

Bugaboo impact report

bugaboo



2022

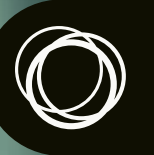


Push to Zero



Lowering our footprint to
stroll more sustainably

Contents



01.

About our impact report

We believe parenthood has the power to shape the future. That's why everything we do is designed with the next generation in mind.

Ever since we started a stroller revolution over 20 years ago, we've created our award-winning products with a sustainable mindset.

By pioneering modular designs for our strollers, we've always made sure that parts are easy to replace or repair, if needed, giving strollers a much longer life and reducing waste as much as possible. But we've had to step it up.

We've taken our commitment to helping combat climate change to the next level. Through our Push to Zero program, we've set ourselves the goal of reaching net zero emissions by 2035. We've certainly not taken the easy road, but it's a goal we're determined to reach, and we're already making huge steps on our path to zero.

In this report, we'll share what we've achieved so far and our projects that are still a work in progress. We'll also highlight our commitment to supporting amazing community causes, and the steps we've taken to enhance the well-being of our colleagues – because we can't reach zero without them. We're by no means perfect, and there's still a long way to go, so we'll also highlight the ways we can improve and push toward a more sustainable future together.

Join us on our
Push to Zero journey.



02.

If you only have five minutes

Since launching our Push to Zero strategy and making our Environmental, Social, and Corporate Governance (ESG) commitments a key driver across the entire company, we've already achieved a lot and have some impactful projects in the pipeline. Here's a snapshot of what we're proud of so far.

Committed to reducing the environmental footprint of each Bugaboo product by 50% by 2026

We'll continue to lead the stroller category fearlessly and hope to inspire others to make more sustainable choices.

Swapping to bio-based material

We switched out fossil-based plastic with mass-balance bio-based plastic; a pioneering choice that lowered CO₂ per product up to 25%

Conscious materials

Expanding beyond our strollers, we're starting to use more sustainable materials across our portfolio. The Bugaboo cup holder is now made from 100% recycled plastic and uses recovered fishing nets. Each Bugaboo changing backpack is made from 100% recycled materials, with the equivalent of 45 recycled PET bottles saved from oceans and landfills in every bag. The award-winning Bugaboo Giraffe is also made with mass-balanced bio-based material and crafted from FSC®-certified beechwood.

Scaling our circular business models in European markets

We want no-waste to become the norm. We introduced our leasing program Bugaboo Flex, which is already active in four countries, and we launched Bugaboo Certified Refurbished in our European markets. This gives used strollers a second life, as Bugaboo engineers expertly tighten every screw, check every click, and oil every joint, so they can keep on strolling.

Partnering to ensure fossil-fuel-free transport

We partnered with GoodShipping to ensure all our products are shipped from our factory in Xiamen, China, to our warehouse, using biofuels. Thanks to this, we've cut our ocean freight emissions by 73%.

Producing under safe, fair, and humane working conditions

From our factory in Xiamen along our entire supply chain, we want to ensure the best working conditions. Our colleagues at Bugaboo Xiamen earned the Mercer Outstanding Health Practice Award for the Healthiest Workplace 2022-2023.

Awarded an EcoVadis Gold Medal

We did our first EcoVadis assessment in 2021 and were awarded Silver, and as a result of multiple improvements we were awarded Gold a year later.

But we won't stop here, because becoming the most responsible version of ourselves is a continuous journey. Read on to find out about how we plan to push further in the future.



03.

For future generations





“ I want to be able to tell my children and future grandchildren that I’ve played my part in tackling the climate crisis.

Conscious choices have always been part of Bugaboo’s DNA, and to me, sustainability is not a choice we are making, it is something that is expected from all of us.

I want to be able to tell my children and future grandchildren that I’ve played my part in tackling the climate crisis. That I have made an impact to create a better future, a future they will be living in. This is something I can do as an individual, but by leading a responsible company, I’m proud that I can do a little bit more.

With the introduction of our strollers, over 20 years ago, Bugaboo revolutionized an entire industry and forever transformed the way we think about strollers. By launching our Push to Zero initiative, we accelerated our sustainability journey and made our goals more tangible. Today, this ESG strategy, validated by credible third parties and integrated across all company departments, continues to strive for change, not only for our own business but for the parenting industry overall.

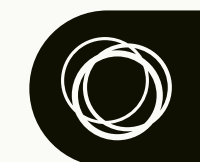
I’m thrilled to say that Bugaboo is leading again. 2022 was the year that we were the first to ever swap out fossil-fuel-based plastic for mass-balanced bio-based material. In the long run, this will cut emissions per stroller by up to 25%. And we will continue to change more materials so that by 2026, we will realize a reduction of 50%

per product – with minimal offsetting – and the ultimate goal of becoming net zero in 2035.

We’re also integrating circular thinking into how we sell our products, actively moving away from a business model that focuses on taking, making, and wasting. Consumers can lease our strollers, and easily repair and swap them. As of 2022, we also expanded our leasing program, and we’ve introduced Bugaboo Certified Refurbished in selected markets.

As you can see, we’ve been busy. This process is swift and ever-evolving, however: we know we are not perfect and it’s likely we will make some mistakes along the way, but we’re pushing in the right direction. As this is the first impact report from Bugaboo, we hope to inspire you to join the path ahead of us. We can’t make the road to zero without the support of our important stakeholders: consumers, retailers, suppliers, shareholders, parents, and parents-to-be. Only together we can create a brighter future.

Adriaan Thierry, CEO of Bugaboo Group



04.

Our Push to Zero strategy

With our bold sustainability strategy, we've ditched the easy road and embraced the one that packs a real impact. We are pushing our strollers and adjacent products on a new journey – join us as we Push to Zero emissions by 2035.



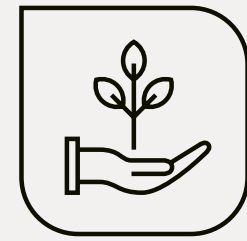
The climate crisis hits home for all of us, especially for parents who seek to safeguard the planet for their kids. We are fully aware that our actions, particularly the CO₂ emissions we generate, have the greatest impact on our climate. Therefore, it is vital to take action and lower our environmental footprint, now and for future generations.

But we can't get there alone. That's why people are at the heart of our Push to Zero strategy. So that we can help to create a better world for everyone, we have to support the well-being of the people we work with and support the communities we engage with.



Here's our two-pillar approach.

→ We aspire to inspire parents-to-be, current parents, and future climate champions to take action, while also encouraging other businesses to do the same — because only together can we change an entire industry.

