

Value for my new life



Discovering value early

MAM* baby products accompany a child's early days as closely as few other things. We live up to this responsibility by paying special attention to babies' health and safety, as well as focusing our actions on the values that will shape their future.



* For easier reading, "Bamed MAM Group Ltd" (including all companies of the group) has been shortened to MAM.

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Legend for navigating through the sustainability report:

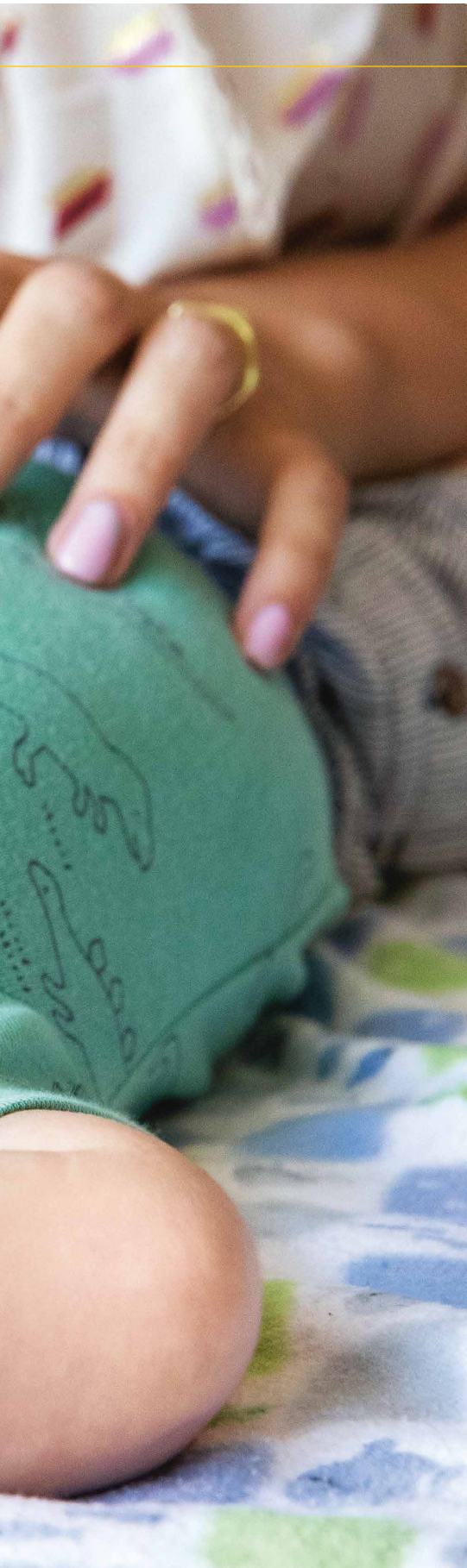
- > References within the sustainability report
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Care

for everything that touches me



* Market research study 2010–2019, tested with 1,463 babies



“The first bond that a child experiences shapes its entire (relationship) life. If this basic trust is strengthened through love and care, it becomes the basis to develop into a strong, self-assured, loving person.”

Beatrice Glatz, Midwife, Switzerland



Thanks to decades of experience, our MAM expert knows what is important for babies during the first few weeks of life. A gentle touch is particularly important for “bonding,” the unique connection between parent and child. Newborns have a fine sense of touch and perceive their environment by feeling. Holding, cuddling, and caressing strengthen the child, awaken the senses and promote psychological development. Sucking is also important for babies to feel relaxed and secure. The need to suck is not only used for feeding, but also for calming and helps, for example, with falling asleep.

94%

of babies

accept the MAM SkinSoft™ silicone teat because of its familiar feeling*.




Products from page 38

A healthy and safe start in life

MAM baby products are made with confidence

A good feeling from the first touch: Every MAM product stands for the highest quality and safety, in which we leave nothing to chance. Our pacifiers alone undergo 40 different test procedures, and our baby bottles 28. MAM has already received several awards for this, including the European Product Safety Award (2019) from the European Commission – as the first and only company in its category.

We specifically develop products and services that promote the health of babies and also provide information about risks and strengthen knowledge. We work closely with more than 30 specialists such as dentists, orthodontists, pediatricians, developmental educators, and midwives. One excellent result from this collaboration is the MAM Perfect.  pages 40–41 Compared to conventional pacifiers, this innovative pacifier reduces the risk of misaligned teeth and jaws thanks to its particularly thin neck. This has also been confirmed by several long-term studies, including one by the University of Jena in Germany*.



Before babies can put our products in their mouth, they must pass a series of quality control checks completed in both our own and external laboratories. Pictured is a pacifier pull test being performed.

68

different tests
are carried out on our pacifiers and baby bottles to ensure they are absolutely safe.

USING MATERIALS WISELY

MAM baby products are made exclusively from materials that have proven themselves over the years and meet our high standards. 98% of all the components we use can be divided into two material types: polypropylene and silicone. With our glass bottles and pacifiers with natural rubber teats, we offer alternatives to plastic bottles as well as pacifiers made of silicone. We are constantly reviewing new materials and continuously improving the components we use in order to meet and exceed the highest standards that apply to MAM baby products.


 pages 42–43



More about MAM quality and safety online at www.mambaby.com/why-mam/mam-quality-safety


* Y. Wagner, R. Heinrich-Weltzien: "Effect of a thin-neck pacifier on primary dentition: a randomized controlled trial," Orthodontics & Craniofacial Research, Volume 19, Issue 3, pages 127–136, August 2016

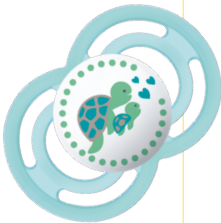
SUSTAINABLE PACKAGING

Of course, our packaging solutions are also first and foremost about guaranteeing product safety. At the same time, we want to further minimize our environmental footprint, increase the recyclability of our packaging, use sustainable materials, and focus on fair conditions in the supply chain. To this end, MAM has started a major internal project called Sustainable Packaging (SUPA) and is involved in several networks such as "Verpackung mit Zukunft."  pages 44–47



INNOVATIVE PRODUCTS

The MAM Perfect has been proven to reduce the risk of developing an open bite or overbite.  pages 40–41



The MAM Easy Start Anti-Colic bottle with patented vented base reduces the risk of colic.



The MAM Comfort was specially developed for newborns and is made of 100% silicone.



EXPERT TIP: THIS STRENGTHENS YOUR RELATIONSHIP WITH YOUR BABY

1.

Cuddling time with direct skin contact.

Important: Newborns cool down very quickly, so be sure to use a blanket and, depending on the season or room temperature, maybe put a hood and socks on the baby. But check also for a cool bedroom (18–20°C) so that the baby won't overheat.
2.

Carry your baby in your arms, in a sling or in a good carrying aid.
3.

Be sensitive to your baby's needs.
4.

Maintain physical and eye contact while breast or bottle feeding.

Caution

for my
world of
adventure





Feeling wind on your skin, hearing birds chirping, seeing and smelling colorful flowers, making castles in the sand: Experiences that toddlers have in nature, help to develop their senses and are an important impulse for their holistic and healthy development.”



Dr. Duan Tao,
Professor of obstetrics and gynaecology, China

All of the senses are basically functional in a healthy newborn. They can see, hear, taste and smell. They feel when they are touched, held or moved. However, the sense of sight is the least developed sense in humans after birth. The reason is probably that it cannot develop in the darkness of the womb. That’s why our MAM experts says that vision is not innate, but must be learned. How fast learning to see progresses also depends on the support of the parents. The more extensive and targeted the visual stimuli are for the child, the more sharpened the sense of sight will be. And the great outdoors offers a true paradise for baby eyes.

100%

Most of our pacifier parts are already produced **waste-free**.

Climate protection from today into the future

MAM takes responsibility

Clearly: Keeping our world in balance is a challenge that affects everyone. However, we at MAM feel a particular responsibility because we put the future of our children at the center of everything we do. As an international company, we can achieve a lot of positive things. For example the reduction of CO₂ emissions and the careful use of resources. Our approach to environmental and climate protection is always holistic and collaborative and actively involves our suppliers and employees. ➔ pages 49–54 Together we have already been able to initiate many projects that measurably reduce our ecological footprint. We include the parents in this dialogue, too. That's because a lot of CO₂ can be saved by using MAM baby products, up to 85% when sterilizing bottles in the microwave.



Curious? Our CO₂ calculator for parents can be found at www.mambaby.com/why-mam/mam-sustainability/co2-calculator

ENERGY AND EMISSIONS ALWAYS IN VIEW

At MAM, we have always made sure that our production is as sustainable and low-emission as possible. Our plants in Hungary and Thailand, as well as our new research and development center in Austria, meet the strictest requirements for environmental protection. For several years now, we have also been working with environmental management systems and performing energy audits. We are continuously developing new methods to improve energy efficiency, use renewable resources and thereby reduce our CO₂ emissions. A concrete example is the thermal management at our plant in Kabinburi, Thailand: In order to keep the walls of the building permanently cool, ten-centimeter-wide air cushions were designed between the wall and the outer cladding. Further cooling in Asia's tropical climate is provided by the many green plants used around the facility, whose evaporation and transpiration lower the temperature by 0.75 to 1.5 degrees. Even compared to European standards, Kabinburi is a showcase for energy efficiency: Over 1,000 tons of CO₂ are saved annually thanks to the measures we have taken.



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Solar Power

The photovoltaic system in Kabinburi supplies the production plant with energy.

1,000 t CO₂

We save 1,000 t CO₂ **yearly** at our plant in Thailand through the use of solar energy and other energy efficiency measures.





ENVIRONMENTAL TIP: MAM UPCYCLING

1. **Magical fairy lights:** Just make a hole in the tip of the pacifier teat and insert the bulb from a string of lights.
2. **Cute magnets:** Cut the teat completely off and attach a magnet to the shield with a glue gun and let dry.
3. **Floral table settings:** Simply unscrew the teat and knob of our MAM Feel Good glass bottle, fill it with water and put your favorite flowers in it.



Find more MAM upcycling ideas here
www.mambaby.com/why-mam/mam-sustainability/mam-upcycling

Another example is the use of solar power. MAM has installed photovoltaic systems on the roofs of both the plants in Kabinburi and Vaskeresztes, Hungary. Much of the energy required can be generated with these solar panels. In Thailand we feed the surplus energy into the public grid free of charge. All in all, MAM even generates a “plus” here in some weeks, producing more energy than it consumes. ➤ pages 49–54 Our mobility is also following a green path and in Germany, for example, we are promoting e-mobility. Several electric vehicles are already in use and there are plans to significantly expand their use. In addition, charging stations for electric vehicles will be installed on company premises.

RETHINK WASTE

Unfortunately, it is impossible to completely avoid creating residues and waste when manufacturing MAM products. But MAM is increasingly making sure that as little waste as possible results from production and that it finds its way back into the cycle. For example, our pacifier is becoming more and more sustainable and a large part of our pacifier parts are already being produced 100% waste-free. ➤ pages 55–59 Through intelligent, demand-oriented planning, we also avoid producing more than is needed by the market. The principle of the circular economy is particularly important to us. Among other things, it means that some of our products and much of our packaging are technically recyclable. We are continuously working to ensure that the proportion of recyclable materials becomes ever greater. Our products also get a second life thanks to “upcycling.” Instead of simply throwing away a beloved pacifier or bottle, creative handicraft ideas give them a practical new use in everyday life and a few more years of enjoyment by the child or parents.



Respect
for your
share of work

“Equality at work and in raising children? Even the youngest ones notice very early when both parents are equally close to them and share the work at home. Playing, cuddling, changing nappies, feeding, or comforting: mum and Dad play an equally important role.”

Zoe Watson, Nurse and Midwife, UK



A demanding job often competes with the tasks that await you at home: As a nurse, midwife, and mother, our MAM expert can tell you a thing or two about this. A division of labor can be a very good solution for new parents. Modern companies like MAM support flexible working time models, making it possible for both parents to be there for their children equally. Right after birth, it is important that both mother and father have a lot of contact with the baby - this strengthens the relationship right from the start. Joint doctor's appointments and check-ups are also recommended. When parents share the same knowledge, they are both equally confident. That provides security in dealing with the baby.



Equality between women and men is a high priority at MAM and an established practice.

93%

of women returned to MAM in 2019 and 2020 after taking parental leave.

Family is a matter of the heart

MAM supports parents,
including as an employer

When our founder Peter Röhrig developed and sold the very first pacifier 45 years ago, MAM was still a small family business with just one location in Vienna. Today MAM is a company with branches worldwide. Still, the family atmosphere, the promotion of equal opportunities, the open, honest, and understanding approach for dealing with one another remain to this day. That's because we have paid attention to this from day one. Over the years we have implemented many initiatives and benefits that go beyond the legal standards. Our good employee culture shows that it was worth it. Those working at MAM enjoy it here.

WORK AND FAMILY? NO PROBLEM!

Family-friendly working conditions are the most normal thing in the world for us. Specifically, this means we promote parental leave for mothers and fathers alike and offer flexible working time models, such as working from home and flextime. We also make it possible to return to a management position after parental leave. We have even been certified in this respect by an independent "Beruf und Familie" audit since 2014. All of our employees have the same opportunities. It goes without saying that men and women in comparable positions paid the same.

➔ pages 64–65

Children share
adventure at the
MAM Kids Camp.



THE MAM KIDS CAMP

Every year in Austria, MAM organizes child-care for the employees' children between the ages of 6 and 11 during the summer holidays. This is another contribution to support the balancing of work and family life with part of the costs being covered by MAM. At the Kids Camp, the children are looked after for a whole week during the day and go on exciting outings together such as to the climbing park, UNO City or the swimming pool.

50:50

Share of women in top level management positions at MAM (Board und General Managers). In addition, 74% of all employees are women, globally and consistently over the last three years.

FAIR CONDITIONS FOR ALL

From doctor visits to in-house yoga, we want all of our employees around the world to be well. Our employees benefit from a wide variety of offers and activities. The services that we offer in our branches include, for example, educational loans, support for employees during personal emergencies, various insurance plans, occupational health advice, offers of fitness programs, massage, and much more. The health of our employees became an even greater focus in 2020. During the difficult times of the COVID-19 pandemic, MAM was not only concerned with proven and effective hygiene concepts but also with the mental health of our employees. ➔ pages 61–63



Dr. Johanna Helm of “Helmcare” is available to Austrian employees as an occupational health care provider and conducts various health examinations.

As an international and responsible family business, we are committed to the principles of the United Nations Global Compact (UNGP). Our code of conduct applies to all of our locations around the world.

**FLEXIBILITY TIP:
MAM 2 IN 1 DOUBLE
BREAST PUMP**

Our innovative breast pump makes it easier for nursing mothers to return to work:

- combines all the advantages of electric and manual pumps
- combines the principle of breastfeeding with “giving a bottle”
- can also be used on the go
- offers a high degree of flexibility, as expressed milk can also be given by other caregivers with a bottle
- developed in cooperation with midwives



www

More about our product
at [www.mambaby.com/
products-shop](http://www.mambaby.com/products-shop)



Openness to common ideas

© Gettyimages



Building relationships with other people, getting along in groups, asserting themselves and being considerate – a child has to learn all of these things. Yet even the very young are equipped with a fine antenna for their social environment.”



Dr. Karin Pfaller-Frank, MSc
Speech therapist and president of the Austrian Professional Association of Speech Therapists

MAM expert Karin Pfaller-Frank, who is extensively involved with children’s language development, knows that babies try to communicate with trusted caregivers as early as the first few months of life through verbal utterances, eye contact or pointing. More and more often, the child points their index finger at a toy, for example, to signal to mom or dad: “Look, we both think that’s interesting.” Infants like to mimic the behavior of their parents – so it is important not only for language acquisition that parents actively engage with their baby and chat and maintain eye contact from an early age.

After that, playing together with siblings or others their age becomes more and more important in order to promote social skills and to learn how to share.

9,312

medical experts are currently networked worldwide with MAM.

Exchange for an enlightened future

MAM takes responsibility

MAM'S SOCIAL COMMITMENT

At MAM, we think outside the box with our products and have an eye on the needs of our society, all around the world. A central aspect is the lively, continuous exchange of knowledge. MAM shares its knowledge and that of the medical experts we have worked so closely with for many years with other medical experts and parents. We have launched various projects at different locations in order to connect experts with one another and to inform parents about topics relating to babies and pregnancy. ➔ pages 69–71 Since the COVID-19 pandemic broke out in 2020, we have been providing important information about the virus & pregnancy, babies, breastfeeding, etc. on our website.

The best example is our multimedia commitment in Brazil: Live medical sessions on social networks and video courses aimed at both parents and experts are on the rise there. MAM Brazil took advantage of this and, in collaboration with a renowned professor of pediatric dentistry, hosted a video course on dental care during pregnancy and dental care for babies. The course was attended by 40 professionals from around the country and the feedback was very positive. Afterwards, all experts received samples, course materials and a certificate of participation. The social networks are mainly used for communicating with parents. MAM Brazil produced a series of Instagram lives with medical experts to share their knowledge and give parents the opportunity to ask questions.

Topics included, for example, “Mother’s well-being” with a psychologist and “Journey to Breastfeeding” with a lactation consultant.

HELP THAT MATTERS

At all MAM locations worldwide, MAM is committed to charitable projects and donates where our help is needed most. In France, for example, MAM is particularly committed to helping young and socially disadvantaged

10,329

Scientific studies on the subject of infant health can be found in our study database, which is an important basis for our communication with parents and medical experts.

MAM provides advice and help for all questions related to breastfeeding

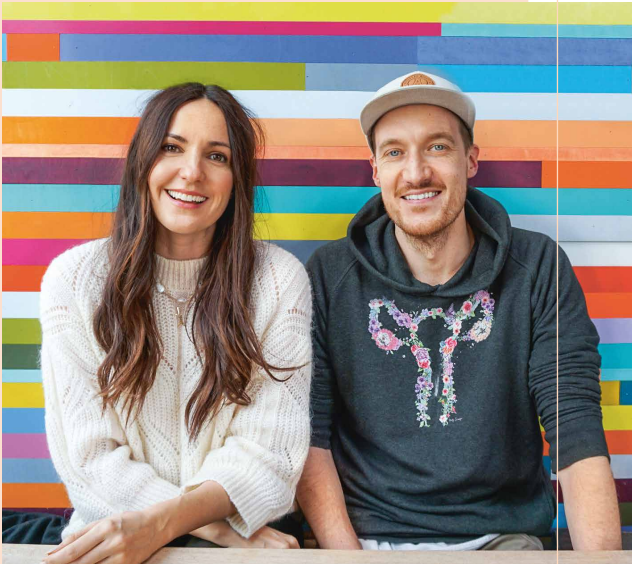


KNOWLEDGE TIP: LITTLEBIGHEART PODCAST WITH JOHANNA KLUM

Two-time mother and presenter Johanna Klum speaks openly in exciting conversations about all of the questions and worries that expecting mothers, moms, dads and anyone who wants to become a parent face. littleBIGheart encourages, answers questions and, above all: Celebrates the wonderful journey from pregnancy to childbirth to a new life as a family with a baby.

Highly recommended episodes:

- Childbirth – The right way to prepare
- Brand new relationship – When a couple becomes parents
- The first time at home with baby: What to watch for in postpartum



Podcast host
Johanna Klum in conversation with gynecologist
Konstantin Wagner, MD.

mothers, whose plight was made even more visible by the COVID-19 pandemic. In Greece we support “Micros Dounias,” an organization on the island of Lesbos, which brings together local children and children with a refugee background and organizes activities in nature. The organization had a hard time after the fire in the Moria refugee camp in September 2020. MAM helped out with subsidies for fundraising projects, handouts, and donations in kind. Some 8,000 kilometers away in Beijing, MAM is passionately committed to

helping children with cleft lip and palate at the Beijing Smile Angel Children’s Hospital. In addition, we donate MAM products to local charitable projects there as we do all around the world.

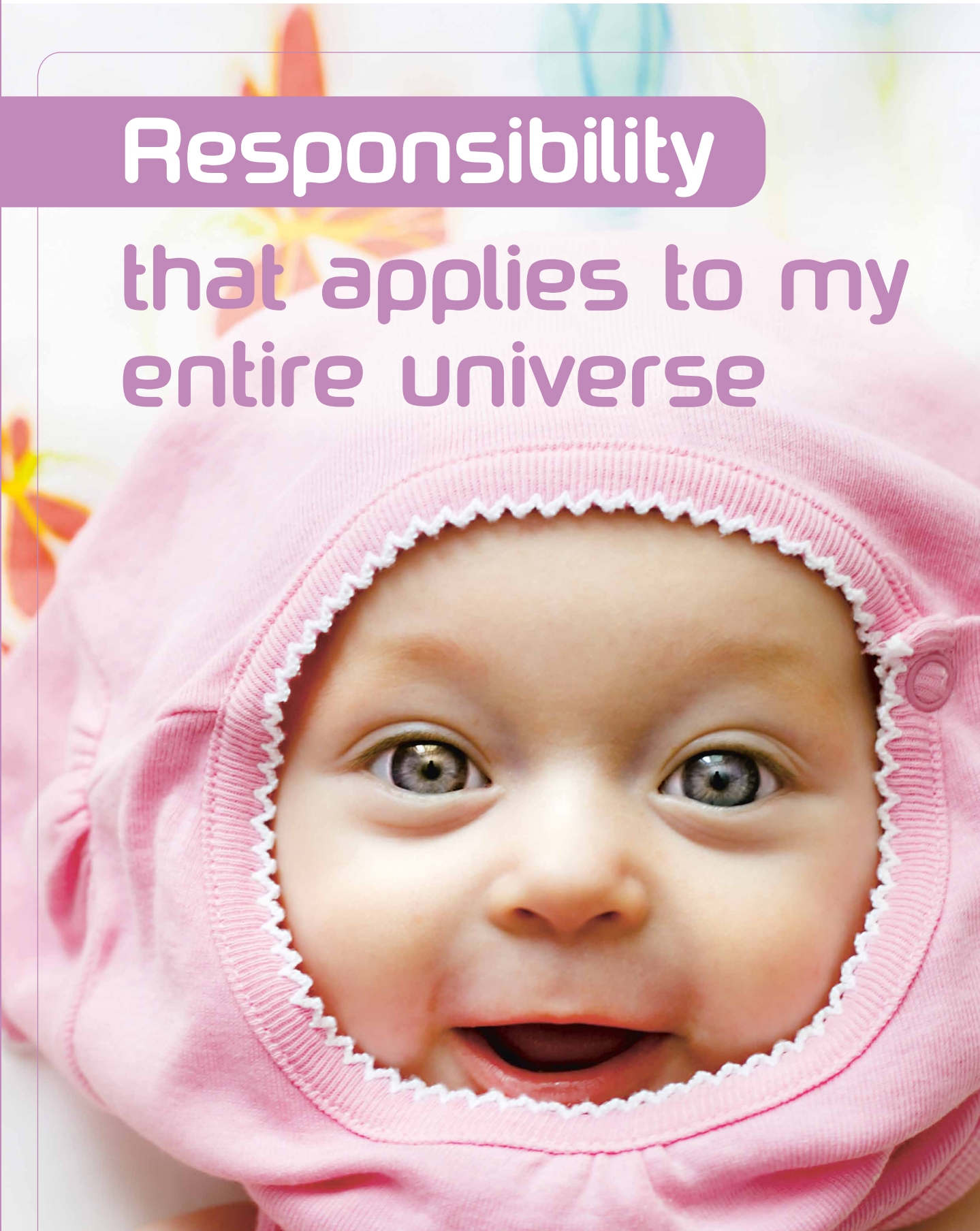
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Micros Dounias in
Greece playfully brings
children together on
Lesbos.



Responsibility

that applies to my
entire universe



© AdobeStock



We all brush our teeth before going to bed: Parents are important role models for their children. This is not only limited to oral health, but parents also show their children to live their lives responsibly. In this way, a child gradually develops a sense of how he or she can fit into our world and an awareness of the bigger picture.”

