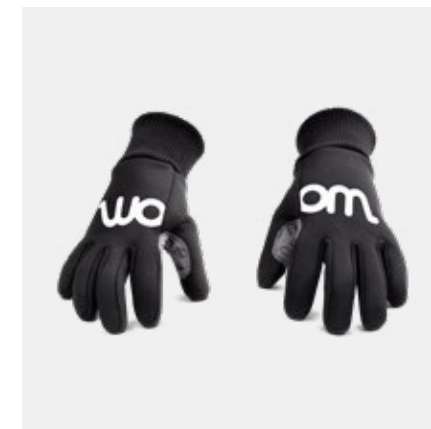
Our products

woom bikes are superlight weight and crafted with purposeful engineering to suit the unique needs of kids. This vision led to the creation of our sophisticated sizing system for kids as young as 18 months to teenagers aged 14 years. It also led to our straight forward and easily-recognizable bike designs, specifically tailored to accommodate the evolving needs of growing bodies.

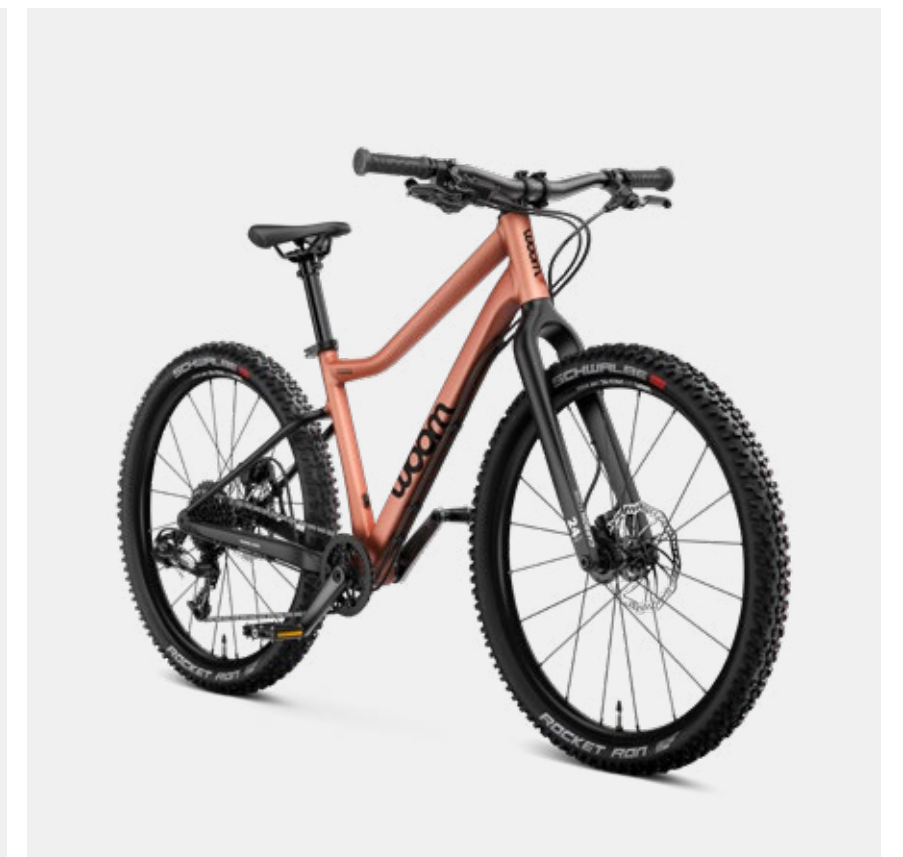
The bike model our founders brought to market in 2013 is still a very important part of our product portfolio: the woom ORIGINAL. This line of bikes includes two balance bikes and five pedal bikes.

Over the years, we've augmented our all-rounder woom ORIGINAL with two mountain bikes: the woom OFF with a carbon fork, and the woom OFF AIR with a suspension fork. We have also developed an electric mountain bike – the woom UP – and an urban lifestyle bike – the woom NOW. We create each new bike with the same dogged focus on child-specific, ingenious designs.

We also offer a range of well-considered accessories, bike equipment, and spare parts. Our upCYCLING program allows for a seamless, expedient, and cost-effective exchange of a current woom bike for the next size up.



woom ORIGINAL



woom OFF

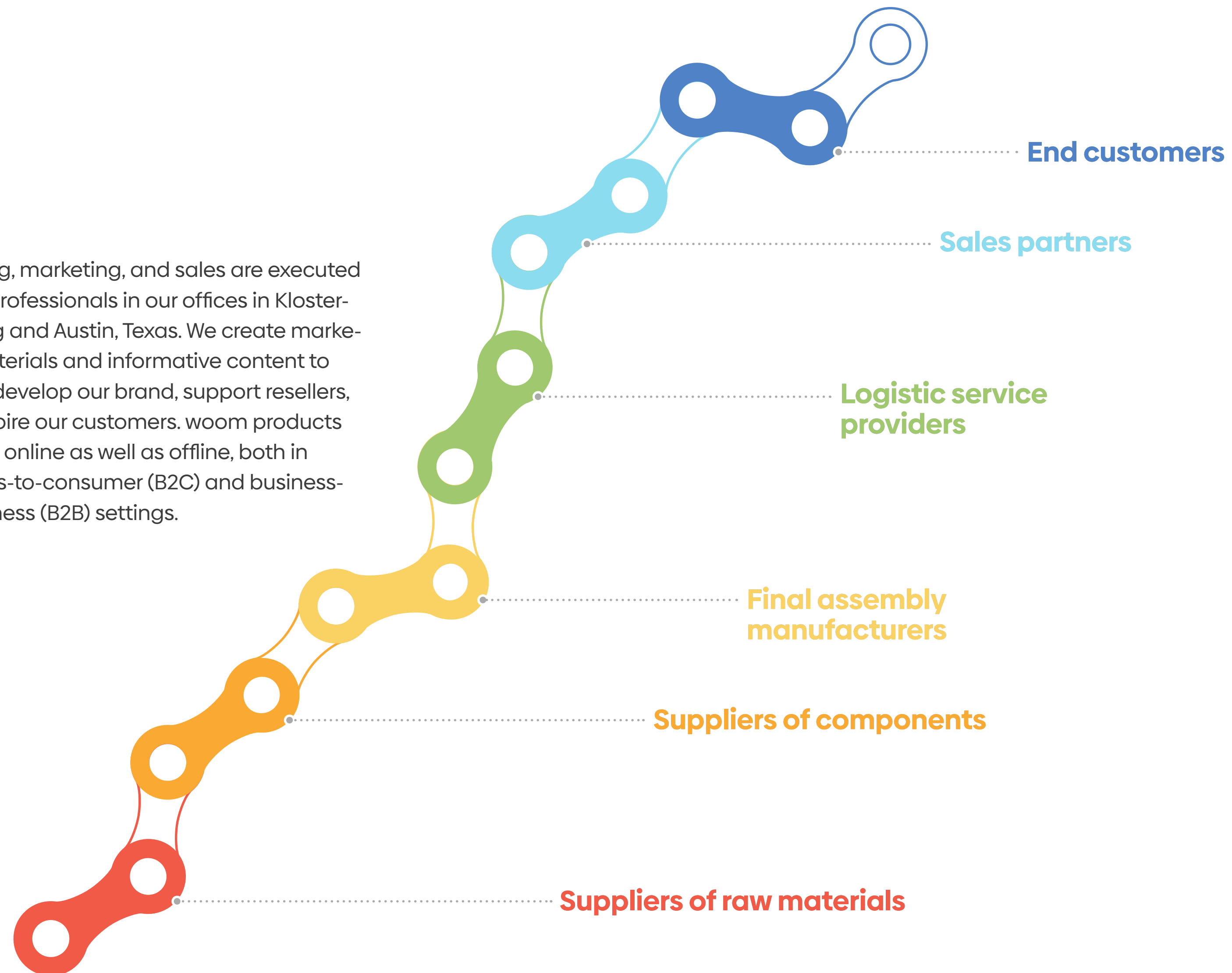
Our value chain

Rather than hands-off outsourcing, we are actively involved in every stage of our product development and manufacturing process. By being engaged across the value chain, woom maintains control over many aspects, from sourcing components to delivering the final product to our customers. We also work with manufacturing partners both in Asia and Europe, which gives us access to a global supply chain and a wider range of resources and expertise. Quality control is carried out by our own employees, who are present at the manufacturing sites.

To plan our supply, we generate a forecast from the bottom up. Our forecast is based on sell-through, stock levels, and product pipeline.

When we need to make purchases, we handle the orders at our headquarters in Klosterneuburg. Transportation is outsourced to a third-party logistics service provider. This helps us to effectively serve our customers.

Branding, marketing, and sales are executed by the professionals in our offices in Klosterneuburg and Austin, Texas. We create marketing materials and informative content to further develop our brand, support resellers, and inspire our customers. woom products are sold online as well as offline, both in business-to-consumer (B2C) and business-to-business (B2B) settings.





Our awards

At woom, innovation is at the forefront of everything we do. We are honored to have received recognition for our efforts to make biking better, safer, and more fun for kids of all ages. We remain committed to continuously improving our products and practices to make a positive impact on the society and environment. In 2022 alone, we won seven prestigious awards.



**Our sustainability vision:**

We want to inspire children to become sustainability leaders.

Our sustainability mission:

Our mission is to create safe, environmentally, and socially sustainable products and services and to support our communities.



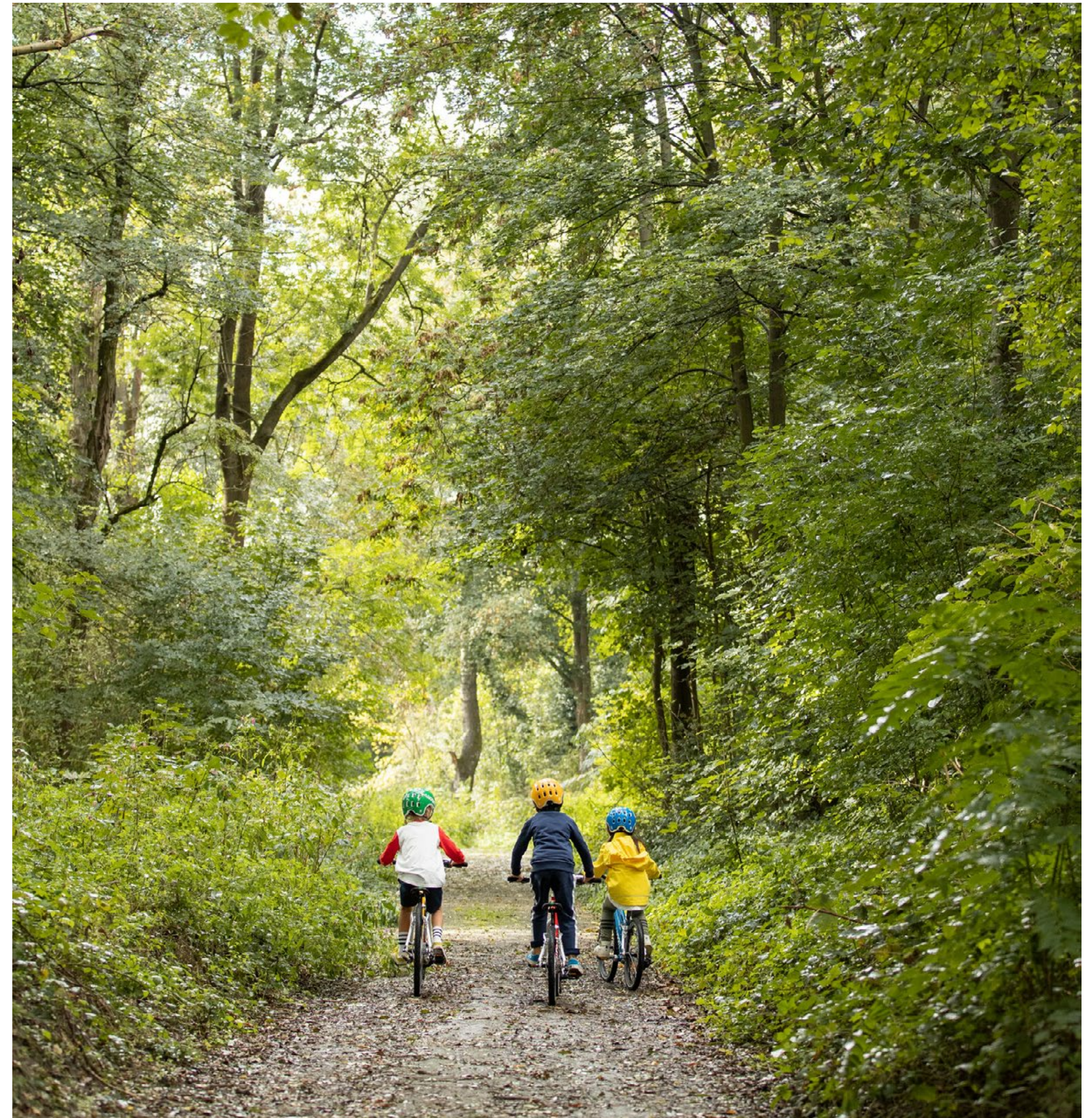
Sustainability strategy

Sustainability is hardwired into our company strategy and business activities, and will come to life as we assess decisions through this new lens. This report unveils our bold ambition, marking a turning point in this process. We recognize today is just the beginning and are enthusiastic to continue our sustainability journey.