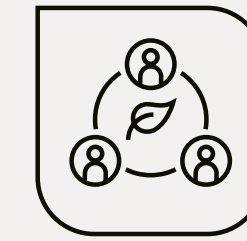


Environmental

We're determined to make a meaningful impact, one step at a time, by reducing greenhouse gases (GHG) when creating our products, and throughout our entire business.

That's why we are forging the path towards zero CO₂ emissions by 2035. We're prioritizing the use of sustainable materials to build our long-lasting strollers, and pioneering circular business models, so we can reuse, repair, and share, to establish a new norm in our industry.

4.1 Environmental



People and community

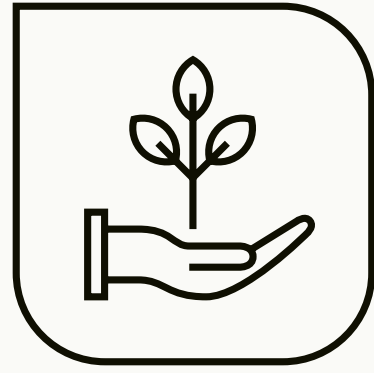
Bugaboo's commitment to our people extends far beyond our office and factory walls. We firmly believe that people's well-being must lie at the core of our sustainability strategy.

For that reason, we thrive on giving back to the community we touch across our entire value chain, from employees to parents, caretakers, retailers, and their children. Our futures are interconnected and reliant on one another. That is why we center our ESG strategy around our people and communities to bring about positive change in every aspect of our work at Bugaboo.

4.2 People

4.3 Community





04.1

Environ- mental





In 2021 we made the decision to take a fearless approach to CO₂ and push towards zero emissions by 2035. We want to achieve our goal by reducing CO₂ emissions – not just by offsetting in line with Science Based Targets (SBTi) – and the good news is, we’re already off to a strong start.

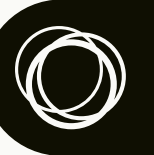


Products and operations

From day one, our products have been built to last. As we’ve progressed on our exciting journey, we’ve learned there are far more ways to create products that won’t put as much strain on our planet. Now, through extensive product development and by reevaluating our daily operations, we aim to lower our impact and environmental footprint, by extending the lifecycle of our products further and lowering our GHG emissions.

Pushing down our CO₂ emissions

Across our business, we have made externally verified commitments that align with SBTi. These verified targets form the scientific bases for our goals. They steer us on how much and how quickly we need to reduce emissions to limit global warming to 1.5C and prevent the worst effects of climate change, in accordance with official and international guidance such as the Paris Agreement.

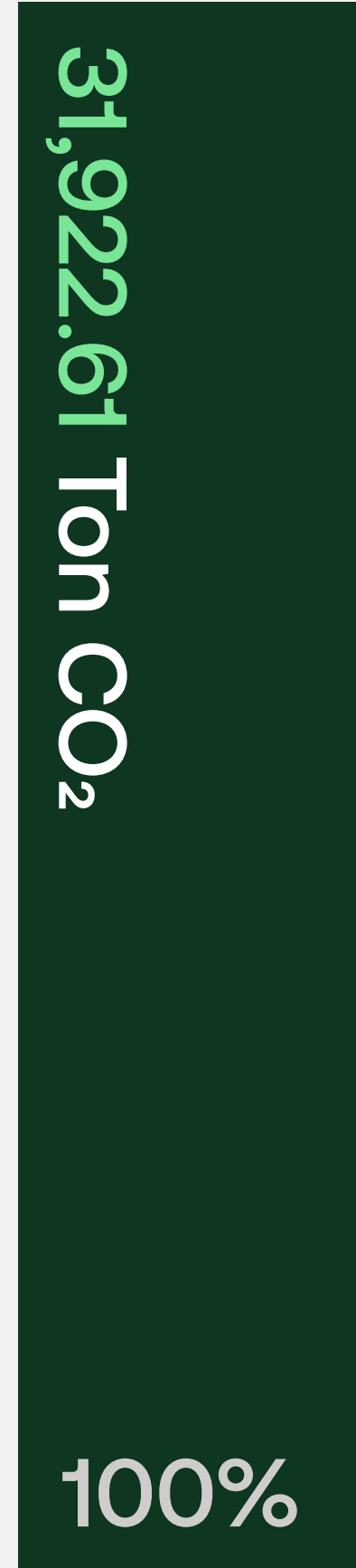


2022 emission scopes in numbers

Our footprint is broken down into three scopes. To reach our goals and tackle emissions, each scope requires action across our supply chain.

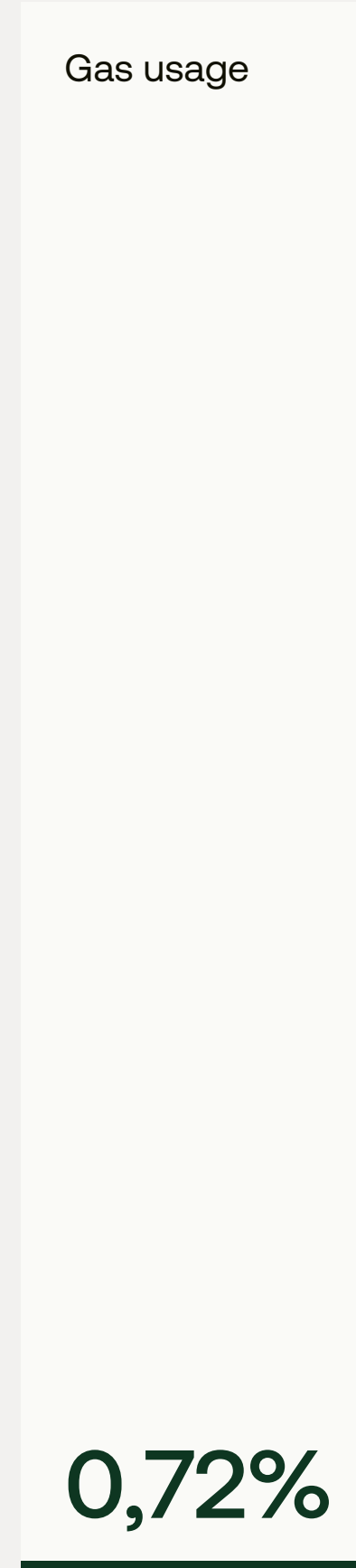
For us, it's essential to address all three scopes of emissions: We understand the significance of each category. Did you know that emissions from a most company's indirect supply chain are on average 5.5 times larger than the combined emissions of the other two scopes? It's an eye-opening fact, emphasizing the importance of comprehensive emission reduction efforts across everything we do.