Dr. Rebecca Slayton, Dentist, USA



For our MAM expert, who is also co-publisher of the textbook “Early Childhood Oral Health,” oral hygiene is a good example of how small children can get used to general rules and take responsibility for themselves. Children don’t think of brushing their teeth or going to the dentist on their own. It is the parents who teach them the importance of these rituals from the very first tooth. Clear principles provide our youngest children with security, and help them learn not only to be responsible for themselves but also with others in the course of their development.

60 countries

MAM sells baby products in

and employs 955 people.

The right direction

for healthy growth

WHY MAM THINKS LONG TERM

The MAM universe is so much bigger than a baby bottle or a pacifier. We always take society, the environment, and the needs of our employees into account with every decision we make. For example, we ask ourselves what effects our business activities have on the surrounding communities – or on upstream suppliers such as the rubber farmers in Thailand. In doing so, we remain true to the values that stem from our self-image as a family business, which are more relevant today than ever. This includes wanting to grow “organically.” Wherever possible, we make investments from equity, without taking on debt or loans. In addition, our business activities should be associated with low risk and designed for the long term. Our production facilities in Thailand and Hungary are examples of this as well as our new research and development center in Großhöflein near Vienna. That’s because constant learning and research are essential for the future of our babies. ➔ pages 77–80



Discover the world step by step.

97%


of our **product components** come from Austria.

RULES THAT APPLY TO EVERYONE

Ethical and just behavior in our everyday work is an absolute must for MAM. That is why a clear code of conduct applies to all MAM locations worldwide. Among other things, this involves the protection of human rights, the rejection of child and forced labor, as well as occupational safety, and the treatment of employees. The Sedex initiative and the associated SMETA audit standard help us to confirm compliance with these guidelines in our plants. SMETA works as a kind of checklist that is run through by experts on site. During factory tours and confidential interviews with the workforce, they find out how satisfied they are and whether there have been any failures or instances of non-compliance with standards. We are then informed about this in the final report and can work on improvements if necessary.

**KNOWLEDGE TIP:
FAIR RUBBER**

The initiative is committed to better working and living conditions for local rubber farmers. Some of our MAM pacifiers bear the green logo because their teats are made of fair trade rubber. In addition to MAM, there are several other companies, such as manufacturers of pillows, shoes, hair elastics or balloons, that support Fair Rubber.

 Learn more about Fair Rubber association here: www.fairrubber.org



MAM START



MAM MINI AIR




MAM ORIGINAL



MAM AIR

FAIR TRADE NATURAL RUBBER

Most of our MAM suppliers are from Austria to ensure short transport routes. We also pay close attention to regionality at our production sites in Thailand and source natural rubber for some of our pacifier teats directly from the local area. In terms of safety and quality, rubber is currently the only natural alternative to silicone that we can recommend. The natural material is processed directly at MAM's Hat Yai plant in Thailand. In order to improve the life of the rubber farmers in the region, we work closely with the "Fair Rubber e. V." association. It is commit-

ted to fair trade in natural rubber and ensures that it is obtained under specific social and environmental criteria. As a member company of Fair Rubber, MAM pays an additional premium of €0.50 per kilogram of rubber delivered. The Cooperative manages the premiums and ensures that the funds are used exclusively to improve working and living conditions. This way, 100% of the premium stays in the rubber producing community.  pages 81–84

Passing on values along the way

GRI 102-11, 102-12, 102-14, 102-20 SDG 12.6



Parents face many challenges in our time. This makes it all the more important to have their backs and protect their baby’s health. Company founder Peter Röhrig sees himself as having a special responsibility with MAM and its products.

Company founder Peter Röhrig at a MAM birthday party with employees’ children.

Mr. Röhrig, MAM has been helping to promote baby health for 45 years now. Is that also the theme of the current sustainability report?


In fact, it's the central theme. With this report, we want to show parents that baby health and safety are MAM's top priority. We are also committed to a clean environment and a fair society to make babies' world a better place. In doing so, we shape values that are becoming increasingly important for parents, and later for the child. Staying healthy requires preventive action. We not only develop our products according to this principle, but also use it to align all of our business activities. In this way, we take the precautionary approach into account, which is also reflected in our newly introduced sustainability strategy. The framework for the sustainability report is provided by the Sustainable Development Goals (SDGs) of the United Nations and the Global Reporting Initiative (GRI). This means we can adhere to international standards without losing sight of our values as a family business.

How exactly does MAM care for baby health?



In three ways: mechanical, chemical, and functional. First of all, tests guarantee that our products are sturdy and safe for babies so that nothing can be swallowed, nothing breaks, and the individual parts are well matched. This is followed by chemical safety: Only tested materials are used, which are free from any substances that could harm the baby and which also have a minimal impact on the environment. And we make sure to use food-grade inks. While all of these tests are not cheap they are absolutely necessary to ensure the health of babies and our ability to stay in business. The third point is functional safety. Together with doctors and midwives, we develop products that are, for example, orthodontically correct or which prevent babies from being burned by the con-

tents of the bottle. The bottle teats are developed in such a way that the baby can drink easily, but the muscles are still worked when sucking in order to stimulate them. When expressing with the breast pump, we want to provide mothers with a comfortable experience so that the child can be fed breast milk for a longer period of time. But we know that it doesn't always work so well. We're happy to help here.


What about the MAM Preemies, which were recently launched and are being used in hospitals?

Yes, these are our pacifiers for premature babies and one of our recent innovations.  pages 40–41
Studies have shown that the use of pacifiers can wean premature infants off a feeding tube more quickly and shorten hospital stays. We are told again and again by hospital staff that premature babies accept our MAM Preemies particularly well.

So your products exceed the usual requirements?

Adhering to and exceeding all current standards is an essential part of our product development and has been from the very beginning.  pages 72–74
This has since been recognized by the European Commission, which presented us with the European Product Safety Award in 2019.  pages 72–74
We are very proud of that, and it confirms the direction we're taking.

Not only your youngest customers should grow healthily, but also MAM as well. What does healthy growth mean for you as a business owner?

For me, first and foremost, this means acquiring and training good employees  pages 64–65 and being able to finance our growth with our own capital whenever possible. As a rule, we take as little risk as possible in all business decisions and always think long-term, as with building our new research and development center. Depending on how and



Baby health and sustainability go hand in hand.”

Peter Röhrig, Company founder

when our company grows, there are several stages of expansion planned.

➔ pages 77–80

That sounds like the perfect company. Is everything perfect at MAM?

Nothing is perfect, including us. We follow the premise that big improvements are the result of many small ones. We can still improve on many levels, but the quality of our products remains our top priority, and we never compromise on that. In the area of sustainability, we are well aware that the raw materials for plastic are a finite resource. That is why we try to use plastic with a low environmental footprint.

➔ pages 49–54

And so far we have refrained from developing a pacifier made of wood, cardboard or glass just to ensure that it is recyclable.

➔ pages 55–59

A lot is happening in the plastics industry at the moment thanks to the use of residues from vegetable oil production or directly from plants. We are looking very closely at this, as it could significantly reduce the environmental impact of our articles even further.

➔ pages 42–43

How is the cooperation with your suppliers?

Very good. We have been working with the same Austrian suppliers who develop products together with us for many years.

➔ pages 40–41

After all, good products can only be designed if all the opinions, assessments, and data of the important stakeholder groups are on the table. Besides parents, medical experts, and the MAM workforce, this also includes specialists from the fields of plastics, environment, and distribution. In addition, we often work directly with upstream suppliers who develop raw materials, in this case polyolefins, using even cleaner methods. Incidentally, the plastics that we use for our products are technically recyclable and we are actively involved in organizations that promote the circular economy.

➔ pages 87–88

What would you like to see from MAM in the next few years?

That all of our lives return to normal after the restrictions of the last two years and that we all learn lessons from the pandemic that will prepare us for the challenges ahead. MAM is on the right track here. With our sustainability strategy

➔ pages 28–31

We have a guide that will lead us through the years to come and remind us again and again that we are working for the well-being of future generations.

MAM & sustainability

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MAM at a glance*

GRI

102-2, 102-3,
102-4, 102-6,
102,7, 102-45



Over **30**
medical experts
are involved
in product
development.

8 product categories

Baby
bottles



Drinking
cups



Oral care



Teethers



Pacifiers



Learn to eat
products



Sterilizers &
bottle
warmers

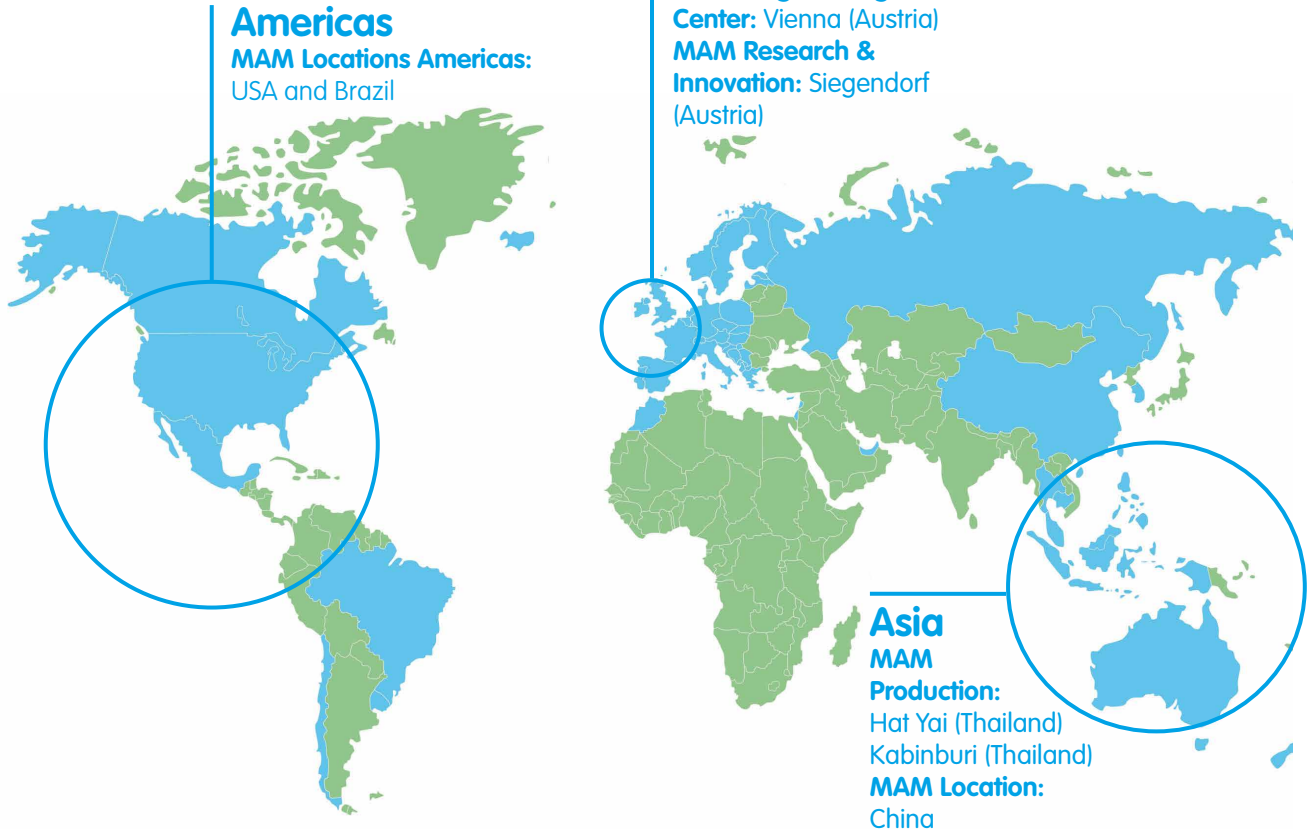


Breast-
feeding



250,000
MAM pacifiers & more
are produced every day.

Present in 60 countries



Sales distribution

65% Europe
25% Americas
10% Rest

955
Employees

75% Women
25% Men

65% Production sites
35% Office locations

Involving the parents

33 market
research studies
with 10,546 parents
in 12 countries

97%
of all MAM
product
components
are from
Austria.

* Numbers from 2020

Challenges and sustainable focus

GRI 102-12, 102-16, 102-44,
102-46, 102-47, 102-48,
102-49, 103-1

SDG 12.6

WE TAKE ON THE WORK OF THE FUTURE

MAM puts the wellbeing of the next generation and the environment at the center of its attention. We stand for generational fairness and are committed to making an active contribution to solving social and environmental challenges.

Climate change, health, globalization, digitalization, gender equality: these and other topics are an established part of our everyday life. And we approach them with a sustainable focus. That is why we are committed to the 17 Sustainable Development Goals (SDGs) of the United Nations, which act as guidelines for our sustainability efforts.

Another objective is the European Union's plan to become climate neutral by the end of 2050. In doing so, EU member countries have committed themselves to the Paris climate targets – in particular to limit global warming to no more than 1.5 degrees Celsius by this point in time. As a medium-sized family business, we have taken on this task for ourselves and transformed it into a sustainability strategy.

TO A SUSTAINABLE SUPPLY CHAIN WITH THE SDGs

At MAM, low-emission production processes have long been a part of our daily operations. We not only want to develop products that protect the health of babies, but also those that are environmentally friendly and fairly produced. And that's why responsibility doesn't stop at our factory gates: We

are actively committed to transparency and fair conditions in the supply chain. The SDGs play a part in helping to ensure that our products make a sustainable contribution over their entire life cycle.

We integrated the SDGs into our innovation work in 2016. Together with the IMC University of Applied Sciences Krems, MAM employees have successfully initiated a collaborative innovation process over a two-year period as part of the research project titled "Sustainability and Innovation." In order to further promote a sustainable orientation for the company, this topic is firmly anchored in all of our business areas, both strategically and operationally.

OUR PROMISE:

We have been developing, producing, and marketing premium baby products that are 100% safe, functional, and user-friendly – for 45 years. Designed with great attention to detail, they support the healthy development of babies. Together with medical experts and parents, we develop our products and continuously adapt them to the possibilities of today. Our long-term commitment to the strictest standards for baby products and our regular product tests guarantee maximum safety. That's because our passion is to understand and answer babies' and parents' needs so they can focus on their happiness as a family.

MAM CONTRIBUTES MAINLY TO THE FOLLOWING SUSTAINABLE DEVELOPMENT GOALS:



Sustainability strategy

GRI

102-12, 102-16,
102-44, 102-46,
102-47, 102-48,
102-49, 103-1

SDG

5, 12, 6

Developing a sustainability strategy has a lot in common with a hike, such as the one our employees' children take during vacation at the MAM Summer Kids Camp. It all starts with planning the route. Where do we want to go? What are the surroundings like? What challenges await us on the way to the summit? And how can we best reach our goal?

EXPEDITION SUSTAINABILITY

In 2020, the MAM Steering Committee set our very own course and formulated a concrete sustainability strategy for the years beyond 2020. And because, in terms of sustainability,

there is not just a single peak to climb but an entire mountain range, the strategy is divided into 19 target areas.

Here at MAM, a number of different elements went into the planning of "Expedition Sustainability": Our MAM brand positioning, a benchmark analysis, and our materiality matrix. [→ page 31](#) We have also aligned ourselves with international standards such as the UNGC principles, the OECD Guidelines for Multinational Companies, and the SDGs.



Children at MAM Kids Camp and the company MAM have a lot in common, such as setting and achieving goals.

OUR VISION

What could be more sustainable than working for the health and future of babies and their environment

FIELDS OF ACTION

Products

Environment

Employees

Society

Value creation

IMPLEMENTATION SUSTAINABILITY MANAGEMENT

CONTRIBUTION SUSTAINABLE DEVELOPMENT GOALS

TRANSPARENCY SUSTAINABILITY COMMUNICATION

SUMMITEERS – 19 FOR SUSTAINABILITY TARGET AREAS

Our expedition doesn't have just one clear goal, it has 19. This helps us to divide our project into stages and be able to celebrate success on the way during the hike. As with any outing, everyone is responsible for something – from provisions to map reading or preparing games. In our case, it's

the project sponsors and managers. They drive the implementation of individual measures together with internal and external stakeholders. This also includes the international MAM companies.

SUSTAINABILITY ROADMAP – 19 SUSTAINABILITY TARGET AREAS

Sustainability management

- Sustainability at MAM locations
- Sustainable supply chain management
- Certifications, audits, labels

Sustainability communication

- Reporting
- Stakeholder communication

Products

- Sustainability integration in R&D processes
- Sustainable product design
- Sustainable packaging design
- New business models

Environment

- Energy & climate
- Waste
- Logistics & mobility

Employees

- Employee satisfaction
- Employee health
- Business ethics
- Values & identity

Society

- Educational work
- Corporate giving
- Health & product safety standards

OUR COMPASS: THE MATERIALITY MATRIX VERIFIES THE COURSE

Every experienced adventurer knows it's important to bring a compass. It points us in the right direction, helps us correct our course, and we can always rely on it. Our compass is the materiality matrix. It helps us to formulate the most important questions: Which topics do the stakeholders see as particularly important? How are these topics relevant from a business perspective?

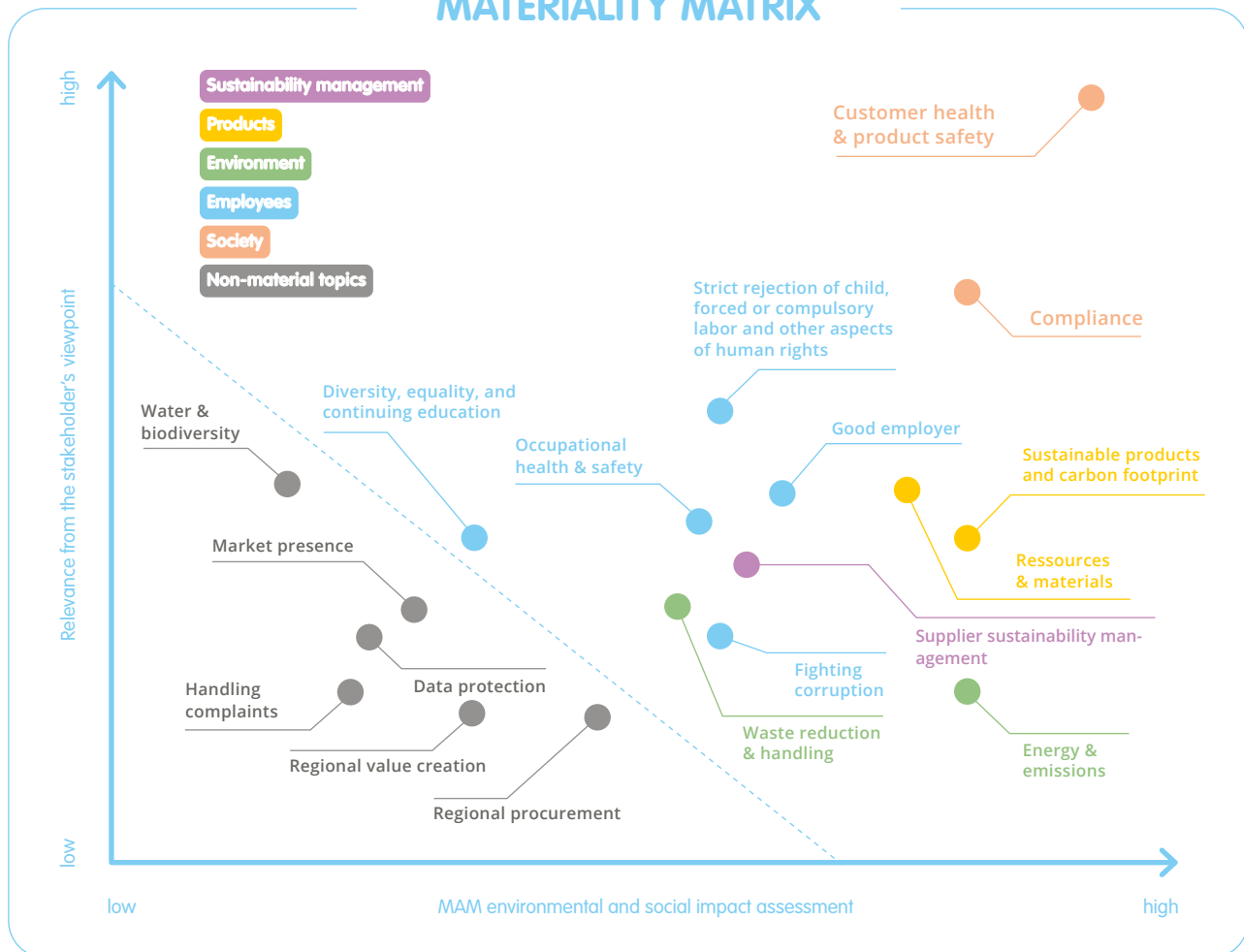
We find answers to these questions through a materiality analysis that we carry out based on the GRI standards. In short, it shows whether we are working on the right issues with our strategy. A key component of this analysis is a structured stakeholder survey. [➤ page 87–88](#) The materiality matrix is the heart of a sustainability strategy, or the compass on our expedition. Through dialogue with our stakeholders, we constantly monitor and evaluate whether the key topics are still in focus for them.

The matrix clearly shows: Product safety and health are the highest priorities for our stakeholders and our company. In order to respond appropriately to relevant social and regulatory changes, we have updated a number of topics compared to the sustainability report from 2017/2018 without conducting a new stakeholder survey: As a result of the COVID-19 pandemic, the issue of employee health has become even more relevant for us and has thus become a major topic during the

reporting period. In addition, the issue of sustainability management with our suppliers is now considered essential. We rate waste management and treatment somewhat lower, but the topic still remains material for MAM and its stakeholders. The subject of data protection is now legally established in the EU by the GDPR and therefore no longer classified as essential. The allocation of the main topics to our fields of action and to the 19 target areas are shown in a transition table. [→](#) page 86

GRI 102-44, 102-46,
102-47, 102-48,
102-49, 103-1

MATERIALITY MATRIX



Value chain

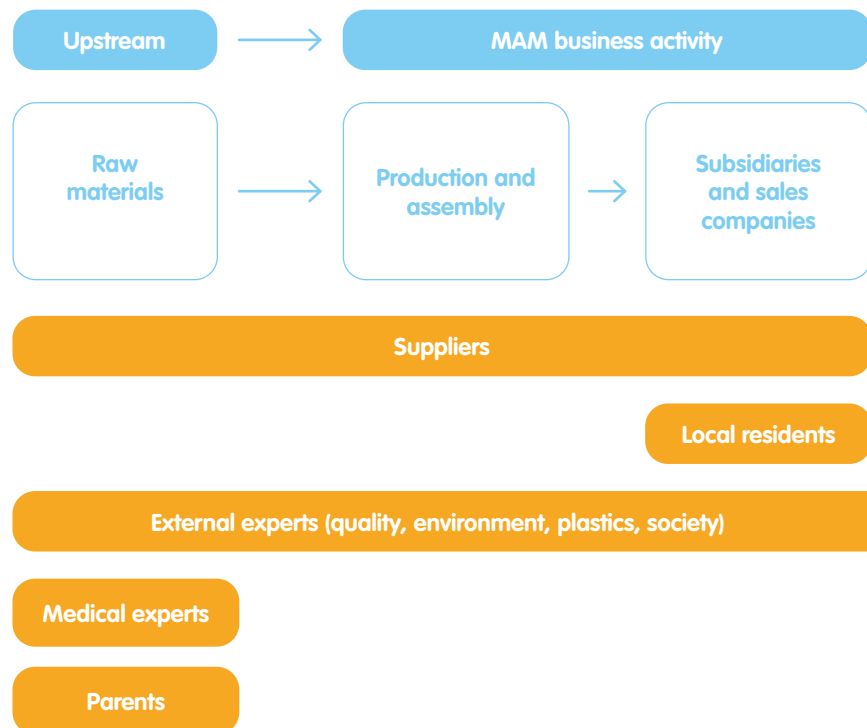
GRI 102-9

A CIRCULAR PRIORITY

Every person is part of a greater whole. And that's why the MAM value chain doesn't stop with the end users. We think ahead and see our business activities as part of a larger cycle. Adhering to this philosophy, we design our value chain wherever possible based on the cradle-to-cradle principle. This approach not only considers the manufacture and recycling of a product, but also includes what happens with raw materials after use and their recycling.

