

TRANSFORM TO  
FLOURISH

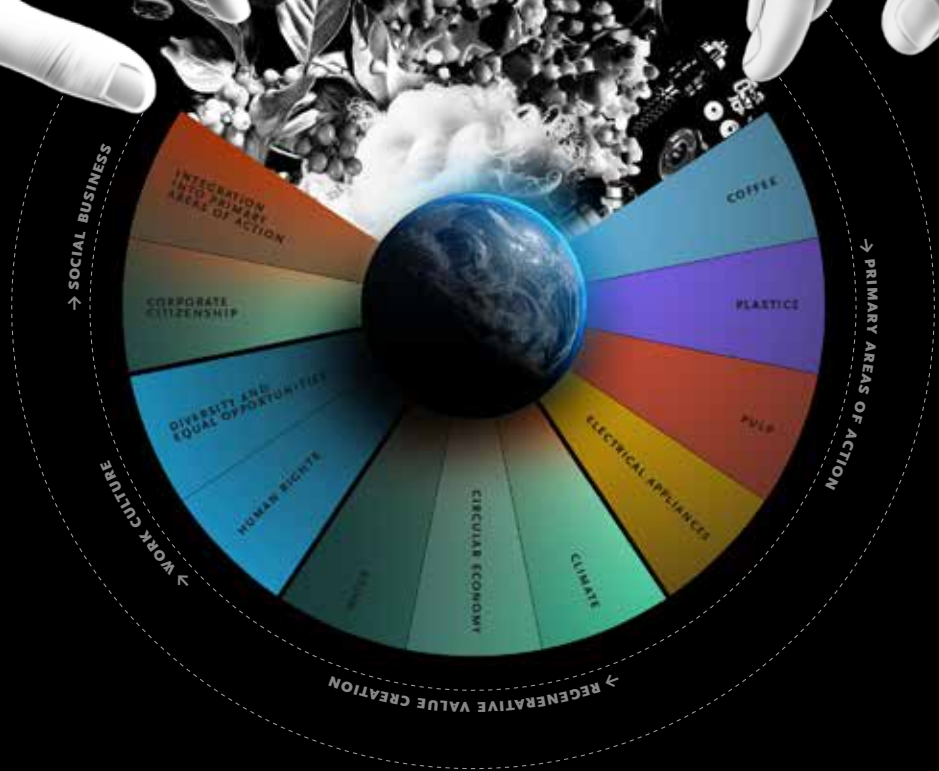
KEEP GOING

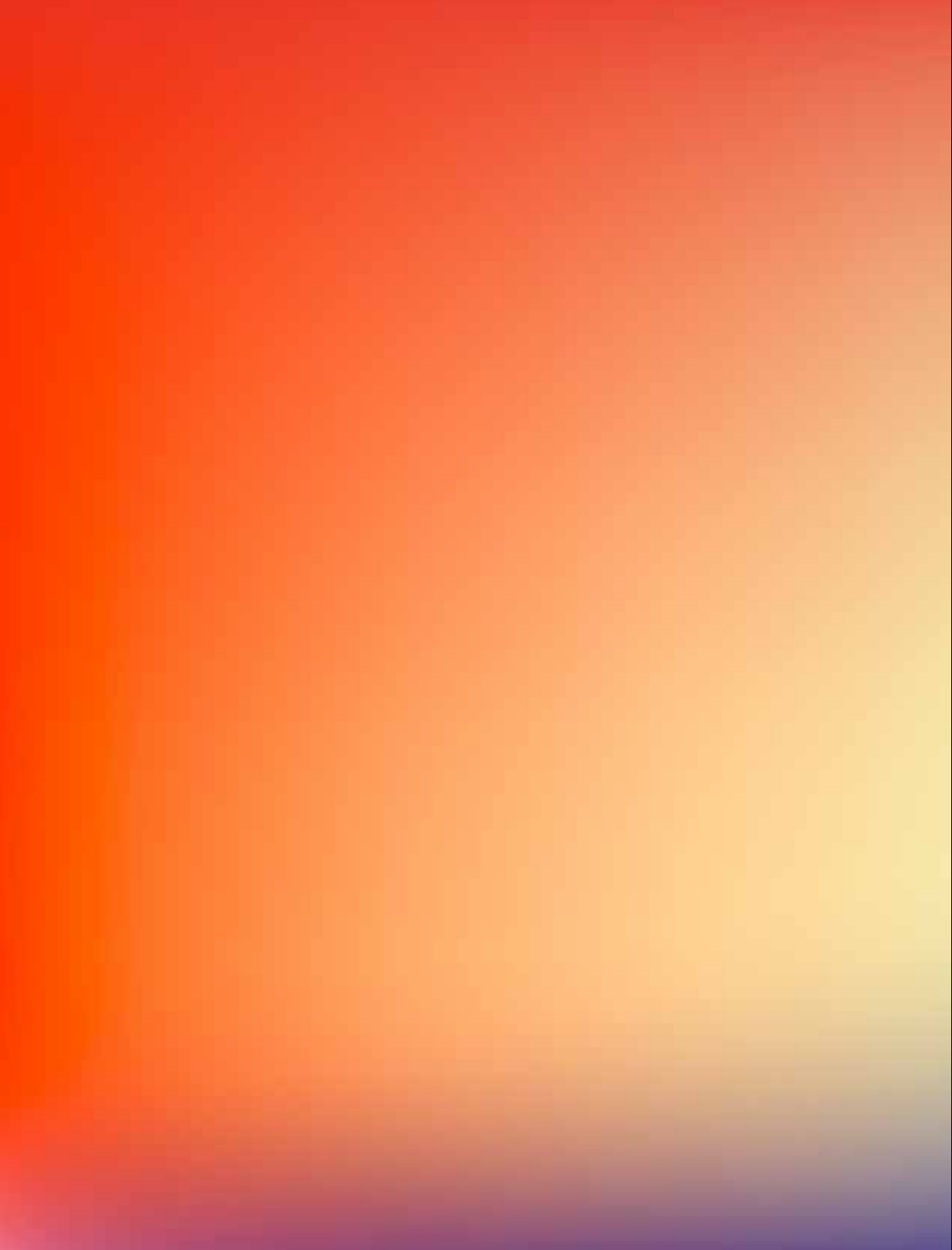


MELITTA GROUP ANNUAL REPORT  
2023

TRANSFORM TO  
FLOURISH

KEEP GOING





We create the future – especially that of coffee, plastic, pulp, and electrical appliances. Our aim is to play a decisive role in driving sustainable change in our markets with our products. We are therefore systematically aligning our brands and companies with the goals of a regenerative economy.

In this way, we can create a healthy, vibrant, and just world for us all – a world in which an ecologically meaningful way of living and working becomes a self-evident and collective reality.