2022 total



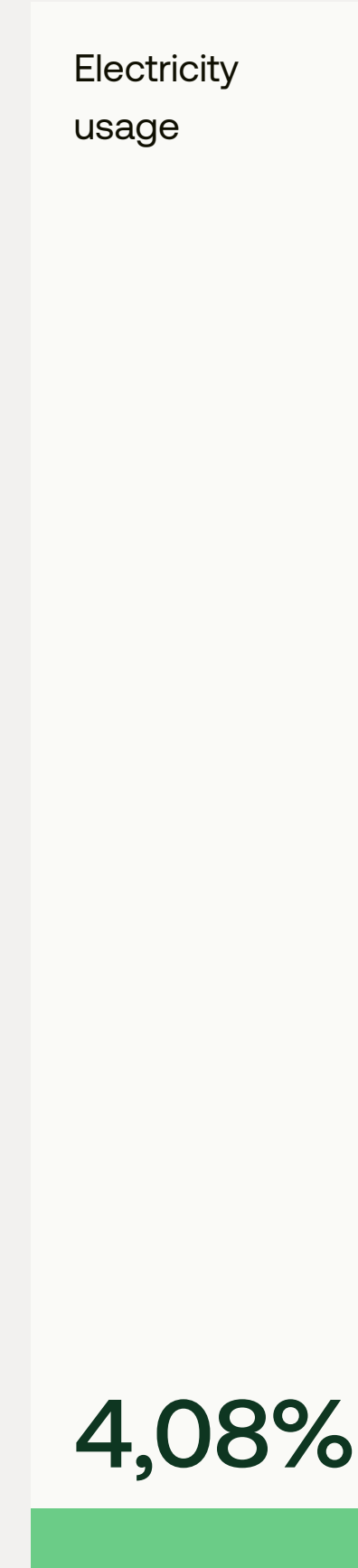
Scope 1

Direct GHG emissions occurring from our gas usage in our buildings and our lease cars



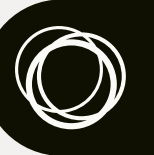
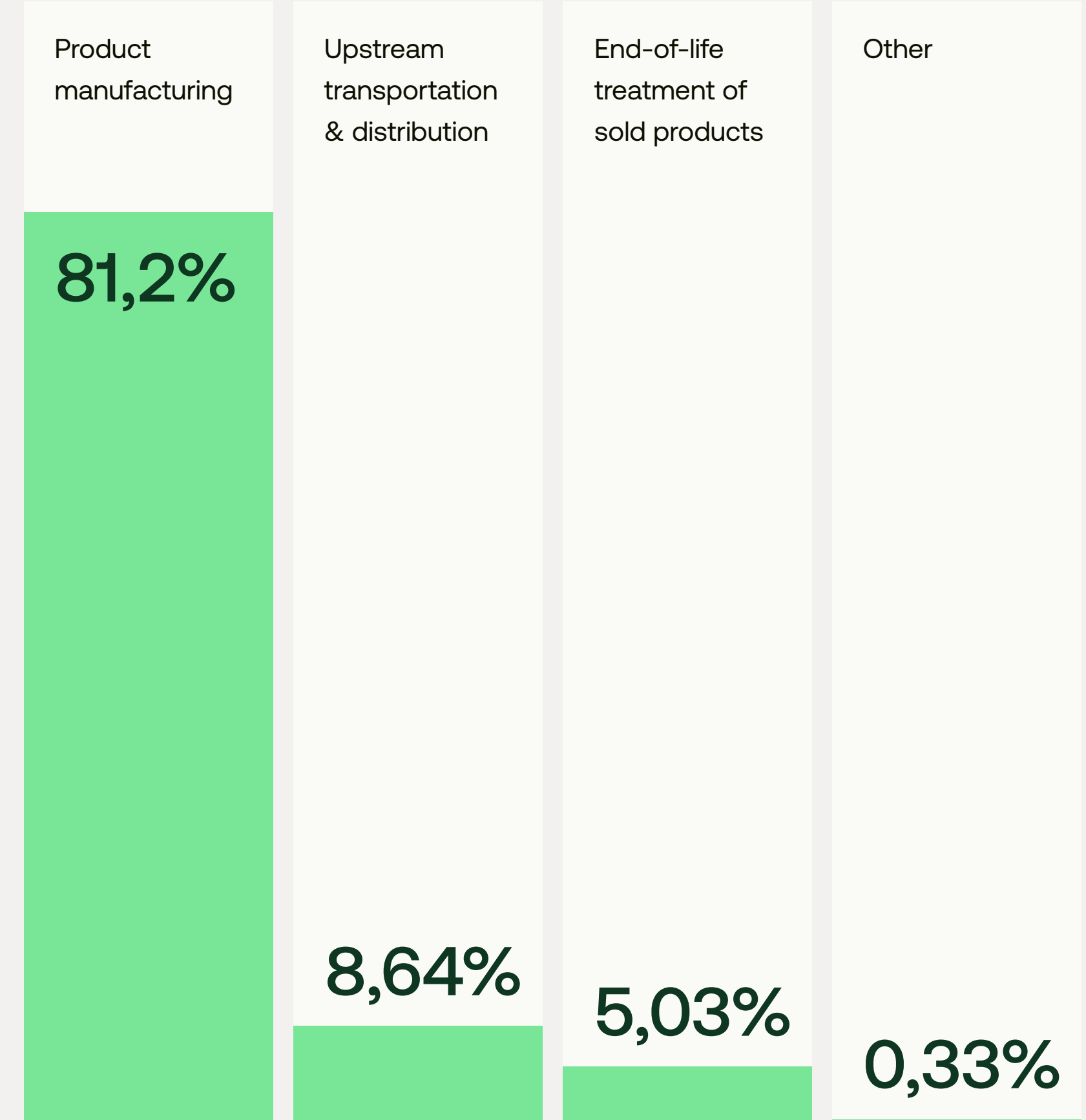
Scope 2

Indirect GHG emissions from purchased electricity, consumed by Bugaboo.



Scope 3

All other indirect emissions from upward and downstream activities, these include; extraction and production of purchased materials, transportation of purchased fuels, and end-of-life treatment of sold products.