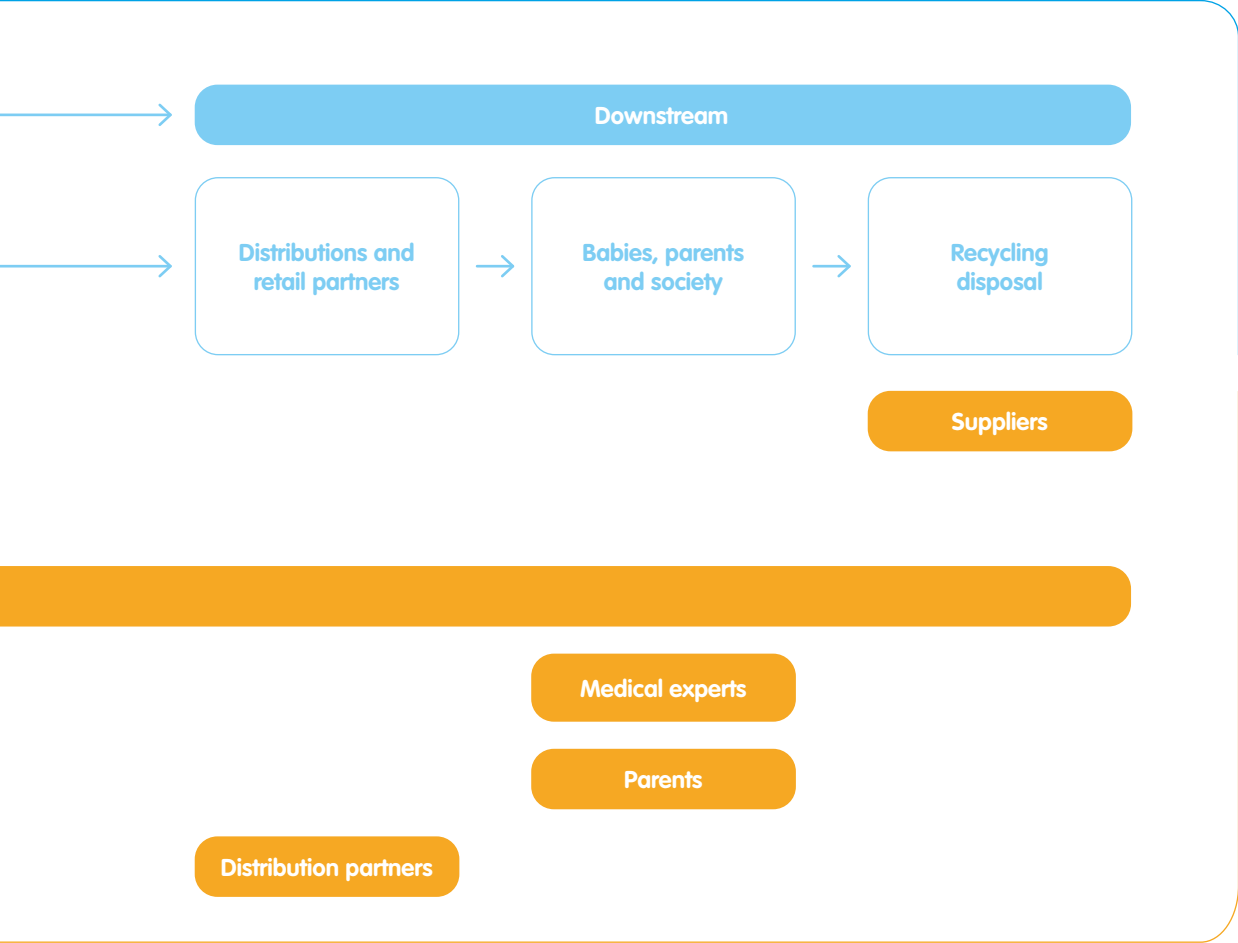
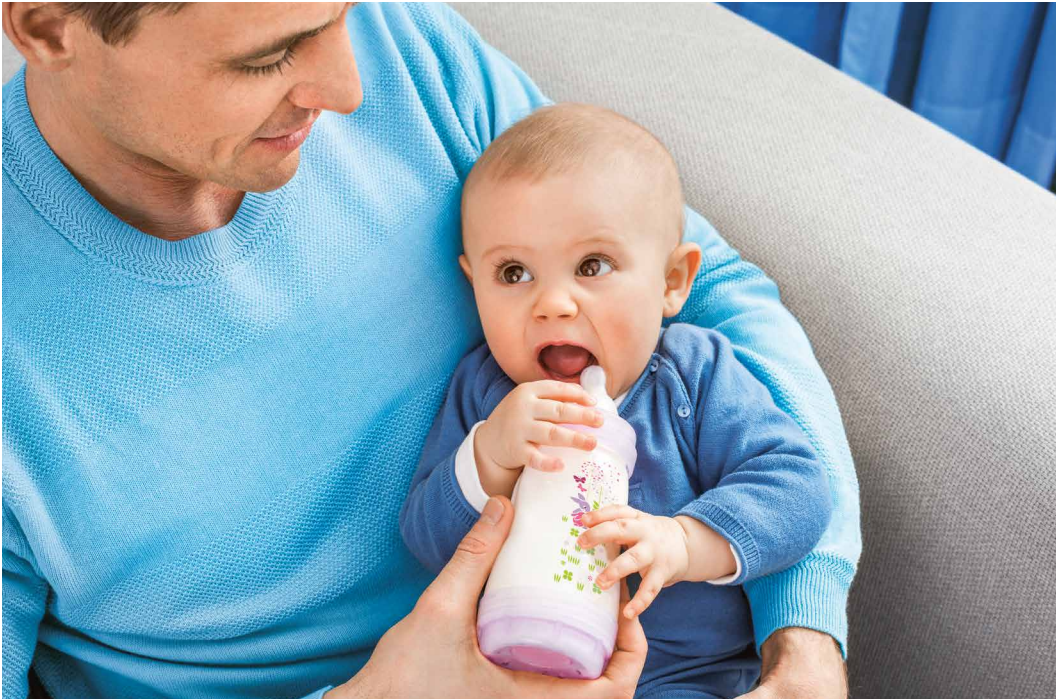
In keeping with the vision behind this – responsible and careful use of resources for future generations – we are continuously working to improve the areas of our value chain that we can influence. Whether in product development, procurement or packaging design: We follow the principles of the circular economy as much as possible. [→](#) pages 38–47

MAM VALUE CHAIN



EXTERNAL STAKEHOLDERS

From raw materials to recycling: MAM's corporate responsibility goes beyond its own activities.



Sustainability management

GRI 102-12, 102-18,
102-20, 102-22,
102-23

SDG 12.6

ANCHORED IN CORPORATE MANAGEMENT

MAM's sustainability management is integrated company-wide and is being gradually implemented in our core markets. Responsibility for sustainability lies with the entire Executive Board. The Executive Boards attends steering committee meeting several times a year to discuss and make decisions on relevant sustainability issues. Our sustainability strategy, sustainability goals, and implementation status are regular topics of discussion. In addition, the committee is required to deal with the environmental and social impacts, risks and opportunities of business activities in its meetings.

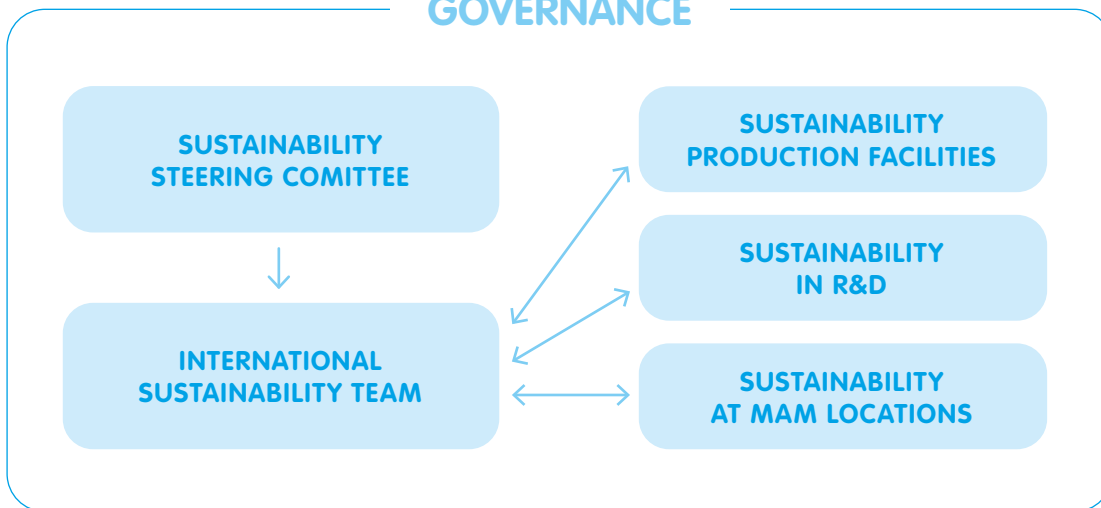
In organizational terms, the topic of sustainability is assigned to the finance department. Sustainability management designs and coordinates the topic and reports directly to the Chief Financial Officer. The work of sustainability management includes further development of the sustainability strategy and goals as well as reporting.

Due to the company's decentralized organizational structure, sustainability measures are implemented in the various areas and corporate functions and in the individual subsidiaries.

MAM, and especially sustainability management, is involved in various initiatives related to sustainability including the UN Global Compact.

➔ pages 87–88

GOVERNANCE



The Sustainability Steering Committee implements the sustainability strategy. The sustainability team assumes control. They are in regular contact with those responsible for the production sites, research and development, and companies in the various countries.

Sustainability teams international

GRI 102-40

SDG 12.6

CENTRALLY STEERED, LOCALLY DEVELOPED

MAM offers its products for sale in over 60 countries and is also represented internationally with its own teams. Be it at our production sites in Thailand and Hungary or in our branches in the USA and China: At MAM, we are proud of our international workforce, with whom we continue to push for sustainability together. Our sustainability activities are controlled by the international sustainability team. Depending on the size of the branch, those responsible for sustainability or teams on site also take on corresponding tasks.

Since sustainable management and action is and should remain a core element of our business activities, we have anchored the goal area "Sustainability at MAM locations" in our sustainability strategy. This includes a regular exchange with the branches as well as the implementation of targeted measures to further promote our awareness of the environment and society in all of our teams.

We have already conducted sustainability workshops at five MAM locations (France, Germany, Switzerland, USA, and Sweden) in which we jointly developed ideas on how sustainability issues can be further enhanced at our locations. In addition, we will set up an e-learning system by the end of 2021, which all MAM employees can use to access helpful information on the subject of "Sustainability at MAM."

CONSIDERING COUNTRY CHARACTERISTICS

In order to meet the specific requirements of the different countries in which MAM operates, we will develop country-specific sustainability guidelines in 2022. These are based on the MAM sustainability strategy and include the regulatory and social context of the various markets. During the reporting period, we strengthened the sustainability teams not only in Austria and Germany and implemented a number of measures worldwide.

Austria: In addition to the international sustainability team, which is responsible for our overall sustainability strategy at MAM, the WeCare team takes on country-specific tasks for Austria. In 2020 we added social sustainability to the area of responsibility for ecological sustainability. The team continues to take care of environmental issues such as sustainable procurement and recycling. In addition, it now coordinates corporate giving, also a topic of social sustainability.



The WeCare team implements environmental and social initiatives at the two Austrian locations.

The team can already look back on a number of successes. One example is the successful switch to sustainable office supplies and recycled printer paper. Projects to save water and green energy are currently being moved forward step by step. For example, annual mobility campaigns motivate employees to travel to work by bike or public transport.

Germany: Our team in Germany also devoted itself to a variety of tasks in the areas of environment, people, and society during the reporting period. Like all of our international MAM sustainability teams, our colleagues in Germany also report regularly on their progress and country-specific developments. Environmentally friendly materials are used for printed materials and packaging, such as recycled or at least FSC-certified paper. The reduction of required resources, in particular plastic, is also a priority for the team and is accordingly part of the Group-wide

agenda. Internally, great progress has also been made at the site in terms of recycling and eliminating waste. And so, the transition to paperless offices is in full swing: Invoices are only sent online, applications are only accepted electronically. The transformation to renewable energies is also moving forward. Electricity is already sourced entirely from renewable sources, the first charging stations for electric cars are installed and shipments of goods are climate-neutral.

Both employees and guests can charge their batteries at MAM Germany's e-charging stations.



The sustainability team in Germany can look back on the many measures they've implemented.



Progress & topics

38 Products

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76 Value creation



Products


Creating the best for babies with safety and care



At MAM we develop products that combine innovation, the highest standards of quality, and safety. Throughout the development process we are supported by medical experts – from pediatricians to midwives. In recent years, we have succeeded in developing a range of products that have won multiple awards and that have been proven to make a positive contribution to baby health.

MAM Comfort

MAM has always focused on the safety and health of babies. The MAM Comfort was brought to market during the reporting period. It is specially designed for premature babies and newborns and is made of 100% silicone. The infographic below shows how

all target areas of our sustainability strategy  pages 28–31 were considered when developing the MAM Comfort. One thing is especially clear: At MAM, sustainability is a holistic process.

	GOALS		
	Sustainability management	Sustainability communication	Products
MEASURES	<ul style="list-style-type: none"> • Sustainability at MAM locations • Sustainable supply chain management • Certifications, audits, labels 	<ul style="list-style-type: none"> • Reporting • Stakeholder communication 	<ul style="list-style-type: none"> • Integration of sustainability in R&D processes • Sustainable product design • Sustainable packaging design • New business models
	<ul style="list-style-type: none"> • Safety and quality – all current international and national standards met or exceeded 	<ul style="list-style-type: none"> • Educational work and knowledge transfer on issues relating to premature babies by MAM and external experts 	<ul style="list-style-type: none"> • Pacifier is made of only one material – no composite material • Less use of resources – 32%* lighter than other all-silicone pacifiers • Does not contain plastic – the raw material is quartz sand, which is mined in Europe
MEASURES	<ul style="list-style-type: none"> • Less energy and CO₂ emissions • No printing – less waste and no use of inks • Only one supplier, lower transportation emissions 	<ul style="list-style-type: none"> • Developed internationally and in close cooperation with all departments from R&D, Market Research, Medical Science Cooperation, Marketing & Sales, Compliance, Quality, and Production • Fair working conditions at suppliers 	<ul style="list-style-type: none"> • Perfected in cooperation with clinical experts • Specially designed for the needs of premature and newborn babies • Low weight – lips and tongue muscles are not overworked • Compatible with medical devices used daily in clinics
	<ul style="list-style-type: none"> • Energy & climate • Waste • Logistics & mobility 	<ul style="list-style-type: none"> • Employee satisfaction • Employee health • Business ethics • Values & identity 	<ul style="list-style-type: none"> • Educational work • Corporate giving • Health and product safety standards
	Environment	Employees	Society

* Scientific reports from the WILD Hi-Precision Institute (Austria) confirm that the MAM Comfort is 32% lighter than the average weight of all other tested one-piece silicone pacifiers. Measured weight results: 10.3 g – 16.6 g

Product innovation

GRI 301-1, 301-2,
403-7

SDG 3.2

MAKING BABY'S START IN THE WORLD AS EASY AS POSSIBLE

Proven over the years, two of our most important products promote baby health right from the start. The MAM Perfect pacifier and the MAM Easy Start Anti-Colic baby bottle.

Our MAM Perfect pacifier was developed along with orthodontists and pediatric dentists: Compared to conventional pacifiers, it reduces the risk of misaligned teeth and jaws thanks to its particularly thin neck. This has been proven by a long-term study and numerous clinical tests.

Breast milk is best for babies. When breastfeeding is not possible, we offer our MAM Easy Start baby bottle as a good alternative. Thanks to the patented vented base, babies swallow less air, and the risk of colic can be reduced by as much as 80%*. With field studies in Austria and the USA we were able to confirm the effectiveness of the baby bottles. Like all of our baby bottles, the MAM Easy Start comes with a unique SkinSoft™ silicone surface MAM teat. With its flat shape modeled on the mother's nipple, it makes the switch to bottle feeding much easier for babies.

The MAM Easy Start Anti-Colic bottle has been proven to reduce the risk of colic.



AWARDS

We are proud that the passion and care we put into the development of MAM products is repeatedly recognized with awards and prizes. During the reporting period, our products won a wide range of awards in countries including China, the USA, and the United Kingdom: In 2020, the MAM Night Pacifier was named Best Pacifier at the British Made for Mums Awards. MAM was also successful as an overall brand in China, where MAM Baby was named "Annual Top Imported Brand" by the web platform Babytree.



* Field study, Austria 2011, tested with 73 mothers of colicky babies/ Market research, USA 2010, tested with 35 mothers of colicky babies

SAFETY FOR OUR LITTLE ONES

Over the past two years, we have developed products that support even the very youngest children and give parents more flexibility – so they can fully concentrate on their happiness as a family.



MAM PREEMIE: THE IDEAL PACIFIER FOR PREMATURE BABIES

In addition to the MAM Comfort, we have developed two smaller sizes of the full silicone pacifier: the MAM Preemie 1 and 2. These are medical products specifically designed for premature babies and exclusively for clinical use. Seven years of research and development have gone into these particularly lightweight pacifiers, always in collaboration with numerous experts. We invested a great amount of time to make sure they meet medical requirements such as oral and nasal ventilation or nutrition in the hospital. MAM Preemies can also be trimmed to ensure an optimal fit to the baby. Due to its particularly low weight, premature babies can easily keep it in their mouth without straining their lip and tongue muscles.



MAM 2 IN 1 DOUBLE BREAST PUMP

With our MAM 2in1 double breast pump, expressing is now even more efficient. Developed in tandem with midwives, the MAM 2in1 solution combines all the advantages of electric and manual pumps meaning it can be used effectively in any situation. Thanks to the double pump, expressing works either simultaneously or just on one side with a total of nine different levels to choose from. For nursing mothers, the breast pump offers a high degree of flexibility, as expressed milk can also be given by other caregivers with a bottle. This makes it easier to return to the working world, for example.

90 ML MAM FEEL GOOD GLASS BOTTLE

In addition to the previous sizes of 170ml and 260ml, we now also offer an option for the smallest ones with the 90ml Feel Good glass bottle. The bottle is made of heat-resistant borosilicate glass and promises our usual, proven high quality, look and feel. With its smaller size, it is ideal for newborns and the ergonomic design makes it particularly comfortable and safe to grip.

Materials

GRI 301-1,301-2,
403-7

SDG 12.4

For us, protecting baby health starts at the very beginning: with the selection of materials for our products. We regularly have experts confirm that these materials are undoubtedly safe and of the highest quality. In addition, we are constantly testing alternatives to our existing selection and carefully examining their effects on the environment – always with the premise of safety for babies in mind, of course.

When selecting materials, we attach great importance to the fact that they are completely harmless. All MAM baby products and packaging made of polypropylene are free from BPA, BPS, PVC, and phthalates. In addition, we only use food grade inks for printing on our products. When it comes to procuring materials, we work with suppliers who develop the products together with us and who take sustainability as seriously as we do. We also go one step further within the supply chain and maintain business relationships with upstream suppliers who are responsible for the composition and selection of the plastic materials. Learn more about ecology in the supply chain in the section on Environment. [→](#) pages 48–59

In order to shed light on the jungle of different materials, we asked our colleague **Peter Guttman** to explain in more detail. As an expert in materials, he is the ideal person for all questions relating to materials and sustainability.

Both the Skin-Soft silicone and natural rubber pacifiers are safe choices for babies.



SPOILED FOR CHOICES

Natural and bite-resistant rubber or clear and odorless silicone? Parents can choose between the two teat materials for our pacifier models. **“Natural rubber is made from the milk that is tapped from the rubber trees near our plant in southern Thailand,”** explains Peter Guttman. More about our work with rubber farmers and the Fair Rubber initiative can be found in the section on Value creation.

[→](#) pages 81–84 **“Compared to silicone, rubber has the advantage that it is more flexible and more bite-resistant. As a natural material, however, it becomes porous more quickly. In contrast, our SkinSoft™ silicone has neither a rubber taste nor odor. The synthetic material barely ages when exposed to heat and sunlight but is not as flexible. What is definitely clear for both options is that they are completely safe and a good choice for babies.”**



Peter Guttman,
Technical Researcher



Before babies can use our pacifiers, they are put through their paces using a 3D scanner.

SUSTAINABLE FROM START TO FINISH? A COMPARISON OF THE LIFE CYCLES OF OUR BABY BOTTLES

We use three main materials for our MAM baby bottles. PP (polypropylene), PPSU (polyphenylsulfone), and glass (borosilicate). All of these materials have different advantages and disadvantages that we take into account during development. In order to draw up a more precise assessment, Peter Guttman and his colleagues use, among other things, what is known as a life cycle analysis (LCA). This analysis tells us exactly where the strengths and weaknesses lie. PP performs best in the life cycle analysis and scores points with its light weight and low energy and water consumption during production. However, this plastic is a petroleum product and is, like the quartz sand for glass production, a non-renewable resource. PPSU is another plastic that MAM first used for a type of bottle in China. According to our research, this has a greater environmental impact than PP, but is the most common material in China. With the PPSU we use, there is no migration of BPA in accordance with Regulation (EU) No. 321/2011 and therefore it is also safe for babies. In order to meet the wishes of parents, we have decided to offer bottles made of PP and PPSU and to provide comprehensive information on the advantages and disadvantages of both products. Peter Guttman dispels a myth about recycling: **“Unfortunately, glass baby bottles cannot, in practice, be recycled. Due to the required heat resistance, it has a different composition than standard glass and therefore cannot be**

further processed in standard glass streams.” However, the heat-resistant glass we use for our bottles has the advantage of being able to withstand thermal shock and is generally more robust than conventional glass. Here too, safety is our absolute priority.

CURIOSITY AND SUSTAINABILITY: WE GET TO THE BOTTOM OF THINGS

MAM has been researching with partners for years to develop alternative and renewable materials. The demands these new materials have to meet are many. Naturally, they have to be absolutely safe for babies. In addition, they must be heat-resistant, transparent, scratch-resistant, lightweight, and resistant to breakage and deformation. We want to combine these requirements for quality and safety with the smallest ecological footprint possible.

Peter Guttman sums it up: **“To make a long story short, let’s look at different types of plastics and evaluate their effects on the environment. The plastics market is currently experiencing a major upheaval and there are many efforts to develop sustainable materials.”** Examples of this are plastics that have been recycled in various ways, either chemically or mechanically. The team also analyzes bio-based plastics such as those made from sugar cane or organic residues from the production of vegetable oil.

With this bit of material knowledge, Mr. Guttman sums up the most important finding for us: **“Regardless of the material, the top priority for MAM is that all of the materials we use, and the products made from them, are 100% safe for babies and produced as resource-efficiently as possible.”**

Comparison of plastic and glass baby bottles. Both materials have advantages and disadvantages in terms of the environment and are harmless to babies.



Sustainable packaging design

GRI

301-1, 301-2

SDG

12.4, 12.5

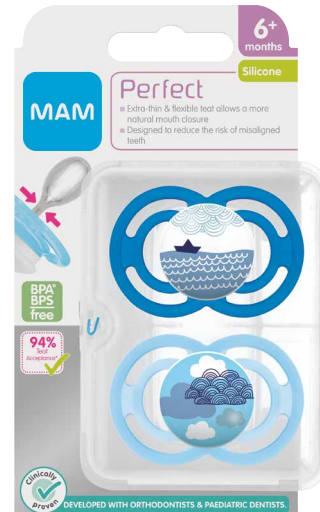
Packaging has one main job – to protect the product, especially ones that go into babies' mouths like those from MAM. Our vision is to develop packaging solutions that do not compromise on safety while maintaining the lowest possible environmental footprint. That is why the design of sustainable packaging has a high priority in our sustainability strategy. We are pursuing three clear objectives: reducing our environmental footprint, increasing the recyclability of our packaging, and using materials that are recycled, made from renewable raw materials or come from responsible sources.

