

Responsible Lobby & Policy Engagement

Annual Disclosure 2025

Bugaboo
Group

About this document

Honest influence is visible influence

Bugaboo Group believes that any influence on public policy should be visible. We conduct our engagement responsibly and transparently, in line with our purpose, sustainability strategy, and business integrity principles. In FY2025, we did not lobby directly or make financial or in-kind political contributions. We do treat participation in industry associations, standards bodies, and similar organizations as indirect policy engagement where it may influence public decisions, regulation, or market requirements. This participation supports product safety, regulatory awareness, responsible product development, certification, and relevant standards.

This document discloses which organizations we work with and how we govern our public lobbying at Bugaboo Group.

Owner:	ESG Department
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Approved by:	Bugaboo Group CEO
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Reporting Year:	2025
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Public Contact:	impact@bugaboo.com
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Purpose and Scope

This FY2025 disclosure covers Bugaboo Group's responsible lobbying, policy engagement, relevant memberships, standards-body participation, and political contributions. It applies to Bugaboo Group and its controlled entities, including Bugaboo, Joolz, and Artipoppe. It is a concise public summary. Supporting membership, review, and financial records are retained internally and may be provided to relevant reviewers where required.

Artipoppe is included in the FY2025 group scope. Based on the records reviewed, it had no relevant lobbying activities, political contributions, or participation in the listed intermediary organizations or standards bodies during FY2025. The disclosure and internal evidence file will be updated if further evidence identifies relevant activity.

Our approach to responsible policy engagement

Bugaboo Group does not currently lobby directly or advocate actively. If this changes, it will lobby only to support positive social or environmental outcomes and not undermine its sustainability strategy or impact commitments. Any public-policy position must be lawful, transparent, based on reliable evidence—such as recognized standards, reputable public data, or appropriate scientific research—and approved internally. Bribery, corruption, conflicts of interest, and undue influence are prohibited.

Memberships and standards-body participation

In FY2025, Bugaboo Group companies participated in selected children's-product industry associations, standards bodies, and product-safety organizations. They monitored regulatory and standards developments, contributed technical expertise, supported product safety and certification, and joined industry discussions on child and baby product safety. Relevant organizations were the Baby Safety Alliance, CEN TC252 children's articles workgroups, AFNOR, and the NEN children's product group.

Bugaboo Group does not direct or control these organizations' policy positions, lobbying, or public statements. It reviews relevant intermediary organizations at least annually for misalignment with its values, sustainability strategy, and responsible-business commitments. For material misalignment, it may seek clarification or correction, publish its own position, suspend participation, or end the relationship if the issue cannot be resolved or raises a material legal, integrity, social, or environmental concern.

Financial contributions and political contributions

In FY2025, payments to relevant intermediary organizations covered only membership, standards participation, product-safety collaboration, certification, or related programs. They were not used to retain external lobbyists or promote Bugaboo Group-specific lobbying positions. The Group made no financial or in-kind contributions to political parties, elected representatives, candidates, political action committees, or ballot-measure campaigns. Detailed payment records and assessments are retained internally and may be provided to relevant reviewers where required.

Governance and review

The ESG Manager prepares the disclosure and maintains supporting evidence. Sustainability, compliance, legal, quality, and executive governance functions review it where appropriate. The Bugaboo Group CEO has oversight of this process and has reviewed and approved this statement.

The disclosure and association review are updated at least annually, and sooner if the Group begins direct lobbying, makes a political contribution, joins another relevant intermediary organization, or identifies material misalignment or a compliance concern.

This disclosure summarizes Bugaboo Group's current understanding of its FY2025 lobbying, policy engagement, memberships, and political contributions. It should be read with the Group's broader responsible-business, sustainability, and governance commitments. Supporting membership records, payment records, review notes, and approvals are retained internally and may be provided to relevant reviewers where required.

Contact

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