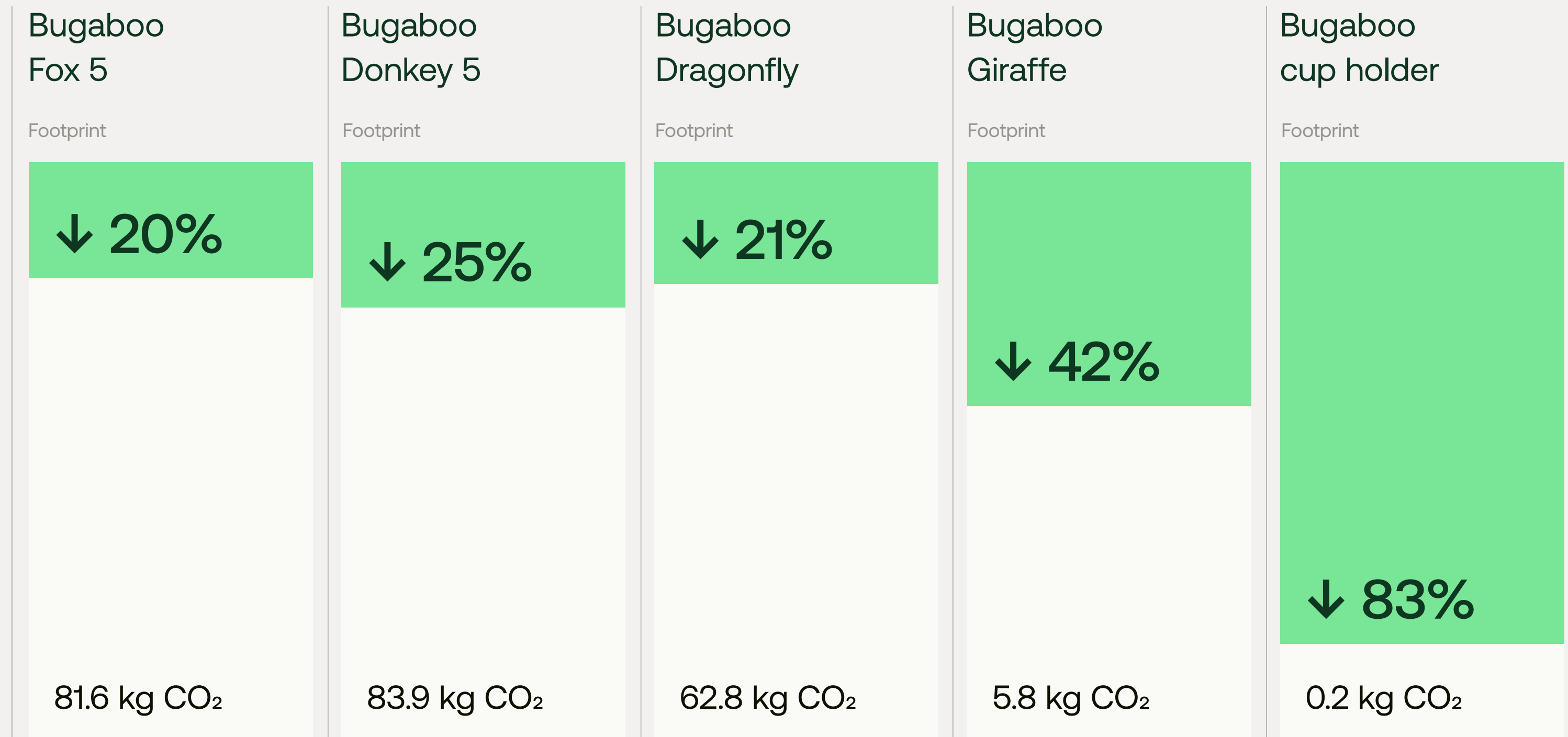


Materials — making more sustainable choices

Most of Bugaboo’s impact — 86% of our total emissions — comes from the materials in our products: plastics, aluminum, and polyester fabrics. In 2022 we boldly became the first stroller brand to swap out fossil-based plastic in our products for mass-balanced bio-based material. This improvement means that our current product portfolio will reach a 25% reduction in emissions compared to our 2019 portfolio.



Cutting emissions per product*



*The reduction per product is compared to our previous and / or non-bio-based models.

The future of fabrics

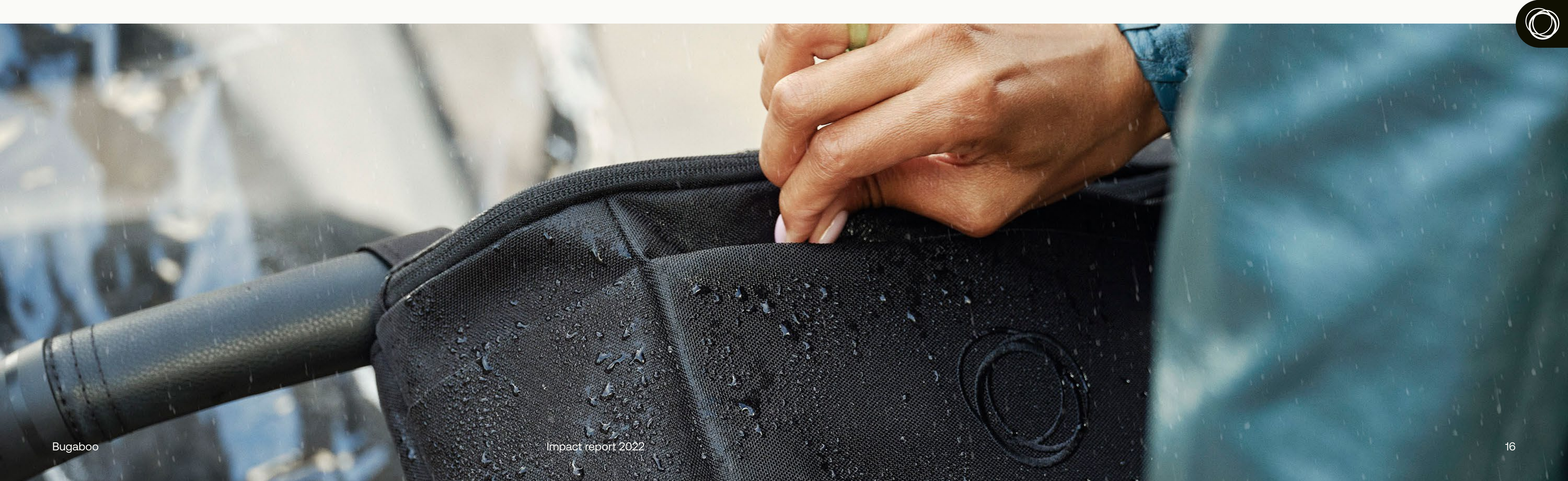
At Bugaboo, the health and well-being of our customers is our top priority. That's why we have taken proactive measures to address any potential health implications related to the use of hazardous substances, such as PFAS, also known as forever chemicals. Our strollers now feature PFAS-free coatings, ensuring effective water repellency without exposing anyone to harmful substances.