Prior to commencing our sustainability strategy, we reflected on woom's sustainability vision and mission. These are our guiding principles as we consider a sustainable future at woom.

As a children's brand, we understand that our choices will profoundly impact not only our own children, but also future generations.

Therefore, we deliberately choose to set an example for them, inspire them, and impart the message that the brand they enjoy values and prioritizes environmental and social responsibility.





Our starting point: Sustainability materiality assessment

A **sustainability materiality assessment** is a process by which a company determines the topics that matter most in terms of its impact on society and the environment and which substantially affect the decisions of stakeholders.

In 2022, we conducted our first sustainability materiality assessment with the help of a third-party expert. Our goal was to understand which sustainability topics are most important for our long-term success. Our materiality matrix illustrates the key sustainability topics related to our brand.

To conduct the assessment, we started with a list of hundreds of sustainability factors based on the ESG framework (Environmental, Social and Governance). We then assessed the importance of each factor based on the industry-driven SASB (Sustainability Accounting Standards Board) standards, industry norms, and peer best practices, as

well as internal and external stakeholder surveys. This helped us refine the list and plot each factor in a matrix based on its importance to our stakeholders and our business.

Finally, we worked with our consultant to determine the threshold for the relative materiality of sustainability topics. This assessment empowers woom to allocate resources to the areas that matter most to our stakeholders and guide our approach to sustainability. Moving forward, we plan to conduct our sustainability materiality assessment every three to five years to ensure goal alignment and relevance, and to identify significant emerging topics.

Sustainability Materiality Matrix





Sustainability objectives 2023–2030

Finally, based on these findings, we settled on ten objectives which we categorized into two types: topics that we can drive in-house, and topics that require collaboration with our partners throughout our value chain.

These sustainability objectives are driving our current work to define baselines and measurable goals.

	Environment	Social	Governance
woom objectives	<div><div>✓</div><div>Promote circular business models and eco-design</div></div> <div><div>✓</div><div>Increase the use of recycled materials in production</div></div> <div><div>✓</div><div>Enhance sustainability in product packaging</div></div>	<div><div>✓</div><div>Promote diverse and inclusive workforce</div></div> <div><div>✓</div><div>Increase positive impact on our communities</div></div>	<div><div>✓</div><div>Maintain robust governance and policies</div></div> <div><div>✓</div><div>Enhance management systems for product quality and safety assurance</div></div>
woom and partners	<div><div>✓</div><div>Reduce emissions from our operations and value chain</div></div>	<div><div>✓</div><div>Ensure our supply chain partners maintain fair working conditions</div></div>	<div><div>✓</div><div>Promote transparency throughout our supply chain</div></div>

Our commitment to Sustainable Development Goals

The **Sustainable Development Goals (SDGs)** are 17 goals and 169 targets set by the United Nations to improve the world by 2030. They are intended to create a more sustainable future by addressing social, economic, and environmental challenges. The SDGs aim to end poverty, promote peace and prosperity, and protect the planet.



We support all 17 SDGs (Sustainable Development Goals) and have identified seven as “core SDGs” in which woom can make the most impact.



Environment

woom objectives

Promote circular business models and eco-design

Increase the use of recycled materials in production

Enhance sustainability in product packaging

woom and partners

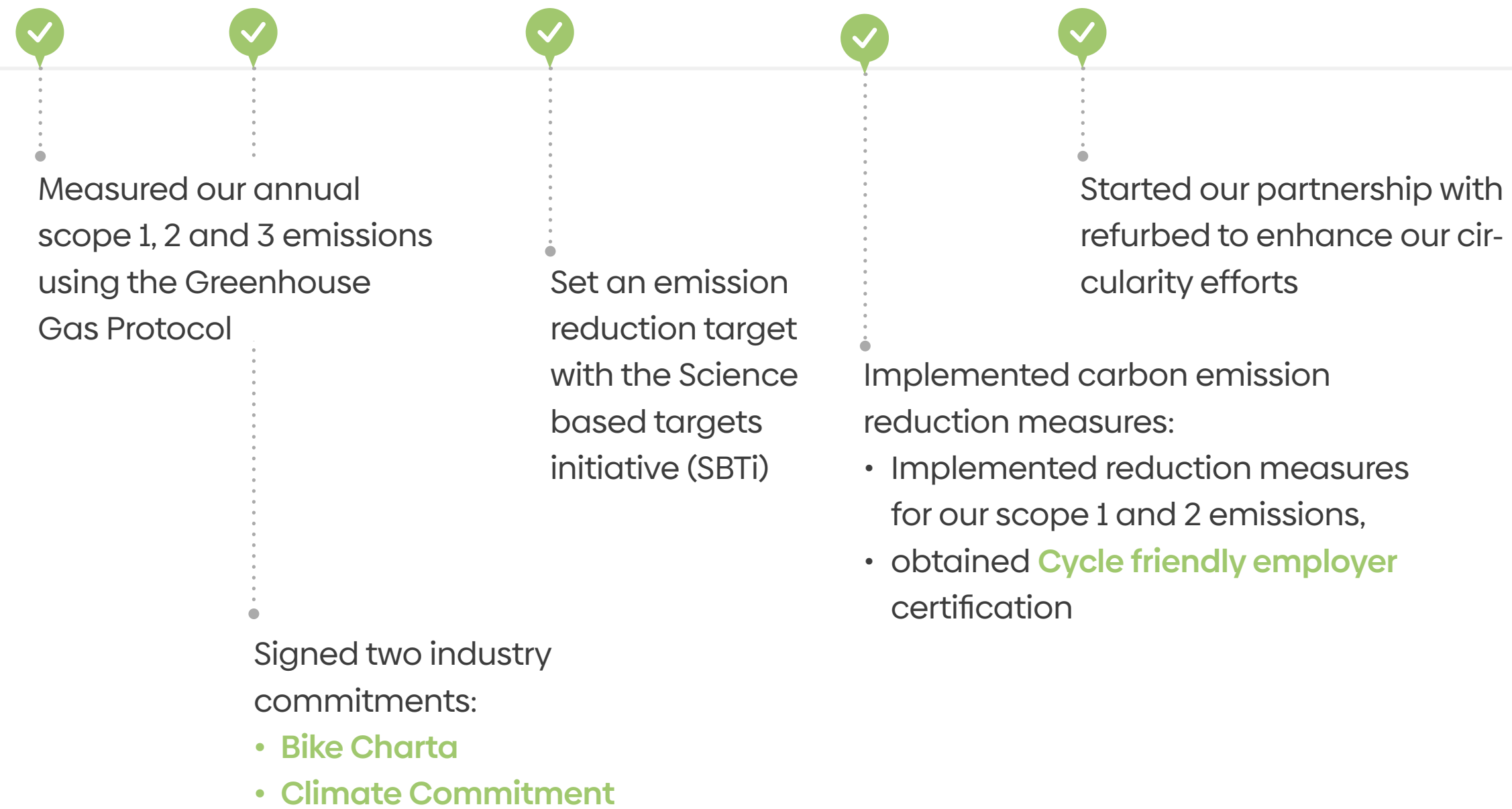
Reduce emissions from our operations and value chain



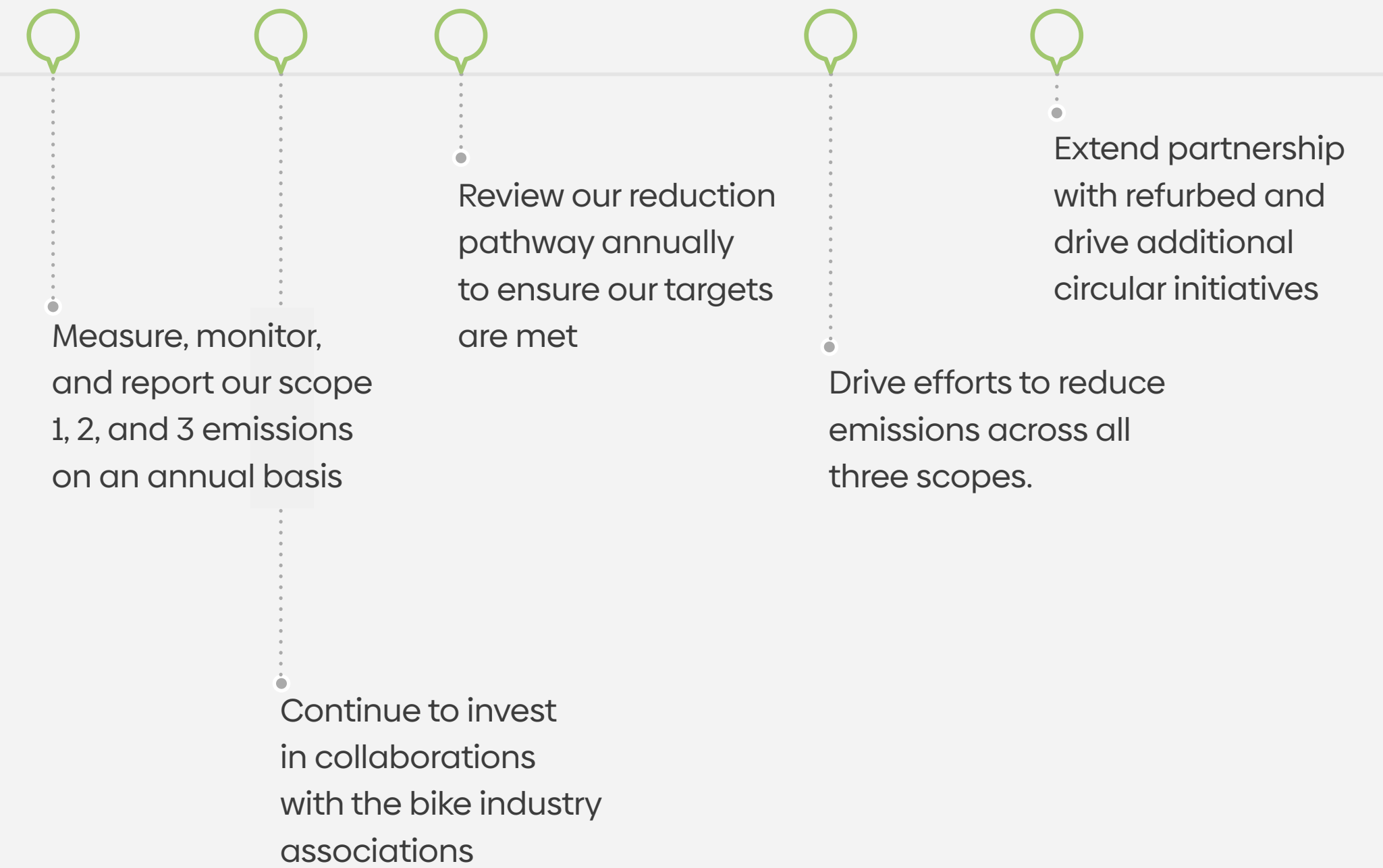


Environmental sustainability pathways

Our headway made to date





Our next steps



Our commitments: To preserve and protect

As a children's and teen's bike brand, our goal is to protect and preserve our environment for future generations. We want to promote cycling as a green mode of transportation that contributes to environmental protection, improved health, and a better lifestyle. Furthermore, we understand the importance of reducing greenhouse gas (GHG) emissions. We strive to act in an environmentally responsible manner and recognize that reducing GHG emissions is essential to attaining our sustainability targets.

In March 2022, woom signed the [Bike Charta](#) , a corporate social responsibility action plan for resource conservation, sustainability, and climate protection of products and services in the bicycle industry. This commitment demonstrates leadership and inspires others to take action on environmental and social sustainability topics.

In May 2022, we demonstrated our dedication to mitigating climate change by signing the [Climate Commitment by Shift Cycling Culture](#) . This encourages bicycle companies to implement measures that reduce GHG emissions, or adopt a more sustainable business model.

By signing this commitment, we acknowledge our accountability for the impact of our business and the cycling industry on the UN's climate objectives and commit to achieving them collectively.

In signing the commitment, we aim to foster a network of bicycle companies committed to sustainability and proactive measures in the face of climate change and inspire others to follow our lead.





Our GHG emissions overview

Greenhouse gas (GHG) emissions (in this report also referred to as „emissions“) are gasses that trap heat in the atmosphere and contribute to global warming and climate change. Human activities like burning fossil fuels, transportation, and deforestation release these gasses into the atmosphere. As GHG emissions accumulate, the planet's temperature rises, leading to severe weather events, rising sea levels, and other environmental and societal impacts. GHG emissions are measured in tonnes of carbon dioxide equivalent (tCO₂eq.). This unit of measurement is used to standardize the climate effects of various greenhouse gases.

Measuring emissions is the crucial first step towards reducing them. By gathering the most accurate available data, we can identify the sources and magnitude of emissions, prioritize reduction efforts, and develop effective strategies to help combat climate change. Measuring emissions requires collecting data from a wide range of internal and external sources such as energy and transportation providers or manufacturers. It also requires ongoing improvement, monitoring, and reporting.