In 2019, we created SUPA (Sustainable Packaging), an interdepartmental project that focuses on this. SUPA makes an important contribution to reducing our environmental footprint. Here, too, our holistic understanding of sustainability is very important since we take packaging just as seriously as the product.

A PROJECT WITH A LONG-TERM FOCUS

We analyzed the status quo of MAM packaging at the beginning of 2020. This phase served to build up knowledge and, as is standard at MAM, was accomplished with the help of experts. Part of this phase included a variety of perspectives: A life cycle analysis of our existing packaging showed us its environmental effect based on various impact categories. We have classified the global warming potential as the most important factor here, which we aim to continuously reduce. We were also able to incorporate the needs of parents through market research. In addition, there is information on what

During the as-is analysis, various MAM packagings were compared with one another, including the sterilizing and carry box for our pacifiers.



is happening politically, such as relevant legislation, and the requirements of the various retail and distribution partners who can only reach their own packaging targets with the help of customers like MAM. The results of the analysis were clear to us – only a variety of different packaging solutions leads to the greatest possible positive impact on the environment. For example, the pacifier starter set will continue to be supplied with the sterilizer box, so the pacifiers can be carried easily and sterilized in a climate-friendly manner. ➔ pages 49–54

WHAT IS A LIFE CYCLE ANALYSIS?

A life cycle analysis (LCA) is a method for analyzing environmental impacts that considers the entire life cycle of a product. Starting with the extraction of the raw material and on through processing, distribution and recycling – all stages in the “life” of a product are examined.

Another advantage is that you don't have to buy another sterilizing and carry box with each new pacifier because it has a longer lifespan. Our plan: We want to create a refill offer in which new pacifiers are offered in recyclable packaging with the smallest possible environmental footprint. To this end, MAM has launched a flagship project that includes exactly this combination.

MAM's mission is that our packaging is designed in such a way that it protects the health and well-being of babies, has the lowest possible environmental footprint and ensures fair conditions throughout the supply chain. We have developed our strategy for sustainable packaging based on this mission and previous recommended actions. We have come up with seven goal areas and a total of 14 measurable goals with specific key performance indicators (KPIs):

SMART GOALS

OUR VISION

We want to create sustainable packaging that protects the world of our future generations.

MISSION

We develop MAM packaging that protects babies' health, minimizes the environmental footprint, and ensures a fair supply chain

SUPA

7 goal areas
14 SMART goals

Overall goal	Sub-goal	KPI
Reduce environmental impact	Reduce the CO ₂ footprint of consumer packaging 40% by 2025	% CO ₂ reduction
	A 30% reduction of the total packaging carbon footprint (including distribution materials) by 2025	% CO ₂ reduction
Increase recyclability and circularity	All packaging materials recyclable by 2022	% of the packaging material used that is recyclable
	All packaging solutions recyclable by 2025	% of the packaging solutions used that are recyclable
Move to recycled, renewable or responsible materials	All packaging solutions are made from either recycled, renewable or responsible materials by 2025	% of resources for packaging solutions that are recycled, renewable or responsibly sourced materials
	All paper packaging FSC certified by 2022	% of FSC-certified paper and cardboard packaging components
	40% of our plastic packaging will be made from recycled plastic by 2022	Percentage of recycled plastic in plastic packaging
	We will no longer use PVC in our packaging from 2022	Goal already achieved
Reduce plastic packaging	Reduce plastic packaging 20% by 2025	% reduction in plastic packaging
	Reduce single-use plastic 20% by 2025	% reduction of single-use plastic
Reduce environmental impact of paints and adhesives	Exclusive use of paints that are approved for use in food packaging by 2022	
	Use of ecological inks, varnishes and adhesives by 2025	
Ensure fair and healthy working conditions	Fair and healthy working conditions throughout the entire packaging supply chain by 2022	Percentage of suppliers that meet requirements via certifications
Local/regional procurement	90% of all packaging within a 200 km radius of MAM plants by 2022	% of packaging within 200 km



FOUR QUESTIONS FOR: MANFRED TACKER, PACKAGING AND RESOURCE MANAGEMENT EXPERT

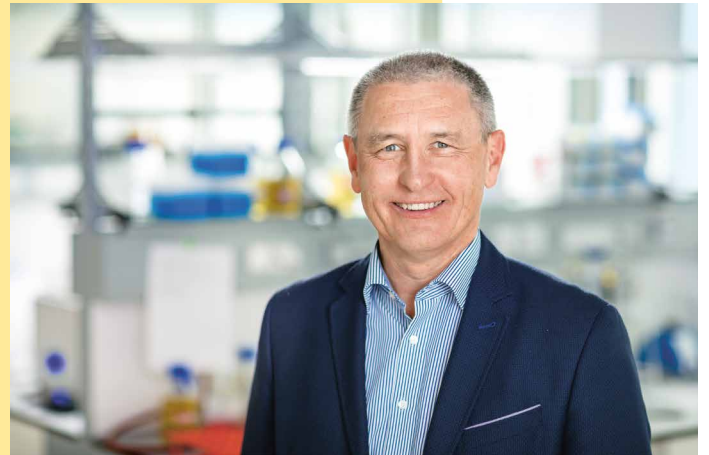
In the past two years we had a strong partner by our side. The entire project was in cooperation with the consulting firm Circular Analytics, whose CEO is Manfred Tacker. As the former head of the packaging and resource management department at the Technical College Campus Vienna, he is a true expert in his field.

Mr. Tacker, how was your experience working with MAM?

In my view, MAM is one of those companies that was already a leader in the field of packaging during the run-up to the project. MAM was aware of the challenge, which ensured constructive and goal-oriented work from the beginning. It's not often that top people in the fields of packaging technology and sustainability are part of the company, and this has clearly helped move the project forward.

At MAM, the focus is on the environmental footprint, recyclability and the use of recyclates, and materials from renewable sources. What do you think of this direction?

Well, the essential points of a life cycle analysis must be covered. Different materials have different effects on different categories. The use of plastics, for example, has a higher abiotic use of resources, while renewable materials such as paper show higher values for eutrophication or water consumption. It is important to weigh things carefully and make the best ecological decisions. However, one thing is clear: All packaging solutions must be recyclable, there is no way around it.



Manfred Tacker,
packaging
and resource
management
expert

How do you see the results of the entire process?

It's not complete yet, but the focus on recyclability and reducing the environmental footprint fit very well. Every company has to define sustainability for itself based on its own material issues and those of its stakeholders. MAM is on the right track here.

What would you like to see for MAM in the future?

To continue leading the way in looking at the environmental impact and circular economy of packaging and setting a good example for others to follow. And to make this known!

A SUCCESSFUL FIRST ASSESSMENT

We successfully implemented a number of measures during fiscal year 2020. As a result, we have come a lot closer to achieving our seven goal areas and 14 SMART goals. One of the greatest successes was the switch to FSC-certified materials for paper and cardboard at our factory in Hungary. All paper and cardboard materials for consumer packaging now come from 99% FSC-certified materials. Beyond that, we have implemented various smaller measures and revised some of our current packaging solutions. With trial products, for example, we have been able to partially eliminate the packaging for drinking bottles – a significant saving. We have also redesigned the packaging of the Welcome to the World set so that plastic parts are omitted, the volume of the packaging has been reduced and recycled materials have been used. This redesign clearly shows how closely all of the goal areas are linked. The design and selection of materials in the design process have a huge impact on the environmental footprint.

The following measures were also taken:

- Plastic packaging trays (e.g. for breast pumps) will no longer be made of plastic, but of pressed, recycled paper
- In the future, blister packs will be made from recycled plastic
- Sterilizer box packaging cutouts with J-hooks were converted from plastic to recycled plastic
- Optimization of bottle packaging to contain recycled plastic windows and FSC-certified cardboard packaging



By redesigning our Welcome to the World set, we were able to reduce plastic by 25% and cardboard by 38%.



ACHIEVE MORE TOGETHER

At MAM, we believe that we can only achieve sustainable solutions in cooperation with science, other companies and politics. We have therefore joined the platforms "Verpackung mit Zukunft" (Packaging With a Future), PET2PAK and PolyCycle in order to work on sustainable packaging together with other stakeholders.

PLATTFORM
VERPACKUNG
MIT ZUKUNFT



SUPA OUTLOOK 2021

We also have big plans for 2021 and the years to come: In the future, the focus will continue to be on our flagship project. In order to make our pacifier refill packaging even more environmentally friendly, the first step will be to switch from PET to recycled PET. In addition, we are promoting the switch to renewable materials and the use of other recyclable and previously recycled materials, always with the premise of ensuring product safety and keeping the environmental impact as low as possible. As in many projects, we are on a journey towards sustainability, and we are excited to see where it will lead us.



Environment

Protecting the future of the youngest



Climate protection is the greatest challenge of the 21st century. We have set this topic as a strategic priority at MAM – because nothing could be more sustainable than working for the health and future of babies and their environment.

Climate along the value chain

GRI 302-1, 305-1,
305-2, 305-3

SDG 13.2



We have been dealing with the topic of sustainability in product development for a long time. In addition to our standard requirements such as safety and functionality, we also deal with the question of how our products can contribute to climate protection.”

Thomas Rohaczek, Head of Product Design & Development



We have committed ourselves to the philosophy of the circular economy and have integrated corresponding objectives into our value chain. In terms of climate protection, this can only be done together with other players, which is why we think of this as a joint project. This includes our international locations, our suppliers and also our consumers.

CLIMATE PROTECTION IS ONLY POSSIBLE TOGETHER

We not only develop our products in conjunction with experts in order to fulfill the highest quality expectations, but also to achieve well thought-out and long-lasting solutions. For us, this responsibility extends beyond the point of sale, because we also need the support of our stakeholders to effectively improve the life cycle assessment of a product.

CO₂ REDUCTION MADE EASY

1 — 2 — 3 →



-77%

CO₂

Parents can save a lot of energy and CO₂ with the practical MAM sterilizing methods compared to the stove top. Simply fill the sterilizer and carry box for pacifiers or the anti-colic bottle with some water and heat in the microwave for 3 minutes, tightly closed.

-85%

CO₂

An important step in our product development is the calculation of the product carbon footprint (PCF). This is an ecological measure indicating the amount of greenhouse gases emitted during the life cycle of a product. The smaller it is, the lower the burden on the environment.

The results of the PCF studies for our MAM Easy Start Anti-Colic bottle and our MAM pacifiers have shown: The majority of the CO₂ emissions arise from the use of the products. This is 76% for our pacifiers and 98% for our Anti-Colic bottle. The activities that consume the most energy are sterilizing and cleaning the products – in the case of the bottle, there is also warming the milk. Although we can make the necessary adjustments that take place before the purchase of the products, we rely mainly on help from parents. Naturally, we support parents every step of the way and have developed some exciting solutions to make climate protection as easy as possible.

As the study shows, stovetop sterilization generates the most CO₂. That's why we offer parents an energy-saving

MAM BABY BOTTLE ENVIRONMENTAL FOOTPRINT

37.72

kg CO₂e
per baby bottle results
over the entire life cycle*



* calculated and reviewed by independent experts from denkstatt ltd.

and practical alternative: Using a pacifier sterilizer box in the microwave can reduce CO₂ by 77%, and with our Anti-Colic bottle even 85% thanks to its self-sterilizing function. Parents can use the CO₂ calculator on our website to calculate these savings.

www.mambaby.com/why-mam/mam-sustainability/co2-calculator

We offer these solutions not only for our Anti-Colic bottle and pacifiers: During the reporting period, we also launched a sterilizer box for our nipple shields that is perfectly tailored to their shape. This gives parents another option for climate-friendly sterilizing.

THOUGHT THROUGH: CLIMATE PROTECTION IN THE SUPPLY CHAIN

In addition to use, raw materials and production are responsible for most of the CO₂ emissions in the product life cycle. Looking at the PCF analysis for the Anti-Colic bottle, it becomes clear that there is also great potential for reduction here. That's why we work exclusively with suppliers who take sustainability just as seriously as we do. This is anchored in our code of conduct [→ page 66](#) and a basis for all collaborations. We source 97% of our product components from Austrian suppliers. This has a positive effect on the carbon footprint, since long transport routes are no longer necessary, thereby reducing the ecological footprint of the end product. In the following, we'd like to present two of our suppliers and their climate protection measures:



Nipple shields in sterilizer and carry box.

THE FOOTPRINT OF OUR BABY BOTTLES IS CONSTANTLY BEING REDUCED IN COLLABORATION WITH OUR STAKEHOLDERS.

DISTRIBUTION FOOTPRINT

STAKEHOLDER

19.35 kg CO₂e
bottle warming

11.51 kg CO₂e
bottle cleaning

6.31 kg CO₂e
bottle sterilizing

Usage,
consumers

0.32 kg CO₂e
raw materials

0.09 kg CO₂e
production

0.09 kg CO₂e
packaging

Suppliers, R&D

Our plants, R&D

Suppliers, R&D

0.04 kg CO₂e
transportation

Logistics Partners

0.01 kg CO₂e
disposal

Recycling Partners

ALPLA: For 25 years now, we have been working with ALPLA, a global family-owned company that is a leader in the development and manufacture of plastic packaging solutions and has been committed to climate protection for many years. In 2015, ALPLA was involved in founding the Climate Neutral Alliance 2025 (Klimaneutralitätsbündnis 2025)

www.klimaneutralitaetsbueundnis2025.com, a group of companies that now has over 100 members and is aiming to become climate neutral by 2025. All Austrian ALPLA production plants already achieved this goal in 2020.

Greiner: This Austrian company is also a family business and offers plastic and foam solutions for various industries. As one of Europe's leading packaging manufacturers, the division Greiner Packaging has been committed to the sustainable use of resources through circular economy and climate protection for years. This is done, for example, by constantly optimizing the product portfolio in terms of recyclability and according to the perspectives of the circular economy.

As one of only twelve pioneering companies, Greiner Packaging Austria was part of the Climate Active Pact2020 (klimaaktiv Pakt2020) and took targeted measures to reduce CO₂ throughout the value chain. As a result of this, production processes, among other things, were changed that have already increased energy efficiency for compressed air by 40%. The company has set itself ambitious goals in the area of climate protection: All Greiner AG plants in Austria are already running on green electricity and by 2030, 90% of the electricity at all locations around the world is to be obtained from renewable energies.

ENERGY EFFICIENCY IN OUR PLANTS

The PCF analysis shows that production also causes a not inconsiderable proportion of CO₂ emissions. To reduce these in the long term, we are constantly looking for ways to reduce our environmental footprint at our production sites. We rely on renewable energies such as solar power in our plants and constant modernization measures in order to continuously increase energy efficiency.

In Hungary, MAM can now look back on a history that spans more than 30 years. Since the last major renovation of the plant in 2015, additional measures have been implemented with a particular focus on energy efficiency:

THREE STEPS TO CLIMATE-NEUTRAL PRODUCTION

The environment and climate protection are very important at MAM. Therefore, we have always taken measures in our plants to make production as resource efficient as possible and thus counteract climate change. In the future, we also plan to offset those emissions that we cannot avoid gradually through climate protection projects.



1.

Expansion of renewable energy at our production sites



2.

Increase energy efficiency in production



3.

Compensate for unavoidable CO₂ emissions



- Installation of a photovoltaic system: The output of the 460 solar panels installed in 2017 was increased from 120 kWp to 357 kWp during the reporting period – therefore we generate three times more solar energy than before.
- Lighting: Daylight is often sufficient thanks to the generous window areas. We have also installed energy-saving LED lights that are activated by motion detectors. This is effective and on top of that saves even more energy.
- Heating and hot water: Hot water is generated by a solar thermal installation. Through the use of a compressor, any excess heat is reused for heating air. In addition, the production area is heated using a modern, energy-saving heat pump. Air conditioning systems and heat exchangers ensure that the temperature is optimally controlled.

The successful implementation of these steps has been externally confirmed with ISO 14001:2015 environmental management systems certification. In addition, we are planning to introduce certification for our energy management (ISO 50001: 2018) with clear goals towards the climate-neutral production of our pacifiers, bottles, and other products. Furthermore, we have energy audits carried out by experts on a regular basis in order to identify additional opportunities for improvement.

Our plant in Kabinburi, a province near the capital Bangkok, was built in 2016 to the latest energy efficiency standards and we are constantly implementing new measures for further improvement.

- Photovoltaic: About 1,700 solar panels with an output of 350 kWp are mounted on the roof of the plant. This allows us to generate about 40% of the electricity we need. We feed the surplus energy that is generated a few months of the year into the public grid free of charge, thus making a contribution to the community.
- Lighting: LED lamps are installed throughout the plant, which save energy and provide pleasant, daylight-like lighting.

357

kWp of power

are generated by the solar panels on the roof of the Hungarian plant



Photovoltaic system in Vaskeresztes

- Heat management: In tropical Thailand there is often high humidity to deal with, which frequently reaches 90% during the rainy season. To better regulate temperature, we designed a ten-centimeter-wide air cushion between the wall and outer facade of the building and planted greenery around the facility, which contribute to a pleasant climate inside through evaporation and transpiration. If it does get too hot, relief is provided by a heat condensing dry cooler in the production area and an independent chill water system with state-of-the-art ventilation. Motion detectors and temperature sensors ensure that cooling is only used where it is needed – maintaining a constant room temperature of 25 degrees and 50 percent relative humidity.

The production facility is already ISO 14001:2015 certified. Thanks to the measures mentioned above, we have already saved over 1,000 tons of CO₂ annually.



Climate protection has a high priority at MAM France, and we are well aware of our responsibility in this regard. That is why we calculated our CO₂ footprint and derived reduction targets from the results, for example in the areas of logistics and sales.”

Lionel Chenais, General Manager MAM France



CLIMATE PROTECTION CONCERNS EVERYONE

Even the smallest change in the life cycle of a product can have a major impact on the climate. Being aware of this, we are also working on continuous improvements at our other locations. For example, our sustainability teams are dedicated to increasing electromobility and improving logistics, as these factors also contribute to minimizing the long-term ecological footprint.

MAM FRANCE

The team in France achieved a company-wide milestone in 2020, becoming the first location to calculate its complete carbon footprint. This measurement is already part of MAM baby products, as the PCF studies for our Anti-Colic bottles and pacifiers show. Having an insight into the emissions of the site and the transportation involved gives us the chance to identify further opportunities for improvement in the respective companies located there. The carbon footprint has been calculated “from cradle to grave”. It means that all activities from production, office work, distribution to the usage and the end-of-life of our products have been incorporated. The results showed us, that our total carbon footprint was

40,500 t CO₂ in 2019. From the results, MAM France has derived measures that will be implemented in the current year.

MAM AUSTRIA

When it comes to climate protection, the WeCare team at MAM in Vienna takes a hard look at the issue of mobility. There is a comprehensive mobility campaign every year, showing employees different low-emission transportation alternatives. In addition to campaigns such as “We bike to work,” employees who travel to work with public transportation were rewarded with book vouchers. As a company, MAM also leads by example by offsetting CO₂ emissions generated by business trips.

**We bike to work –
MAM Austria**



Waste along the value chain

GRI 306-1, 306-2, 306-3, 306-4, 306-5

SDG 12.5

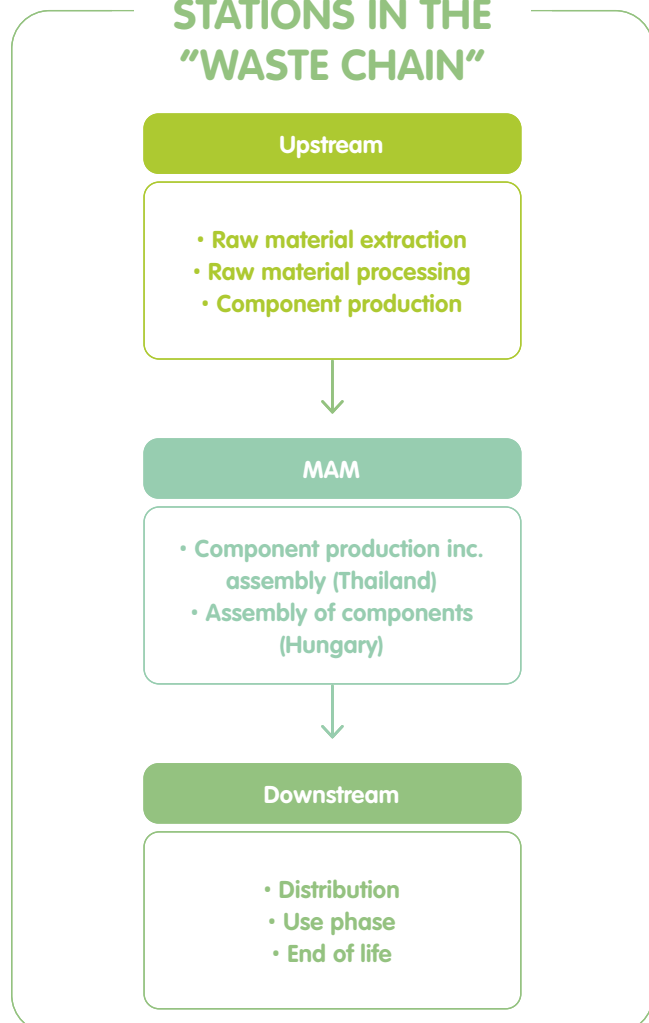
During the reporting period, we launched extensive projects with the aim of reducing the consumption of resources along the entire value chain. The principle of Refuse – Reduce – Reuse – Recycle serves as a guideline for us.

We have taken these circumstances into account in setting our goals and work with our suppliers wherever possible to ensure that as little waste and rejects as possible occur in all aspects of production.

As already shown in the section “Sustainable Packaging” [→](#) pages 44–47, we have, among other things, made a large part of our packaging recyclable. With project SUPA (Sustainable Packaging), we are continuing to take steps as part of our sustainability strategy. In order to identify ways of eliminating waste in other areas of our value chain as well, we first worked out a context specific to MAM. The revision of our packaging materials offered us the greatest potential to have an influence and implement changes. We face two challenges in the rest of the value chain:

1. Since we make no compromises when it comes to product safety, we have to compromise regarding recyclability: Pacifiers consist of three components, teats made of silicone or natural rubber and the knob and shield made of PP plastic. To ensure that the teat, knob and shield are completely safe to use and cannot be bitten through by the baby, these three parts must be very tightly connected. This limits the recyclability of the pacifiers.
2. The initial steps along the value chain, such as raw material extraction of PP (but not of natural rubber) and subsequent processes are beyond MAM’s control.