This commitment is part of our broader dedication to the Bugaboo Restricted Substance List (RSL). Our RSL goes beyond regulatory requirements, serving as a comprehensive framework that restricts the presence of hazardous substances in all Bugaboo products. By exceeding these standards, we are actively working to minimize the use of hazardous substances and promote safer alternatives.

More sustainable transportation

As well as our materials, transport and operations come with an environmental impact.

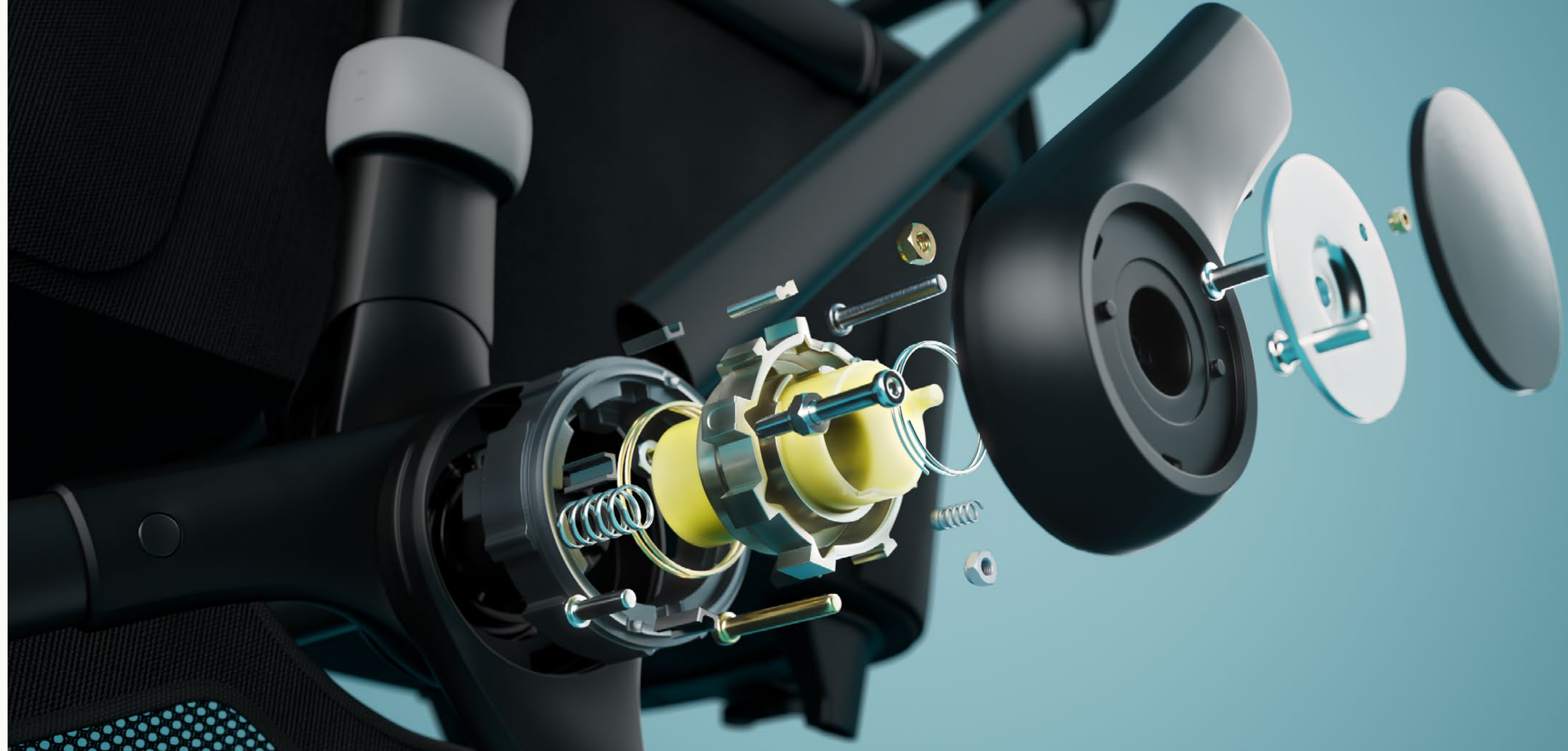
We're proud of our global presence, but it means our products need to travel a lot. One of our most traveled routes is over sea from our factory in Xiamen, China, to Rotterdam, the Netherlands. Since 2021, we've partnered with GoodShipping to ensure all of our routes are powered by biofuels. Making this change has reduced our shipping emissions by 73% in 2022.



Durability – products made to last

When it comes to creating our products, we understand the significance of smart design and durability. Our commitment to longevity is engrained in every aspect of our strollers and has been since the beginning, by making sure our strollers are easy to repair, we reduce waste and the need for costly replacements.

This also means our strollers can be passed down through the generations — an inherently sustainable practice we support.



Durability in numbers

10+
years

We are developing and testing our strollers to make sure they can endure over a decade of strolls

4,000+
kilometers

Our wheels are designed for over 4,000 km of smooth strolling

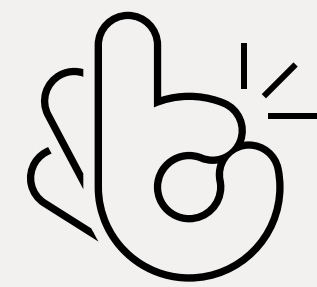
Circular business models — letting go of linear practices

Typically, businesses have been modeled around linear practices. Linear business models aim solely for profitability. They take materials, make products, and unfortunately, a lot goes to waste. But we're shaking things up. We have embraced the circular way, where our products get to have a second chance.

As well as continuing with our modular mindset and ensuring strollers are easy to repair, we're rolling out exciting new initiatives across our markets, to bring circularity to the forefront.