Since 2020, woom has annually measured its emissions according to the GHG Protocol, which provides a standardized calculation

framework for companies. According to the GHG Protocol, a company's emissions are categorized into three scopes.

Scope 1 includes all direct emissions that occur from sources that are owned or controlled by the company. Scope 2 emissions occur from the generation of purchased electricity that is consumed by the company's operations, and Scope 3 emissions occur from the value chain, meaning they are a consequence of all activities from sources not owned or controlled by the company.

Understanding GHG Protocol scopes

All greenhouse gas emissions along the value chain are divided into three scopes.



Unveiling our emissions: key facts and figures

S1

Scope 1:
Direct emissions at our facilities and vehicles

- Stationary combustion:
Combustion of fuels used for heating our offices and warehouses in Austria and the United States
- Mobile combustion:
Combustion of fuels used for our leased vehicles

S2

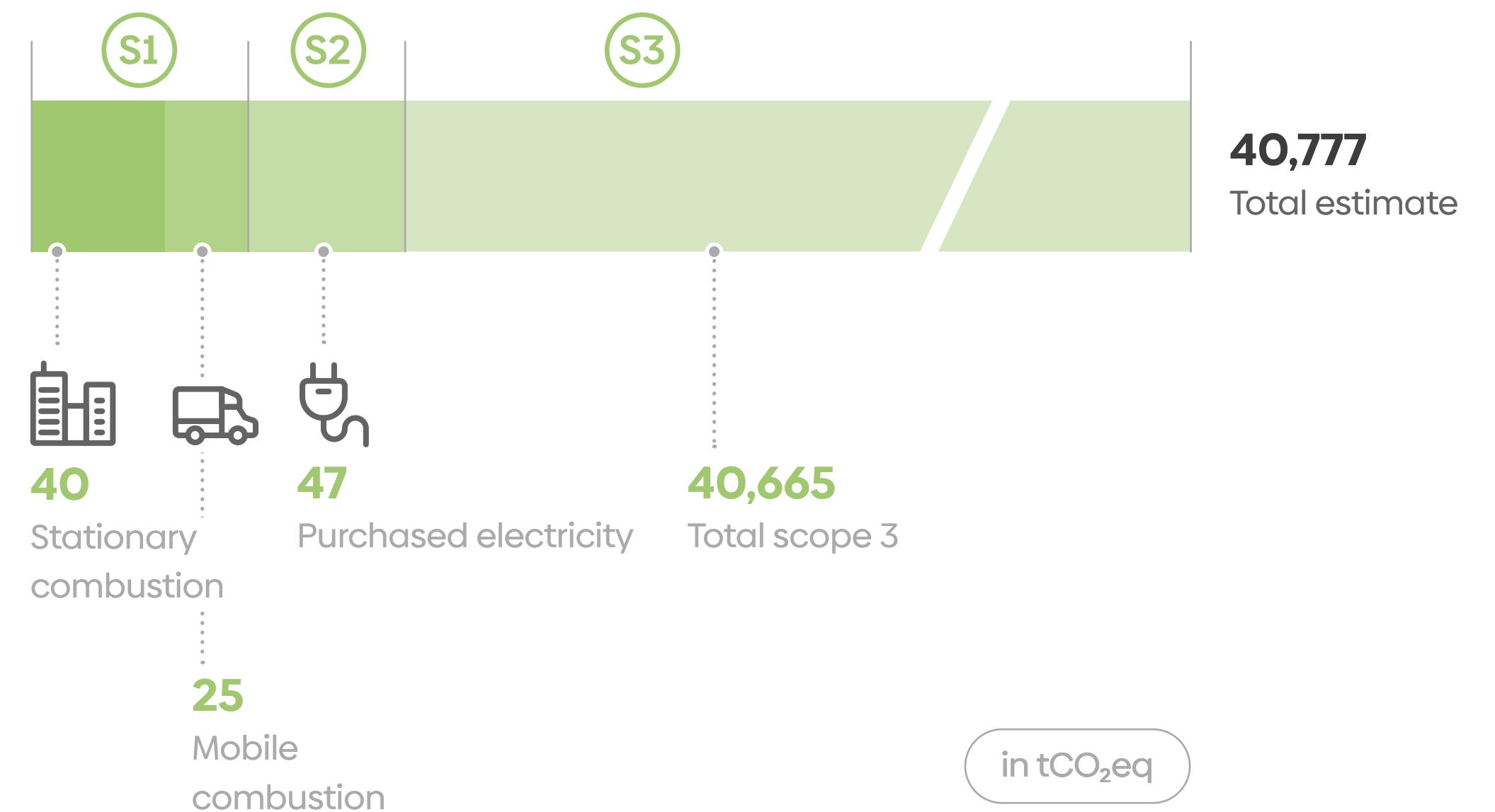
Scope 2:
Indirect emissions from purchased energy at our facilities

- Purchased electricity for our facilities and warehouses in Austria and the United States

S3

Scope 3:
Indirect emissions from our value chain

- Emissions generated during the production of bikes, accessories and packaging
- The transportation and distribution of products to our warehouses and customers
- Business travel
- Employee commuting





S3

Our scope 3 emissions at a glance

Our GHG emission assessment indicates that approximately 99% of our emissions fall under scope 3. This is not unusual: numerous companies outsource emission-intensive activities, such as the manufacturing of raw materials and goods, as well as transportation, to third-party suppliers and service providers.

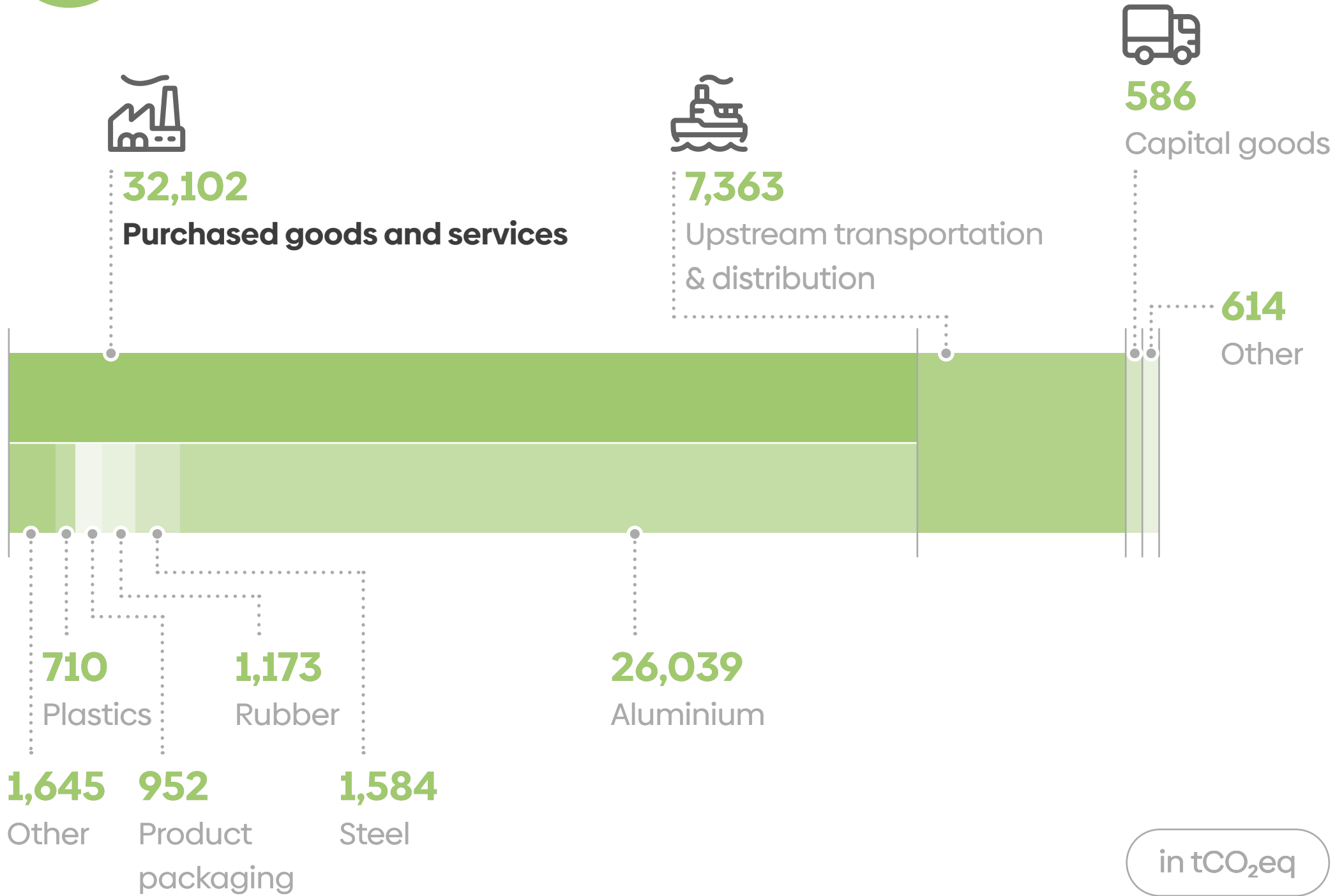
At woom, we outsource our production to various bike, soft goods, and accessories suppliers, as well as component manufacturers located in both Europe and Asia.

Many bike companies, including woom, source a significant portion of their bike components from China, Taiwan, and Vietnam, which are considered global centers of bike production. At woom, our bikes include about 70 different parts, sourced from about 40 different component suppliers.


Most bike parts are made from aluminum, steel, rubber, and plastic. From space perspective, aluminum makes up more than half of the total weight of the bike. We use aluminum for the fork and frame, handlebar, stem, cranks, shifting, cassette, seatpost, brakes, rims, and hubs.

Aluminum offers many benefits, including its lightweight nature, high strength-to-weight ratio, corrosion resistance, and durability, which makes it more resistant to everyday wear and tear. However, the production of aluminum poses environmental challenges due to its energy-intensive mining, refining, and smelting processes, which result in high greenhouse gas emissions.

S3





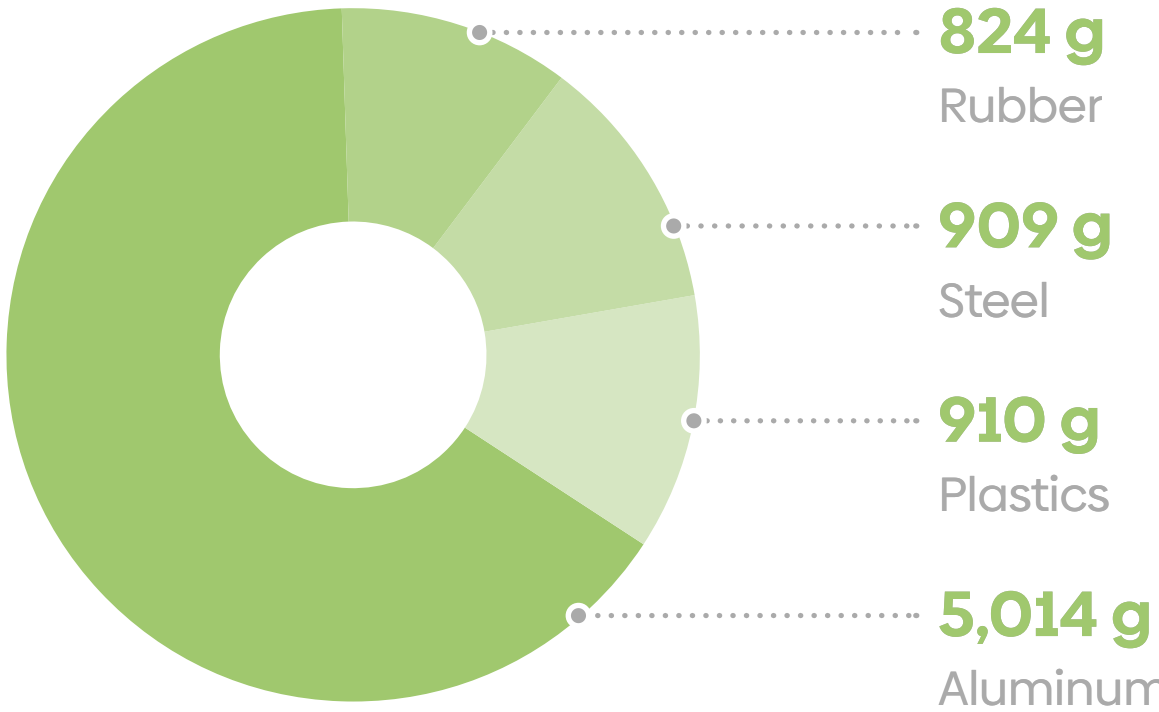
[ScienceDirect](#)  research indicates the production of aluminum is accountable for roughly 3% of global GHG emissions. The majority of these emissions are linked to the fact that roughly two-thirds of the electricity used for the electrolysis, a critical step in the production of aluminum, is generated from fossil fuels. Based on our GHG emission analysis, approximately 64% of woom’s scope 3 emissions can be attributed to the utilization of aluminum in our products.