OVERVIEW OF THE STATIONS IN THE “WASTE CHAIN”



Upstream

	Raw material extraction	Raw materials processing	Component production
Main impacts (where waste is generated)	<ul style="list-style-type: none"> Waste from resource extraction (e.g., petroleum, rubber milk, wood) 	<ul style="list-style-type: none"> Waste from raw material processing 	<ul style="list-style-type: none"> Waste from plastic, paper processing Sprue Rejects
Measures	Though outside of MAM's sphere of influence, the production process has been established for many years and is designed to be resource efficient.	Though outside of MAM's sphere of influence, the production process has been established for many years and is designed to be resource efficient.	<ul style="list-style-type: none"> Sprueless production Packaging savings

Sprueless production

In this area, we developed several solutions in cooperation with our suppliers during the reporting period that made it possible for us to save around five additional tons of plastic in both 2019 and 2020. What began with a process for the waste-free production of our pacifier shields has now been expanded to include other elements of our product range:



MAM Air Pacifier



Baby's Toothbrush – safety shield



Storage Solution for breast milk



Sterilizing and carry box

→ **APPROXIMATELY 5,000 KG OF PLASTICS WERE ADDITIONALLY SAVED DUE TO SPRUELESS PRODUCTION BOTH IN 2019 AND 2020.**

MAM

	Component production and assembly (Thailand)	Assembly of components (Hungary)
Main impacts (where waste is generated)	<ul style="list-style-type: none"> Non-hazardous waste (plastic, paper, residual waste, rubble) <ul style="list-style-type: none"> Rejects Disposal 	<ul style="list-style-type: none"> Non-hazardous waste (plastic, paper, residual waste, rubble) <ul style="list-style-type: none"> Rejects Disposal Hazardous waste (i.e., paint, cleaning agents) <ul style="list-style-type: none"> Disposal
Measures	<ul style="list-style-type: none"> Ongoing evaluation of preventive measures Recycling rate: 100% 	<ul style="list-style-type: none"> Non-hazardous waste <ul style="list-style-type: none"> Waste reduction Collection of recyclable materials, increase in recycling rate Hazardous waste <ul style="list-style-type: none"> Separate storage Collection and disposal

Exemplary: Waste reduction at the Hungarian plant

At our plant in Vaskeresztes, Hungary, the individual parts are assembled into finished pacifiers, bottles and much more. This process can lead to rejects, i.e., faulty products that are not approved for sale. Recently, the introduction of a new construction of our MAM Original 6+ and 16+ pacifiers resulted in an increase in the reject rate to an unusual 8%. We performed a detailed audit of the process and were able to determine and eliminate the causes. The reject rate is now 0.1%.

This value is even lower than the initial number before the construction adjustment.

Bit by bit to sustainability: Waste management

Non-hazardous waste such as paper, plastic and other recyclable materials are collected in a dedicated area and picked up by a recycling company. We have contracted a company specializing in hazardous waste to ensure proper disposal. There is also a special restricted access area at the plant for this waste.

? THREE QUESTIONS FOR: TAMARA SPILAK, S-HSE (SYSTEM HEALTH, SAFETY & ENVIRONMENT) ENGINEER AT THE MAM PLANT IN VASKERESZTES

WHAT ARE THE GOALS THAT MAM HAS SET REGARDING WASTE MANAGEMENT IN VASKERESZTES?

In our plant, we have set ourselves goals in various areas that we are constantly evaluating. First, we want to reduce the total amount of waste by 5% annually. Second, we ensure that as little waste as possible ends up in the landfill but can be recycled instead. And we are always on the lookout for partners who can show us alternative, resource efficient methods of recycling and processing waste.

WHAT ARE THE MAIN MEASURES THAT HAVE BEEN TAKEN TO REDUCE WASTE?

Over the past two years we have managed to reuse most of the transport packaging we receive. We have arranged with our suppliers that they take them back and reuse them. Internally, we also use the boxes again since they are quite sturdy and suitable for other purposes.

Tamara
Spilak



WHAT MEASURES ARE YOU TAKING TO REDUCE HAZARDOUS WASTE?

Of course, we already follow all regulations for handling hazardous waste, but we have also taken some measures beyond that. For example, we collect and separate waste before it is professionally disposed of by a specialized service provider. In terms of reduction, for example, we reviewed our selection of materials and replaced our cleaning agent with a more effective variant. Among other things we have also improved the cleaning process of paint buckets, thus greatly reducing material consumption.

When looking at the individual steps, it becomes clear that waste management is a holistic process that must be considered in all departments:

- **Process management:** In purchasing, we have improved planning since lower inventories lead to fewer expired product parts.
- **Digitalization:** Warehouse logistics benefitted from the introduction of paperless solutions and the associated reduction in paper waste. An electrical data acquisition system installed in 2020 also resulted in less paper consumption and waste since administrative tasks can now be performed digitally instead of on paper.

- **Materials management:** We have adapted materials to our needs, such as the use of a solvent with a longer shelf life and are taking targeted measures to extend the service life of production equipment.

The implementation of these measures is supervised by personnel from the quality department. This includes, but is not limited to, monthly audits performed by external experts. For instance, new partners are also being sought for the recycling of materials in order to continuously improve our processes.

Downstream

	Distribution	Use phase	End of life
Main influence (where waste is generated)	<ul style="list-style-type: none"> • Disposal of outer packaging • Unsold products 	<ul style="list-style-type: none"> • Disposal of retail packaging 	<ul style="list-style-type: none"> • Disposal and recycling of products
Measures	<ul style="list-style-type: none"> • Recyclable outer packaging • Product donations 	<ul style="list-style-type: none"> • Recyclable retail packaging 	<ul style="list-style-type: none"> • Upcycling projects • Recyclable products • Set up separation systems

Distribution

The objectives in this area are closely linked to “sustainable packaging,” see the section on sustainable packaging [→ pages 44–47](#) for more information. In order to avoid waste in this area, we are concentrating on further increasing the recycling rate. All packaging materials should be recyclable by 2022 and all packaging solutions by 2025 – this also includes outer packaging. Unsold products are made available as donations as part of an international process.

Use phase

This also falls under the stated objectives of our sustainable packaging project. Most of our packaging is already recyclable and we are continuously working on converting the remaining part as well. To ensure the achievability of these goals in the use phase, the expansion and availability of recycling systems are also important, and MAM is involved with initiatives to this end.



End of life

The possibilities of recycling in the field of plastics are mainly limited to material recycling of the packaging. One of the reasons for this is that packaging makes up the majority of waste, it can be collected centrally, and companies and service providers often share the costs. Because of this, blanket solutions are often not possible for everyday items.

In some communities in the United Kingdom, Switzerland, or Sweden, segregation systems are being developed that make it possible to recycle common plastic items. For this reason, our bottles can currently be included in the recycling stream only in selected regions with appropriate segregation systems. Our pacifiers are made of almost inseparable materials and cannot be recycled at the moment. This is why we have been focusing on upcycling initiatives for years. These have the advantage not only of extending the life of our products, but also that upcycling promotes creativity and environmental awareness among families.

This is evident in the fantastic ideas we receive from our community via social networks such as Facebook and Instagram. We share these ideas through our various channels and also publish handicraft instructions on our website.

www.mambaby.com/why-mam/mam-sustainability/mam-upcycling From fairy lights made with MAM pacifiers to small bottles that can be converted into vases or given a second life as candles – there are no limits to creativity. Our MAM teams around the world also have a variety of ideas. At MAM China, pacifiers that aren't sold are given a creative, new lease on life. For example, the pacifiers are ideal for decoration, arts and craft, and can be used to embellish picture frames or refrigerator magnets.



Upcycling projects by MAM customers and MAM employees worldwide.

Employees

The focus is always on the person



The health of our employees, their satisfaction and fair treatment are essential, core issues for MAM. The pandemic was a great challenge for us in 2020. But we managed to overcome the difficult conditions with great team spirit. With the new measures, the health of our employees has become even more important to us.

Employee health

GRI

401-2, 403-2,
403-3, 403-4,
403-5, 403-6

SDG

3.8, 8.8

A PANDEMIC SET NEW STANDARDS AROUND THE WORLD

COVID-19 brought the world to a standstill at the beginning of 2020 and has since claimed countless lives across countries and continents. It was clear to all of us: Health is in no way to be taken for granted. At MAM, we have also paused to once again sharpen our attention on the subject. In addition to the safety of our employees, we have increasingly focused on health.

One of the major challenges last year was to keep our employees safe while maintaining production at the same time. To this end, we introduced comprehensive protective measures such as strict mask and distance requirements in our plants in Hungary and Thailand – and of course at our locations without production as well. We provided masks and disinfectant and performed temperature checks at the plant entrances. In addition, during



“Safety first”: To protect themselves and others, MAM employees are provided with FFP2-masks already at the beginning of the pandemic.

the intense phases of the pandemic, care was taken to ensure that employees from the various departments took their lunch breaks separately. Visitors were required to fill out a form with information about their health.



MAM colleagues during a video conference. Video calls and online meetings were established at MAM even before the pandemic.

For specific cases or potential infection with COVID-19, we have established protocols: Should an employee show symptoms, the HR department must be informed immediately. A test is performed in the next step. If the result is positive, the department will begin contact tracing in the workplace to determine the chain of infection.

In March 2020, MAM Germany introduced a crisis team that followed current developments and determined actions for the employees. The crisis team was available to all colleagues around the clock and exists to this day.

HEALTH ALSO REQUIRES MENTAL SUPPORT

Wherever possible, MAM employees have been able to work from home since the outbreak of the pandemic. This new situation was not always easy for some team members. That's why we also made the mental health of our employees a priority. The MAM USA team received two days of special paid leave, known as Mental Health Days. At MAM Brazil, employees were given the opportunity to take advantage of discounted psychological care via an online platform. In addition, a survey was conducted to find out whether our employees felt safe and well cared for by MAM during the peak phases of the pandemic.

STAYING FIT AROUND THE GLOBE

Whether working with maximum concentration in the laboratory or clicking from meeting to meeting on a monitor – the average workday of our colleagues around the world varies greatly. To address these different needs, MAM provides our employees with a wealth of different initiatives and benefits. Additional accident and sick insurance, flu shots in the office, and online fitness classes are just a few of the benefits MAM has to offer. We are particularly looking forward to offering initiatives such as yoga and massages for our team members again in the future.

In the area of health care, we offer supplementary insurance for our workforce: currently at our locations in the USA, Cyprus, Thailand, Brazil, and Scandinavia. We organize further offers in cooperation with external partners. Our team in Austria benefits from regular medical care through an occupational health centre. Our employees in Brazil have discounted access to a platform that allows them to use over 1,000 gyms nationwide.

First-aid courses and regular health checks, for example, are on the agenda for employees at our plants. In Vaskeresztes we organized our first Health Day in 2020 with around 200 participants. In order to strengthen prevention, participants were able to undergo medical checks and learn about healthy eating and mental health.

Many of our offerings are developed on demand, such as in Thailand. Here we found that many of our employees have a high body mass index (BMI). Many of them mentioned that there were no opportunities for sports activities near their homes. The solution was obvious to us. We now offer regular sports courses on our factory premises. As an additional offer, our employees in Thailand receive special benefits such as vaccinations and preventive measures against diabetes or high blood pressure.

Nearly 200 employees took part in the Health Day 2020 in Vaskeresztes.





THREE QUESTIONS FOR: DR. KATALIN HORVÁTH, MEDICAL OFFICER IN VASKERESZTES

HOW DO YOU KEEP THE WORK-FORCE HEALTHY?

We carry out an extensive health check on new employees to ensure that they are up to the requirements of the job. Our current team members are also examined once a year.

HOW DO YOU CONTRIBUTE TO OCCUPATIONAL SAFETY?

We regularly evaluate risks and implement improvements to avoid accidents. For example, we replaced the exhaust hoods in the painting department. They can now completely remove any resulting fumes.

WHICH MEDICAL TOPICS DO YOU INFORM EMPLOYEES ABOUT?

We discuss the results of the regular examinations together with the employees. In addition, employees can see me during office hours with any other health-related questions.

OCCUPATIONAL SAFETY – ABSOLUTE, AND SYSTEMATIC

In addition to the numerous health-promoting measures we offer our employees worldwide, occupational safety is also a top priority at our plants. We have therefore created resources that, in addition to responsibility for risk management, actively implement new measures.



The more than 500 employees at the Hungarian plant can take advantage of many different health benefits during their workday to keep themselves mentally and physically fit.

Regular risk analyses are part of risk management. They make it possible to identify certain stumbling blocks and enact countermeasures in good time. In the event of a work-related accident, we evaluate it and conduct a root cause analysis to prevent future risks. For example, there was a minor collision between forklifts in the warehouse at our plant in Hungary. Corrective measures were taken immediately: We revised the traffic rules and carried out appropriate training courses with our warehouse employees.

We perform a root cause analysis after all accidents. Through a combination of training and improved processes, we aim to further reduce our already low accident rate. There were no serious accidents at work during the reporting period. Of course, our employees can find information about the applicable rules at any time. At each MAM location, there are manuals on occupational health and safety.

Employee satisfaction

GRI 401-2, 401-3, 404-1

SDG 5.8, 8.8

A FAMILY BUSINESS THAT TAKES EVERY MEMBER ALONG

MAM sells its products worldwide. Just the same, the values that make up our family business have remained a central part of our identity. The only difference from the early years: Our family

has grown. And just like the health of our employees, their satisfaction is very important to us. Issues such as equality and the reconciliation of work and family life are of great importance to us.

MAM supports mothers and fathers in balancing family and professional life. Flexible working time models, flex-time, working from home and part-time arrangements make it easier for them to pick up their children from school or to care for a runny nose. For us, it goes without saying that fathers also take parental leave. We whole-heartedly support this. With us, mothers and fathers don't have to worry about parental leave and professional success being mutually exclusive: a return to management positions is also ensured and supported. The mutual exchange of options and career paths is very important to us.

We don't only create good structures for parents. Children don't come up short with us either. For example, MAM Austria has been organizing day-care for children aged 6 to 11 during the summer holidays for years. The children are looked after for a whole week and can fully enjoy their summer holidays on exciting outings. MAM shares the costs with its employees.

„BERUF UND FAMILIE“ AUDIT

In Austria our commitment has been audited externally by the „Beruf und Familie“ (work and family) audit since 2014. We are very proud to have once again been recognized as a family-friendly company in 2020.



“As a manager, it is also possible for me to balance work and family life” – Marina Schmid-Lobinger, Global Head of Sales & Commercial Excellence.



FAIR PAY, REGARDLESS OF GENDER

Our understanding of equality is not only expressed in parental leave, but also in pay. We explicitly addressed this point in 2020 and developed a new salary process for MAM Austria as part of the EU-funded “Equal Pay Project.” At the start of the project – carried out with the help of an external consultant – there was an analysis of the current situation and the identification of weak points. The results helped us to design a new structure with the aim of creating more transparency and uniform rules.

1 in 2

At MAM in Austria, **every second employee benefited from continuing education** during the reporting period. In recent years, MAM has been able to support a total of 90% of the training requests from employees.



EACH COUNTRY IN ITS OWN WAY

In 2020, we launched various projects at our global locations to strengthen satisfaction within our teams. We also took into account the unique pandemic situation.

MAM USA: In order to feel good, there has to be the right balance. For example, while schools and day-care were closed during COVID-19, MAM employees with children were able to benefit from additional flexibility while working from home. The work week at MAM USA starts with Monday morning team

meetings where interesting facts are exchanged about each other through ice breaker activities before key priorities for the week are shared. In addition, regular team get-togethers and virtual events are organized. Therefore, the team not only receives support on a working level, but on a personal level as well.

MAM France: In order to loosen up everyday life in the home office a little, the MAM France team met online once a week for "Wake Up Thursday." The employees took turns deciding the format so, for example, everyone could put their knowledge to the test in a music quiz. The joint activities promoted a feeling of togetherness within the team during this new situation.

MAM Scandinavia: For our employees in Scandinavia, the motto "if you rest, you rust" applied during the lockdowns. To make a daily walk a routine during the pandemic, the team started a competition to achieve the highest daily number of steps. A large number of digital events were also organized so that colleagues could stay in touch. For example, people could share Christmas dinner online and after-work meetings on online platforms allowed people to enjoy relaxed conversations.

Our MAM China team during a team building event.



Business ethics

GRI

102-16, 205-1,
205-2, 205-3,
408-1, 409-1,
410-1, 411-1,
412-1

SDG

16.5

SOFT VALUES – A HARD CURRENCY AT MAM

MAM is a value-driven company. With this in mind, we want to ensure that our business activities are based on ethical principles. Though we might wish that everyone would instinctively “do the right thing,” it can be much different in practice. In order to prevent conflicts of interest and possible misconduct, we have developed the MAM Code of Conduct. This builds upon the guidelines of the UN Global Compact, which was concluded between companies and the United Nations with the aim of making globalization more social and ecological. www.unglobalcompact.org

We also included MAM’s own values when drafting the document. The code, which is available in German and English, is an important instrument for defining the framework for our business activities. It also gives new and current trading partners, suppliers and other stakeholders a clear insight

Our **Code of Conduct** applies worldwide to MAM employees, business partners, and our suppliers.

into our expectations of cooperation. How we communicate and verify these expectations along our supply chain is explained in more detail in the section on Value creation. [→](#) page 81–84

A THREE-PRONGED ANTI-CORRUPTION PROGRAM

In formulating our sustainability strategy, we also focused on the issue of corruption and developed a plan for implementing an anti-corruption program during the reporting period. It consists of three elements: a written set of rules, training, and an anonymous process for reporting suspected cases.

We promote a culture in which all employees are aware of the predominant risks of corruption and understand what they need to do in such a situation. The MAM Code of Conduct documents how we envision fair treatment and what makes us successful together. The fundamentals of teamwork can also be found there, as well as principles for dealing with difficult situations. This could be dinner with a new business partner who suddenly offers generous gifts, possible conflicts of interest, or the disclosure of confidential information.

We incorporate these guidelines into the company and our teams through additional training. It is important to us that our employees feel safe and informed at all times. We plan to con-

The MAM Code of Conduct contains a set of rules that are applicable at all MAM locations.



MAM Code of Conduct

duct these training sessions starting in the second half of 2021 and include our entire workforce.

The third element of our anti-corruption program is the reporting system. It gives our employees the opportunity to anonymously report suspected cases of corruption. Reports are processed and examined, accounting for the legislation and context of the respective country.

Our **anti-corruption program** will have three elements: A written code of conduct, trainings, and an anonymous complaint mechanism.

CONVINCING FIGURES



Top-level management
(Board & general manager)

50%
women
50%
men



NEARLY 100%
of employees returned from parental leave and are still working for MAM one year later.

955

Total employees
2020



75%
women



25%
men

Women in management:
STEADILY INCREASING

41% **45%** **52%**
2018 2019 2020

Cases of corruption

0 **0**
2019 2020

Number of serious work-related injuries

0 **0**
2019 2020



Minor work-related injuries for over 1,000,000 working hours

6 **10**
2019 2020





Society

Commitment beyond the horizon



It is important for MAM to create lasting values, especially when it comes to baby health. This is why it goes without saying that we pass on the knowledge we have gained and network with experts. In addition, we make our high standards the norm so that safety always comes first. Through our social commitment, we try to contribute to society as well.

Knowledge transfer

SDG 4.7

Experts from various disciplines and research institutes, such as pediatricians, developmental educators, dentists, and midwives, work on each and every MAM baby product. This is how we ensure that the functionality, shape and material of all MAM products are based on state-of-the-art research. This network is a valuable resource for MAM, and we actively maintain it. It is equally important to us to promote the exchange between the different fields of research. We also pass on the information we gain to parents – either directly on our website or through events and on social media. Digital events have been an important way to continue connecting with our community, especially during the COVID-19 pandemic.

The mutual networking of experts is important to us, and we are therefore specifically committed to the transfer of knowledge. We organized events and projects around the world during the reporting period that conveyed knowledge about infant health and also shared information about viruses and pregnancy in the context of COVID-19.

ASKED AND ANSWERED – RESOURCES FOR EXPERTS

Our record in the reporting period shows the diversity of our commitment and far-reaching network. We currently collaborate with more than 9,000 experts and have access to over 10,000 scientific studies via the database of the International Children Medical Research Society (ICMRS). To this end, we maintain a dedicated website for healthcare workers, where we offer summaries of scientific studies. Interested parties can currently access 37 studies and obtain information quickly and effectively.

Furthermore, we provide our network with a wealth of informational materials that have been specially created to inform parents. In doing so, we always make sure to offer materials for international use as well, using pictures instead of words. During the reporting period, an information sheet on breastfeeding was added to the existing posters on oral hygiene and Sudden Infant Death Syndrome.

One topic we are particularly committed to is that of Sudden Infant Death Syndrome (SIDS), one of the most feared risks for babies. We support the work of the international research community and provide information. For example, we have launched information campaigns in various countries such as the United Kingdom, Italy, China, and Brazil. The aim of these is to make parents aware of the risks and to inform them about preventive measures.

9,312

number of medical experts
in the MAM network.

WORLDWIDE FOR BABY HEALTH

In addition to the transfer of knowledge between experts, we also support the transfer of knowledge from experts to parents. During the reporting period, we promoted the exchange of information and knowledge on the topic of infant health in various countries through events and information campaigns. Due to the worldwide COVID-19 pandemic, we had to get creative in order to hold our events. We were often able to switch to digital events and connect participants with one another online.

VIRUS AND PREGNANCY – HELP AND SUPPORT FROM MAM

When the COVID-19 pandemic broke out at the beginning of 2020, MAM reacted quickly and provided a collection of important information for pregnant mothers, breastfeeding women, and parents on our website:

www.mambaby.com/covid-19/faq

When compiling the information, we referred exclusively to established organizations such as the World Health Organization (WHO), UNICEF, or the Center for Disease Control and Prevention (CDC). Additional measures and content for parents were provided via social media and a special newsletter.

TIME FOR QUESTIONS – EVENTS WITH MAM

A number of events on the subject of knowledge transfer were held in Switzerland during the reporting period. The MAM Specialist Event has been held since 2018 and is aimed at professionals in the field of infant health. The symposium was held in Zurich in October 2020 and covered a wide range of topics. From a lecture on child motor development to child endangerment to the optimal support of single mothers, the selection of topics was highly praised by the participants. Due to the positive response, MAM will continue to hold the conference every two years.



Exchange between medical experts was promoted at the MAM Switzerland symposium.

But MAM doesn't just want to give experts in Switzerland the opportunity to ask questions, parents should have the chance to as well. That's why we hold regular Q&A sessions with midwife Franziska Summermatter on Instagram. Those interested can ask questions that are important to them beforehand and these will then be answered professionally and in detail.

TEETH GOOD, ALL GOOD – DENTISTRY FOR BABIES

In Brazil, MAM offers a variety of activities that increasingly focus on digital offerings, as more people can be easily reached in this way. We developed a further training offer for experts with our video course "Dental care during pregnancy and dental hygiene for babies." The course, conducted by renowned pediatric dentist Dr. Gabriel Politano, reached 40 health professionals from around the country and received excellent feedback. In order to make the learning experience complete, the participants received course materials, product samples and a certificate of participation.



Dr. Gabriel Politano
Pediatric dentist, Brazil



THREE QUESTIONS FOR: FRANZISKA SUMMMERMATTER, MIDWIFE

Why is the regular exchange with parents so important?

As a lactation consultant, I know that babies are often very different, and that one solution doesn't work for everyone. It is important for parents to have loving, appreciative support that helps the infant grow and develop well.

Which topics most concern parents?

Many parents are concerned about new-borns swallowing large amounts at once, so they often ask about smaller bottle teats, I like to recommend the smallest teat size zero. The MAM Feel Good glass bottles are also interesting for many as an alternative to plastic bottles.

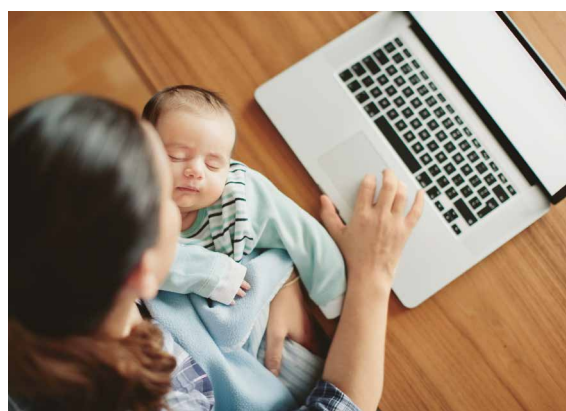
What advice do you have for parents who are worried about COVID-19 and their baby's well-being?

COVID-19 caused a lot of uncertainty for all of us. There was no telling what it would do to the very young and what effect it might have on the unborn. That is why hygiene measures – especially wearing masks – are so important to protect yourself and others.



COMPREHENSIVE CARE – ONLINE COURSES WITH MAM

In the UK, MAM offered parents courses that give tips and tricks for before and after childbirth. Parents could ask their questions during weekly sessions held by a midwife. When the course was switched to online formats because of COVID-19 we welcomed as many as 550 participants. For those who preferred more individual care, it was possible to make appointments with the midwife via video call. During these calls, questions about feeding the baby were specifically answered and parents benefited from 20 minutes of free advice.