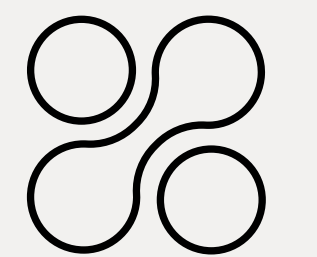


Our circular initiatives so far



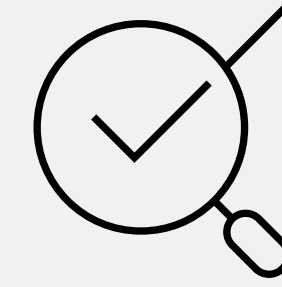
Bugaboo Pretty Perfect

In every business, products sometimes get damaged in transport. While linear companies might toss these slightly damaged products aside, we take a different approach. We give them the chance to fulfill their purpose by offering them at reduced prices in our Outlets. Currently available in Europe & US.



Bugaboo Flex

We understand that a need for a stroller might only last a few years. That's why parents can now lease selected models via Bugaboo Flex. By offering them as a lease, we can ensure that our strollers are utilized to their fullest potential and can create countless memories for more than one family. Currently available in Germany, Benelux and France.



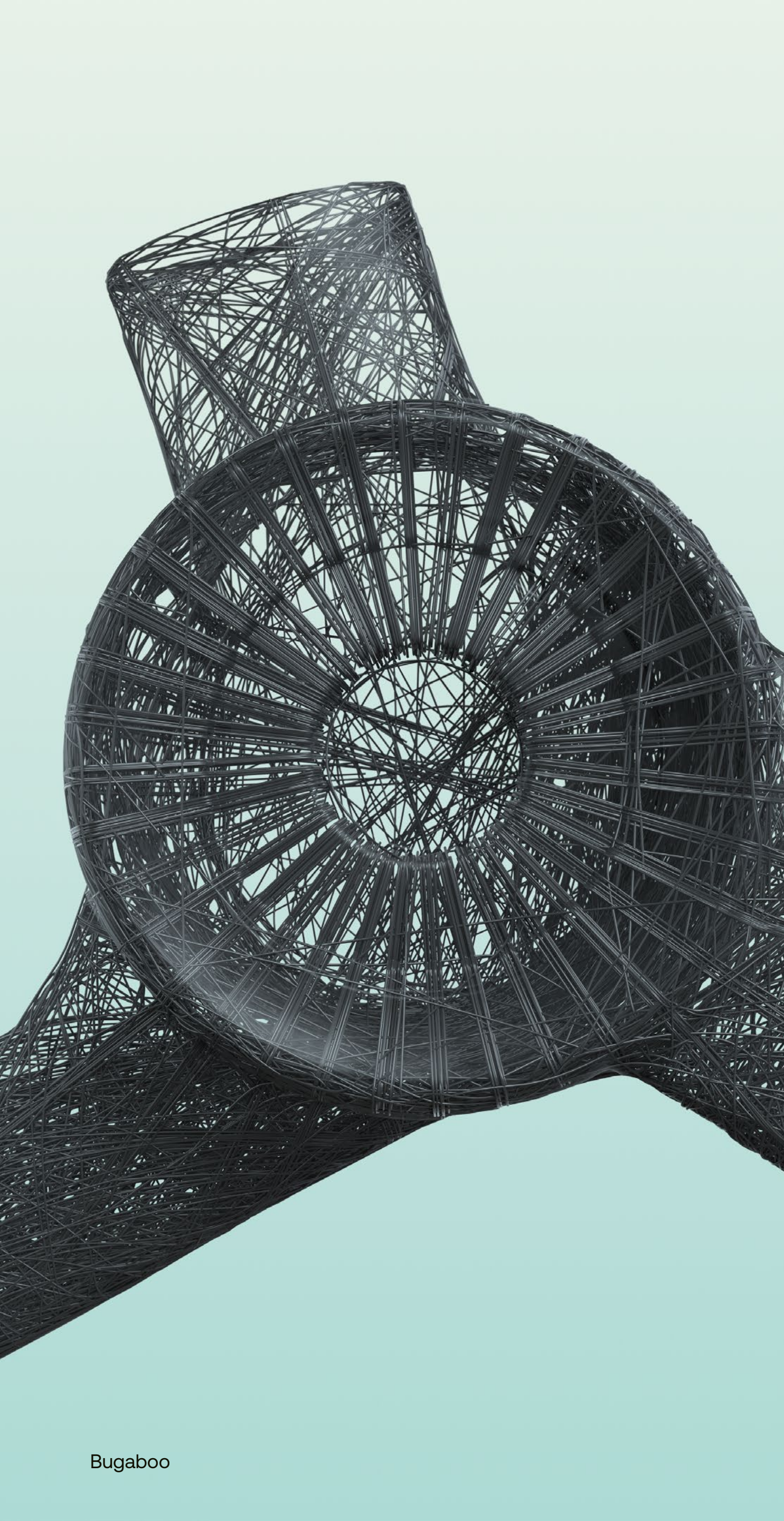
Bugaboo Certified Refurbished

Our strollers can be used for up to ten years, so we make the most of it. Customers can return used or defective strollers, and Bugaboo engineers will expertly refurbish them to sell again, reducing waste and giving strollers a second life. Currently available in Europe.

Service Centers

We believe that our strollers should not only be sustainable but also stress-free. That means if a parent just needs a quick fix to their stroller, we've got them covered with our Service Centers that are available in both Benelux and Germany





The future's circular

We're always looking for new ways to develop circular business practices. Here's where we're headed on our journey.

Circulatory Calculator

In collaboration with circular economy experts and executed by Ideal&Co, we have co-created the Circularity Calculator: a powerful tool enabling us to assign a circularity score to each of our products. The tool provides us with great insights and learnings, it is an accessible way to compare different design scenarios and measure the difference in impact. With this understanding in the product design and development process we can build clear objectives to reach our ultimate goal of being a Net Zero company by 2035.

More steps towards less waste

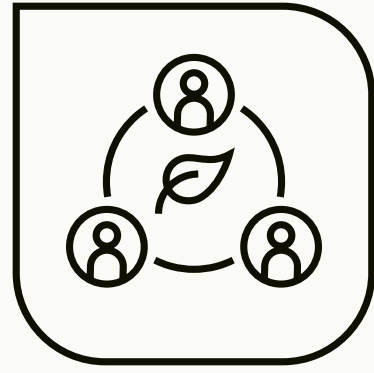
In nature, there is no waste—everything has a purpose within the ecosystem, and this is a valuable lesson for us all. Through our design processes, we prioritize circular approaches such as Refuse, Rethink,

and Reduce to minimize our material usage. As a manufacturing company, it is currently inevitable that we generate some excess materials or high-quality scrap. Nevertheless, we are proactively exploring various ways and partnerships to ensure the reuse or recycling of these materials.