According to our analysis, another major contributor to our emissions is the transportation of raw materials, components, and finished products, both upstream and

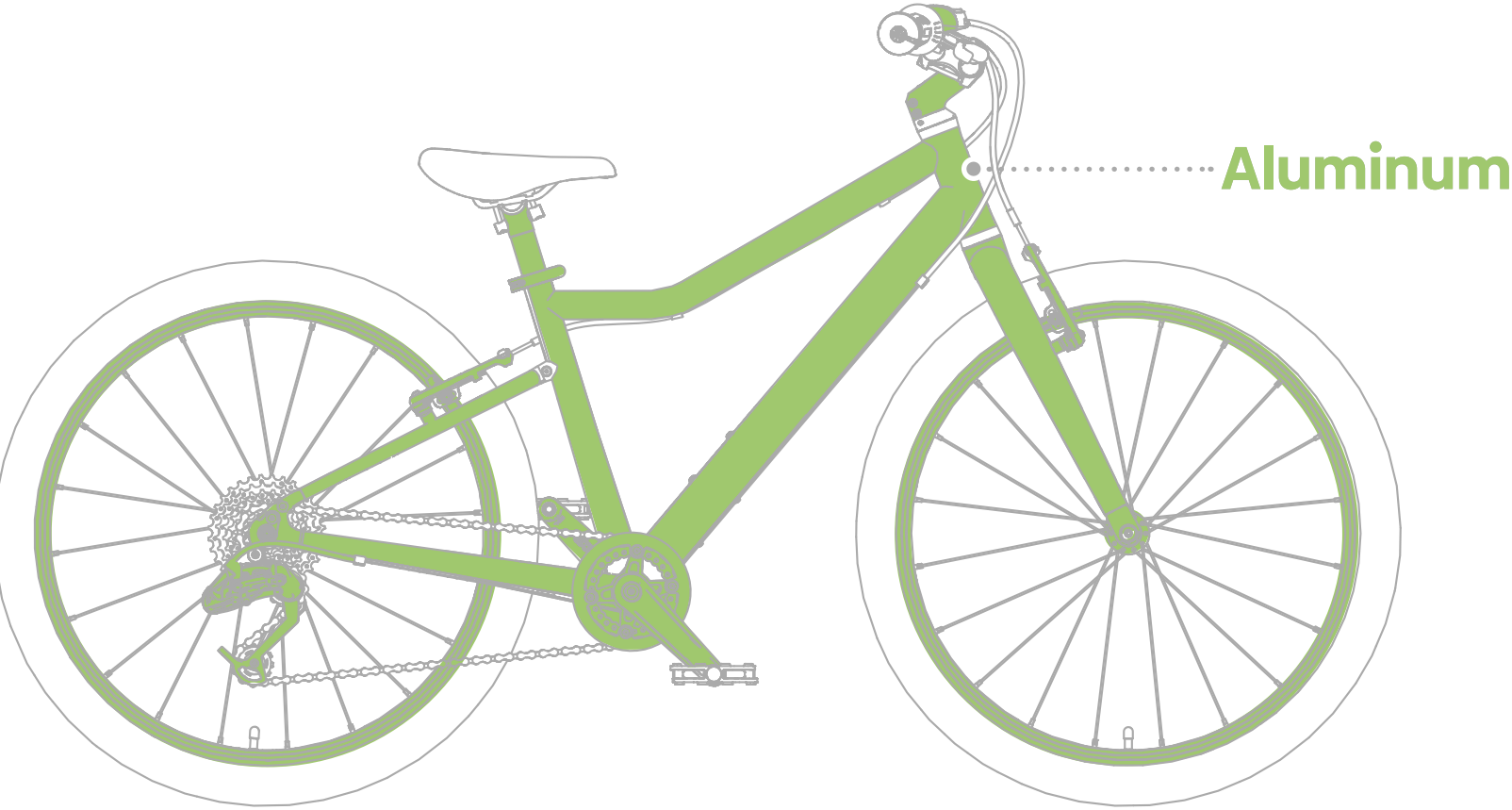
downstream. Specifically, transportation was responsible for approximately 18% of woom’s scope 3 emissions in 2022.

Our bikes are assembled in facilities located in Poland, Bangladesh, Cambodia, and Vietnam. Once finished, the bikes are packed and prepared for shipping to various warehouses in the EU and the US, as well as directly to customers. All transportation is managed by third-party service providers. The graphic on the next page illustrates our global inbound and outbound transportation routes for our bikes.

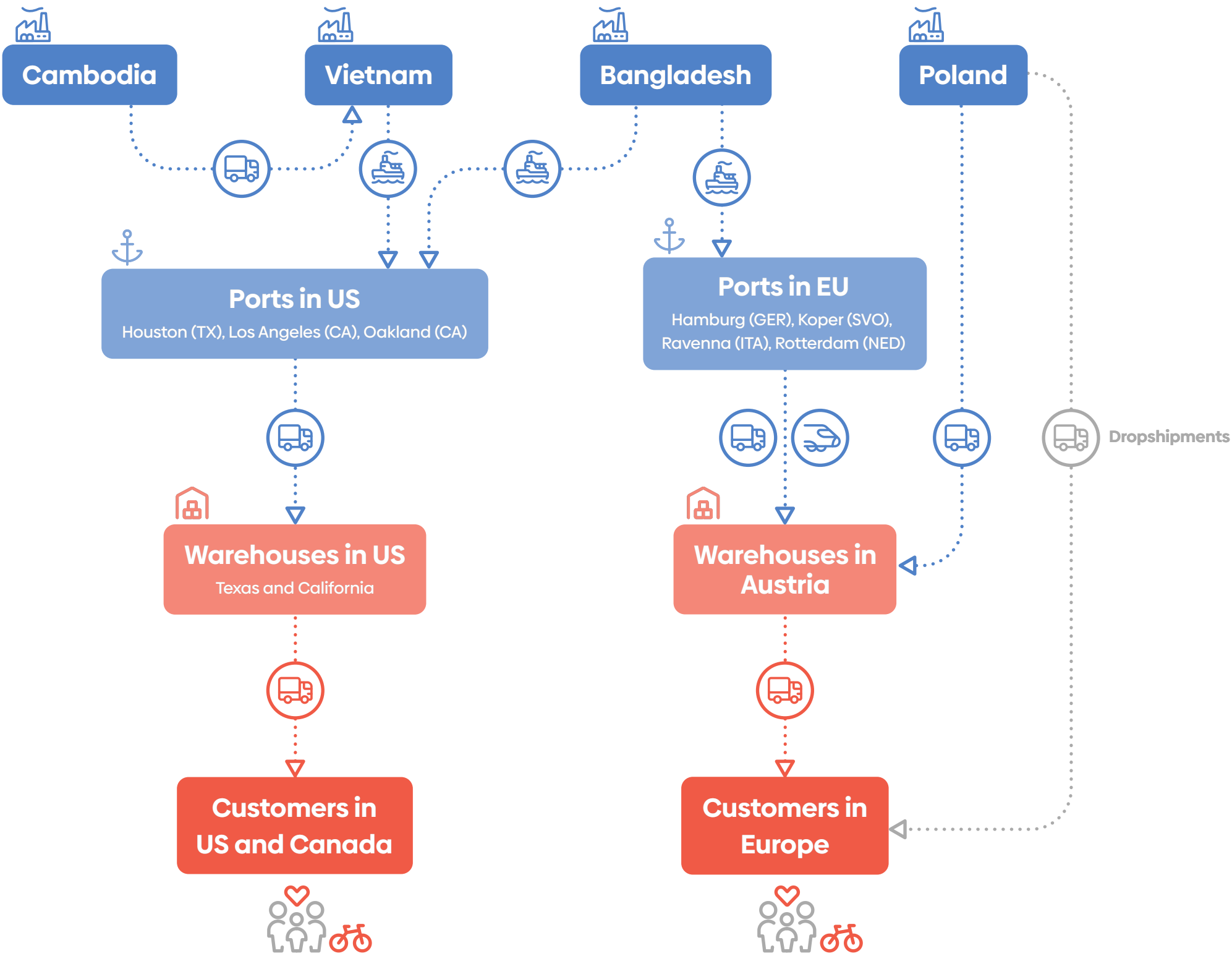
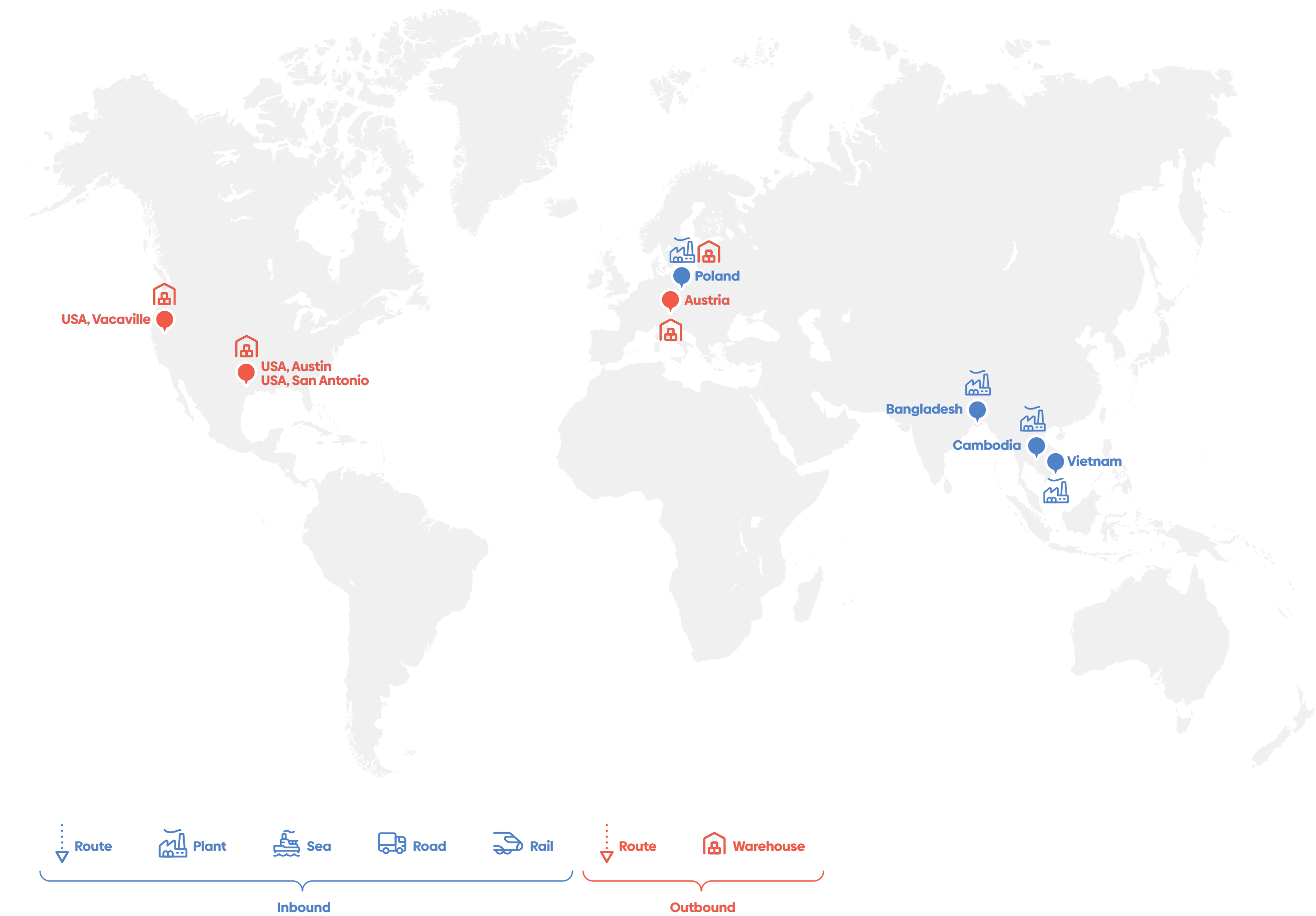
Raw materials in woom ORIGINAL 4



Bike components made of aluminum



Our global inbound and outbound transportation routes for our bikes





Reducing our emissions

Following the assessment phase, which involved data collection and a detailed analysis of our emissions sources, we have established targets and taken action to reduce our emissions.

In 2022, we established the Science Based Targets [SBTi](#)-approved near-term target of 1.5°:

Reduce our GHG emissions by 42% from our 2020 baseline for scope 1 and scope 2 by 2030, while also measuring and reducing our scope 3 emissions.

To set our emission reduction target, we utilized the simplified streamlined target-setting process for small and medium-sized enterprises (SMEs), which involves predefined targets provided by SBTi.

Although SMEs are not required to set a reduction target for scope 3 emissions, we have committed to measuring and reducing our scope 3 emissions.

The **SBTi** is a collaborative effort by various organizations, such as the United Nations Global Compact, World Resources Institute, World Wildlife Fund, and CDP, which supports companies in setting science-based targets for reducing their GHG emissions that are aligned with the objectives of the Paris Agreement.

