



## 1 Desired Brand and Sustainable, Innovative Products

With high innovation capabilities throughout the value chain of our core activities, we are securing our leading position in sustainability. We invest in sustainable quality, strive for carbon neutrality across all products, prioritize circular systems, and advance the transition to recycled and biobased materials. Continuously evolving our Green Shape standard, we instill trust with innovative solutions and packaging, particularly resonating with younger generations, whom we consciously integrate as part of VAUDE's target audience.

## 2 Balanced and Resource-efficient Growth

We leverage the potentials of all our product areas across multiple distribution channels and our industrial customer business. We continue to invest in our Made in Germany production and the expansion of European markets. We decouple our growth from resource consumption through the development of season-independent, profitable business models as well as circular products and services. We review our logistics strategy for SBTs to sustainably meet the future requirements of our various distribution channels.

## 3 Partner of Specialist Retailers and Tiered Verticalization Strategy

We are enhancing both our physical and online retail presence and platform business, bolstering omni-channel capabilities. Leveraging our new ERP system, we optimize space management and develop additional value-added services to enhance the sales process. Simultaneously, we are expanding the revenue streams of VAUDE.com.

## 4 An Appealing Employer with a Unique Corporate Culture

We see ourselves as a diverse community where each individual is valued and important. Together, we are developing a vision for the workplace of tomorrow, one that seamlessly integrates the demands of hybrid work while fostering the vibrant culture that defines VAUDE. Furthermore, we are developing criteria to elevate VAUDE's appeal and competitiveness as an employer.

## 5 Focus on our Supply Chain

Our supply chain ensures high stability in procurement regarding key success factors such as quality, delivery reliability, and punctuality. In our pursuit of a sustainable and future-ready supply chain, we're diligently enhancing transparency and leveraging software-driven advancements across environmental, social, and quality aspects, all while focusing on achieving our SBTs.

## 6 Focus on Internationalization

We are focusing on our key European markets and further developing organizational structures and communication tools to understand and meet their needs.

## 7 Future-proof IT

We are introducing cutting-edge business software, paving the way for extensive digitization across all facets of the company.

## 8 Digital Transformation

Our interdisciplinary digitalization team is seamlessly integrated both internally and externally, cultivating digital proficiency across all domains. Guided by our digitalization strategy, we analyze, prioritize, and operationalize pertinent themes to support our business models and amplify our operational efficiency through digital progress. We conduct comprehensive training sessions on digital collaboration fundamentals for our entire workforce to elevate our collective digital competence.

## 9 Professionalization of our Customer Interactions

We approach our end customers as equals, embracing their perspective, refining our service expertise, and aiming for tailored customer interactions. To bring VAUDE to life both digitally and in-person, we create immersive formats for encounters, both online and offline. Capitalizing on our 50th anniversary, we are excited to share the spirit of VAUDE with the world.