WE  
CREATE THE FUTURE  
OF COFFEE



**WE  
CREATE THE FUTURE  
OF PLASTIC**



**WE  
CREATE THE FUTURE  
OF PULP**



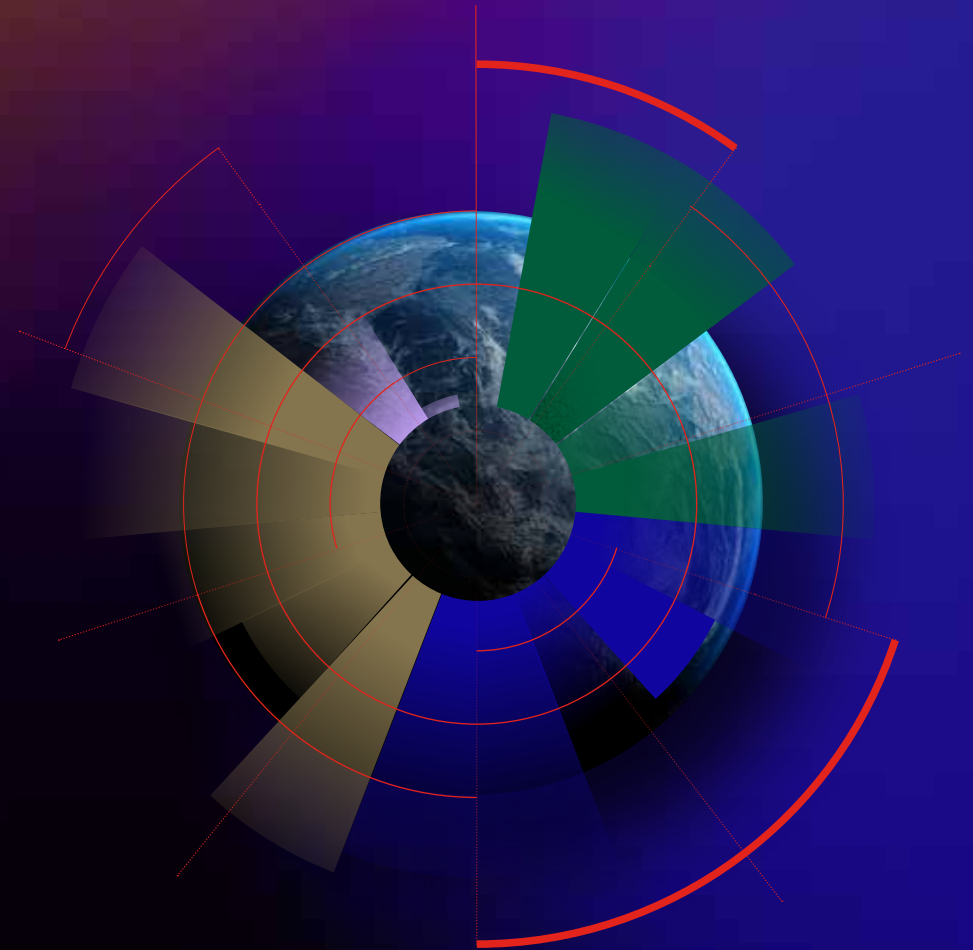
**WE  
CREATE THE FUTURE  
OF ELECTRICAL APPLIANCES**



Earth is overburdened. Six of the nine planetary boundaries have already been exceeded. The risk of serious and potentially irreversible environmental damage continues to rise.

In order to restore our environmental resilience, promote social justice, and ensure the economic livelihood of future generations, there is no alternative to a sustainable economy.

Such an economic system requires us to make far-reaching changes to our behavior and priorities – and thus adopt a new approach to resources and energy. We need future-compliant business practices rooted in the understanding that we humans are part of, and not rulers of, the diverse and self-regulating ecosystem we call Earth.





We are convinced that the role of companies is to make people's lives better. We therefore regard our promotion of sustainable development and transformation – even beyond our core business – as part of our corporate mission.

**The key to success:  
focus on people**

We are convinced that the role of companies is to make people's lives better. We therefore regard our promotion of sustainable development and transformation – even beyond our core business – as part of our corporate mission.

Time and again throughout our long company history, we have recognized that the key to success is to focus on people and their needs. We believe that this focus will become even more important in the future and is an essential part of Next Entrepreneurship. In the coming years, we will therefore align our ideas and actions even more firmly with societal needs and our commitment to being part of a society for which we want to create added value.

This not only applies to the products and services we offer, but also to the way we do business. Our responsibility does not end when we sell a product. More than ever, the focus is on processes. We are learning to understand many systems anew and, above all, what far-reaching effects they have. And how we can and must use our skills to achieve the desired wide-ranging effects.

## Transformation at full speed – dealing with ambiguity and ambivalence

Like many other companies, we are currently in the midst of an unprecedented transformation process. Global events and trends require us to be more responsive, but also more sensitive and predictive in order to safeguard our supply chains – and thus our business model. At the same time, we need to analyze vast amounts of data in order to make our medium and long-term investment decisions.

The future is no longer planned on the drawing board. We are constantly shaping it – and at full speed. “Learning by doing” and “trial and error” have become the cornerstones of our approach.

More than ever before, entrepreneurship requires an ability to adapt to changing dynamics and intensities, to focus and to act quickly – while at the same time maintaining sufficient composure within the whirlwind to avoid making rash decisions. We have to (learn to) deal with ambiguity and ambivalence and not get lost in it. This poses new challenges for managers and entrepreneurs.

There is no doubt that the “here and now” presents us with many challenges. The concerns and needs of the people in and around our organization are real. But for those with an entrepreneurial spirit, a transformation such as the one we are currently experiencing and helping to shape is also a tremendous opportunity. And one we intend to seize.

More than ever before, entrepreneurship requires an ability to adapt to changing dynamics and intensities, to focus and to act quickly – while at the same time maintaining sufficient composure within the whirlwind to avoid making rash decisions.

**Next Entrepreneurship:  
merging economic, environmental,  
and social issues**

Our current approach to strategy is one of constant reflection and re-adjustment. Strategy needs a framework, but this framework must also be flexible and adaptable. Rigid, inviolable, and long-lasting structures are a thing of the past. Understanding the world in all its complexity and being able to act within this complexity – this has to be the goal of an impact-oriented strategy.

Permanent reflection is essential for building resilient value chains and networks in order to be able to react to sudden changes, breakthroughs, disruptions, or opportunities. Adaptability and the constant monitoring and assessment of change processes are therefore the essential ingredients of Next Entrepreneurship.

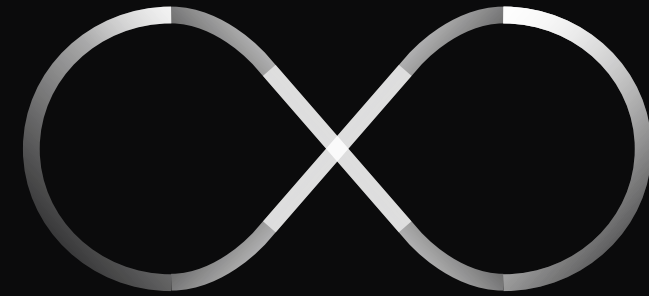
We want to help pave the way from a consumer society to a meaningful society, while preserving and promoting an intact environment in harmony with people's well-being. We want a world in which an ecologically meaningful way of living and working becomes a self-evident and collective reality.

We have therefore aligned our corporate identity, our structures and processes, as well as all supply chains and our entire portfolio of products and services, with the strategic dimensions “Regenerative Value Creation”, “Work Culture”, and “Social Business”.

It goes without saying that our aim as a company is to always be relevant to people. For this to be true, we know that we must dedicate all our efforts to meeting the needs and demands of modern consumers while doing everything we can to preserve our living environment.

We are therefore working on the further development of our corporate strategy, in which sustainability requirements are systematically integrated. This is being done holistically in all areas of our organization – from Group level to the operating divisions and our brands. The focus here is on the evolution of our product portfolio and our production processes.

*Next Entrepreneurship*



**Merging  
economic, environmental,  
and social issues**

## Speed through cultural change and an evolving mindset

Companies are living systems. They are a construct of people who interact with one another. This creates a culture and a mindset that are decisive for how and, above all, how quickly the transformation can succeed.

We therefore believe that the way we treat each other, what we are passionate about, and how we are organized are key aspects of corporate management. Every day, we have to assess how much freedom and delegation of responsibility inspires us – or burdens us. And how much guidance and support are welcome and helpful – or restrict and slow us down.