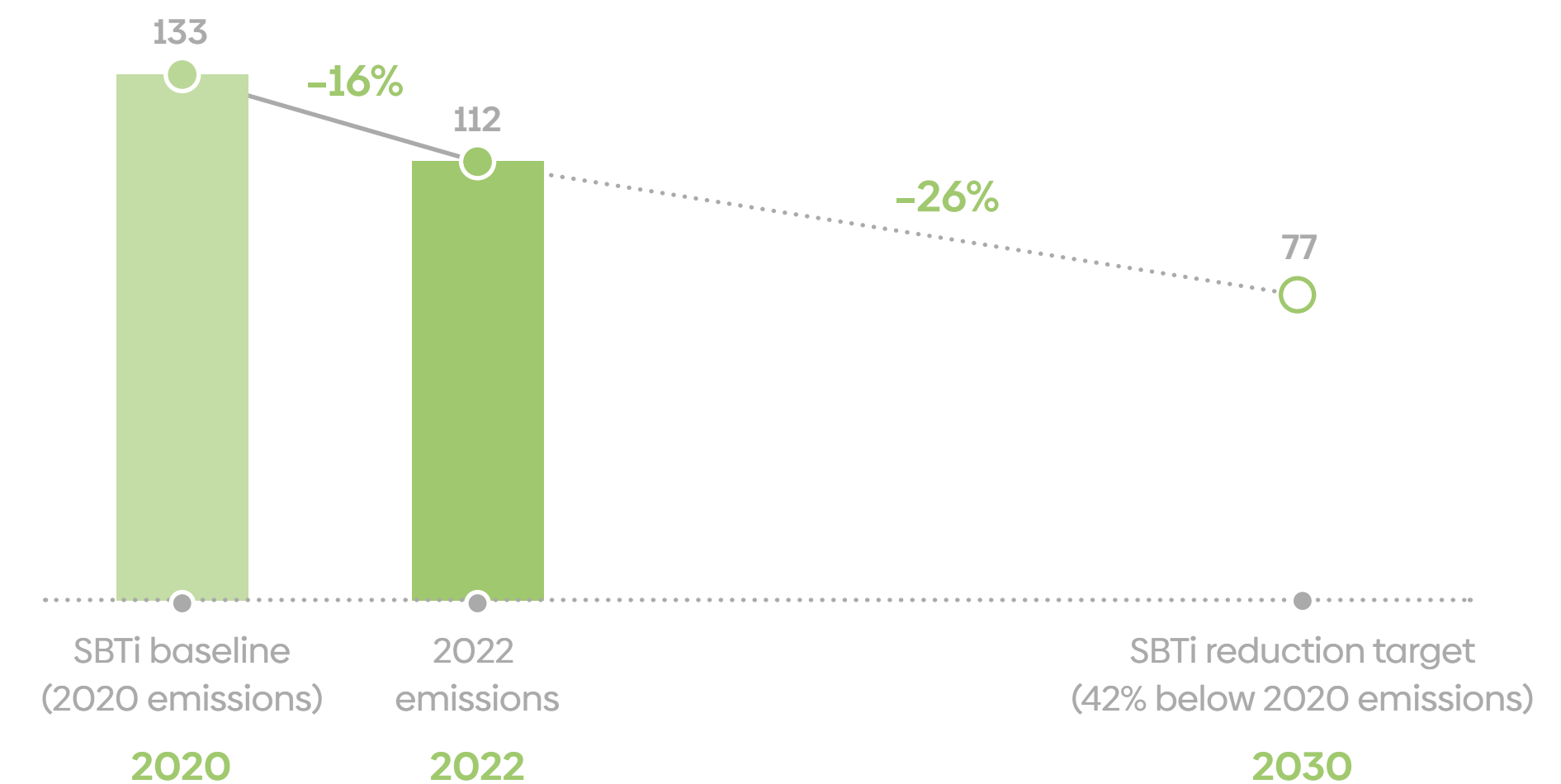


Our progress on scope 1 and 2

We generate scope 1 emissions through the burning of fuel in our company vehicles and the use of gas to heat our offices and warehouses in our headquarters in Klosterneuburg, Austria, and Austin, Texas. To minimize our scope 1 emissions, we have introduced a green car lease policy that mandates leasing only electric company vehicles from now on. We plan to transition entirely to electric vehicles by 2027.

Our scope 2 emissions stem from the energy generation used to power our offices and warehouses. To reduce these emissions, we transitioned to renewable energy for all woom facilities in the course of 2022. This shift has allowed us to achieve a reduction of 16% from our 2020 base year in our scope 1 and 2 emissions.

Emission reduction pathway to 2030





Our progress on scope 3

Collaborating with our suppliers

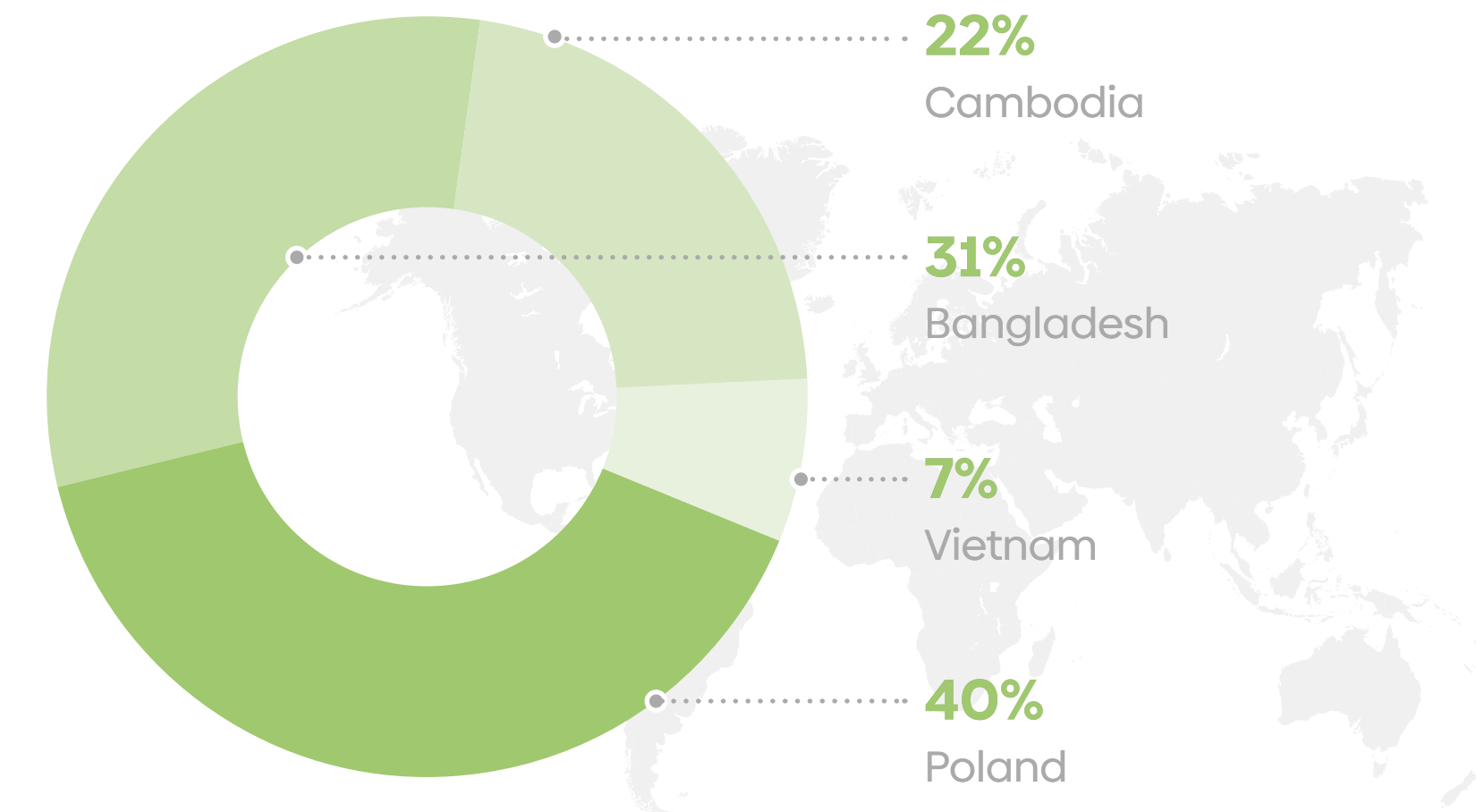
We have optimized our supply chain to reduce our emissions by relocating one of our assembly locations to Poland, where approximately 40% of the bikes produced for the EU market are now made. Since 2020, we have produced all our woom UP models in Poland for the global market, and as of 2021, significant volumes of our woom ORIGINAL and woom OFF models are also produced there.

This move also resulted in shorter delivery times, from six weeks by ship to one week by truck. We are also working towards sourcing more products and components locally, with our grips, bottom brackets, kickstands, and e-bike drive systems already being

sourced in Europe. We plan to introduce European saddle production in the near future.

Furthermore, we increasingly partner with assemblers who use renewable energy sources. For example, the assembling facility in Bangladesh, which accounts for one-third of our total bike production, operates with 30% renewable energy generated from solar power at the facility. This assembler is striving to achieve complete reliance on renewable energy. By the end of 2023, over 50% of their energy supply will be sourced from solar power as they work diligently towards their goal.

Share of total production volume across our bike assembly locations



Based on the latest report of International Aluminum Institute in 2020, the proportion of recycled aluminum was 37% of the total global aluminum production.

We acknowledge the significance of increasing the usage of recycled aluminum in our products to reduce emissions. Therefore, we are dedicated to collaborating with our suppliers to better understand their aluminum sourcing. We will work towards identifying suppliers that prioritize recycled aluminum production. Additionally, we plan to encourage sustainable practices in aluminum production, such as implementing energy-efficient production processes and

using renewable energy sources. While we acknowledge that transitioning away from virgin aluminum may require time and careful considerations for product quality and safety, we remain committed to discovering sustainable solutions that reduce our emissions and promote environmentally friendly practices within our supply chain.

In addition, we are also planning to reduce packaging waste through the use of recycled materials and promote responsible packaging practices.

Promoting eco-friendly employee commuting

We are committed to fostering a work culture that prioritizes eco-conscious choices and want to empower our employees to embrace sustainable transportation options and set an example for others to follow. In line with this commitment, we introduced green commuting employee benefits and activities.

Embracing public transport

All employees in Austria receive a 50% discount on the Austrian Climate Ticket, which grants unlimited access to public transportation across the entire country for a year. The Climate Ticket covers buses, railways, metros, and trams, providing employees with convenient and eco-friendly commuting options. By embracing public transport, our employees actively contribute to reducing traffic congestion and harmful emissions, making a positive impact on the environment.





Fostering the joy for cycling

We have implemented various measures to facilitate cycling as a preferred mode of transportation for our employees. These include parking spaces for bicycles, both inside and outside the office building, as well as shower facilities and checkrooms for cyclists to freshen up upon arrival. We also offer a bike maintenance and repair selfservice space to ensure the bikes are in optimal condition.

Twice a year we organize a Car-Free Day, bringing the team together for a memorable cycling experience. On this special day, our employees set off on a collective bike ride to the office. The day continues with a team breakfast and an awards ceremony with fun prizes for the participants.

At the end of 2022, we organized a captivating event called the woom Bike Movie Night. What made this event truly remarkable was the active participation of our team. We harnessed our own muscle power by pedaling to generate energy for the popcorn machine and the movie equipment.

As a recognition of our commitment to promoting cycling, we are proud that we have become the first company in Vienna and Lower Austria to receive the Cycling Friendly Employer (CFE) certification [↗](#). This esteemed seal acknowledges our efforts in creating cycling-friendly infrastructure and raising awareness about the benefits of cycling, while actively contributing to climate protection.



Encouraging circularity


Circularity refers to a regenerative and closed-loop approach to production and consumption where resources are kept in use for as long as possible, waste and pollution are minimized, and products and materials are reused, repaired, and recycled to create a circular flow of resources.

Circularity lies at the core of our commitment to sustainability. Since the inception, our mission has remained steadfast: to create exceptional and lightweight children's bikes that can endure for generations. This mission is brought to life through our sustainable design process, which minimizes resource consumption and waste generation. Our bikes are meticulously crafted for effortless self-assembly and repair, complemented


by the availability of tools and replacement parts for added convenience. By embracing circular practices, we actively work towards closing the loop and ensuring that our bikes make a lasting positive impact on both individuals and the environment.

In order to promote a culture of reuse and repair while extending the life of our bicycles, we are active in two initiatives:

upCYCLING

We are one of a few brands that offer a program to help our bikes stay on the road as long as possible. Our customers are children and they grow fast. On average, they need the next size of the bike every one to two years. To make it possible and affordable for them to enjoy riding our bikes until their teenage years, we have invented [the woom upcycling program](#) . Customers who return their used bikes get a 40% discount on their next woom bike. In addition to better affordability, this offer extends the life of our bikes, as returned bikes get refurbished and sold in the second-hand market.

Cooperation with refurbished

[refurbed](#)  is a quickly-growing platform specializing in second-hand refurbished products. refurbed products are often sold at a discounted price compared to new items and can be a more environmentally-friendly option as they prevent waste by extending the lifespan of existing products.

In December 2022, woom launched a pilot program with refurbed, and due to its success, we are planning to expand the program further.



