

Human Rights Policy

2026

Bugaboo
Group

About this document

People are at the heart of everything we do

We recognize our responsibility to respect the dignity and rights of people across our own operations and value chain, and to act where our activities or business relationships may cause, contribute to or be directly linked to adverse impacts.

This Policy explains the principles and standards that guide our decisions, due diligence, supplier expectations, grievance mechanisms and approach to remediation. It provides a shared framework for our employees, business partners and stakeholders and should be read alongside the related documents identified in Section 10.

Owner:	ESG Department
--------	----------------

Approved by:	Bugaboo Group CEO
--------------	-------------------

Relevant documents	Modern Slavery Statement
--------------------	--

Last Update	2026
-------------	------

Public Contact:	impact@bugaboo.com
-----------------	--------------------

1. Purpose and commitment

Bugaboo Group is committed to respecting internationally recognized human rights across our own operations, brands, production activities, products, business relationships and value chain. We seek to avoid causing or contributing to adverse human rights impacts and to prevent or mitigate impacts directly linked to our operations, products or services through our business relationships.

This public Policy sets out the human rights standards that guide Bugaboo Group and the expectations we place on suppliers and business partners. We support these commitments through appropriate processes, controls, responsibilities and indicators across our business.

2. Scope

This Policy applies to Bugaboo Group and its entities, brands, functions and sites, including Bugaboo, Joolz and Artipoppe. It applies to employees, directors, officers, managers, workers and representatives to the extent permitted by their role, contractual relationship and applicable law. We communicate relevant expectations to suppliers, subcontractors, manufacturing partners, service providers, agents, distributors and other business partners through applicable contractual requirements and the Bugaboo Group Supplier Code of Conduct.

We recognize that workers in our value chain, communities and other stakeholders may be affected by our operations, products, sourcing decisions or business relationships. Where local law differs from this Policy, we seek to apply the higher standard where legally permissible. Where local law conflicts with internationally recognized human rights, we seek ways to respect human rights to the greatest extent possible while complying with applicable law.

3. International Standards

Our approach is guided by internationally recognized human rights and responsible business conduct standards. Bugaboo Group is committed to:

- The United Nations Guiding Principles on Business and Human Rights.
- The International Bill of Human Rights, including the rights expressed in the Universal Declaration of Human Rights.
- The International Labour Organization Declaration on Fundamental Principles and Rights at Work.
- The OECD Guidelines for Multinational Enterprises on Responsible Business Conduct.
- The United Nations Global Compact Ten Principles.

We are required to comply with applicable laws concerning labour rights, health and safety, non-discrimination, privacy, whistleblowing, modern slavery and human rights due diligence in the jurisdictions where we operate or source.

4. Our Human Rights Standards

The following standards define the minimum level of conduct Bugaboo Group aims to uphold across our own operations and value chain. We expect these standards to guide decisions, business practices and relationships, and we seek continuous improvement where risks or gaps are identified.

Dignity and freedom at work

Child labour and young workers. Prohibiting child labor and protecting legally employed young workers from work that may harm their health, safety, education or development.

Forced labour and modern slavery. Prohibiting forced labor, bonded labor, prison labor, human trafficking and all forms of modern slavery, including recruitment fees, retention of identity documents and coercive restrictions on freedom of movement.

Transparency on modern slavery. Further information on our actions, findings and priorities is published in our annual [Modern Slavery Statement](#).

Fair and safe working conditions

Fair working conditions. Supporting fair, lawful and respectful working conditions, including lawful wages and benefits, reasonable working hours, voluntary overtime, rest periods and leave.

Health and safety. Providing and promoting safe and healthy working environments.

Dignity, equality and respect. Prohibiting discrimination, harassment, intimidation, bullying, violence and harsh, humiliating or inhumane treatment.

Voice, privacy and broader impacts

Freedom of association and worker voice. Respecting freedom of association, collective bargaining and lawful forms of worker representation and employee voice.

Privacy and personal data. Respecting privacy and the lawful, responsible handling of personal data.

Communities and affected stakeholders. Considering impacts on communities and other stakeholders who may be affected by our activities or business relationships.

5. Human Rights due diligence

Bugaboo Group is committed to assessing its actual and potential negative human rights impacts and human rights risks across its own operations and value chain. We use a risk-based due diligence approach to identify and assess impacts, integrate findings into relevant decisions, take action to prevent or mitigate harm, track the effectiveness of our response and communicate relevant information.

We prioritize impacts according to their severity and likelihood, with particular attention to people who may face heightened vulnerability. Our assessment is reviewed as our activities, sourcing countries, supplier base, products, legal requirements and risk exposure change. We seek meaningful engagement with potentially affected stakeholders and their representatives where appropriate.

6. Supplier and business partners

We expect suppliers and business partners to respect human rights, comply with applicable law and meet the Bugaboo Group Supplier Code of Conduct or equivalent standards approved by Bugaboo Group. They are expected to prevent and address adverse impacts, provide safe and fair working conditions, respect worker rights, cooperate with due diligence and corrective action, and cascade relevant requirements through their own operations and supply chains.

Where expectations are not met, we seek timely and effective corrective action. For serious, repeated or unremedied breaches, we may suspend or terminate the relationship, taking account of potential consequences for affected people and seeking to avoid further harm.

7. Speak-Up and grievance mechanisms

Bugaboo Group is committed to enabling workers and other stakeholders to raise concerns safely, confidentially and without fear of retaliation. We maintain or support access to appropriate reporting and grievance channels, including internal Speak-Up mechanisms and supplier-level channels where relevant.

We are committed to channels that are accessible, understandable, transparent, equitable and confidential where needed, and that support impartial review and timely follow-up. We prohibit retaliation against anyone who raises a concern in good faith or participates in an investigation.

8. Remediation

Where Bugaboo Group identifies that it has caused or contributed to an adverse human rights impact, we are committed to providing for or cooperating in appropriate remediation. Where an impact is directly linked to our operations, products or services through a business relationship, we will use our leverage to encourage or require prevention, mitigation and appropriate remediation.

Remediation will be proportionate, rights-compatible and focused on the needs of affected people. Depending on the circumstances, it may include stopping or reducing harm, restoring withheld wages or documents, providing support, changing practices or controls, engaging affected stakeholders and monitoring whether the issue has been resolved and does not recur.

9. Governance, monitoring and transparency

Human rights form part of Bugaboo Group's sustainability, risk, compliance and stakeholder governance. Governance bodies provide oversight, senior leadership is accountable for embedding these commitments in business decision-making, and responsible business functions implement the requirements within their areas of responsibility.

We monitor implementation and effectiveness, build awareness and capabilities, and use findings to improve our policies, controls, supplier engagement, training, grievance mechanisms and remediation approach. We communicate material information through appropriate public reporting channels and seek to ensure that our disclosures are accurate, evidence-based and consistent with applicable requirements.

10. Review and related documents

The ESG function owns this Policy, and the CEO approves it. The Policy is reviewed at least annually and earlier when material changes occur in our business, sourcing footprint, legal requirements, stakeholder expectations or human rights risk profile.

Information about how we implement these commitments, including our actions, findings and priorities on modern slavery, is communicated through relevant public disclosures such as our annual Modern Slavery Statement.

Contact

Questions about this statement can be sent to impact@bugaboo.com