For us, sustainable transformation is therefore closely linked to cultural change, at the heart of which lies future-compliant entrepreneurship. We want as many employees as possible to recognize the need for a sustainable business approach and to take responsibility for driving change in their particular field of activity. After all, we can only achieve the pace we are targeting with a combination of top-down and bottom-up stimuli – and if we all pull together.

Sustainable transformation is inextricably linked to cultural change – at the heart of which lies future-compliant entrepreneurship.

# In our increasingly networked world, systemic thinking is not an option, but a necessity.

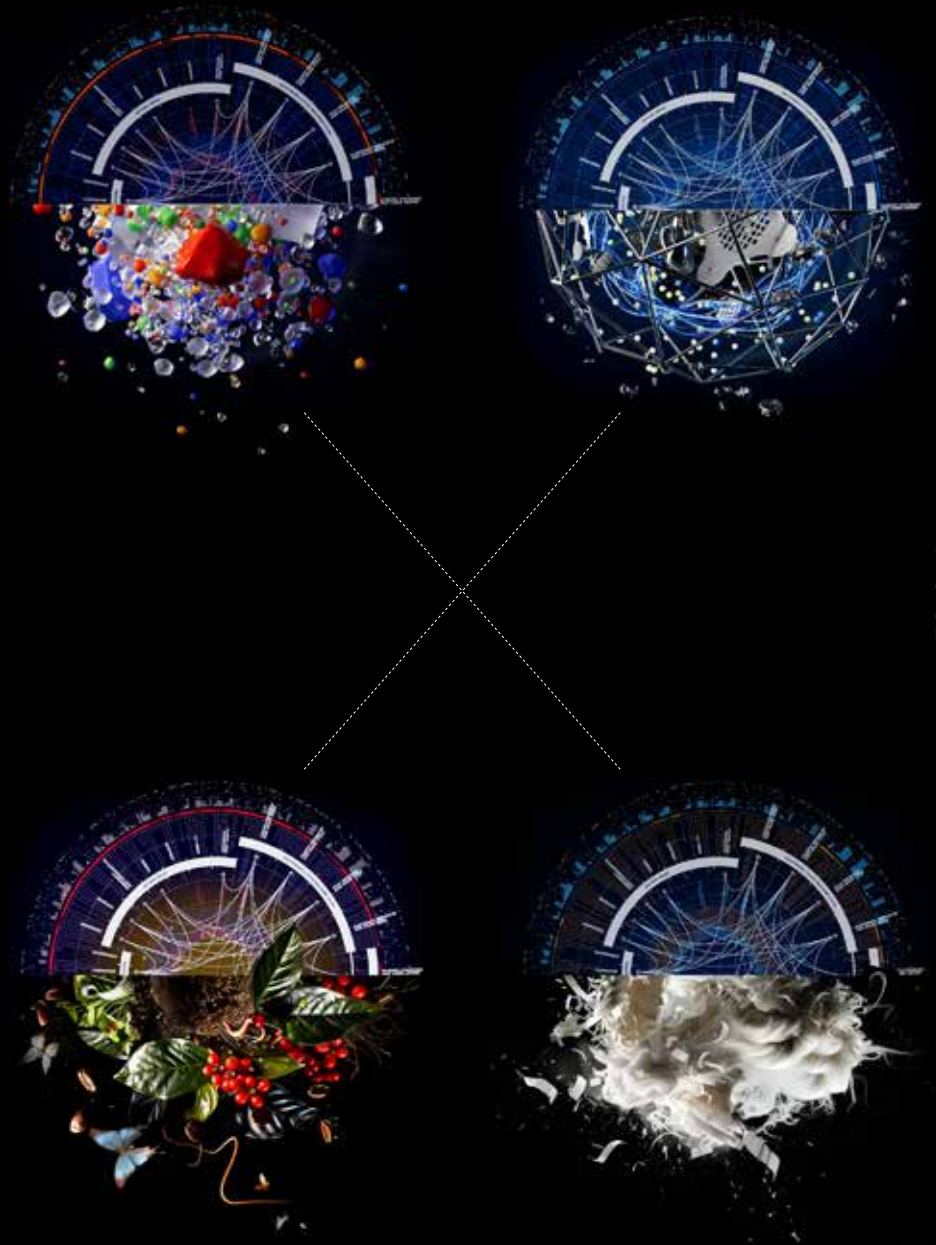
## **Developing an understanding of systems and the relationships between them**

In our increasingly networked world, systemic thinking is not an option, but a necessity. It requires us to think beyond traditional silos and develop holistic solutions that have a long-term positive impact on companies, society, and the environment. This is undoubtedly a tall order – after all, systemic thinking necessitates a radical reassessment.

It requires an understanding of how systems are structured, how they work, and how they – or their constituent parts – influence each other. This is the only way to recognize and accurately interpret development momentum in order to make informed business decisions.

This applies in particular to our value creation processes. If we want to operate sustainably, we need to analyze how these processes are networked within themselves and with each other. How they are influenced and what effects they have.

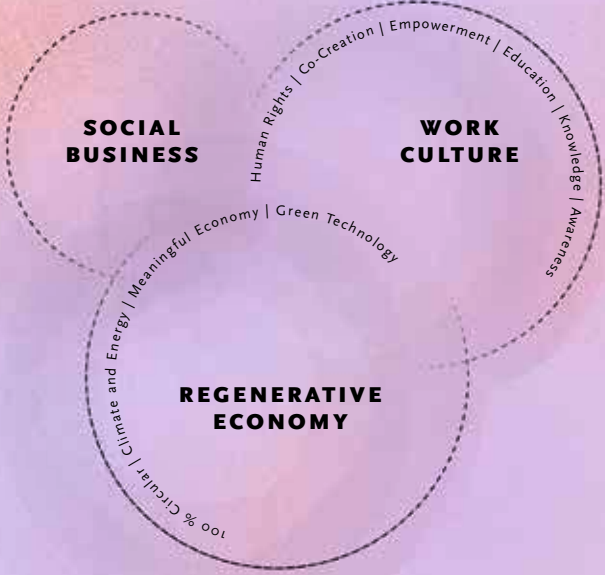
This is why we are analyzing our value chains so carefully. In our coffee business, it enables us to identify challenges and opportunities, interactions, and potential approaches. It starts with coffee cultivation and extends to the recycling of coffee grounds. The same applies to our plastic, pulp, and electrical appliance value chains: in-depth analysis of these value chains reveals the impact of our actions, or lack of action, and whether we can actually make a difference. Much of what we want to do requires not only innovation and a desire for change, but also collaboration and co-creation so that regenerative value creation, a circular economy, and fairly distributed prosperity can flourish.