Social

woom objectives

Promote diverse and inclusive workforce

Increase positive impact on our communities

woom and partners

Ensure fair working conditions are maintained by our supply chain partners

woom[®]

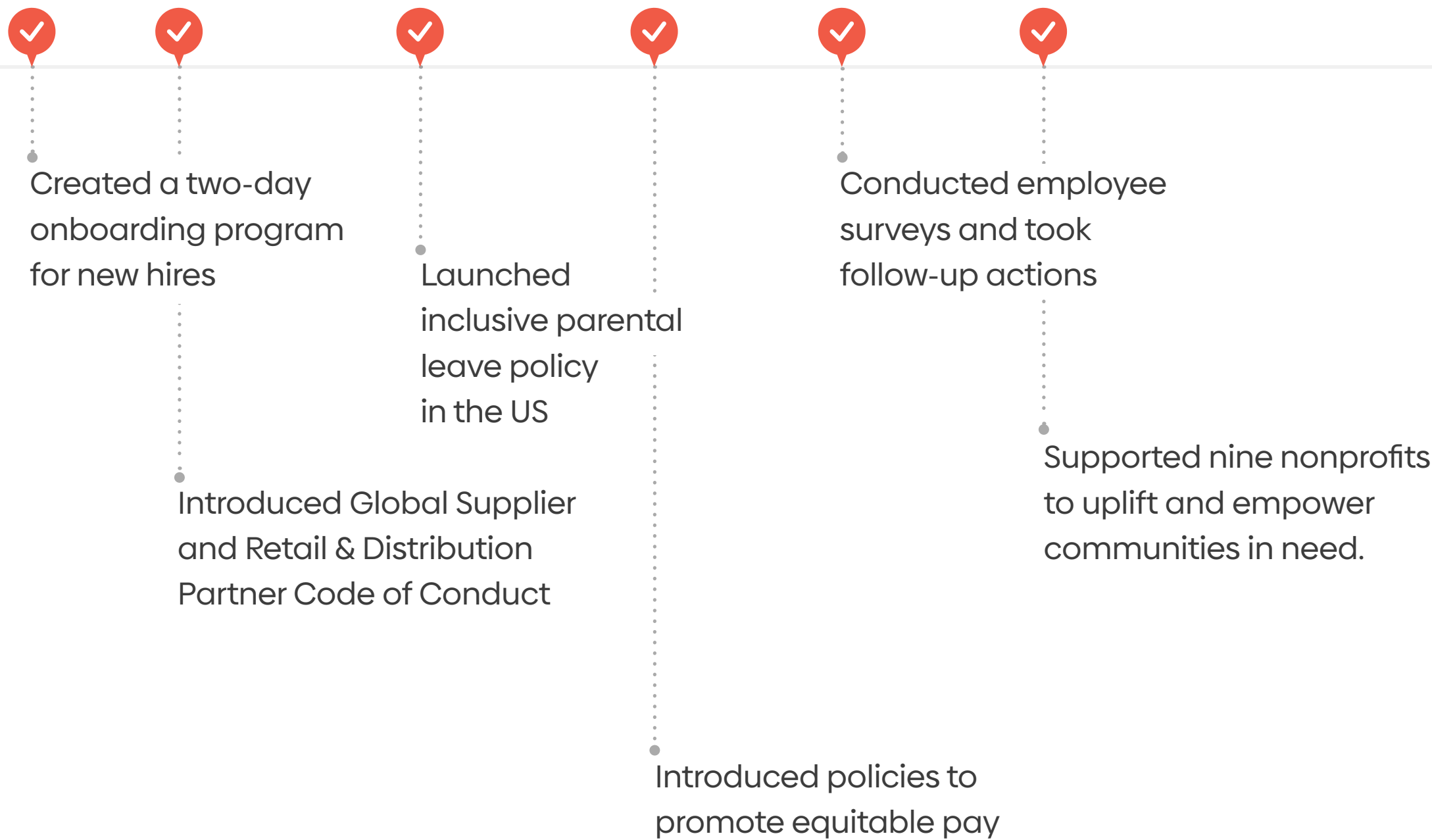


Social sustainability pathways

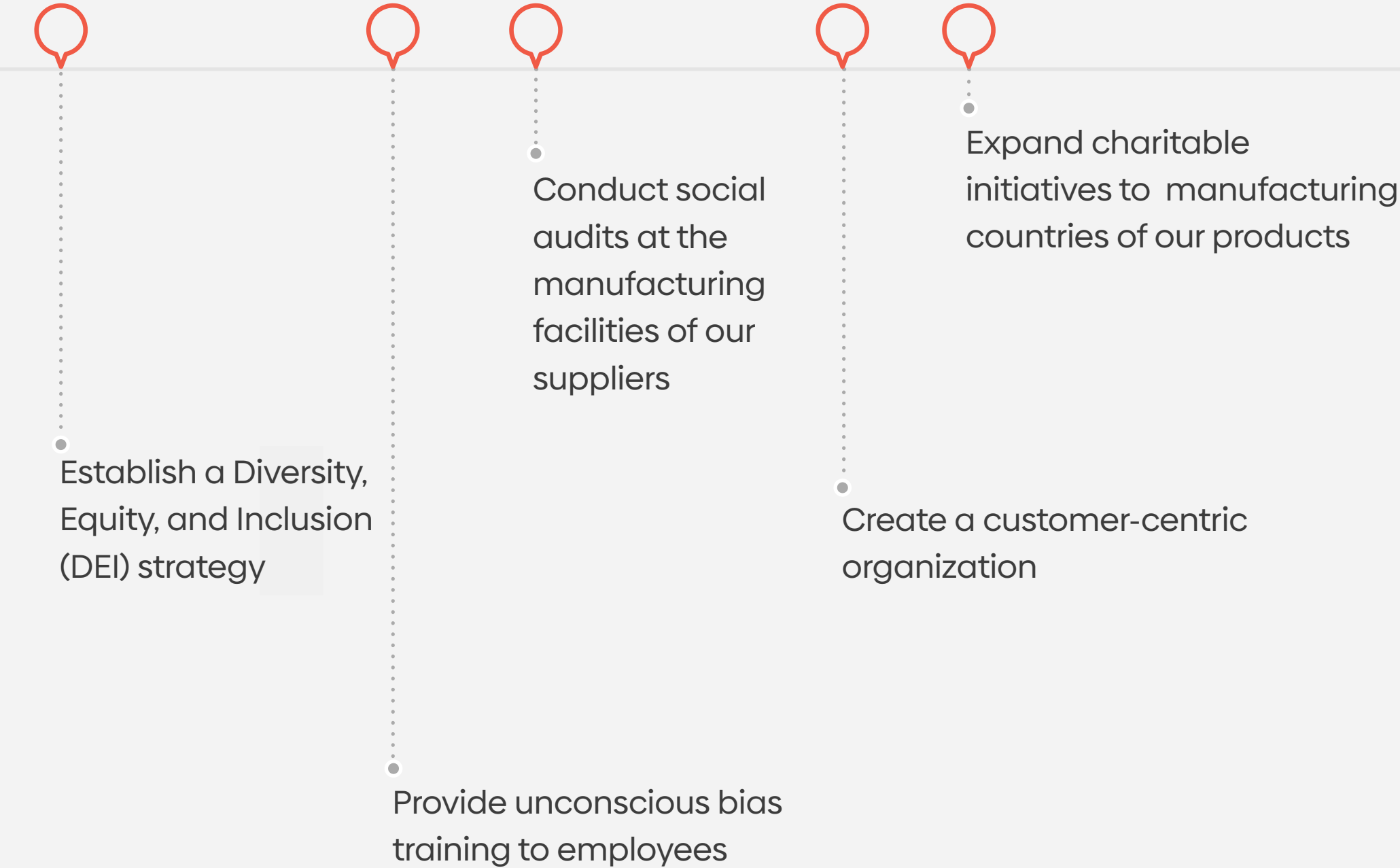
We believe that a positive and healthy culture is key to creating an organization that upholds our company values: Joy, Courage, and Responsibility. At woom, we are passionate about what we do and

who we are, take courage to constantly innovate and take responsibility for our actions. Our everyday culture embodies communication and trust.

Our headway made to date



Our next steps



We are woomsters

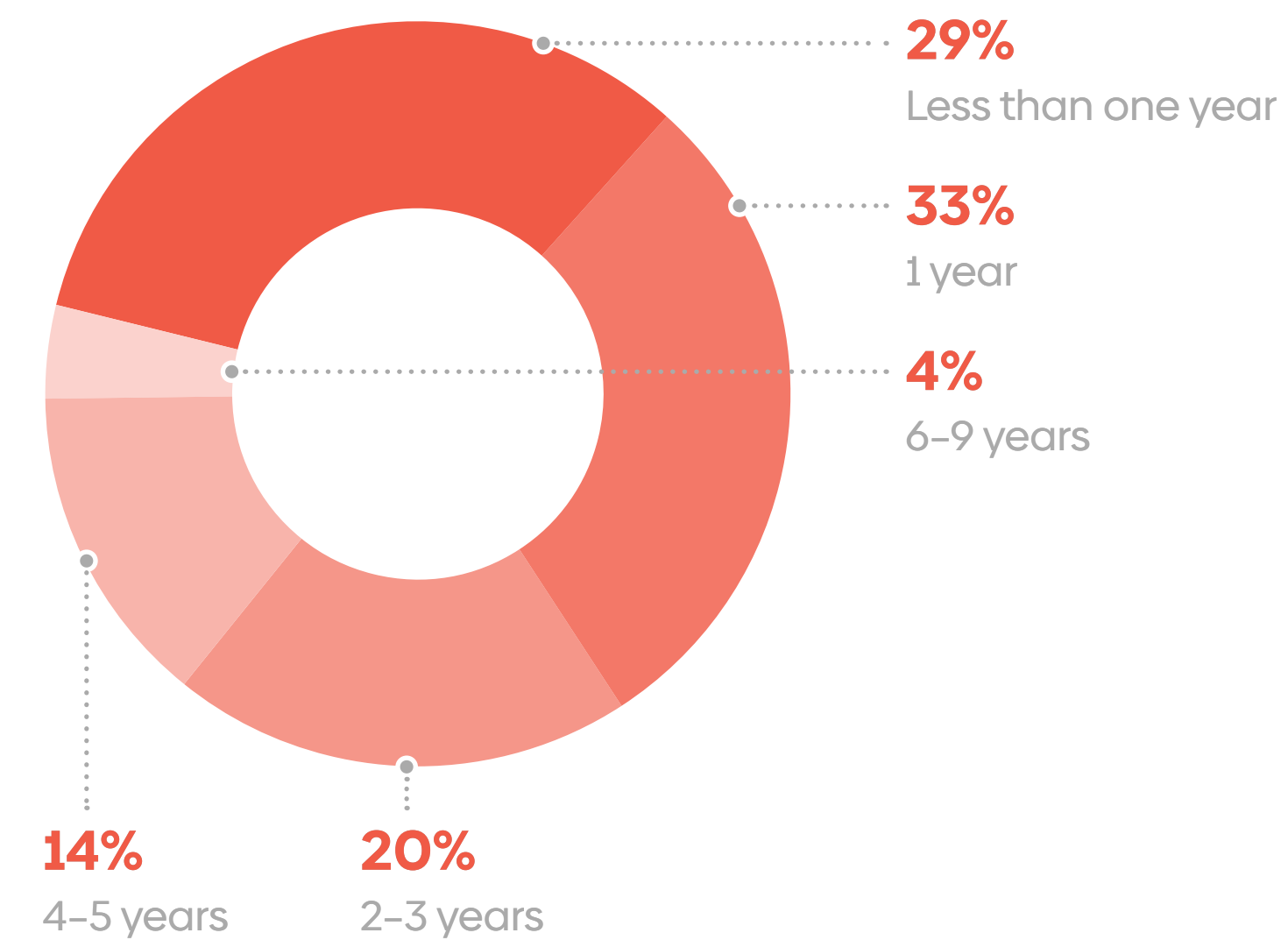
We call ourselves woomsters! In 2022, our team included 254 employees: 192 in our office in Austria and 62 in our US office. woom is a growing company, and in 2022 our workforce grew by 65 people, which was 37% more than the previous year.

Since 2021 our team has doubled and tripled since 2020.

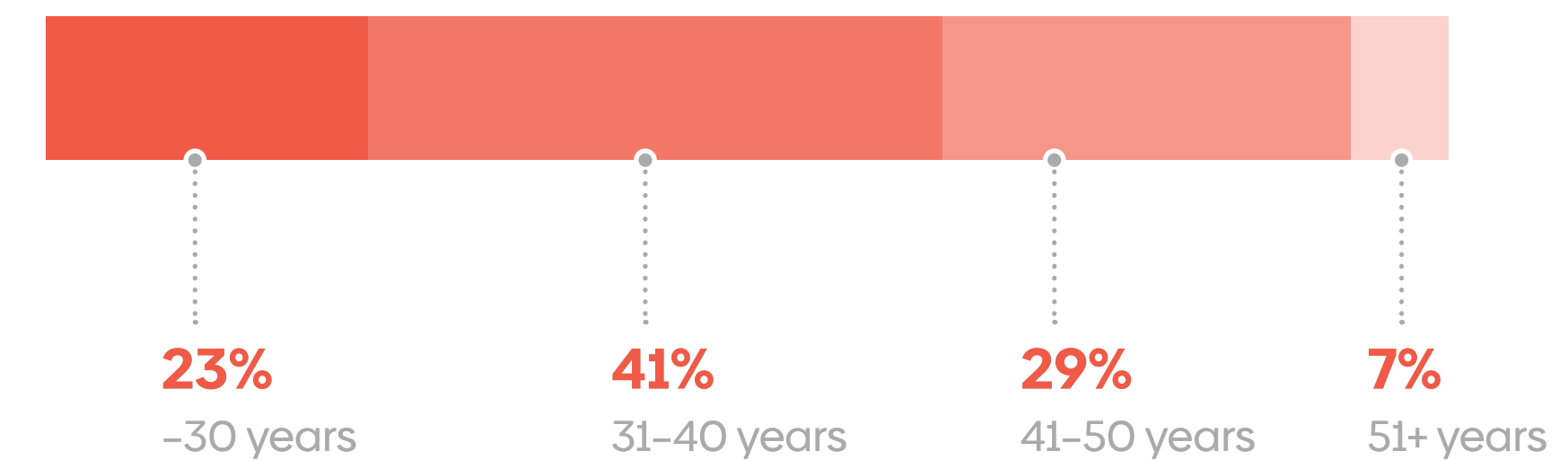
We are a diverse and balanced team. Woomsters are originally from more than 30 countries and are, on average, 36 years old. Our average tenure is between 1 and 2 years. This is an expected outcome given the significant growth of our workforce.