MAM UK continued to answer questions from parents through online courses.

Standards

GRI

403-7, 416-1

SDG

17.6

MAM product development is based on the highest standards of quality and safety. Since the early years of MAM, we have been committed to the highest safety standards for baby products at the EU level. This has enabled us to play a key role in raising product standards not only in Europe but worldwide for the baby industry. Product safety is closely linked to baby health – which is why it is especially important to us.

In order to not only comply with the numerous safety standards but also to exceed them, we at MAM set ourselves particularly strict standards. Our MAM quality standards are successfully integrated from the start of every product development process.

To date, MAM has had 28 technical inventions protected in 274 patents and has had the design of 54 products and 247 design patents secured.

Safety and quality can only be guaranteed through rigorous checks. These are carried out at our MAM in-house laboratory. Our bottles and pacifiers undergo more than 1,000,000 product tests per year with 68 different test methods involving over 12,000 working hours.

STANDARDS FOR BABY PRODUCTS: SAFETY IS IN OUR DNA

Our founder Peter Röhrig has been advocating standardized safety specifications for pacifiers, among other things, since MAM's early years. In the 80s there were only pacifier standards in individual EU countries and no binding guideline for Austria. This continuous commitment makes Peter Röhrig, and therefore MAM, an expert in the field of product safety. We also brought this knowledge to bear in the development of the first European standards, which were drafted from 1990 onwards. Peter Röhrig was appointed

chairman of one of the working groups related to CEN/TC 252, the standard for baby products, and still holds this post today.

With his involvement the following standards were developed at EU level, and are also being duplicated internationally:

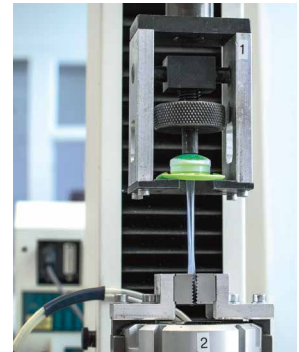
- EN 1400: Standard for pacifiers
- EN 14350: Standard for baby bottles, drinking teats, drinking cups, etc.
- EN 12586: Standard for pacifiers holder
- EN 12868: Standard for stricter nitrosamine limits in baby products
- EN 14372: Standard for cutlery and feeding utensils for babies

QUALITY ASSURANCE AT MAM: FOR US, SAFE IS NOT SAFE ENOUGH

At MAM we have developed our own quality process that goes above and beyond international standards. To do this, our in-house laboratory brings together all the standards in use worldwide for comparison, and then ensures that our MAM standard exceeds these minimum requirements.

Our products are subjected to numerous, random tests before making their way to parents and babies:

- The pacifier standard (EN 1400: 2018) sets a minimum value of 120 Newton (N) for tensile strength. The internal MAM limit is 160 N.
- Likewise, the pacifier standard (EN 1400: 2018) states that the tensile strength between the pacifier head and the pacifier shield must be at least 120 N. At MAM the limit is 350 N.
- The standard for drinking equipment (Baby bottles and teats, drinking cups EN 14350:2020) does not include a mandatory drop test. At MAM our drinking vessels must survive up to ten falls from a height of up to 138 cm.



The pull test guarantees that the teat cannot be separated from the pacifier shield.

THE MAM QUALITY PROCESS IN NUMBERS (2020)

>12,000

working hours

>1 MILLION

MAM products

with 2,500

laboratory tests

40

different test procedures
for pacifiers

28

different test procedures for
bottles

12

The result is an extremely low rate
of complaints with only 12 per one
million products (2020).

- Furthermore, the standard for drinking vessels (baby bottles and teats, drinking cups EN 14350:2020) does not contain any requirements for bite resistance. The internal MAM guideline on the other hand presumes, that bite tests are performed with the machine both for bottle and pacifier teats.
- The material and design guidelines for baby cutlery and dishes (EN 14372:2004) do not contain an impact resistance test. The MAM requirement for the cutlery, however, is to withstand five blows from a height of 100 mm in accordance with the pacifier standard.
- The same standard mandates a drop test with five drops from a height of 85 cm, while the internal MAM guideline calls for ten drops from a height of 138 cm.

TRUST IS GOOD, (QUALITY) CONTROL IS BETTER

For MAM, safety and customer satisfaction go hand in hand, which is why we continue to test our products after release. That is why we carry out around 2,500 different tests per year in our own MAM laboratory. These product audits check whether our products can consistently live up to our promise of quality in their manufacture. However, we do not only rely on internal MAM test results, we also have our products externally tested and certified. To this end, we work with nine accredited laboratories worldwide that inspect MAM products in three areas: raw materials, ink, and product testing. On average, about 3,000 external tests are performed on 30,000 products per year.



MAM products undergo an extensive quality assurance process.

“We feel very honored to have received this prestigious award from the European Commission as the first and only company in its category. For over 40 years, we have positioned ourselves as an industry leader in product safety. Our priorities remain unchanged: the welfare, safety and health of babies.”

Statement by MAM founder **Peter Röhrig** on receiving the EU Product Safety Award:



MAM BABY PRODUCTS – OUTSTANDING

A great, though unofficial, award for our products is the very low rate of complaints. We have been able to reduce this from 68 to 12 per million products since 2014. But our products have also received numerous official awards, most recently in 2019 with the EU Product Safety Award. This award, which is presented by the European Commission, honours companies that have integrated safety into their core business and who go beyond EU norms and guidelines with their standard processes. In particular, the citation notes MAM's long-standing commitment to the industry-wide development of product safety standards. Our internal research department has also been praised, as well as our rigid traceability system: at MAM we store all product information from the last ten years.

MAM AWARDS AT A GLANCE

(SELECTION)

2020

TRIGOS

Award for Responsible Business Practices (Nomination)

2019

**EU Product Safety Award
Austrian Living Standards Award**

2017

TRIGOS

Award for Responsible Business Practices,
Environmental Award of the City of Vienna, Austrian Sustainability Reporting Award

2015

Austrian Sustainability Reporting Award

Doing good together

GRI 413-1 SDG 1.1

For MAM, corporate responsibility also means contributing to society. We think it is important to form long-term partnerships that focus on the health and safety of babies. Material and monetary donations are just a small part of our commitment. We strive to do much more through the active support of our employees and to make our expertise available to organizations.

MAM Greece has been supporting the educational organization Mikros Dounias on the island of Lesbos since 2017, which brings local children and children with a refugee background together in a playful fashion. MAM Greece helped out especially with the printing of informational materials and their annual calendar.

MAM Scandinavia has been working with the NGO Operation Smile for years. The team has started an extensive fundraising campaign and managed to enable a correction of the cleft lip and palate (CLAP) for 118 children worldwide.

MAM UK was particularly committed to Tommy's during the reporting period, which supports parents who have suffered a miscarriage. A special pacifier clip has been designed, from which a part of the proceeds of were donated to Tommy's.

MAM Italy helps families mostly with product donations. Following an appeal by the local government, MAM Italy donated breast pads to supplement approximately 3,000 baby kits.

MAM France supports various NGOs, such as MAMAMA, which assist expectant mothers and young mothers in need. The team has already made an important contribution through product donations and social media postings.

MAM China donates a portion of the proceeds from online product sales to numerous organizations in support of projects for disadvantaged families.



MAM locations around the world support disadvantaged babies and their families.

MAM Germany is a sponsor of the "Federal Association for Premature Babies" and helps groups such as the German Childhood Cancer Foundation with annual Christmas donations.

MAM USA donates numerous products and funds to a wide range of charities such as Baby2Baby, which provides children living in poverty with necessities and the Good+ Foundation which pairs essential goods with innovation services to give under-resourced families a chance.

MAM Switzerland has been supporting "Association for Children with Rare Diseases" for years through volunteer work and donations. Among other things, employees actively helped with the "Kids City" family event in 2019.

MAM Thailand helped with extensive renovation of the "Prachinburi Special Education Center" for children with disabilities and donated gifts for "Children's Day."

Value creation

Organic and sustainable growth



We always take society, the environment and the needs of our employees into account with every decision we make. Are we living up to our responsibility as an employer? What impact does our business have on the surrounding communities? How can we stay true to our values? Questions like these are guidelines for MAM in every decision. Even though we are now active worldwide, we are well aware of our identity as a family business.

Healthy growth

GRI 102-10, 202-2, 203-1,
203-2, 413-1, 413-2

SDG 8.4., 9.5

“As a company, MAM is like a living, growing thing.” This is how Martin Lesjak, architect of the new MAM Research and Development Center in Großhöflein, sums it up. And indeed, for us, healthy growth means growing organically and sustainably. Our actions are influenced by this. For example, this means that we only make business decisions if they are associated with a low level of risk. Wherever possible, we make investments from equity, which means without taking on debt or loans. Our production facilities in Thailand and Hungary are examples of this as well as our new research and development center in Großhöflein near Vienna.

REGIONALLY ROOTED

Our plant in Vaskeresztes, Hungary began operations in 1991. This small town with 343 residents near the Austrian border is now MAM’s largest production site. When MAM founder Peter Röhrig purchased a 367 m² hall 30 years ago, no one could have imagined that the site would expand 38-fold over the years – to 14,350 m². This growth brings with it positive developments. With more than 500 employees, MAM is the largest employer in the region and the local government appreciates the economic upturn, which also results in higher tax revenues for expansion of the local infrastructure. We have always considered the effects on people and the environment throughout the continuous expansion of the plant. During the last major renovation in the past four years, we upgraded the plant in terms of energy efficiency and invested in a photovoltaic system. Furthermore, we continuously measure atmospheric emissions in order to remain within the legally established limits. To prevent pollution, we only store hazardous materials and

waste in secured areas and are constantly working with our service providers to develop even more efficient solutions. More information about how we implement ecological sustainability at our plant can be found in the chapter Environment. [➔](#) pages 48–59

14,350

m² of workspace and more than 500 employees: the current size of the MAM plant in Vaskeresztes.

As the size of the plant grew, we noticed that the volume of traffic, noise, and emissions affecting residents also increased. In order to minimize this we organized our own shuttle buses. These bring the workforce safely to and from work. Logistically, this solution makes sense since the majority of our employees come from Vaskeresztes and the surrounding area. Our roots in the region are also evident in the fact that MAM is always ready to help in emergencies. When a fire broke out in the kindergarten of a nearby village, MAM supported its reconstruction

and helped with product donations to get it up and running again. You can tell that our employees feel comfortable at MAM by the fact that they stay with us. On average, our employees remain with us for ten years.

We built our plant in Kabinburi along similar lines. It has been in operation since 2016 and was built in accordance with the latest environmental considerations. Here, too, we rely on renewable energies, for example, and partially fulfill our needs from solar cells installed on the roof. In some months, we feed unneeded energy from our solar system into the local power grid free of



The construction of the new R&D center in Großhöflein is in full swing.

charge – MAM is also part of the community in Kabinburi. However, we not only took environmental standards into account when designing the plant, but also implemented suggestions from our employees. For example, they did not want any windows in the production hall since these only raise the temperature even more. A natural ventilation system helps us save energy by eliminating the need for air conditioning while keeping our team comfortable at work. More information on concrete actions taken can be found in the chapter Environment. ➔

pages 48–59

ORGANIC, INNOVATIVE, AND SUSTAINABLE – A BUILDING LIKE MAM

We had been tinkering with ideas since 2014 and in April 2020 the time had finally come for the groundbreaking ceremony for the new MAM Research and Development Center in Großhöflein. The motives for the new facility were many. Besides the lack of space in the former office, the desire for a place where innovative thoughts can develop freely also played a role.

This idea is also reflected in the design of the building. “As a company, MAM is like a living, growing thing. As a result, the new research and development center – also like a living thing – should be able to grow over the years,” explains INNOCAD founder and architect Martin Lesjak, whose firm designed the building. The concept is based on the principle of cell division, which becomes more visible with each phase of construction.

The new center will also have a new name: “Health and Innovation Center.” With this, we want to express what guides our daily activities – to optimally support the individual development of each child with innovative products and to make everyday baby life easier for parents. With a total area of 5,800 m², operations are scheduled to start at the end of 2021. Initially, up to 75 employees will be working at the new site, with space for around 180 people when the final stage is complete. The innovative design is also intended to inspire employees in their day-to-day work. The planned departments in the new R&D center are responsible for product development, strategic purchasing and innovation, as well as portfolio and project management.



In the final stage, the building will offer space for 180 employees.

WELCOME TO THE FUTURE

In terms of construction, we have focused entirely on sustainability. In collaboration with planners and project teams, we have developed an energy concept that relies entirely on renewable energies, and without fossil fuels.

The nearly 4,000 m² of working space has been designed to be an energy-efficient building, which will be realized with the use of a geothermal system. This means that both heating and cooling energy are obtained from the earth via a brine/water heat pump. The thermal component activation technology is also ingenious. This refers to a heating and cooling system in which water pipes run through walls, ceilings, and floors and the storage volume of these components is used to regulate temperature. In our case, heating/cooling coils conduct the heat or cold into the concrete slabs and store it there. In the summer, slats ensure that it stays nice and cool by blocking sunlight, and in the winter, several layers of thermal insulating glass keep the heat inside. The building “breathes” – and that’s good for the environment!

The nearly 4,000 m² work-space has been designed to be an energy-efficient building – made possible by a **geothermal system**.

The design of the building is also well thought-out, putting employees and the environment in the foreground. In the center is a large two-storey atrium winter garden with a greenhouse type roof. This space is intended to serve as a communication and recreation area, but is also a thermal buffer for energy conservation. Additional atria provide pleasant lighting through a special microperforated interlayer, while absorbing heat at the same time.



**At the MAM
building site:
project manager
Norbert Polatschek**



FOUR QUESTIONS FOR: NORBERT POLATSCHEK, MAM PROJECT MANAGER FOR THE NEW HEALTH & INNOVATION CENTER

WHAT BENEFITS DOES THE NEW BUILDING OFFER THE RESEARCH AND DEVELOPMENT TEAM?

The requirements for the planners were to achieve the best building for the employees and for the operation of the highly complex research facilities. Teamwork and diversity always deliver better results than individual work. That's why collaboration is the central theme throughout the building. In addition to the fitness area, another highlight is the integrated slide, which can be used to get from floor to floor.

HOW IS CONSTRUCTION GOING?

Despite COVID-19, we were able to start construction on time and are still on schedule. The excellent, high level of cooperation with all of the partners is especially worth mentioning. Everyone is aware that this is a special place. That's why everyone is highly motivated and happy to be a part of it.

WHICH ASPECTS OF THE NEW BUILDING ARE PARTICULARLY NOTEWORTHY?

After discussing the many options for heating and cooling we decided on geothermal energy. Thanks to the local conditions, this is a very good way of obtaining energy regionally and without direct emissions. In winter we get the heat from the depths and to cool the building we channel the heat back down in summer. The principle is actually quite simple but it requires a highly complex building services system which we spent a lot of time planning.

WHERE DOES THE ELECTRICITY NEEDED COME FROM?

We have deliberately chosen a partner who offers only green electricity in its portfolio. This comes from Austria and consists of nearly 90% wind energy, with the rest coming from hydro and solar power.

Supplier management

GRI

102-10, 102-12,
414-1, 414-2

SDG

10.1, 12.2



Rubber farmer Pawnphan O-sri is satisfied: “With the Fair Rubber premium I have a secure, additional income even in the rainy season.” In Thailand, we are committed to fair conditions in the supply chain through the Fair Rubber initiative. In collaboration with a local cooperative of rubber farmers, we ensure that a fair price is paid for rubber that goes straight to the raw material producers. This project is just one aspect of supplier management at MAM.

throughout our supply chain. In what are known as social audits, inspections relating to human rights and occupational health and safety, and conditions at the plant are put through their paces in accordance with an international catalog of criteria. The topic of environmental protection is equally important to us so we also select our partners according to ecological criteria. For example, about 85% of our suppliers are located within 400 km of our plants, where products are assembled and packaged to reduce emissions from transportation.

With the Fair Rubber premium I have a secure, additional income even in the rainy season.”

Pawnphan O-sri, rubber farmer

Because for us, respect for people and the environment go hand in hand with sustainable business practices. We also carry this conviction into our supply chain; that is, into our business relationships with our suppliers and service providers. ➔ pages 66–67

THE SAME STANDARDS, FROM EUROPE TO ASIA

Our MAM Code of Conduct lays out our expectations for working together and the principles that form the basis of every business relationship for us. We have been working with external experts for years to ensure the same standards prevail in all MAM plants and

SQUARE DEAL – MAM AND THE FAIR RUBBER INITIATIVE

Because many companies source their products from all over the world, it is often very difficult to trace a product back to its origin. It's different with MAM. 97% of our product components come from Austria, a short and regional supply chain – this is a rarity today. The natural material that we purchase outside of Europe is rubber, which is used for pacifier teats and for our MAM Friends developmental toys. It comes from Thailand, more precisely, from the province of Hat Yai. This also has ecological reasons, as the transport routes to our plant in the same province are short, which saves energy and time.

Rubber is made from the milk of the rubber tree and is the main source of income for many small farmers in the region. Even though rubber extraction is a livelihood for many, most farmers live from hand to mouth. This is because they often work independently and have little room to negotiate the sale price of the raw material. In addition, the pay is unsteady since it is not possible to tap this versatile natural material during the rainy season.

In Hat Yai, a close partnership with the rubber farmers was therefore important to us from the start. Some of them not only tap rubber milk for our products but are also employed in our nearby plant. That way they are involved in the entire production process for MAM rubber products.

In summer 2020 we went one step further and became a member of the non-profit organization Fair Rubber, which has set itself the goal of supporting fair trade with natural rubber. Our supplying rubber farmers then founded a cooperative and thus became beneficiaries of the Fair Rubber Initiative.

Only companies that meet the agreements with the Fair Rubber Initiative are allowed to display the logo on their products.

The Fair Rubber principles incorporate social and ecological criteria that are intended to ensure sustainable rubber production. Every three years an audit, which is financed by Fair Rubber, is carried out on the plantations to check compliance with the catalog of criteria. In addition to fair working conditions and the support of local communities, a premium is the most important instrument for the NGO. MAM pays an additional premium of €0.50 per kilo of rubber supplied by the small farmers. This premium is jointly managed by the cooperative and used to improve working and living conditions. This way, 100% of the premium stays in the rubber producing community.

Read about which products have been produced with the seal of approval on the Fair Rubber website. www.fairrubber.org It's all there, from household items, to pillows and hair ties. MAM is also represented – since 2020, the Start, Original, Mini Air and Air models have carried the Fair Rubber logo and there are more to follow in 2021.



Rubber farmers at work:
The milky raw material is obtained by tapping the trees.



In an interview with MAM, two of the farmers talk about how they used the premium:

WHAT DO YOU THINK OF THE FAIR RUBBER INITIATIVE?

Sa-ngiam Binkodem: The initiative is very good for us. We have more money than usual and can live a bit easier.

Pawnphan O-sri: I'm really happy about Fair Rubber! The premium helps my family, and I don't have to go into debt to make ends meet.

HOW DO YOU USE THE FAIR RUBBER PREMIUM AND WHAT ADVANTAGES DO YOU SEE?

Sa-ngiam Binkodem: With the money from the premium payment, I can buy seeds for vegetables that I grow in my garden. The harvest is sold at the market, and I can earn extra money for my family.

Pawnphan O-sri: The premium helps us with everyday expenses. I use it to buy household items or pay my son's school fees. It helps me especially during the rainy season when I have no income.

Rubber farmers during the interview with MAM.



FAIR CONDITIONS – GUARANTEED

The protection of human rights, and especially the strict rejection of child and forced labor is a given for MAM. We would like to pass this on to our customers and trading partners. In doing so we rely on the Sedex initiative and the associated SMETA audit standard. SMETA is based on international guidelines and works as a kind of checklist that is verified on site by experts. Components of SMETA include policies on occupational health and safety, working hours, and treatment of employees. In addition to the plant

inspection, which is carried out by the auditor, interviews with the workforce are also part of the process. This provides employees the opportunity to report confidentially on whether they are satisfied with their working environment. As soon as a failure or non-compliance with standards is identified, it is noted in the final report and an action plan is drawn up. The report tells us everything we need to know and, if necessary, we can work with the supplier on improvements.

Sedex² Member

www.sedexglobal.com



The Sedex SMETA reaudit 2020 was conducted at our Thai plant in Hat Yai.

We conduct these audits regularly at our plants and our production partners. It is also important that we check conditions at the external service providers in our plants, such as security guards or childcare.

The last inspection in Vaskeresztes did not reveal any issues. We received a list of measures for the plant in Kabinburi that included improvements in occupational health and safety, for example. All action items were successfully implemented, as confirmed by the external auditor during a second visit. Both plants scored points with positive examples, which were also included in the report. In Vaskeresztes, the in-house fitness centre was an example of how MAM promotes employee health. In Kabinburi, the various voluntary allowances stood out as a good example, as they “go beyond” the usual standards (pension fund, life insurance, housing allowance, night shift bonus, etc.).

GOOD FOR THE PLANET – GOOD FOR MAM

We make no compromises when it comes to environmental protection, as explained in the section environment.

➔ pages 48–59 Climate protection by reducing emissions is also a top priority for our supply partners. In this regard, we would like to pay particular attention to our supplier Starlim. The Austrian company is also a family business and is now the world market leader for processing liquid silicone. Starlim has

implemented a wide range of measures at its three locations to reduce CO₂. The installation of photovoltaic systems was just as much a part of this as the switch to electromobility and the use of waste heat from production machinery for heating. Starlim is also planning to install new, environmentally friendly heating technology and is continuously improving its production processes. Starlim is also planning to install new, environmentally friendly heating technology and is continuously improving its production processes.

Success speaks for itself: With new equipment, Starlim has reduced CO₂ emissions through ventilation and cooling by 60%. New motors purchased to power the production machines use 30% less electricity than before. Two Starlim plants are already operating entirely without fossil fuels.

The MAM Progress Report now continues with the next section, Further information. ➔ pages 85–103 It contains our stakeholder management, sustainability program, and a number of detailed, in-depth key figures and analyses – and our commitment to sustainability continues to make a contribution to a world fit for the next generation.

60%

less CO₂ emissions at Starlim
through new equipment
for ventilation and cooling.

Further information

- 86 About the report
- 87 Stakeholder engagement
- 89 Sustainability program
and goal areas
- 91 Key figures
- 101 GRI content index
- 103 Legal notice

About the report



102-12, 102-47

The MAM Sustainability Report 2019/20 presents the diverse activities of MAM within five fields of action: products, environment, employees, society, and value creation. The structure of the report is based on the Global Reporting Initiative (GRI) standards. For better orientation, the following table provides information about which GRI standards are covered and where. The same information can be found in the Sustain-

able Development Goals (SDGs) and the UN Global Compact (UNGC).

We also provide detailed information on the status of our sustainability program, as well as the methodology and target groups of MAM stakeholder engagement. This is followed by relevant key figures for all five fields of action and the GRI content index.