**SOCIAL  
BUSINESS**

**WORK  
CULTURE**

**REGENERATIVE  
ECONOMY**





**SOCIAL  
BUSINESS**

**WORK  
CULTURE**

MELITTA GROUP  
NEXT  
ENTREPRENEURSHIP

**REGENERATIVE  
ECONOMY**

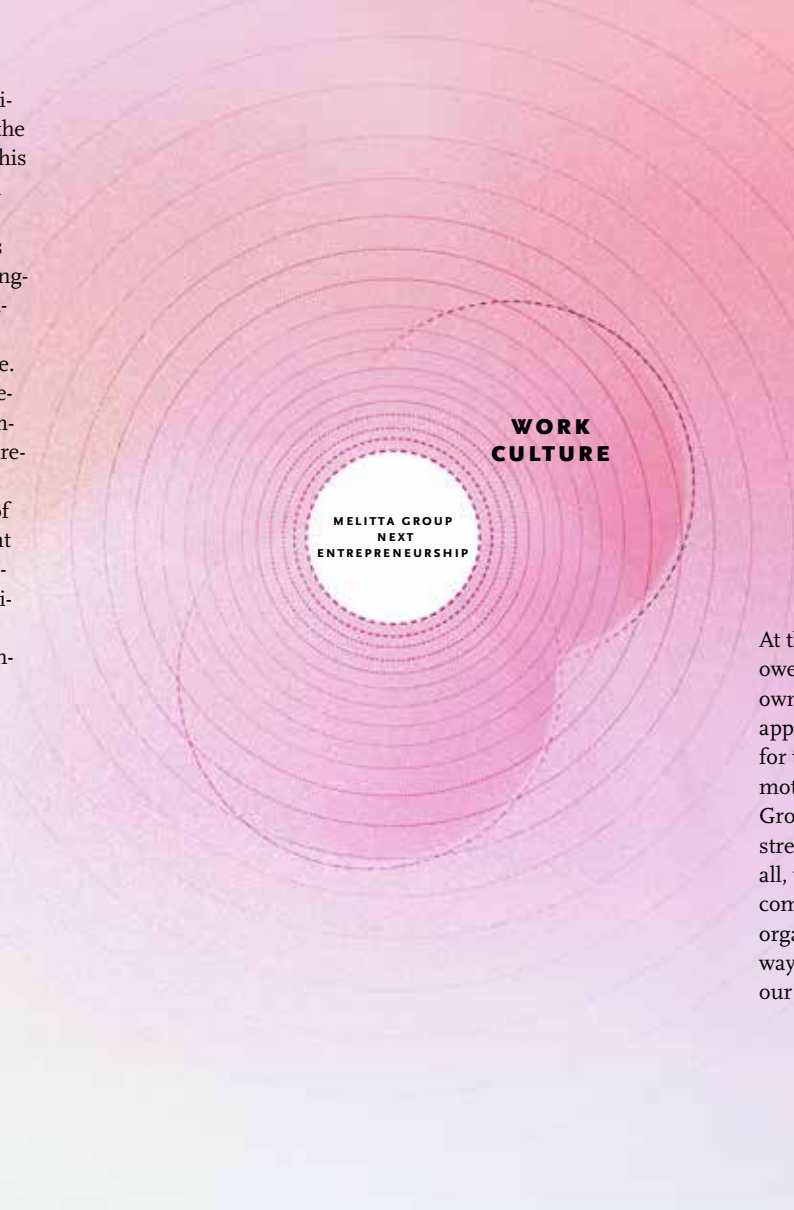
We believe that the health of our planet and its inhabitants are inextricably linked. Our aim is therefore to help shape an economic system that maintains and promotes the resilience of ecological systems. Production processes and product cycles that are 100% circular are central to this endeavor. We therefore intend to promote their development and implement them as quickly and systematically as possible in our value creation processes. In doing so, we will focus on renewable energy sources, regenerative agriculture and resource utilization, as well as the circular economy. We attach great importance to green tech: innovative technologies that prevent or reduce environmental harm from the outset or remedy damage that has already been done. Our approach for all our value creation processes is: ReDesign – ReCycle – ReUse – ReDuce.



MELITTA GROUP  
NEXT  
ENTREPRENEURSHIP

**REGENERATIVE  
ECONOMY**

All our actions are based on appreciation and respect – for people and the environment. We strive to uphold this principle each and every day – both within our Group and in our value chains and their environment. This is because we are convinced that long-term success is only possible in tandem with appreciation and respect, thus ensuring our license to operate. A comprehensive transformation requires diversity, co-creation, and empowerment. We therefore want to create a fertile breeding ground for innovative learning and the sharing of knowledge and experience. We want to educate and empower, while generating a networked culture of inspiration, creativity, and inventiveness that will enable us to unleash our individual and collective potential.



**WORK  
CULTURE**

MELITTA GROUP  
NEXT  
ENTREPRENEURSHIP

At the same time, we want to empower employees to think and act like owners – with a Next Entrepreneurship approach – and create sufficient space for them to achieve this. We are promoting collaboration – both within the Group and with external parties – and strengthening our adaptability. After all, we believe that close collaboration, a common quest for solutions, and fluid organizational structures are the only way to answer the major questions of our time.

As a globally active group of companies, we see ourselves as part of a global network, a global community, and as an impact-oriented organization. We want to take responsibility – also beyond our core business – and play our part in making people’s everyday lives easier and better. We are convinced that actions based on fairness and trust will increasingly determine the success of a business model.

For our part, we have decided that the social business concept will become an increasingly integral component of our business model. In its purest form, this concept involves reinvesting profits in the company, its supply chains, and/or its environment. We have already launched our first social business initiatives – and more will follow.

Together with our partners, we want to help solve the world’s social and environmental problems and to improve the living conditions of all stakeholders in a way that ensures long-term prosperity, human dignity, and social justice.



**SOCIAL  
BUSINESS**

MELITTA GROUP  
NEXT  
ENTREPRENEURSHIP

We aim to link ecological and economic processes, especially in developing and emerging countries, and to drive those technical innovation processes and infrastructures that deliver both positive environmental outcomes and economic benefits. The aim is to enable people to lead an affordable and dignified life.