In 2022, our employee turnover rate was 12%. This falls below the industry average of 18%, but is higher than the best-in-class benchmark of 10%.

woomsters' tenure



woomsters' age



New woomsters 2022

87

We onboarded 87 woomsters in 2022.

Starting at woom

New hires at woom embark on a comprehensive onboarding program that spans their first two days. During this time, they gain a deep understanding of our organizational and content-related processes, as well as the story, strategy, and future plans of woom.

This period also includes a tour of our test facilities, where they can observe the bike design process firsthand. Additionally, new woomsters learn how to build our bikes from a box and get a hands-on experience of the customer journey.





Prioritizing employee development

We prioritize the growth and development of woomsters, helping them unlock their full potential. We do this by providing regular, transparent feedback on their performance, which forms the cornerstone of our approach to employee development. This makes it easier to define tailor-made development plans that address both woom's priorities and each employee's potential.

Cycle conversations

We hold quarterly cycle conversations with people leaders to foster a culture of ongoing communication and feedback. These meetings facilitate regular check-ins between leaders and their team members, and also provide an opportunity to reflect on and set shared goals and objectives. By creating a space for open dialogue and collaboration, we strengthen our working relationships and enhance overall performance.

Cycle Conversations 2022

867

We held 867 quarterly Cycle Conversations in 2022, with an 85% satisfaction rating

Learning and development

At woom, lifelong learning is fundamental in our commitment to ongoing employee development. In addition to our regular learning sessions, woomsters can also request specialized training in areas where they want to grow. Our goal is to foster a culture of continuous learning and self-improvement that benefits both our employees and our organization.



Internal trainings

In 2022, we dedicated nearly 400 hours to providing comprehensive trainings through 34 unique sessions. Remarkably, our learners reported an impressive satisfaction rate of close to 90%, proving that our training sessions were both effective and enjoyable.

External trainings

To assist our woomsters in acquiring new skills and maintaining their engagement, we proactively involve our colleagues and provide on-demand training opportunities that align with their career goals and interests. In 2022, woomsters from 10 departmens completed more than 60 external trainings.

Training	Description	Attendance rate	Learner satisfaction (LSAT)
Leadership Development	Four webinar series and one focused workshop per year, tailored to leadership development for two cohorts: emerging/evolving leaders and established leaders.	70%	83%
Cultural Competency	Webinar series to help woomsters work seamlessly across cultural, language, and time zone barriers, enabling a joint business language and inclusive messaging across the organization.	78%	96%
Value Series	Webinar series aimed to uphold and reinforce our woom core values, encouraging ongoing learning and dedication to them.	21%	87%
Mental Health	Asynchronous resources on the topic of mental health to support employees during Mental Health Awareness Month.	32%	not rated





Committing to diversity, equity and inclusion

Gender

woom is deeply committed to promoting diversity, equity, and inclusion in every aspect of our work, from our employees and customers to our suppliers. Every person is celebrated as an individual and given the appropriate resources to succeed.

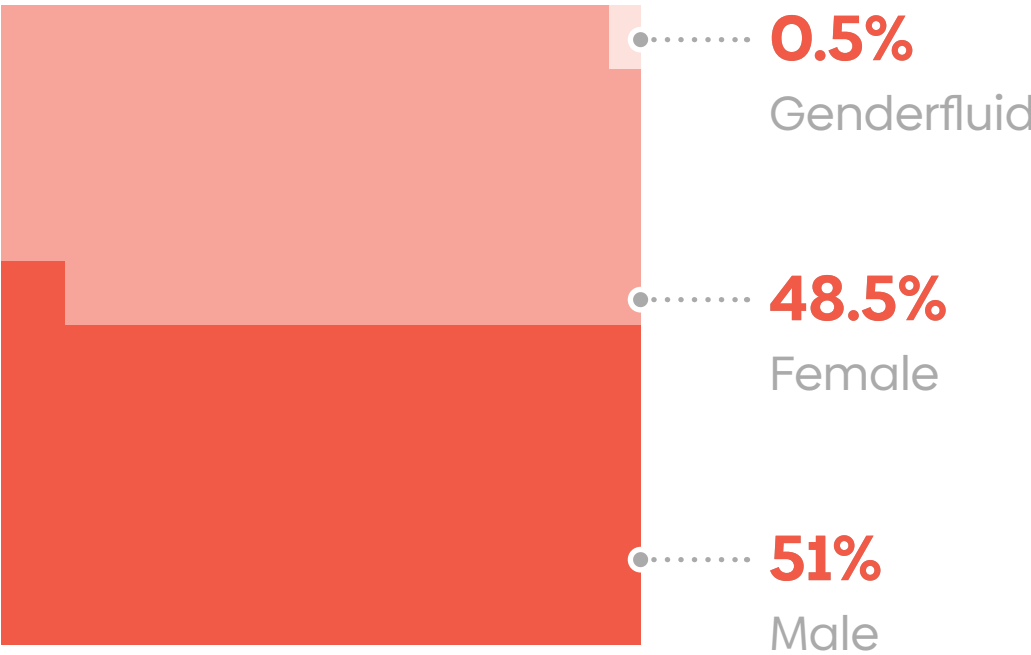
We adhere to the principle of filling job vacancies based solely on an individual’s ability, potential, and performance. Discriminatory behavior is not tolerated during any stage of our hiring process or in our daily interactions. At woom, we are committed to creating an inclusive environment where everyone is respected and valued for their unique contributions.

We center our initiatives around the following four fundamental aspects of diversity, equity and inclusion: gender, origin, age and sexual orientation.

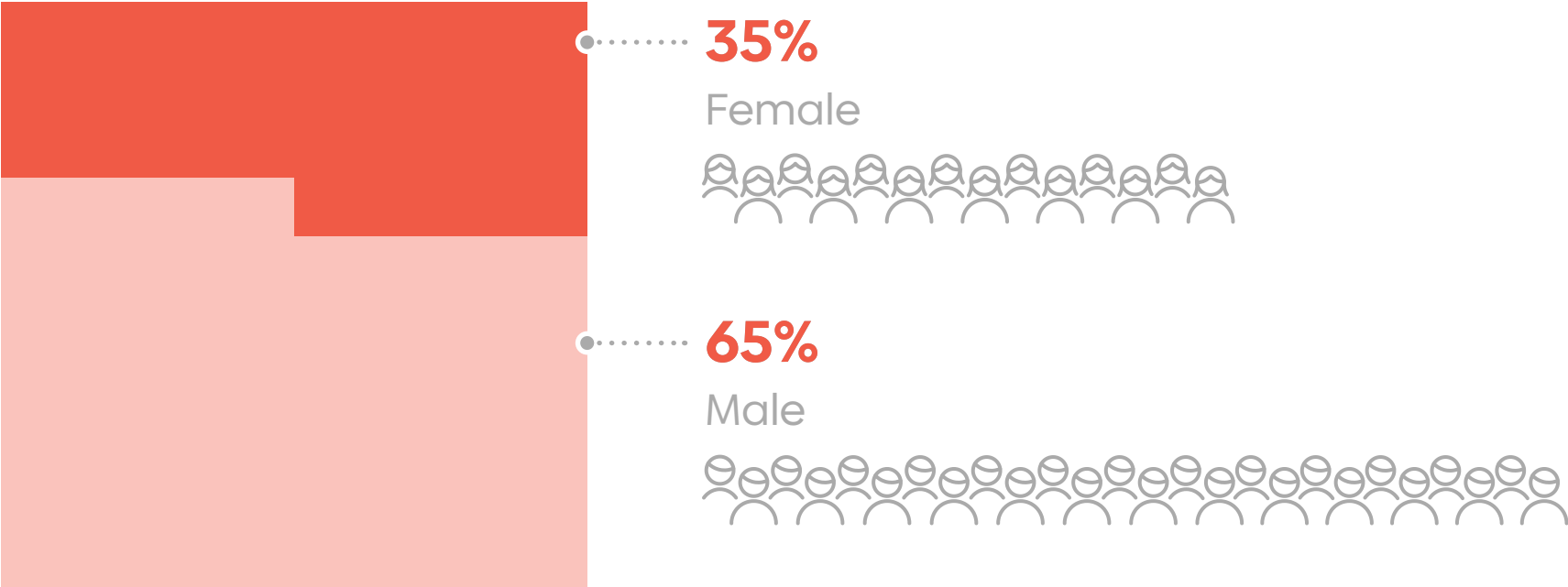
Our workforce is comprised of individuals with diverse gender identities, including an equal representation of self-identified men and women and one genderfluid person. We believe in providing equal opportunities and a level playing field for all our employees, regardless of their gender identity. Consequently, in 2022, we introduced policies and programs that promote inclusion and diversity, such as compensation bands and merit processes for equitable pay, and a defined organizational job architecture for consistent employee position leveling and job titles.

In 2022, women held approximately 35 percent of management positions. To further increase this percentage, we are dedicated to providing greater flexibility to balance personal and professional lives. We support our employees by offering a variety of flexible work arrangements, including remote work, part-time, and flexible hours, parental leave for all parents, and sabbaticals. Our ultimate aim is to foster an inclusive environment where everyone can thrive and succeed.

Self-identified gender distribution



Gender representation in leadership roles





Culture and origin

Cultural diversity is ingrained in our everyday work with over 250 employees from more than 30 countries. We value the significance of having a diverse workforce and strive to create an inclusive workplace culture that embraces and celebrates differences. That's why, in our Headquarters in Austria, we have adopted two working languages (English and German) to accommodate both local and international talent. This approach not only allows us to attract individuals from diverse backgrounds, but also enriches our culture by promoting language exchange and cross-cultural collaboration.

Age

At woom, four generations (Baby Boomers, Gen X, Gen Y, and Gen Z) work together under the same roof. Age diversity helps us bring together people with complementary abilities, skills, knowledge, and networks.

Sexual orientation

In 2022, we organized LGBTQIA+ inclusion training for all employees, as we strongly believe everyone should feel comfortable bringing their true selves to work, including their sexual orientation or gender identity.

This training program aims to enhance awareness and understanding of LGBTQIA+ issues and foster a more inclusive and welcoming workplace for all.

We also recognize that all types of families and caregivers of all kinds need support when welcoming a new child into their lives. That's why we have launched an inclusive parental leave policy in the US that supports all parents, regardless of gender or family type. This policy provides comprehensive leave benefits to help ensure that all parents can take the time they need to bond with their new child and adjust to their new family dynamic.

Engaging with our woomsters

We believe it is important that every woomster feels valued and committed. To gauge team sentiment, we introduced an Engagement Survey in the spring of 2022. This survey was completed by 72% of our workforce with an average total score of 81% globally.

We also calculated our employees' satisfaction through the Net Promoter Score - eNPS,

resulting in a global score of 46 (compared to an industry benchmark of 30).

These surveys are the start of a yearly recurring process. We use the results to continually improve our culture and workplace, and encourage managers to review, discuss, and take action on survey findings with their teams.





Supporting woomsters' wellbeing

To support employee well-being – including physical, mental, social, and financial health – we offer attractive benefits. Our woomsters enjoy the following:

	Austria	USA
Remote work	✓	✓
Work equipment for home office	✓	✓
Complete coverage for computer glasses	✓	
Free gym membership	✓	
Half of the cost of public transportation tickets covered	✓	
2 woom bikes free of charge per employee	✓	✓
Discount on woom accessories	50%	35%
Discount on woom bikes		35%
Subsidized lunch in the office	✓	
Medical insurance*		✓
Short and Long Term Disability insurance*		✓
Life insurance*		✓
401(k) Retirement Program		✓

* Insurance in Austria provided by the government





Ensuring fair labor practices throughout our value chain

We want parents to feel confident that when they choose woom, they are supporting a company that cares about the people who make our products.

Responsible relationships with our suppliers, retail, and distribution partners constitute one of the most important foundations of our sustainability efforts. We are committed to fair working conditions, reasonable working hours, safe workplaces, and fair wages.

Global Supplier and Retail & Distribution Partner Code of Conduct is a binding element of every contractual relationship with our value chain partners. It is based

on internationally recognized standards, including the Universal Declaration of Human Rights and the conventions of the International Labor Organization (ILO). This Code includes requirements, which must be observed by each of our suppliers, retail and distribution partners.