Leftover fabrics

Leftover fabrics are being reused within our own portfolio. Excess items and consumer waste are repaired or refurbished to support our circular business models. Materials unsuitable for internal usage are repurposed into new products like tote bags or laptop sleeves for our global employees. Additionally, during repurposing, we prioritize collaborating with relevant local causes for additional social impact as part of our donation program.





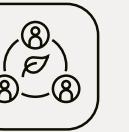
04.2

People





We make it a priority to take care of our employees' well-being around the world and to create an inclusive and equitable environment for everyone. Each person should feel able to contribute to our vibrant company culture and have the opportunity to reach their full potential. With Team Bugaboo spread across 17 countries and representing 49 nationalities, we celebrate the richness of our global community. And although as one team, we're often separated by physical borders, we're united in our pursuit of a sustainable future.



STAFF

900+
people

66%
female

34%
male

BOARD MEMBERS

50%
female

50%
male

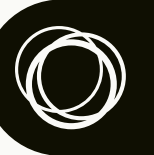
NATIONALITIES

49
nationalities

17
countries

AVERAGE AGE

39
years



Our company behavior

We want our employees to be aligned on our values and take them seriously: everyone should feel that they are treated fairly at Bugaboo. To put this into practice, we've put in writing how we work as a global company, with key local touches. As of 2021, we are officially participating in the UN Global Compact — a pact aligning companies' strategies and operations with universal principles on human rights, labor, environment, and anti-corruption. By actively integrating these principles into our day-to-day, we demonstrate our commitment to always doing business responsibly.

Checking in on each other

We're also extremely proud of our initiatives to boost well-being.

Twice a year we conduct an employee happiness survey. Each year happiness improves — most recently, 81% of employees submitted scores of seven and above out of ten.

We have also partnered with online well-being platform OpenUp, so all employees can have unlimited access to certified psychologists and gain practical tips, insights, and support.

We also hosted six well-being webinars with Workblis to ensure that our employees can benefit from a healthy work-life balance, and access organized sports and lectures on health.

Developing together

We understand that learning is a lifelong journey. We are committed to empowering our colleagues by providing them with opportunities to develop and take ownership of their personal and professional growth. We support employees with an Individual Development Plan, offering customized training sessions and access to resources like LinkedIn Learning. Our leadership teams are also supported with a dedicated Leadership Training Plan and have the chance to participate in regular Learning & Development sessions.

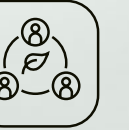
Enjoying the perks

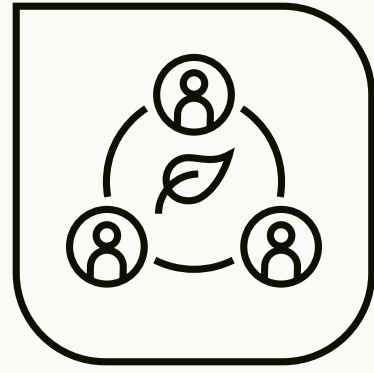
We respect and advocate for work-life balance because we want our employees to enjoy quality time with their kids and family. To empower them to do that, we introduced flexible hours, remote working opportunities, health care coverage, and extended parental leave.

Bugaboo Xiamen

With our own manufacturing facility, we have full control over every aspect of production. This allows us to uphold our commitment to maintaining safe, fair, and humane working conditions, in alignment with our ISO9001, ISO14001, SA8000, and Sedex certifications. We are deeply committed to preventing modern slavery and ensuring the well-being of all individuals involved in our supply chain.

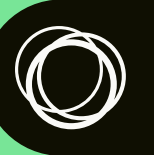
All the amazing initiatives led by our local colleagues in Xiamen earned the 2022–2023 China Healthiest Workplace Award by Mercer, and we couldn't be prouder.





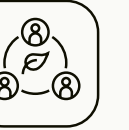
04.3

Community



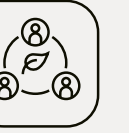


No business is an island. Our value chain, from the Netherlands to China, is a community of consumers, suppliers, and retailers, to name just a few, and we have to nurture that interdependence. To truly design for the future, we need to build and reinforce inclusive communities, and champion a more sustainable world for everyone.



Ethics in our value chain

At the heart of our supply chain is our production facility in Xiamen, China. Having full ownership allows us to prioritize maintaining and enhancing a solid system of traceability and transparency across our supplier base. This lets us diligently make sure our global suppliers never exploit natural resources or people.



Sourcing materials responsibly

Through our comprehensive CSR audits and in collaboration with verified third-party organizations, we actively involve our suppliers on our journey to create a meaningful ripple effect in the local communities where we source our materials.

- Since 2017 both our own factory and sub-suppliers are active users of the Higg Index facility modules
- The same accounts for the social audit, SMETA by Sedex, which we have executed since 2021 alongside our suppliers.

Preventing modern slavery

We made an official commitment to prevent all forms of modern slavery in our factory and supply chain. We onboard our suppliers in our commitment by enrolling them in training, hosted within our own factory and provided by an independent third party.

- The average tenure of supplier relationships is 8.28 years

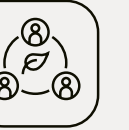
Ambassadors for safer materials

Taking responsibility within our supply chain also means we strive to create a widespread and meaningful step towards designing products and processes that minimize the use of hazardous substances, as defined by the Bugaboo Restricted Substance list. This initiative by Bugaboo, is implemented throughout our entire supply chain. Our goal is to train and empower all stakeholders involved in our manufacturing process to become ambassadors for responsible usage and the reduction of hazardous substances.

Charitable giving

There are some challenges that families just cannot prepare for. As part of our commitment to doing what's right, we believe in making a positive impact beyond our products. We actively participate in various charitable initiatives through our Product Donation Program. Each year, we collaborate with community-serving organizations to give back and provide extra support for those who need it.

While the donation program is a standard part of our business, we also recognize unusual events happen across the world that need a tailored response. Ranging from the war in Ukraine to flooding in Australia — we always try to do our part as a company to help where we can.



2022 donations

1085

products

for organizations in China
to the USA to Italy

750

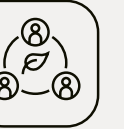
products

for organizations supporting refugees
from the invasion of Ukraine



Partnering for impact

Collaboration is at the heart of our vision for creating a better and more sustainable future for everyone. We actively partner with organizations that align with our values and mission. Through our initiatives, we aim to redefine the norm and make sustainable practices a standard in our industry. In each Bugaboo region, we foster local collaborations that highlight the impact we have on the planet and future generations, and we support two major initiatives globally.