TRANSITION TABLE



102-12, 102-47

Materiality topics	Field of action	Goal area	Pages	SDGs	UNGC	GRI standard
Sustainable products and carbon footprint	Products	Sustainable product design	38–47	3, 12	7, 8, 9	301-1, 301-2, 403-7
Resources & materials	Products	Sustainable product design	38–47, 92	3, 12	7, 8, 9	301-1, 301-2, 403-7
Resources & materials	Products	Sustainable packaging design	44–47	12	7, 8, 9	301-1, 301-2
Energy & emissions	Environment	Energy & climate	49–54, 91–92	13	7, 8, 9	302-1, 305-1, 305-2, 305-3
Waste reduction and handling	Environment	Waste	55–59, 93	12	7, 8, 9	306-1, 306-2, 306-3, 306-4, 306-5
Customer health and product safety	Society	Health & safety product standards	72–74	17		416-1
Compliance	Society	Health & safety product standards	66–67, 72–74	16	2	102-16, 205-1, 205-2, 205-3, 408-1, 409-1, 410-1, 411-1, 412-1
Good employer	Employees	Employee satisfaction	64–65	5, 8		401-2, 401-3, 404-1
Diversity, equal opportunities and continuing education	Employees	Employee satisfaction	95–97	5, 8	3, 6	404-1, 404-3, 405-1
Occupational health and safety	Employees	Employee health				403-1, 403-2, 403-3, 403-4, 403-5, 403-6, 403-7, 403-8, 403-9
Fighting corruption	Employees	Business ethics	66–67	16	10	205-1, 205-2, 205-3
Sustainability management for suppliers	Employees	Business ethics	81–84	10, 12		414-1, 414-2
Strict rejection of child, forced or compulsory labor or other topics	Value creation	Sustainable supply chain management	81–84	8	1, 2, 4, 5	408-1, 409-1, 410-1, 411-1, 412-1, 412-1, 412-2

Topics not assigned in the Sustainability Goal Areas: regional value creation, regional procurement, complaint mechanism, water & biodiversity, access to market, data protection

Topics not assigned in the Materiality Matrix: sustainability management, sustainability communication

Stakeholder engagement

GRI

102-12, 102-13,
102-40, 102-42,
102-43, 102-44,
102-46, 102-53

OUR STAKEHOLDER ENGAGEMENT: AN EYE-TO-EYE DIALOGUE

Dialogue with our stakeholders is part of the daily routine at MAM. Be it in product development, workplace design, or other sustainability issues – the voices of our stakeholders are essential for respectful cooperation.

Our stakeholder groups

Parents, medical experts, distribution partners, suppliers, and MAM employees are our most important stakeholders. We defined these in a workshop together. We are in constant exchange with them regardless of our reporting cycle.

Regular exchange

Parents

Every year, we conduct numerous market research projects in order to account for the needs of parents and their babies in the best possible way. In 2019 we commissioned 33 market research studies with 8,984 parents from ten countries. In 2020 there were 33 market research studies with 10,546 parents from twelve countries. For a long time now, we have had our own in-house market research team that is exclusively concerned with understanding parents and babies in the best way possible. For example, due to an increase in demand, we have developed the 90 ml version of our popular MAM Feel Good bottle for the smallest babies. ➔ pages 40–41

Medical experts

Working closely with medical experts is a major focus at MAM. That's because baby health is our top priority. This ongoing dialogue is handled by our dedicated department, "Medical Science Cooperations." We have been in close contact with over 30 medical experts for many years. They are involved in all of our product development processes, such as one of our latest innovations, the MAM Comfort. We also promote research by commissioning studies on topics related to babies and passing this knowledge on to our medical partners. ➔ pages 44–47; 69–71

If you have any questions about the content of the sustainability report or the dialogue with our stakeholders, please contact our sustainability team:
sustainability@mambaby.com

Suppliers

We have been collaborating with some of our suppliers for quite some time. They manufacture the individual parts that we assemble in our plants, so close cooperation is essential. A good example of this is the plastics technology company Ponez, which manufactures individual plastic parts such as pacifier shields. Together, we have set ourselves the goal of producing in a more environmentally friendly manner and have developed a tool concept for waste-free production of pacifiers. ➔ pages 55–59


Distribution partners


We are also in constant exchange with our international distribution partners. Many of them pursue a sustainable course themselves and expect the same from their listed companies. In order to meet the requirements, we regularly evaluate them and account for them in our activities. For our sustainable packaging project, for example, we involved various retail partners from the very beginning and integrated their ideas about sustainable packaging design into our process. ➔ pages 44–47

Employees

In Austria, we participated in the "Great Place to Work" evaluation for the first time in 2018. Employees were surveyed about MAM company culture, which provided valuable insights. Participation in this survey will soon be repeated and rolled out internationally. When it comes to location-specific sustainability issues, employee opinions are sought out in all of our branches. They are encouraged to contribute their ideas and wishes, which in Austria, for example, are collected through regular surveys. ➔ pages 34–36

Online surveys

In addition to these measures, we conduct regular surveys dealing exclusively with sustainability issues. The last one generated responses from 300 stakeholders, representing all of our stakeholder groups. The survey served to elicit the key issues for our reporting and our further work at MAM. Since then, we have continued to work on these intensively and have strategically anchored them in our sustainability goal areas.  pages 28–31

Due to various developments, we made two adjustments to a few issues regarding their importance from MAM's point of view. For example, employee health has moved into the essential area. Our materiality matrix shows all currently essential and non-essential topics.  page 31

WE ARE COMMITTED TO SUSTAINABILITY

MAM has been voluntarily involved in numerous initiatives, platforms, and organizations for many years, financially and with expertise. Here is an excerpt:

- UN Global Compact: largest worldwide initiative for sustainable development
- respACT: leading corporate platform for sustainable development in Austria
- Verpackung mit Zukunft: association of companies to make resource-saving use of packaging possible
- Fair Rubber: association for the fair trade of natural rubber products
- Forest Stewardship Council (FSC): international certification system for more sustainable forest management
- Altstoff Recycling Austria (ARA): co-founder of Austria's leading packaging recycling specialist
- Österreichischer Kunststoffkreislauf (ÖKK): association for the recovery of plastic packaging
- Österreichisches Forschungsinstitut (OFI): Austrian research and testing institute
- Verband Österreichischer Kieferorthopäden (VÖK): voluntary association of orthodontic dentistry
- Österreichische Gesellschaft für Kinder- und Jugendheilkunde (ÖGKJ): voluntary association of orthodontic dentistry
- SIDS Austria: organization for the prevention of sudden infant death syndrome
- Montanuniversität Leoben: polymer engineering and science

MAM is also an active member of eight international science and standardization commissions:

- | | |
|------------|---|
| • EN 14350 | • World Association of Bottles and Teats |
| • EN 1400 | • The Association of Austrian Plastics Processors |
| • EN 12586 | • International Children Medical Research Society |
| • EN 12868 | |
| • EN 14372 | |
























Sustainability program and goal areas

GRI 103-3

Our new sustainability strategy defines our priorities along six fields of action. Within these fields, we have defined 19 goal areas containing specific measures. This overview provides information about the time frame that we have defined for each measure. It also shows the current status on the progress of implementing our strategy.

- reached
- achieved and continuing
- partially achieved and continuing
- in progress
- in planning

Goal area	Measures	Time-frame	Status	Report pages
Sustainability management & value creation				
Sustainability in MAM companies	Conduct Sustainability workshops in MAM companies and create/implement an action plan on site	by 2019	■	35–36
	Set up e-training for MAM companies	by 2021	■	35–36
	Implement sustainability guideline for MAM companies	by 2022	■	35–36
	Establish a new research and development center in Austria according to energy-efficient guidelines	by 2021	■	77–80
Sustainable supply chain management	Roll-out sustainability management with component suppliers	by 2022	■	81–84
	Roll out sustainability management with remaining suppliers	by 2024	■	81–84
	Roll out code of conduct to our top ten suppliers and extend to other existing and new suppliers during contract closure	by 2020	■	81–84
Certifications, audits, labels	Introduce internationally recognized sustainability label (Fair Rubber, FSC)	by 2020	■	44–47, 81–84
	Evaluate applications for other internationally recognized sustainability labels	by 2023	■	28–31
	ISO 14001:2015 also implement at production facility in Kabinburi	by 2020	■	49–54
Sustainability communication				
Reporting	Improve GRI key figure management by the next sustainability report	by 2020	■	101–103
Stakeholder communication	Ongoing, targeted stakeholder communication on sustainability issues (parents, medical experts, retail partners, media)	by 2020	■	28–31
Products				
Integration of sustainability in R&D processes	Deal intensively with the SDGs and integrate them into our innovation process	by 2020	■	40–41
Sustainable product design	To build up know-how in the field of materials and the processing of bio-based plastics with the highest safety and quality standards (ongoing)	by 2022	■	42–43
	Define strategic framework for sustainable products and establish goals, tools, and action plan	by 2022	■	28–31
	ISO 13485:2016 implemented for medical devices in Hungarian plant	by 2022	■	40–41
	Define strategic goals for sustainable packaging and establish necessary tools and measures for 2021+	by 2020	■	44–47
Sustainable packaging design	Implement 2020 packaging measures (samples without packaging, reduced Welcome to the World Set packaging, recycled PET for pacifier box hangers)	by 2020	■	44–47

Goal area	Measures	Time-frame	Status	Report pages
New business models	Evaluate new business models such as product rentals to extend their service life	by 2023		28–31
Environment				
Energy/climate	Evaluate the “CO ₂ Neutral Production” project for Europe	by 2025		49–54
	Introduce energy management system in accordance with ISO 50001:2011 for our two plants in Hungary and Thailand	by 2022		49–54
	Expand in-house generation of renewable energies in production plants	by 2020		49–54
	Calculate the carbon footprint of other MAM products, continue to reduce them, and offer climate-neutral products through offsetting projects	by 2025		42–43
Waste	Reduce waste in plants (including hazardous waste) and in the supply chain	by 2020		55–59
Logistics & mobility	Determine logistics carbon footprint status quo	by 2022		28–31
	Develop guideline for supply chain logistics	by 2023		28–31
	Improve carbon footprint throughout the logistics supply chain	by 2023		28–31
Employees				
Employee health	Improve health management, expand preventive measures	by 2020		61–63
	Harmonize occupational safety and health management at MAM plants	by 2022		61–63
	Implement measures to protect employees with regard to COVID-19	by 2020		61–63
Employee satisfaction	Conduct “Great Place to Work” reaudit for Austria by 2021 and roll out internationally by 2022	by 2022		64–65
	Intensify measures to reconcile family and work, including the work and family reaudit	by 2019		64–65
	Intensify country-specific and individually tailored benefits for employees	by 2020		64–65
Business ethics	Carry out social audits and re-audits for our production facilities in accordance with Sedex/SMETA	by 2020		66–67
	Roll out anti-corruption program including training for employees worldwide	by 2021		66–67
Values & identity	Integrate the global, jointly developed MAM values into management principles and roll them out internationally	by 2022		22–24
Society				
Educational work	Network with at least 9,000 medical experts such as midwives, orthodontists, dentists, and pediatricians	by 2020		69–71
	Promote educational work and knowledge sharing on Sudden Infant Death Syndrome (SIDS), especially in China, where the SIDS rate is significantly higher than in other countries	by 2020		69–71
Health and product safety standards	Continue to actively help shape standards for product safety and baby health at EU level and internationally	by 2020		72–74
	Integrate standards into daily product development work and ensure compliance through numerous laboratory tests	by 2020		72–74
Corporate giving	Host annually recurring corporate giving initiatives around the world through financial, time, material, and product donations	by 2020		75

Key figures

GRI 103-1, 103-2, 103-3,
301-1, 302-1, 302-3,
305-1, 305-2, 305-4,
306-3, 306-4, 306-5

Products & environment

Behind every story at MAM lies data that shows the progress in areas of sustainability. This part of the report lists, analyzes, and describes the environmental and product-specific tables according to the GRI. For this report, we have decided to adapt the tables in the Energy and Climate section to ensure better clarity and GRI compliance. The tables are now split between scope 1 and scope 2 emissions rather than the respective energy sources. The energy and carbon intensity tables have been added to establish a direct link between environmental impact and the use of resources. The waste table has also been realigned and now corresponds to the new GRI standard for this section. For the environmental field of action, the system boundary applies to the plants, as the impact of our office locations is relatively negligible. ➔ pages 38–59

MANAGEMENT APPROACH

Management approach: environmental category

GRI 103-1, 103-2, 103-3

Why is it important?

- Materiality topics, ➔ page 31
- sustainable products & carbon footprint, ➔ pages 49–54
- resources & materials, ➔ pages 42–43
- waste prevention & treatment, ➔ pages 55–59
- energy & emissions ➔ pages 49–54

How is it managed?

- Sustainability goal areas: energy & climate, waste, logistics & mobility, sustainable design products, sustainable design packaging
- Management systems/audits: ISO 9001 quality management, ISO 14001 environmental management, ISO 50001 framework and regular energy audits at the plants
- Responsible, specific actions, periodic assessment & adjustments: reference to strategy framework ➔ pages 28–31

Production site energy use in MWh

GRI 302-1

	2018	2019	2020
Total all plants	6,338	6,374	5,916
Scope 1 renewable	0	0	0
Scope 1 non-renewable	2,825	2,552	2,312
Scope 2 renewable	439	504	492
Scope 2 non-renewable	3,074	3,318	3,112
Total plant Hungary	4,330	4,302	4,260
Scope 1 renewable	0	0	0
Scope 1 non-renewable	1,964	1,810	1,911
Scope 2 renewable	108	115	105
Scope 2 non-renewable	2,258	2,377	2,244
Total plant Thaimed Baby	1,189	1,016	644
Scope 1 renewable	0	0	0
Scope 1 non-renewable	773	641	365
Scope 2 renewable	42	38	28
Scope 2 non-renewable	374	337	251
Total plant Thaimed HT	819	1,056	1,012
Scope 1 renewable	0	0	0
Scope 1 non-renewable	88	101	36
Scope 2 renewable	289	351	359
Scope 2 non-renewable	442	604	617

Scope 1 energy use is mainly attributed to heating in the Hungarian plant. We are currently unable to accurately determine the division between renewable/non-renewable energies for all of our electricity suppliers. We have therefore provided a worst case scenario using 100% non-renewable energy with the aim of significantly increasing the share of renewable energy. At the Thaimed HT plant, the renewable portion of Scope 2 is already very good thanks to the 350 kWp system installed on the roof of the plant. The unused energy from the company's own PV system is fed into the Thai public grid free of charge. At Thaimed Baby, the lower energy consumption is a result of reduced production capacity utilization. ➔ pages 49–54

Energy intensity (energy input per material input in MWh/ton)

GRI 302-3

	2018	2019	2020
Total all plants	1.96	1.66	1.52
Plant Hungary	1.43	1.19	1.17
Plant Thaimed Baby	17.71	31.49	19.08
Plant Thaimed HT	5.71	5.56	4.5

The energy per material usage has been significantly reduced in the last few years (-45% in 2 years). On one hand, this is the result of the various energy efficiency measures at the Hungarian plant (expansion of LED, geothermal energy, light sensors) and on the other hand due to the reduced use of the boiler in the Hat Yai plant. [→](#) pages 49–54

Greenhouse gas emissions at production sites in tons of CO₂e (scope 2 location based)

GRI 305-1, 305-2

	2018	2019	2020
Total all plants	1,713	1,684	1,567
Scope 1 GHG emissions	690	623	553
Scope 2 GHG emissions	1,023	1,061	1,014
Total plant Hungary	1,065	1,014	1,024
Scope 1 GHG emissions	456	420	444
Scope 2 GHG emissions	609	594	580
Total plant Thaimed Baby	406	349	232
Scope 1 GHG emissions	205	170	97
Scope 2 GHG emissions	201	179	135
Total plant Thaimed HT	242	321	311
Scope 1 GHG emissions	29	33	12
Scope 2 GHG emissions	213	288	299

Overall, there was a significant reduction in CO₂ emissions despite constant production volumes. This can be attributed to the positive changes in the respective country-specific electricity mixes and to the energy efficiency measures described above. The amount of CO₂e emissions was calculated using the GEMIS database. [→](#) pages 49–54

Carbon intensity Total CO₂ emissions (scope 1 and 2) in tons per total weight of materials used (location based)

GRI 305-4

	2018	2019	2020
Total all plants	0.53	0.44	0.40
Plant Hungary	0.35	0.28	0.28
Plant Thaimed Baby	6.05	10.82	6.88
Plant Thaimed HT	1.69	1.69	1.39

Carbon intensity has decreased significantly with constant production volumes in all three plants. The reasons for this can be found in the descriptions above. We have planned a breakdown between location-based and market-based data for the next report. [→](#) pages 49–54

Materials used at the production sites (in tons)

GRI 301-1

	2018	2019	2020
Total	3,238	3,844	3,895
renewable ¹⁾	1,082	1,210	1,198
non-renewable ²⁾	2,155	2,634	2,697
Hungary	3,027	3,622	3,637
renewable ¹⁾	1,020	1,139	1,128
non-renewable ²⁾	2,007	2,483	2,509
Thaimed Baby	67	32	34
renewable ¹⁾	35	32	34
non-renewable ²⁾	32	0	0
Thaimed HT	144	190	225
renewable ¹⁾	28	39	37
non-renewable ²⁾	116	151	188

1) Renewable: 100% of the natural rubber 80% of the paper and cardboard

2) Non-renewable: 100% of the plastic, 100% of the chemicals, 20% of the paper and cardboard, materials made from non-renewable chemicals and fillers

Safe, high-quality products are also in demand in times of crisis. We are therefore pleased to report that, due to excellent demand, our distribution partners ordered a similar number of MAM products in 2020, meaning we maintain production capacities. Thanks to just-in-time production, we only assemble articles that actually find their way onto the shelves.

[→](#) pages 42–43

Waste Total waste at production sites by type of waste (in tons)

GRI 306-3

	2018	2019	2020
Total	433.9	467.7	461.3
Non-hazardous ¹⁾	404.4	432.1	429.3
Residual waste	44.8	48.5	49.9
Construction waste	108.3	0.0	0.0
PP waste	19.3	13.4	17.8
PE-foil waste	29.6	41.7	30.9
PET-foil waste	57.9	67.5	62.5
Other plastic waste ²⁾	3.5	9.0	6.8
Paper waste	110.0	227.2	236.0
Metal waste	2.3	1.1	0.2
Mixed waste (PP, rubber, silicon)	28.3	23.6	24.9
Electronic waste	0.5	0.2	0.5
Hazardous ³⁾	29.5	35.5	32.0
Hazardous waste	29.5	35.5	32.0

1) Non-hazardous waste is disposed of through conventional waste segregation (i.e., residual waste, paper, plastic)

2) Other plastic waste POM, EVA, TPE, ABS

3) Hazardous waste is a substance that presents a potential hazard to health and/or the environment and is therefore disposed of separately (i.e., paints, cleaning agents in production)

In accordance with our waste chain [→](#) pages 55–59, we make sure to minimize our effects in the area of waste as much as possible and set ourselves corresponding reduction targets. The use of materials increased between 2018 and 2020 due to higher production figures. From 2019 onwards, we were able to counteract this trend in waste generation and recorded a decrease in both non-hazardous and hazardous waste. Our hazardous waste mainly consists of the cleaning agents and consumables that are used to clean our printing machines (we only work with food-safe printing inks in accordance with EC No. 1935/2004). Thanks to the introduction of more efficient cleaning tools, we were able to reduce hazardous waste. [→](#) pages 55–59

Total waste at production sites by treatment method (in tons)

GRI 306-4,
306-5

	2018	2019	2020
Total	433.9	467.6	461.3
Non-hazardous ¹⁾	404.4	432.1	429.3
Recycling	223.0	360.0	354.6
Recovery	136.6	23.6	24.9
Landfill	44.8	48.5	49.9
Hazardous ²⁾	29.5	35.5	32.0
Incineration	29.5	35.5	32.0

1) Non-hazardous waste is disposed of through conventional waste segregation (i.e., residual waste, paper, plastic)

2) Hazardous waste is a substance that presents a potential hazard to health and/or the environment and is therefore disposed of separately (i.e., paints, cleaning agents in production)

Any waste that cannot be avoided is properly disposed of, either through recycling companies or the public waste management system. All of our waste is therefore disposed of outside of our production facilities. In accordance with GRI 306-4 and 306-5, we have broken down waste treatment into diverted waste (recycling and recovery) and forwarded waste (incineration and landfill). The share of recycled and recovered waste was already 82% in 2020. Recovered waste mainly refers to construction waste that can be repurposed for other building projects. Residual waste that cannot be disposed of in any other way due to the lack of public incineration facilities in Hungary and Thailand is sent to a landfill. We are working to switch to more sustainable alternatives with the help of private companies and to further reduce the proportion of residual waste. [→](#) pages 55–59

Employees

GRI 102-8, 103-1, 103-2, 103-3, 401-1, 401-3, 403-1, 403-2, 403-3, 403-4, 403-5, 403-9, 404-1, 404-3, 405-1, 412-1

As a family business, the people who work with us to make MAM a success are especially important to us. Employee satisfaction is surveyed at regular intervals so that further improvements and benefits can be tailored to the workforce. There is no system boundary in this field of action, as non-personalized data of all MAM colleagues worldwide was used, regardless of whether they were in distribution locations or in the plants.

MANAGEMENT APPROACH

Management approach: social category

GRI 103-1, 103-2, 103-3

Why is it important?

Materiality topics → page 31

good employer → pages 64–65;

strict rejection of child, forced, or compulsory labor & other human rights topics → pages 66–67;

diversity, equal opportunity & continuing education → pages 64–65

How is it managed?

- Sustainability goal areas: employee satisfaction, values & identity
- Management systems/audits: Sedex/SMETA, Great Place to Work, "Beruf und Familie" audit
- Responsible, specific actions, periodic assessment & adjustments → pages 28–31

Organization profile

GRI 102-8

	2018	2019	2020
Total employees	964	958	955
Europe	778 (81%)	794 (83%)	809 (85%)
Asia	119 (12%)	93 (10%)	97 (10%)
North America	17 (2%)	20 (2%)	19 (2%)
South America	50 (5%)	51 (5%)	30 (3%)
Temporary	948 (98%)	939 (98%)	932 (98%)
Permanent	16 (2%)	19 (2%)	23 (2%)
Full-time	907 (94%)	899 (94%)	898 (94%)
Part-time	57 (6%)	59 (6%)	57 (6%)
Women	719 (75%)	714 (75%)	721 (75%)
Temporary	710 (99%)	702 (98%)	702 (97%)
Permanent	9 (1%)	12 (2%)	19 (3%)
Full-time	670 (93%)	663 (93%)	672 (93%)
Part-time	49 (7%)	51 (7%)	49 (7%)
Men	245 (25%)	244 (25%)	234 (25%)
Temporary	238 (97%)	237 (97%)	230 (98%)
Permanent	7 (3%)	7 (3%)	4 (2%)
Full-time	236 (96%)	236 (97%)	226 (97%)
Part-time	9 (4%)	8 (3%)	8 (3%)

The number of employees has remained constant for four years. In 2020 there was a reduction in South America, but an increase in the number of employees in Asia and Europe. The team in MAM Brazil had to be downsized due to the pandemic. The employees affected were supported by means of a comprehensive social plan.

The proportion of women and men remained unchanged at 75% and 25%, respectively. The employment relationship also continues to develop positively. From 2018 to 2020, 98% of the employees were employed on a permanent basis. The proportion of full and part-time workers remains unchanged since 2018. Part-time employment is possible in all MAM countries. In addition, our employee benefits are the same for everyone, whether temporary or permanent, full-time or part-time.