**WE  
CREATE THE FUTURE  
OF COFFEE**

**WE  
CREATE THE FUTURE  
OF PLASTIC**

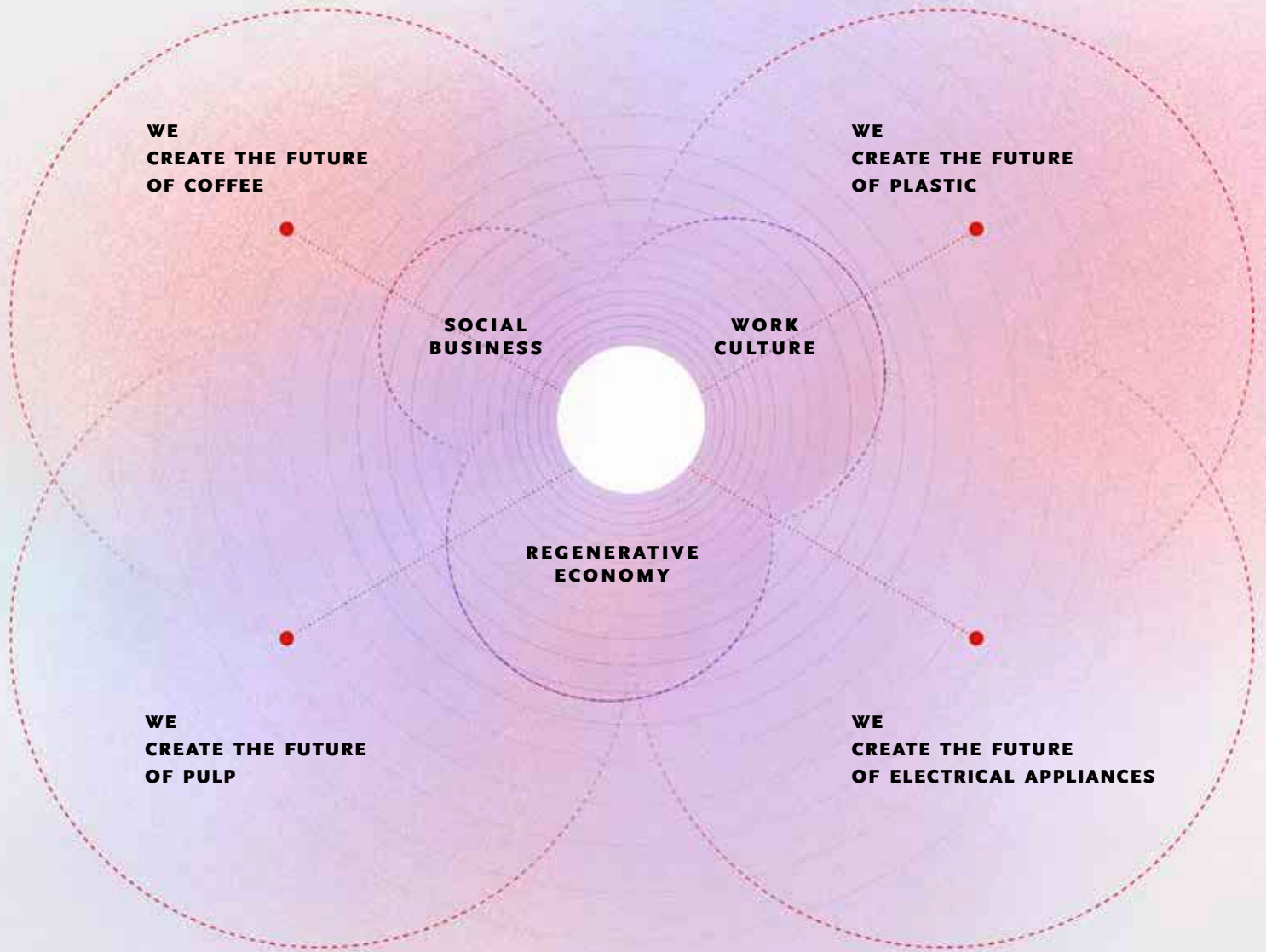
**SOCIAL  
BUSINESS**

**WORK  
CULTURE**

**REGENERATIVE  
ECONOMY**

**WE  
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**WE  
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OF ELECTRICAL APPLIANCES**



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**SOCIAL  
BUSINESS**

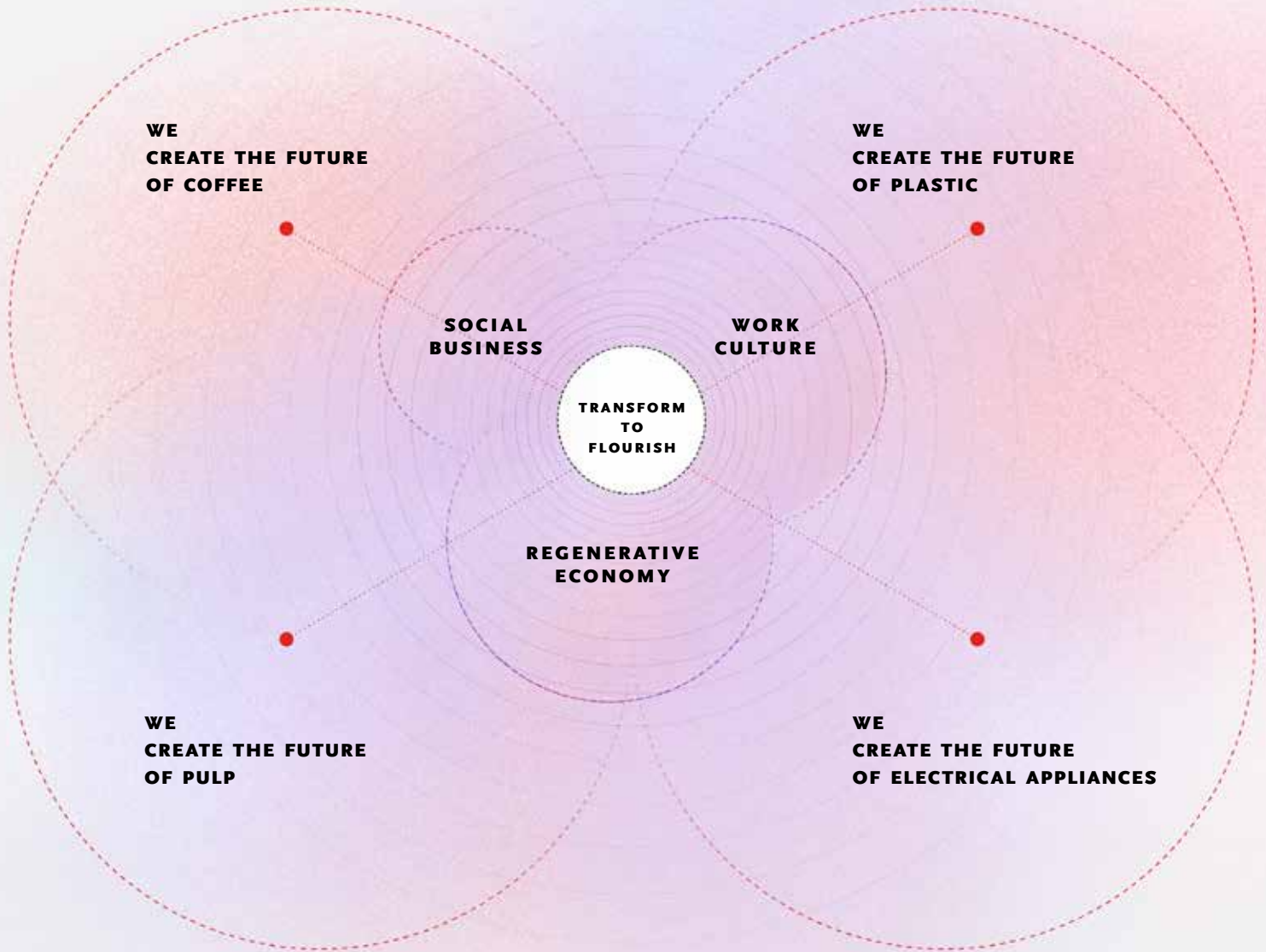
**WORK  
CULTURE**

**TRANSFORM  
TO  
FLOURISH**

**REGENERATIVE  
ECONOMY**

**WE  
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OF ELECTRICAL APPLIANCES**



# WE CREATE THE FUTURE OF COFFEE



Our vision is to shape all our value chains in such a way that they foster responsible sourcing practices which prioritize human rights. We want to co-create a world in which every person who is part of our value chain is empowered and has the opportunity to unlock their full potential. Through collaborative relationships and transparent processes, we strive to create a sustainable and just future in which the dignity and rights of all people are respected and protected.

Coffee is the world's second most important commodity. It is cultivated in over 50 countries and is one of the most popular beverages in many regions. Around 125 million people are employed in the coffee industry – from growing the coffee beans to selling the finished drink.

However, coffee cultivation in particular faces numerous challenges: for example, climate change is already having a significant impact on crop yields. At the same time, monocultures are causing a decline in biodiversity, soil degradation, and water scarcity. Moreover, uncertain harvests, fluctuating market prices,

and low margins are making it difficult for coffee farmers to earn a living – making coffee cultivation unattractive and causing coffee-growing areas to shrink.

These challenges can only be met by taking a systemic approach. After all, the changes we are observing are mutually dependent in many respects. Instead of focusing on individual aspects, we need to take a holistic view that considers how different parts of the system interact.

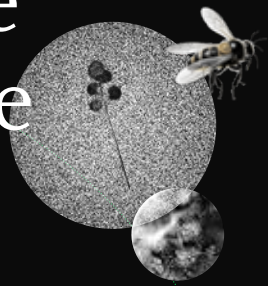
In order to realize our “Coffee of the Future” concept, we therefore analyze all stages of our coffee value chain and develop measures

and paths based on this analysis to establish new systemic approaches and sustainable business models (“Theory of Change”). The focus here is on the regeneration of coffee-growing regions and the implementation of regenerative agriculture.

However, we cannot achieve this by ourselves. We are therefore working closely with associations at national and international level and reaching out to relevant players in the coffee sector – in politics, business, and society.