Regular social audits are part of our plan to ensure that our suppliers comply with our Code. These audits can assist in identifying any issues and enable us to collaborate with our suppliers in addressing them. The ultimate goal is to improve the responsibility of woom’s supply chain.

woom Global Supplier and Retail & Distribution Partner Code of Conduct

Compliance with laws is ensured	Minimum wages are paid	Corruption and bribery are not tolerated
Employment is freely chosen	Working hours are respected	Environmental protection is implemented
Child labor is not accepted	Harassment and abuse shall not be tolerated	Fair competition is respected
No harsh or inhuman treatment is allowed	Working conditions are safe and hygienic	Accurate records are kept
Regular employment is provided	Confidential and proprietary information is protected	Freedom of association and the right to collective bargaining is granted



Caring about our customers

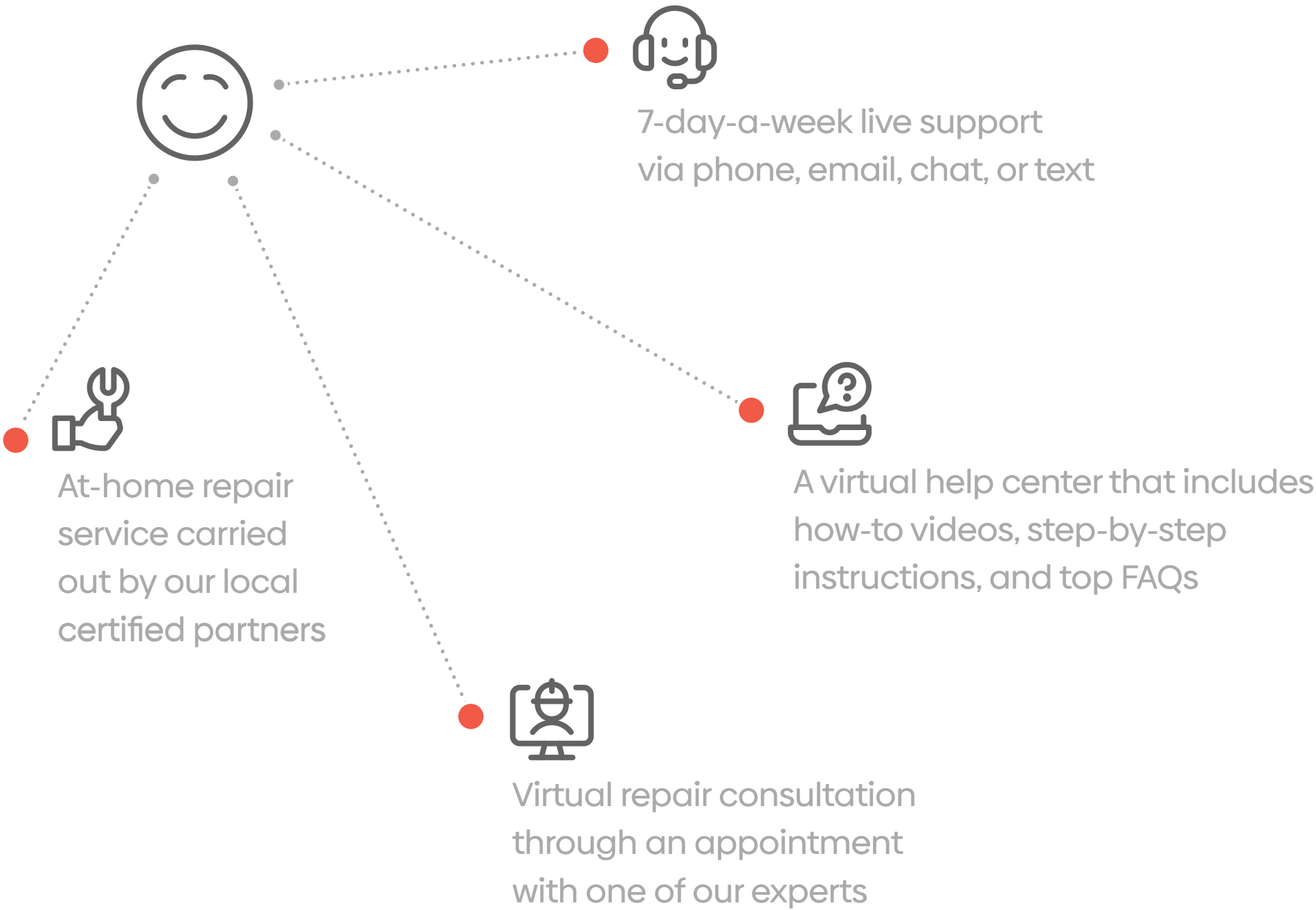
Our commitment to delivering an outstanding customer experience includes providing support and resources to ensure the safety and proper use of products aimed for children. We believe our customer service approach sets us apart from our competitors and helps us to achieve positive outcomes for both our customers and our business.

The customer relationship with woom goes beyond a simple transaction. In 2022, our customer team numbered 21 dedicated individuals (12 in the EU and 9 in the US) to

assist our customers. Every month, we helped more than 14,000 customers (80% in the EU and 20% in the US) to find the perfect bike, order spare parts, and even plan their cycling routes.

Moving forward, we want to build on our comprehensive understanding of our customers’ wants and needs by utilizing our historical data and market research. This will enable us to establish metrics that prioritize the customer experience, ensuring that our products consistently meet and exceed their expectations.

woom customer service




Giving back to our communities



Together with our employees, partners and charitable organizations, we are committed to making a lasting contribution to society worldwide, above and beyond our business activities. Our commitment is based on three pillars: volunteer engagement by our employees, partnerships with charitable organizations, and emergency aid.

Volunteer engagement by our employees

For us, woomsters' volunteer engagement is a critical aspect of promoting sustainability. When we volunteer our time and skills to support our communities, we not only

contribute to woom's sustainability efforts but also promote a sense of purpose, belonging, and fulfillment among us.

In 2022, our woomsters in Austria contributed school supplies to a charitable organization school supply drive to the [Kindersozialdienste St. Martin](#) , which supports kids in need in the Klosterneuburg/Tulln region.

In our US office, a group of 20 woomsters participated in a roadside cleanup effort with [Keep Austin Beautiful](#) , an organization committed to making Austin the cleanest and most beautiful community. Alongside this, our US office collaborated with [Austin Angels](#)  to organize a school donation drive, where woomsters generously contributed school supplies for foster children.








Partnerships with charitable organizations


We proudly support charitable organizations that create positive impact and improve lives.

In 2022, we donated 172 bikes to three organizations in the US:


- [Basecamp Collective](#)  to support the Boulder, Colorado community after wildfires destroyed homes.
- [Austin Council of Parents and Teachers Associations](#)  to support local schools.
- [Oxford Houses of Texas](#) , a sober living organization that assists parents in getting back on their feet while enabling their children to stay with them throughout the recovery process.

In Austria, we provided woom clothing and accessories to:

- [Caritas](#) 
- [SOS Children's Villages](#) 

In addition, we provided funding for an inclusive sports week that was organized by the [Austrian Sports Association for Disabled Children](#) . The event aimed to promote sports participation among children with and without disabilities.

Emergency aid

In March 2022, we established a collaboration with [SOS Children's Villages](#)  to support the areas in Ukraine that were severely affected by the conflict.

Moving forward, our goal is to foster the growth and advancement of the communities located in the countries where our supply chain operates.





Governance

woom objectives

Maintain robust governance and policies

Enhance management systems for product quality and safety assurance

woom and partners

Promote transparency throughout our supply chain





Governance sustainability pathways

We are dedicated to upholding robust governance, accountability, transparency, and reporting. Our governance frameworks safeguard our reputation and the trust of our

many customers. Effective governance also plays an important role in achieving our sustainability goals.

Our headway made to date



Our next steps



woom leadership

woom has a two-tier governance model, consisting of a voluntary Advisory Board and an Executive Board. In 2022, the Executive Board consisted of two co-CEOs and one COO and was supported by eight directors. Together they formed the woom management team.

At woom, we are dedicated to maintaining independence within our corporate structure, in line with applicable rules and regulations. As an Austrian limited liability company we rely on Austrian corporate governance requirements. The Advisory Board of woom consists of seven non-executive members, all nominated by shareholders. We keep the Chair of the Advisory Board and the woom co-CEO position separate.

Sustainability governance

Our sustainability is managed by a lean central sustainability team, composed of the Head of Sustainability and the Manager of Sustainability, with the Head of Sustainability reporting directly to the co-CEO. The team sets the sustainability strategy and objectives for the entire company, while also focusing on managing external relationships and integrating internal efforts. It also prioritizes sustainability topics in alignment with the company-wide strategy and objectives, and assigns them to specific departments.

Each woom department is responsible for cooperating with the central sustainability team to develop specific initiatives, using their own resources. Some departments have sustainability-specific performance metrics and measurable targets, and incentives and regular performance reviews are in place to support our sustainability efforts.

In 2022, the woom Executive Board consisted of:



Paul Fattinger
co-CEO



Matthias Ihlenfeld
co-CEO



Martin Bartmann
COO

Adapting our governance & policies

As a rapidly-growing organization, it is crucial for woom to adapt to the ever-evolving market governance and regulations. We recognize the need to align ourselves accordingly to ensure compliance and maintain our continued success.

We understand the significance of having a robust governance to effectively manage sustainability initiatives and reporting. Therefore, in 2022, we underwent an external evaluation of our governance structure and policies to align with industry standards. The assessment revealed areas that require improvement, and we have already made strides towards necessary changes.

In 2023, we aim to establish management systems and controls that enable us to constantly monitor and swiftly respond to market and regulatory developments. Furthermore, we will introduce several new policies that will bolster our sustainability initiatives, including an Employee Code of Conduct and Sustainability Policy. These policies will align with our commitment to promoting a sustainable and ethical business culture and will serve as a foundation for future progress.





Conducting assessments of climate risks for our suppliers

Due to its high reliance on the supply chain, the bike industry is exposed to a variety of risks, including potential climate change impacts like changes in weather patterns, raw material availability, and regulation changes affecting production, supply chain, and demand for products. In line with the [Task Force on Climate-Related Financial Disclosures](#) [↗](#), we conducted a risk assessment of climate-related risks for our bike assembly locations, which considered various location-specific trends.

Our assessment revealed that woom's top suppliers are vulnerable to future climate change impacts. This is expected because the manufacturing industry is highly exposed to climate risks, due to its dependence on natural resources and energy consumption.

As a responsible brand, woom acknowledges that climate change is inevitable. Thus, we strive to incorporate climate risk assessments into our evaluation processes for both new and existing suppliers, while engaging with them to identify and mitigate these risks.



Committing to product safety and compliance

Designing safe products

We prioritize safety in our product design to prevent injuries from foreseeable dangers. At woom, our process involves identifying customer needs, understanding consumer behavior, and minimizing injury risks in product development. Our cycling products feature advanced safety measures for maximum protection such as wide, reflective tires, large platform pedals, impact protection on the handlebars, and a closed chain guard. Additionally, our bikes are lighter than standard children's bikes, making them easier to handle and ride.

Legal compliance, requirements and standards

We are committed to ensuring that our products comply with all relevant regulations and standards. Our Product Testing and Compliance team (PTC) continuously monitors international regulations and industry standards to maintain compliance. We have established a “woom test standard” that outlines the necessary mechanical and

chemical tests for our products, and we require our suppliers to comply with safety regulations as part of our contractual agreements. Additionally, we have implemented a standard operating procedure for some component suppliers to ensure accurate and consistent mechanical testing.

Product testing and compliance process

woom uses a systematic testing approach, both during product development and when addressing non-conformities brought to our attention. The steps involve identifying the subject or case, applicable requirements, assessing consumer risk, identifying what needs to be tested, and addressing any additional concerns.

Testing builds knowledge about product design and engineering for continuous development and improvement, in addition to ensuring compliance and safety.



Engaging in product quality control

Quality Control (QC) process

At woom, QC is a complex process that involves multiple teams and stages. It begins with rigorous testing and review of individual products and components during product development, followed by product testing and compliance to ensure that all products meet market standards and legal requirements. QC also ensures the consistent delivery of our products with reliable quality to our customers.

Between production and delivery, our bikes undergo a three-step quality control process executed by our PTC and QC teams.

1. **PTC team:** Component release testing by accredited, independent test labs.
2. **QC team:** Inspection of assembly line on site by the woom quality manager.
3. **QC team:** Final inspections after delivery at our warehouses.

This process is strategically designed to identify defects at an early stage, facilitating prompt enhancements to ensure the delivery of flawless products from our warehouses.

Quality requirements and standards

In 2022, we introduced the woom QC Supplier Rating System, which consistently assesses components based on safety priority using a 3-Level-Scale ranging from 1 (highest) to 3 (lowest). In addition, we implemented a “Supplier Quality Manual” as part of our contractual agreement with suppliers to ensure we share the same understanding of quality standards and work accordingly.

Finally, we developed “Cosmetic Guidelines” for our products to provide clear instructions and expectations for our suppliers and assemblers regarding aesthetics-related defects that do not affect safety.





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Sustainability website:

woom.com/en_INT/sustainability