Designathon Works

We began our partnership with Designathon Works in 2017, to support their mission of educating and empowering children across the globe to design a better world. Designathon Works views children as changemakers, engaged citizens, activists, scientists, and inventors. Through their methodology, comprehensive lesson materials, and extensive network, Designathon Works equips children with the necessary tools and skills to actively participate in shaping the future they want.

C40 Cities, Urban Nature Accelerator

As of 2021, we joined forces with C40 Cities and their Urban Nature Accelerator, dedicated to combating climate change and promoting the development of greener and more resilient cities. The declaration is calling on cities to increase and enhance nature in their urban environments to reduce climate risk and vulnerability, support wider ecosystem services, and be equitably distributed and publicly accessible, by 2030.

05.

The future of Bugaboo

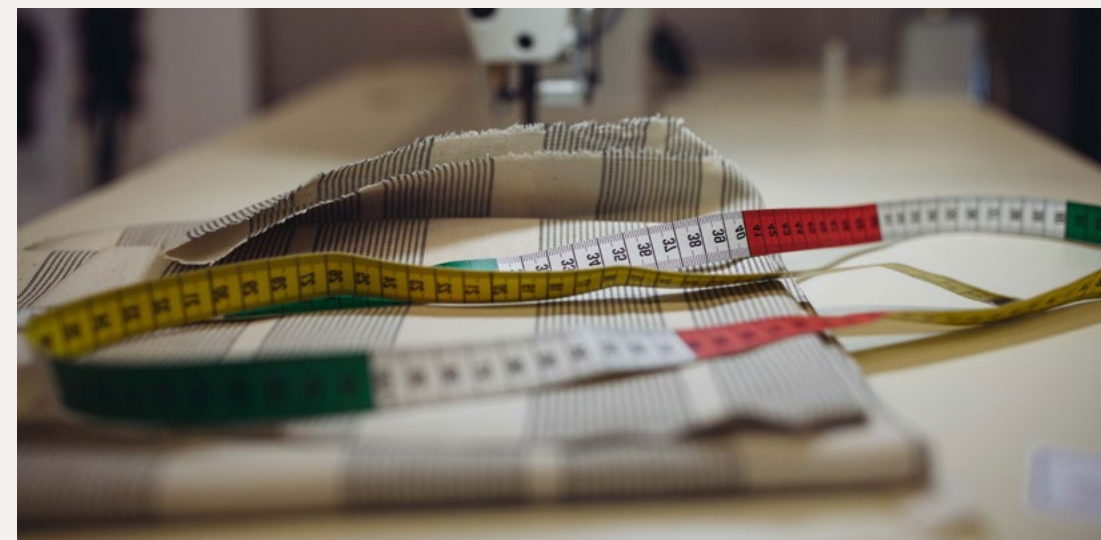
So, what's next? Because we believe that parenthood has the power to shape the future, we are strongly committed to sustaining it. For this vision, we will boldly try, sometimes fail, and boldly try again.

While our intentions and direction toward zero emissions by 2035 are firm, we recognize we have a long way to go. To foster sustainable change further, we need the support and collaboration of our coworkers, customers, retailers, suppliers, and the families using our products. To put it simply: we cannot make this transition alone.

By working together, we can shape a better future that prioritizes resource efficiency, enables circular business models, and respects and empowers individuals to make a difference.

In the spirit of collaborative progress, we've identified key action areas throughout our value chain to focus on in the future.

We will continue to focus on our pillars and seek recognition as a company using business as a force for good by become a part of the B Corp movement, which will keep us pushing to continuously improve ourselves



New materials

- **Swap out fossil-based aluminum for recycled aluminum** to cut emissions per stroller by around 18%
- **Change our fabrics** to cut emissions per stroller by another 20%, by using recycled polyester and using dope dye techniques for coloring



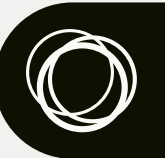
Circularity

- **Re-use our waste** by finding a partner that can recycle our scrap material into yarns or plastic resin, so we can re-use them for new products.
- **Upscaling and accelerating our circular business models**, making them available worldwide



People & community

- **DE&I training** for all our people managers and presentations for all employees to increase awareness
- **Training our suppliers** to make sure we breathe the same values



There's a long journey ahead to keep us strolling more sustainably. Follow us on our website and socials for regular updates on our progress. And stay tuned for our next impact report.



Glossary

CO₂

Carbon dioxide (CO₂), is a naturally occurring gas in our planet's atmosphere. However, human activities, especially burning fossil fuels, have significantly increased CO₂ levels, transforming it into a greenhouse gas. This leads to the trapping of heat, resulting in global warming, climate change, and detrimental effects on ecosystems and human health. Consequently, reducing emissions becomes essential to mitigate CO₂'s impact and ensure the preservation of a habitable planet for future generations.

ESG

A holistic approach to sustainability that evaluates environmental, social, and governance criteria. It helps stakeholders assess how organizations manage non-financial risks and opportunities.

GHG

Greenhouse gas. Describes a group of gases that trap heat in the Earth's atmosphere. While essential for our survival, excessive emissions of GHG contribute to global overheating.

Higg Index

The Higg Materials Sustainability Index is designed to compare the environmental impact of different materials so design and development teams can make more sustainable choices during materials selection.

ISO9001

International standard that specifies requirements for a quality management system (QMS). In organizations, it is being used to demonstrate the ability to consistently provide products and services that meet customer and regulatory requirements.

ISO14001

International standard for environmental management systems (EMS) and the most widely used EMS in the world, with over 360,000 ISO14001 certificates issued globally. ISO14001 is the principal management system standard which specifies the requirements for the formulation and maintenance of an EMS.

SBTi

Science Based Targets offer companies a clear roadmap to reduce greenhouse gas (GHG) emissions. To be deemed 'science-based,' targets must align with the latest climate science, adhering to the objectives outlined in the Paris Agreement. These objectives include limiting global warming to well below 2°C above pre-industrial levels and striving to limit the increase to 1.5°C.

SA8000

International standard of decent work, including the Universal Declaration of Human Rights, ILO conventions, and national laws. SA8000 applies a management-systems approach to social performance and emphasizes continual improvement — not checklist-style auditing.

Sedex

The world's largest data platform for supply chain assessment, to store, analyze, share, and report on sustainability practices.