We are helping to drive change in the coffee industry

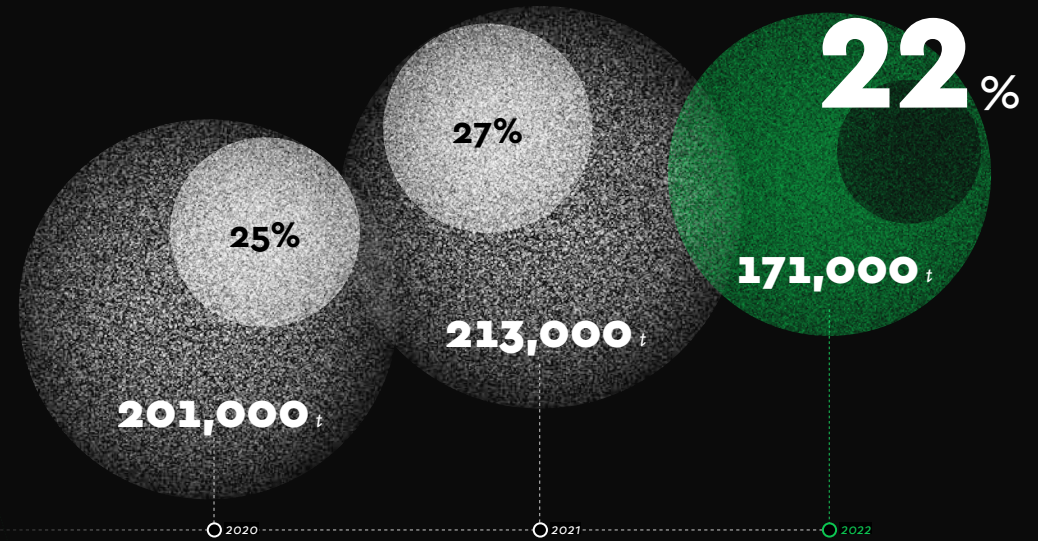


ecological impact

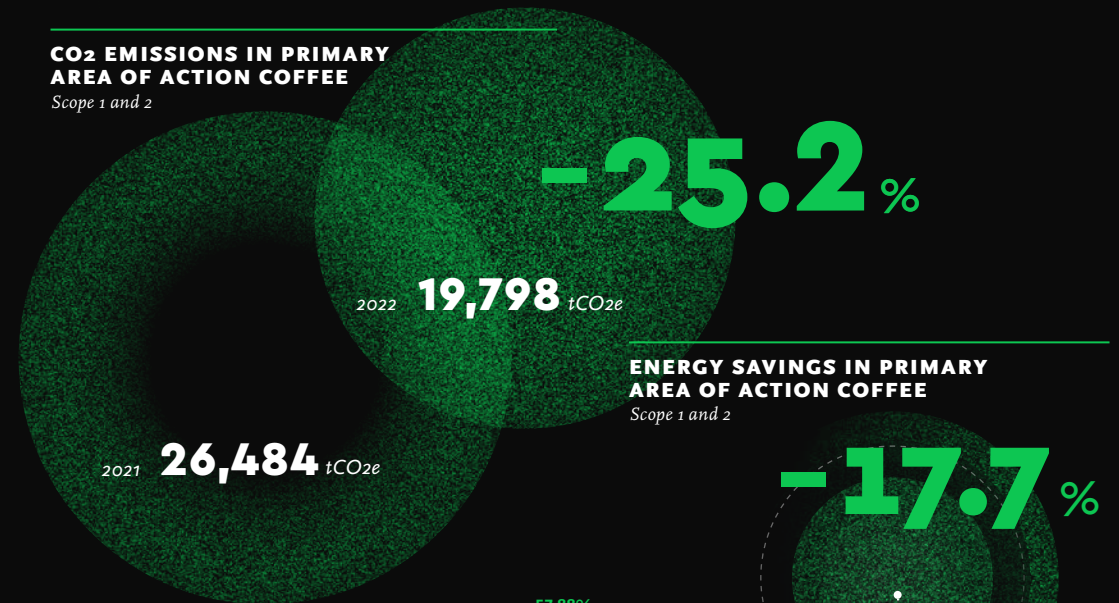
Back to the Roots,  
Minas Gerais,  
Brazil



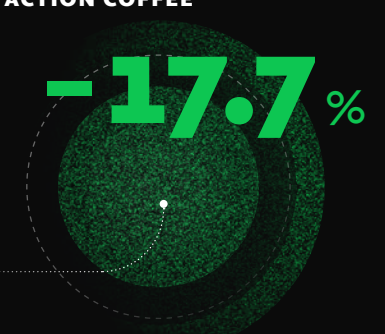
RATIO OF TOTAL RAW COFFEE PURCHASED TO RAW COFFEE WITH SUSTAINABILITY CERTIFICATION



CO<sub>2</sub> EMISSIONS IN PRIMARY AREA OF ACTION COFFEE  
Scope 1 and 2



ENERGY SAVINGS IN PRIMARY AREA OF ACTION COFFEE  
Scope 1 and 2



57.88%  
SHARE OF RENEWABLE  
ENERGY SOURCES

# TURNING WASTE INTO A NATURAL FERTILIZER

HANNS R. NEUMANN FOUNDATION X MELITTA GROUP →

As part of the “Back to the Roots” project, the Melitta Group has teamed up with the Hanns R. Neumann Foundation, the Brazilian university UFLA, and various coffee farms in Brazil to help convert organic waste into a natural fertilizer and promote its use. Initial results: less waste, less artificial fertilizer, and more income for the coffee farms.

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## Regenerative value creation is more than just sustainability

FIRST STEPS ON THE JOINT PATH TO TRANSFORMING THE ECONOMY AND ACCELERATING SYSTEMATIC CHANGE ACROSS THE ENTIRE COFFEE SECTOR.

Whether coffee husks, pulp or the wood of old coffee plants: coffee cultivation generates large quantities of organic waste. Previously, most of this waste was thrown away – thus polluting the environment.

In order to clarify whether this and many other types of organic waste along the coffee supply chain could be meaningfully recycled, we launched the “Back to the Roots” project together with the Hanns R. Neumann Foundation. Co-funded by the German development agency DEG (“Deutsche Investitions- und Entwicklungsgesellschaft”), the project was launched in 2020 and based in the Brazilian state of

Minas Gerais. As part of the three-year project, waste management experts and scientists from the Universidade Federal de Lavras (UFLA) collaborated closely with coffee farmers in the region to develop promising methods for processing various organic waste into nutrient-rich organic compost and organic liquid fertilizer.

When the resulting fertilizer is used in coffee cultivation, initial results indicate numerous benefits: the soil quality and resilience of the coffee plants improve, the need for artificial fertilizer decreases, and the profitability of coffee cultivation increases. Moreover, the collection and recycling

of waste reduces the environmental impact and creates new business models and jobs. The project has also meant that coffee farmers can share information about recycling and composting options more effectively via a specially created digital platform. Moreover, training programs have been initiated for local communities and school children to raise awareness of waste and promote better recyclability and proper disposal practices. The results of the project are currently being compiled so that other coffee-growing regions can also benefit from them.



ROBERTO PEIXOTO,  
OWNER OF A COFFEE FARM IN THE  
MINAS GERAIS REGION OF BRAZIL  
— WITH HIS CHILDREN



Empowering the next generation of coffee farmers: young people participated in the project and developed a more conscious approach to the changes they can make.



“We look at our waste in a totally different way these days. We no longer treat it as a burden to be disposed of, but try to make use of what it can still offer us.”