→ pages 64–65

Newly hired employees and staff turnover by age group, gender, and region

GRI 401-1

	2018	2019	2020
Total new employees	268	213	131
Percentage of total employees	28%	22%	14%
Europe	203 (76%)	178 (84%)	106 (81%)
Asia	49 (18%)	19 (9%)	20 (15%)
North America	4 (2%)	6 (3%)	3 (2%)
South America	12 (4%)	10 (4%)	2 (2%)
Women	206 (77%)	156 (73%)	106 (81%)
Men	62 (23%)	57 (27%)	25 (19%)
<30 years	107 (40%)	94 (44%)	58 (44%)
30–50 years	139 (52%)	98 (46%)	58 (44%)
>50 years	22 (8%)	21 (10%)	15 (12%)
Total employees who have left the company	257	217	131
Turnover rate	27%	23%	14%
Europe	171 (67%)	158 (73%)	88 (67%)
Asia	70 (27%)	47 (22%)	16 (12%)
North America	2 (1%)	3 (1%)	4 (3%)
South America	14 (5%)	9 (4%)	23 (18%)
Women	193 (75%)	159 (73%)	95 (73%)
Men	64 (25%)	58 (27%)	36 (27%)
<30 years	97 (38%)	74 (34%)	40 (30%)
30–50 years	118 (46%)	111 (51%)	78 (60%)
>50 years	42 (16%)	32 (15%)	13 (10%)

Turnover has decreased steadily in recent years. The rate was reduced by half within two years and is currently 14%. The increased rate in 2018 can be attributed to the partial shift of production from Hat Yai to Kabinburi. [→](#) pages 64–65

Diversity and equal opportunities: composition of management and employees by gender and age

GRI 405-1

	2018	2019	2020
Total management	58	56	60
Women	24 (41%)	25 (45%)	31 (52%)
Men	34 (59%)	31 (55%)	29 (48%)
<30 years	0 (0%)	0 (0%)	0 (0%)
30–50 years	37 (64%)	33 (59%)	36 (60%)
>50 years	21 (36%)	23 (41%)	24 (40%)
Total employees	964	958	955
Women	719 (75%)	714 (75%)	721 (75%)
Men	245 (25%)	244 (25%)	234 (25%)
<30 years	210 (22%)	179 (19%)	200 (21%)
30–50 years	611 (63%)	610 (64%)	588 (62%)
>50 years	143 (15%)	169 (18%)	167 (17%)
Production employees	– (–)	506 (53%)	522 (55%)
Women	– (–)	430 (85%)	432 (83%)
Men	– (–)	76 (15%)	90 (17%)
<30 years	– (–)	85 (17%)	112 (21%)
30–50 years	– (–)	328 (65%)	308 (59%)
>50 years	– (–)	93 (18%)	102 (20%)
Administrative staff	– (–)	452 (47%)	433 (45%)
Women	– (–)	305 (67%)	289 (67%)
Men	– (–)	147 (33%)	144 (33%)
<30 years	– (–)	87 (19%)	78 (18%)
30–50 years	– (–)	295 (65%)	282 (65%)
>50 years	– (–)	70 (15%)	73 (17%)

Until 2019, the proportion of women in management was just under half. In 2020 this increased to 52% and we have thus achieved our goal of a 50% proportion of women. In half of our locations, women have the ultimate responsibility and run the companies. Our largest production plant is also run by a woman. Since 2020, our top-level management (Board and general managers) has consisted of 50% women. [→](#) pages 64–65

Gender equality

GRI 405-1

	2018	2019	2020
Total employees	964	958	955
Women	75%	75%	75%
Women in management	41%	45%	52%
Women in production	78% ¹	85%	83%
Women in administration	68% ¹	68%	67%
Fluctuation women	27%	22%	13%
Fluctuation men	26%	24%	15%
Women part-time	7%	7%	7%
Men part-time	4%	3%	3%

1) Slightly different calculation method

75% of our employees at MAM are women. At 52%, the proportion of women in management is the highest since we began reporting. There are no significant differences in turnover between men and women and the trend is equally downward for both.

The proportion of women in administration is nearly 70%, while the proportion of women in production is around

85%. [➔](#) pages 64–65

Family-friendly operation

GRI 401-3,
405-1

	2018	2019	2020
Total number of employees on parental leave	41	59	75
Female employees	39	55	71
Male employees	2	4	4
Total number of employees who should have returned to work as planned after parental leave	19	22	15
Female employees	17	17	13
Male employees	2	5	2
Total number of employees who actually returned to work after taking parental leave	18	22	13
Female employees	16	17	11
Male employees	2	5	2
Return rate women	94%	100%	85%
Return rate men	100%	100%	100%
Total number of employees who returned to work after completing parental leave and were still employed 12 months after returning to work	11	15	15
Female employees	7	13	13
Male employees	4	2	2
Retention rate women	70%	81%	77%
Retention rate men	100%	100%	40%
Employees with children	439 (46%)	415 (43%)	455 (48%)
Employees without children	525 (54%)	543 (57%)	500 (52%)

At MAM, family friendliness is not just lip service, but is reflected in the figures. Nearly 50% of our employees have children. The return rate after parental leave is nearly 100%. In all MAM countries, except Thailand, parental leave is possible for both mothers and fathers and provided by law. In Thailand, it is not possible for fathers in the private sector to take parental leave. Therefore, MAM puts together paternity leave packages that give new parents the best possible support in our plants in Thailand.

[➔](#) pages 64–65

Continuing education and employee appraisals

GRI 404-1,
404-3

	2018	2019	2020
Average total training time in hours	16.9	15.6	13.7
Average training time women in hours	16	15	12.7
Average training time men in hours	19.5	17.4	16.7
Average training time for production employees	–	13.5	12
Average training time for administrative employees	–	18	15.7
Percentage of employees who had appraisal interviews	86%	88%	88%
Percentage of women who had appraisal interviews	89%	90%	89%
Percentage of men who had appraisal interviews	77%	83%	84%
Percentage of production employees who had appraisal interviews	–	98%	98%
Percentage of administrative employees who had appraisal interviews	–	77%	76%

The average hours of continuing education for employees has decreased. This is due to the COVID-19 pandemic, as remote work has decreased training opportunities. The proportion of employees who regularly have employee appraisals has remained constant at 88% in recent years.

➔ pages 64–65

Production sites with human rights verification

GRI 412-1,
412-2

	2018	2019	2020
Number of production sites with human rights verification during the year in question	3	3	3
Percentage of production sites with human rights verification during the year in question	100%	100%	100%
Total number of hours in the reporting period devoted to training on human rights policies or procedures concerning aspects of human rights that are relevant to operations	100	45	79

At our production sites in Hungary and Thailand, we ensure that our employees work under fair conditions that meet the highest ethical requirements. Since 2017, we have had this externally verified through SMETA audits in accordance with the Sedex standard.

➔ pages 66–67

EMPLOYEE HEALTH

The promotion of employee health has been an important topic at MAM for many years. The pandemic has made this area even more important. Therefore, it has now become essential in the materiality matrix and the following details describe the GRI topics relating to employee health for the production plants. Since occupational safety is much more relevant in the plants than in the office locations, we decided to set the system limits with the production sites for the first version. ➔ pages 61–63

MANAGEMENT APPROACH

Management approach: social category

GRI 103-1, 103-2, 103-3

Why is it important?

- Materiality topics ➔ pages 31
- health and occupational safety ➔ pages 61–63

How is it managed?

- Sustainability goal areas: employee health management systems/ audits: legal requirements & framework ISO 45001
- Responsible, specific actions, periodic assessment & adjustments: see details ➔ pages 28–31

DETAILS

Management system for occupational health and safety

GRI 403-1

Management system for occupational health and safety

- Occupational health and safety management is based on the legal framework and applies to all who work in our plants.

GRI 403-3

Occupational health services

- The following occupational health services are provided by MAM: Regular health checks, health counseling, health-promoting activities, ensuring occupational safety, first aid, and emergency treatment
- Responsible: The internal Health & Safety Officers and in Thailand and the externally appointed occupational physician in Hungary are responsible. They also guarantee the confidentiality of the employees' medical data.
- Implementation of occupational health services: In Vaskeresztes all services are available on site. In Kabinburi, first aid and health checkups are offered on site, the rest of the services are outsourced. In Hat Yai, on-site first aid is provided. All services are accessible during working hours.

GRI 403-4

Worker participation, consultation and communication on occupational health and safety

- Health & Safety Team: There is a Health & Safety Team at our plants in Vaskeresztes and Kabinburi and a Health & Safety Officer at the Hat Yai plant as it has fewer than 50 employees.
- Health & Safety Teams are responsible for, but not limited to, the following tasks: regularly reviewing applicable laws and making sure measures are adapted appropriately, investigating and recording workplace accidents and taking preventive measures, creating work safety reports and participating in official inspections, managing and providing personal protective equipment, coordinating work safety risk assessments, arranging medical examinations, etc.
- Employees at all three locations are involved in the following activities: participating in hazard identification and risk assessment (only in Thailand, an expert does this in Vaskeresztes), investigating of accidents, defining health & safety measures, audits.
- Communication: Information about Health & Safety is communicated via notices and emails.

GRI 403-5

Worker training on occupational health and safety

- Occupational health and safety training is made available to all employees who work at our three plants.
- Implementation of training: In Vaskeresztes and Kabinburi, annual training is compulsory for all employees and prior to their first time on site. Training is conducted in Hat Yai as required.

GRI 403-2

Hazard identification, risk assessment, and incident investigation

- Hazard identification: significant accident risks/ sources of hazards: fire or explosion, electric shock, warehouse accidents, unsafe production machinery, slips and falls while working in the production area, cuts, company bus accidents, accidents on the way to work, burns.
- Health risks: influence of chemicals, high blood pressure and diabetes (constant night shift), mus-

culoskeletal disorders, noise, headaches from hot weather, respiratory diseases from dust, deterioration in eyesight (for office employees).

- Routine risk assessment: In Vaskeresztes, risk assessments are carried out every three years by an external expert. In Thailand, risks are evaluated by the Health & Safety Officers together with the employees at least once a year. Preventive measures are then created as needed.
- Non-routine evaluation: conducted for new technology, new machinery, new chemicals, new production, and work process changes, etc.
- Preventing reprisals: All employees can avoid danger independently and report hazards without fear of negative consequences. This is documented separately at each location (Health & Safety Policy, Safety Manual).

Work-related injuries

GRI 403-9

	2019	2020
Our employees		
Number of hours worked	1,062,805	1,047,210
Number of serious work-related injuries	0	0
Rate of serious work related injuries ¹⁾	0	0
Number of documentable work-related injuries	6	10
Rate of documentable work-related injuries ¹⁾	5.65	9.55
Temporary workers and contractors		
Number of hours worked	6,384	6,384
Number of serious work-related injuries	0	0
Rate of serious work related injuries ¹⁾	0	0
Number of documentable work-related injuries	0	0
Rate of documentable work-related injuries ¹⁾	0	0

¹⁾ Rate based on 1,000,000 working hours

The safety of our employees in our plants is a top priority. That is why we do everything we can to make the working environment as safe as possible. Our efforts are reflected in the statistics: There were no work-related fatalities and no serious accidents during the reporting period. Fortunately, work-related injuries are very limited. These are accidents such as minor cuts and burns, slipping, bumps and bruises.

In order to avoid serious accidents, we have identified the most common hazards and have taken appropriate preventive measures in anticipation of this, such as extending the obligation to wear protective equipment, tightening traffic regulations in the warehouse, improving machinery protective features, etc.

→ pages 61–63

Value creation

GRI 103-1, 103-2,
103-3, 204-1,
414-1

For the value creation field of action we have established a data base for the first time in this report with GRI 204 and 414. Because at MAM, as with many other organizations, sustainability does not stop with one's own business activities, but spans the entire value chain. We also demand the same standards from our suppliers that we apply to ourselves. For example, not only are the working conditions in our plants validated through external social audits, but also those of a large number of our suppliers. ➔ pages 81–84

97% of the product components come from Austria. If all consumable, operating materials, and packaging materials were added together, the proportion of suppliers who deliver to our plants within a 400 km radius would be 86% in 2020. This guarantees regional value creation, low transportation emissions, and excellent close cooperation in personal exchange. ➔ pages 81–84

MANAGEMENT APPROACH

Management approach: economic category

GRI 103-1, 103-2, 103-3

Why is it important?

- Materiality topics ➔ page 31:
supplier sustainability management ➔ pages 81–84

How is it managed?

- Sustainability goal areas: sustainable supplier management
- Management systems/audits: regular on-site supplier audits by MAM employees
- Responsible, specific actions, periodic assessment & adjustments: reference to strategy framework ➔ pages 28–31

Share of output from local suppliers (within 400 km of production site)

GRI 204-1

	2019	2020
Total purchase volume in %	100	100
Raw materials	0.4	0.4
Associated process materials	0.4	0.3
Semi-finished products or parts	70.3	70.5
Materials for packaging	25.6	25.6
Other materials	3.3	3.2
Total local purchase volume in %¹⁾	100	100
Raw materials	0.3	0.3
Associated process materials	0.3	0.3
Semi-finished products or parts	72.1	72.7
Materials for packaging	24.2	23.9
Other materials	3.0	2.8
Percentage of total local purchasing volume	85%	86%

¹⁾ For Hungary: Hungary and Austria, for Thailand: Thailand.

New suppliers audited according to social criteria

GRI 414-1

	2019	2020
Number of new suppliers in the segment	5	7
Raw materials	0	1
Associated process materials	0	3
Semi-finished products or parts	0	0
Materials for packaging	5	1
Other materials	0	2
Number of new supplies in segments audited according to social criteria	3	7
Raw materials	0	1
Associated process materials	0	3
Semi-finished products or parts	1	0
Materials for packaging	2	1
Other materials	0	2
Percentage of new suppliers in segment audited according to social criteria	60%	100%

We have enjoyed excellent cooperation with our suppliers for many years. Regular on-site audits, especially regarding quality, are standard here. Social aspects have also been added in recent years. This is reflected as shown in the table.

➔ pages 81–84

GRI content index


**MATERIALITY
DISCLOSURES SERVICE**
2021
GRI 102-55

GRI 101: Foundation 2016		
GRI 102: General Disclosures 2016*		
Organizational profile		
102-1	Name of the organization	¹⁾
102-2	Primary brands, products and services	pages 26–27
102-3	Location of the organizations' headquarters	pages 26–27 ¹⁾
102-4	Number of countries, where the organization operates	pages 26–27
102-5	Nature of ownership and legal form	¹⁾
102-6	Markets served	pages 26–27
102-7	Scale of the organization	pages 26–27 ²⁾
102-8	Information on employees and other workers	page 94
102-9	The organization's supply chain	pages 32–33
102-10	Significant changes to the organization and its supply chain	pages 77–80
102-11	Precautionary approach or principle addressed by the organization	page 22–24
102-12	Externally developed economic, environmental and social charters, principles or other initiatives to which the organization subscribes or which it endorses	pages 28, 81–84, 87–88
102-13	Membership of associations (such as industry associations) and national or international advocacy organizations	pages 87–88
Strategy		
102-14	Statement from the most senior decision-maker of the organization about the relevance of sustainability to the organization and the organization's strategy for addressing sustainability	pages 22–24
Ethics and integrity		
102-16	Organization's values, principles, standards and norms of behavior such as codes of conduct and codes of ethics	pages 28–31, 66–67
Governance		
102-18	Governance structure of the organization including committees of the highest governance body	page 34
102-20	Executive-level responsibility for economic, environmental, and social topics	pages 22–24, 34
102-22	Composition of the highest governance body and its committees	page 34
102-23	Chair of the highest governance body for CSR	page 34
Stakeholder Engagement		
102-40	List of stakeholder groups engaged by the organization	page 87
102-41	Percentage of total employees covered by collective bargaining agreements	MAM pays all employees (100%) wages and salaries that are determined by local relevant competitive markets. Such wages and salaries are always above local collective bargaining agreements.
102-42	Basis for identification and selection of stakeholders with whom to engage	page 87
102-43	The organization's approach to stakeholder engagement, including frequency of engagement by type and by stakeholder group, and indication of whether any of the engagement was undertaken specifically as part of the report preparation process	page 87
102-44	Key topics and concerns that have been raised through stakeholder engagement, and how the organization has responded to those key topics and concerns	pages 29, 87
Report profile		
102-45	List of all entities included in the organization's consolidated financial statements or equivalent documents	page 26
102-46	Process for defining the report content and the topic boundaries	The impact assessment was carried out through internal workshops.
102-47	List of all the material topics identified in the process for defining the report content	pages 29, 86
102-48	Effect of any restatements of information provided in previous reports, and the reasons for such restatements	page 29
102-49	Significant changes from previous reporting periods in the scope and aspect boundaries	page 29
102-50	Reporting period (such as fiscal or calendar year) for information provided	Collection and consolidation of the data per calendar year.
102-51	Date of most recent previous report (if any)	2019 (for the reporting period of 2017 and 2018)
102-52	Reporting cycle (such as annual, biennial)	biennially
102-53	Contact point for questions regarding the report or its contents	pages 87–88
102-54	Claims of reporting in accordance with the GRI standards	This report was written in accordance with the GRI standards: "Core" option.
102-55	GRI content index	pages 101–103
102-56	The organization's policy and current practice with regard to seeking external assurance for the report	The report has not been assessed externally. Consultation by denkstatt GmbH.
GRI 103: Management Approach 2016		
103-1	Explanation of the material topic and its boundary	pages 28–31
103-2	The management approach and its components: GRI 200: Economic Standards	pages 91, 94, 98, 100
103-2	The management approach and its components: GRI 200: STANDARDS 2016, ENVIRONMENTAL	pages 91, 94, 98, 100
103-2	The management approach and its components: GRI 200: STANDARDS 2016, SOCIAL	pages 91, 94, 98, 100
103-3	Evaluation of the management approach	pages 89–91, 94, 98, 100

For the Materiality Disclosures Service, GRI Services reviewed that the GRI content index is clearly presented and the references for Disclosures 102-40 to 102-49 align with appropriate sections in the body of the report. The service was performed on the German version of the report.

GRI 200: Economic Standards		
GRI 201: Economic Performance 2016		
GRI 201-1	Direct economic value generated and distributed	2)
GRI 202: Market Presence		
202-2	Proportion of senior management hired from the local community	pages 77–80
GRI 203: Indirect Economic Impacts 2016		
203-1	Infrastructure investments and services supported	pages 77–80
203-2	Significant indirect economic impacts	pages 77–80
GRI 204: Procurement Practices 2016		
204-1	Proportion of spending on local suppliers	page 100
GRI 205: Anti-corruption 2016		
205-1	Operations assessed for risks related to corruption	pages 66–67
205-2	Communication and training about anti-corruption policies and procedures	pages 66–67
205-3	Confirmed incidents of corruption and actions taken	pages 66–67
GRI 206: Anti-competitive Behavior 2016		
206-1	Legal actions for anti-competitive behavior, anti-trust and monopoly practices	No legal disputes in the reporting period.
GRI 300: Environmental Standards		
GRI 301: Materials 2016		
301-1	Materials used by weight or volume	pages 42–43, 44–47, 92
301-2	Recycled input materials used	pages 42–43, 44–47
GRI 302: Energy 2016		
302-1	Energy consumption within the organization	pages 49–54, 91
302-3	Energy intensity	page 92
GRI 305: Emissions 2016		
305-1	Direct (scope 1) GHG emissions	pages 49–54, 92
305-2	Energy indirect (scope 2) GHG emissions	pages 49–54, 92
305-3	Other indirect (scope 3) GHG emissions	pages 49–54 (currently still incomplete, as PCFs not carried out for all product categories)
305-4	GHG emissions intensity	page 92
GRI 306: Waste 2020		
306-1	Waste generation and significant waste-related impacts	pages 55–58
306-2	Management of significant waste-related impacts	pages 55–58
306-3	Waste generated	pages 55–58, 93
306-4	Waste diverted from disposal	pages 55–58, 93
306-5	Waste directed to disposal	pages 55–58, 93
GRI 307: Environmental Compliance 2016		
307-1	Non-compliance with environmental laws and regulations	Environmental laws and regulations are complied with by ISO 14001. No incidents of non-compliance with environmental legislation during the reporting period.
GRI 400: Social Standards		
GRI 401: Employment 2016		
401-1	Total number and rates of new employee hires and employee turnover by age group, gender and region	page 95
401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees, by significant locations of operations	pages 61–63, 64–65
401-3	Return to work rates and retention rates after parental leave, by gender	page 96
GRI 402: Labour/Management Relations 2016		
402-1	Minimum notice periods regarding operational changes	Timely communication of essential changes are standard at MAM.
GRI 403: Occupational Health and Safety 2018		
403-1	Occupational health and safety management system	page 98
403-2	Hazard identification, risk assessment, and incident investigation	pages 61–63, 99
403-3	Occupational health services	pages 61–63, 98
403-4	Worker participation, consultation, and communication on occupational health and safety	pages 61–63, 98
403-5	Worker training on occupational health and safety	pages 61–63, 99
403-6	Promotion of worker health	pages 61–63
403-7	Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	pages 40–41, 42–43, 72–73
403-9	Work-related injuries	page 99
GRI 404: Training and Education 2016		
404-1	Average hours of training per year per employee	page 97
404-3	Percentage of employees receiving regular performance and career development reviews	page 97
GRI 405: Diversity and Equal Opportunity 2016		
405-1	Diversity of governance bodies and employees	pages 95–96
GRI 406: Non-discrimination 2016		
406-1	Incidents of discrimination and corrective actions taken	There were no incidents of discrimination in the reporting period.
GRI 407: Freedom of Association and Collective Bargaining 2016		
407-1	Freedom of association and collective bargaining	Based on the respective legal framework.

GRI 408: Child Labor 2016		
408-1	Operations and suppliers at significant risk for incidents of child labour	pages 66–67; Increased risk in the two production facilities in Thailand.
GRI 409: Forced or Compulsory Labor 2016		
409-1	Operations and suppliers at significant risk for incidents of forced or compulsory labour	pages 66–67; Increased risk in the two production facilities in Thailand.
GRI 410: Security Practices 2016		
410-1	Security personnel trained in human rights policies and procedures	pages 66–67 (50%)
GRI 411: Rights of Indigenous Peoples 2016		
411-1	Rights of indigenous peoples	pages 66–67
GRI 412: Human Rights Assessment 2016		
412-1	Operations that have been subject to human rights reviews or impact assessments	pages 66, 67, 97
412-1	Employee training on human rights policies or procedures	pages 66, 67, 97
GRI 413: Local Communities 2016		
413-1	Operations with local community engagement and development programs	pages 75, 77–80 (100% of the production facilities)
413-2	Operations with significant actual and potential negative impacts on local communities	pages 77–80
GRI 414: Supplier Social Assessment 2016		
414-1	New suppliers that were screened using social criteria	page 100
414-2	Negative social impacts in the supply chain and actions taken	pages 81–84
GRI 416: Customer Health and Safety 2016		
416-1	Assessment of the health and safety impacts of product and service categories	pages 72–74 (100%)
416-2	Incidents of non-compliance concerning the health and safety impacts of products and services	There were no incidents in the reporting period.
GRI 417: Marketing and Labeling 2016		
417-2	Incidents of non-compliance concerning product and service information and labeling	There were no incidents in the reporting period.
417-3	Incidents of non-compliance concerning marketing communications	There were no incidents in the reporting period.
GRI 418: Customer Privacy 2016		
418-1	Customer Privacy: substantiated complaints concerning breaches of customer privacy and losses of customer data	Covered by the EU General Data Protection Regulation, no violations in the reporting period.
GRI 419: Socioeconomic Compliance 2016		
419-1	Monetary value of significant fines for non-compliance with laws and regulations concerning the provision and use of products and services	No fines in the reporting period.

1) Ownership and legal structure: As with MAM Baby AG, MAM Babyartikel GmbH is a subsidiary of the Bamed MAM Group Ltd. based in Cyprus. The supreme body of the group is Active Ownership Management Ltd. based in Cyprus. The group of companies is owned by the Röhrig family (Peter and Klaus Röhrig). Important strategic decisions require the approval of the supreme body of the group. Operationally, the group of companies is managed by MAM Baby AG, Switzerland, represented by the Chairman of the Board of Directors Niklaus Schertenleib, with MAM Baby AG being responsible for production, marketing, and sales. The two Austrian companies in the group, MAM Health & Innovation GmbH and MAM Babyartikel GmbH, represented by Managing Director Peter Röhrig, are responsible for research and development and brand management in coordination with MAM Baby AG.

2) Size of the organization including balance sheet figures such as turnover and sales: The Bamed MAM Group Ltd. is not a publicly listed company, therefore no disclosure is required. We live from the distribution of a limited range of products under a single brand in a niche market with low growth. At the global market level, we are the only remaining medium-sized company of this type. All major competitors are part of larger, financially strong, and diversified company structures. Under these conditions, we consider there to be a risk that public disclosure could enable our competitors to draw far-reaching conclusions that could be used to our disadvantage.

* For a better overview of the general standard information, the texts of the key figures are shown in abbreviated form, but the entire content of the key figure is discussed in the report.

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MAM

Care
for everything
that touches me

Openness
to common
ideas

Respect
for your share
of work

Caution
for my world of
adventure

Responsibility
that applies to my
entire universe