Our aim is to establish the concept of circular economy along the entire coffee supply chain – for the benefit of the environment, society, each and every one of us.

TRANSFORM TO  
FLOURISH — KEEP GOING



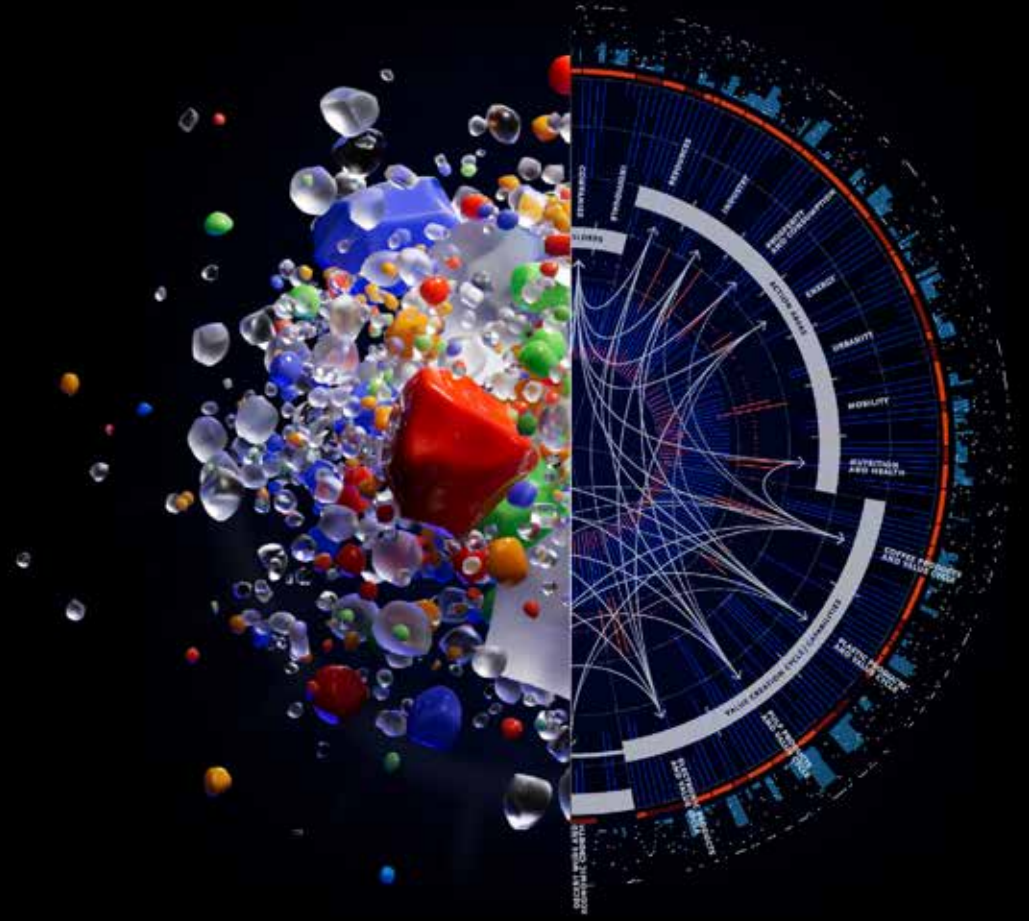
Coffee cultivation generates large quantities of organic waste. This is usually thrown away – thus polluting the environment.

It is no longer  
about saving  
the world – that's  
too abstract.  
We want to shape  
our world, our  
habitat, and  
our society in a  
meaningful way.





# WE CREATE THE FUTURE OF PLASTIC



We create the future of plastic. Instead of seeing it solely as a problem, we have recognized its potential for positive change. Viewed holistically, plastics often have a better eco-balance than other materials. We are therefore advocating a new approach to the production and recycling of plastics. Together, as conscious consumers, responsible businesses, and global citizens, we can rewrite the history of plastic.

Plastics offer a wide range of benefits. Their unique properties and wide range of applications make them an integral part of modern life. They are not only lighter than most other materials, but also offer protection and safety, are highly adaptable and durable, as well as being relatively inexpensive to produce.

However, plastics that do not decompose, or only slowly, are a burden on the environment. If they do not enter the materials or energy recovery system, they can pollute soils and bodies of water for decades. And as there are no effective collection, sorting, and recycling systems in many countries, the lion's share of plastics produced worldwide are not adequately recycled or recovered.

We firmly believe that a comprehensive implementation of the

circular economy principle can significantly reduce the environmental impact of plastics. We are therefore systematically converting our plastic product ranges and packaging to a circular economy approach and realigning our plastic production and recycling. This involves continuously improving the environmental properties of plastics and developing ecologically viable alternatives whose materials can be recovered, recycled, or reused.

Our aim is to offer only products that are made entirely from recycled or renewable raw materials in a climate- and resource-friendly way. They should be durable and 100 percent recyclable or degradable in nature without causing pollution. Our operating division Cofresco, which manufactures most of our plastic products, has set itself a clear target:

in the future, all Cofresco products and packaging will be made exclusively from recycled or renewable raw materials and be fully recyclable or compostable.

In order to develop more environmentally friendly plastics and establish industry-wide circular economy systems, we seek to engage and collaborate with other market participants, initiatives, and scientific institutions. After all, we are dependent on the commercial availability of alternative materials. In addition, we develop business models that create economic value while also promoting environmental and societal objectives. We also place great importance on education and training with regard to the recycling of plastics, such as disposal and separation.

**CIRCLING BACK —  
WASTE AS A VALUABLE RESOURCE**

CHANGE OF SOCIAL MINDSET  
— PLANETARY BOUNDARIES

NEXT GENERATION  
OF BUSINESS

Collaboration / Open Innovation /  
Open Knowledge / Start-up Culture /

ecological impact

**EXPANSION OF  
THE REGENERATIVE  
ECONOMY**

**OUR  
COMMITMENT**

Helping to  
implement  
a circular  
economy for  
plastics

Increasing the  
proportion of re-  
cyclable products  
and packaging

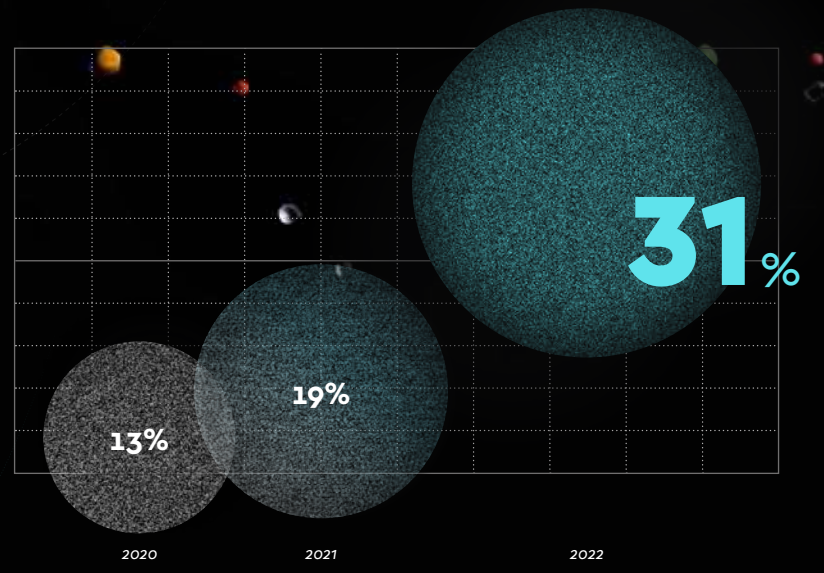
Increasing  
the proportion  
of recyclates in  
our products

Developing plastics  
that decompose  
in an ecologically  
acceptable time

Extending our  
range of reusable  
products and  
packaging

# We are helping to drive change in the plastics industry

**RATIO OF POST-CONSUMER/POST-INDUSTRIAL RECYCLATES  
TO OUR TOTAL PLASTIC VOLUME**



**CO<sub>2</sub> EMISSIONS IN PRIMARY AREA OF ACTION PLASTIC**

Scope 1 and 2

2021 **34,296** tCO<sub>2</sub>e

**- 11.4%**

2022 **30,397** tCO<sub>2</sub>e

**ENERGY SAVINGS IN PRIMARY AREA OF ACTION PLASTICS**

Scope 1 and 2

**- 11.4%**

**SHARE OF RECYCLED RESOURCES IN OUR PRODUCTS**

**70%**

- Toppits® cling film
- Toppits® Zipper® bags
- Toppits® fruit and vegetable bags

**100%**

handy bag® bin liners

**100%**

Swirl® bin liners

**60 – 100%**

- Domopak® Spazzy bin liners
- Domopak® Professional bin liners

# VISHUDDH — FAIR RECYCLED PLASTIC

YUNUS SOCIAL BUSINESS X MELITTA GROUP

# Redefining success: Impact-oriented business

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In many cities, plastic waste poses a major threat to public health and the environment. In Bangalore, India, for example, around 3,500 tons of plastic waste end up on the roadside or in illegal landfills every day. This not only pollutes the environment, but also affects the lives of many people.

To help solve this problem, we launched the “Fair Recycled Plastic” initiative. Its aim is to reduce environmental and marine pollution by processing plastic waste, while also improving the living and working conditions of waste pickers and their families.

The recycling company “Vishuddh Recycle” was therefore founded in Bangalore in 2022 as a joint venture between Yunus Social Business Fund gGmbH and

Cofresco. This social business obtains its plastic waste exclusively from waste disposal companies that ensure good working conditions for their waste pickers and uses it to produce reusable plastic granules in a multi-stage production process. This is then shipped to Poland, where it is used as a raw material for the production of bin liners under the Swirl® and handy bag® brands.

All profits generated by “Vishuddh Recycle” are ploughed back into the company or donated to charitable organizations that work to improve healthcare and provide additional educational opportunities for waste pickers and their families. These include, for example, the “Smile on Wheels” initiative – offering free primary healthcare to waste pickers and

their families – and the “Hasiru Dala Trust” – offering training opportunities. This not only creates a better waste infrastructure in Bangalore, but also generates additional sources of income, better living conditions, and new prospects for the waste pickers and their families.

Plastic granulate production began in 2023. More than 600 tons of recycled material (recyclate) have already been used to produce bin liners. The granulate processed in India accounts for around five to ten percent of the raw materials needed to produce bin liners. In 2024, the amount of plastic granulate produced is expected to increase to around 2,000 tons, and then double again the following year.

In partnership with the organization of Nobel Prize winner Muhammad Yunus – Yunus Social Business – we founded the recycling company Vishuddh Recycle in the southern Indian city of Bangalore. The company is expected to recycle up to 2,000 tons of plastic waste per year, with the resulting recyclate being used in our bin liner product segment. All profits generated by Vishuddh Recycle are reinvested or donated to charitable organizations.

“It is possible to  
create a company  
that serves the poor  
and where  
profit is a by-product,  
not the goal.”



Smile Foundation x Melitta Group

## Free healthcare for the waste picker community

Saving on  
medication  
costs in the  
mobile clinics

100%



20 locations and  
20 service centers

Number of patients  
treated per month

approx. **1,500**

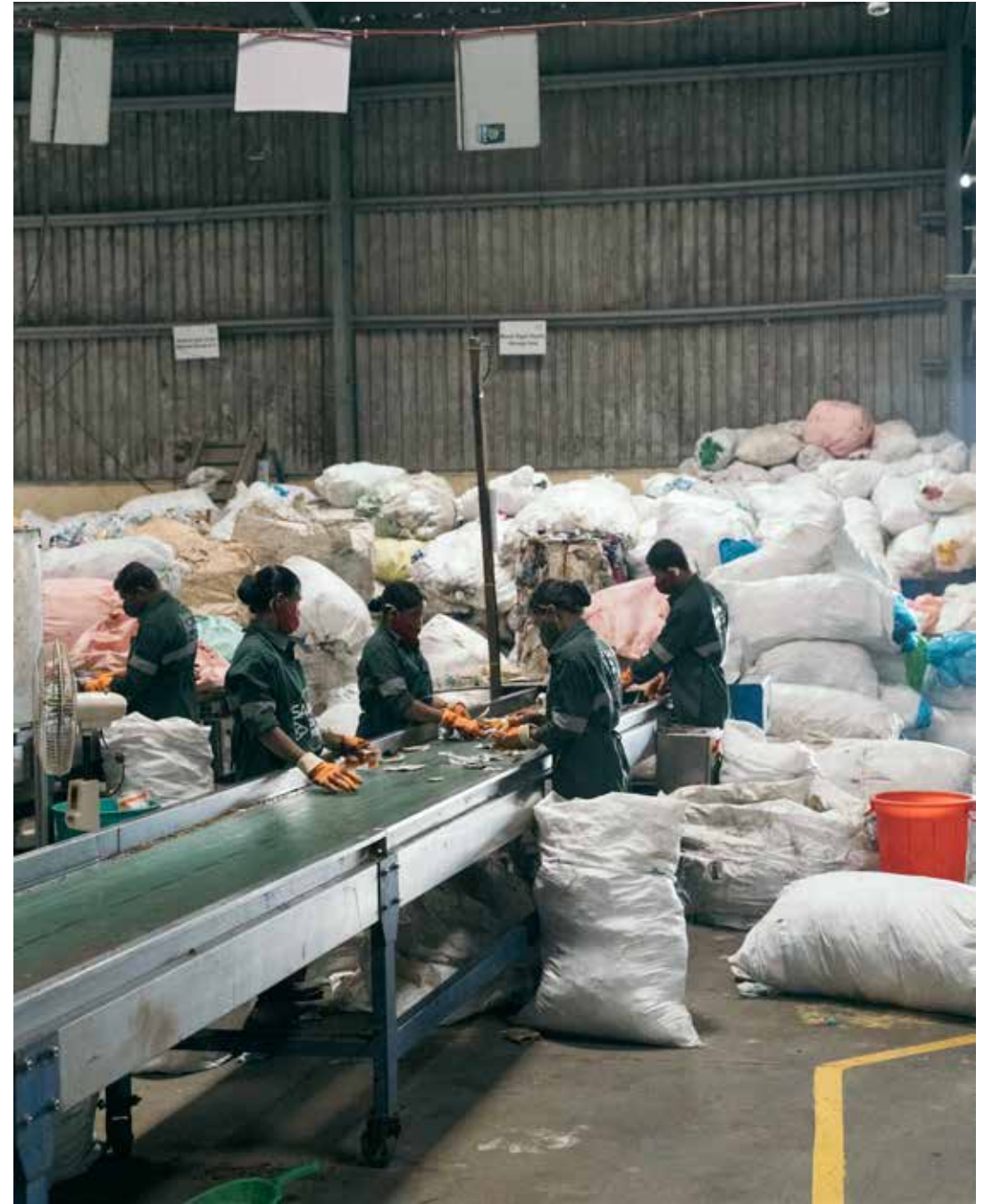


In collaboration with the Smile Foundation, the Melitta Group uses the profits generated by Vishuddh Recycle to support healthcare for waste pickers in Bangalore.



"I can give protective equipment to my employees. Because I can afford it now."





Free healthcare makes life much easier and better for the waste pickers.





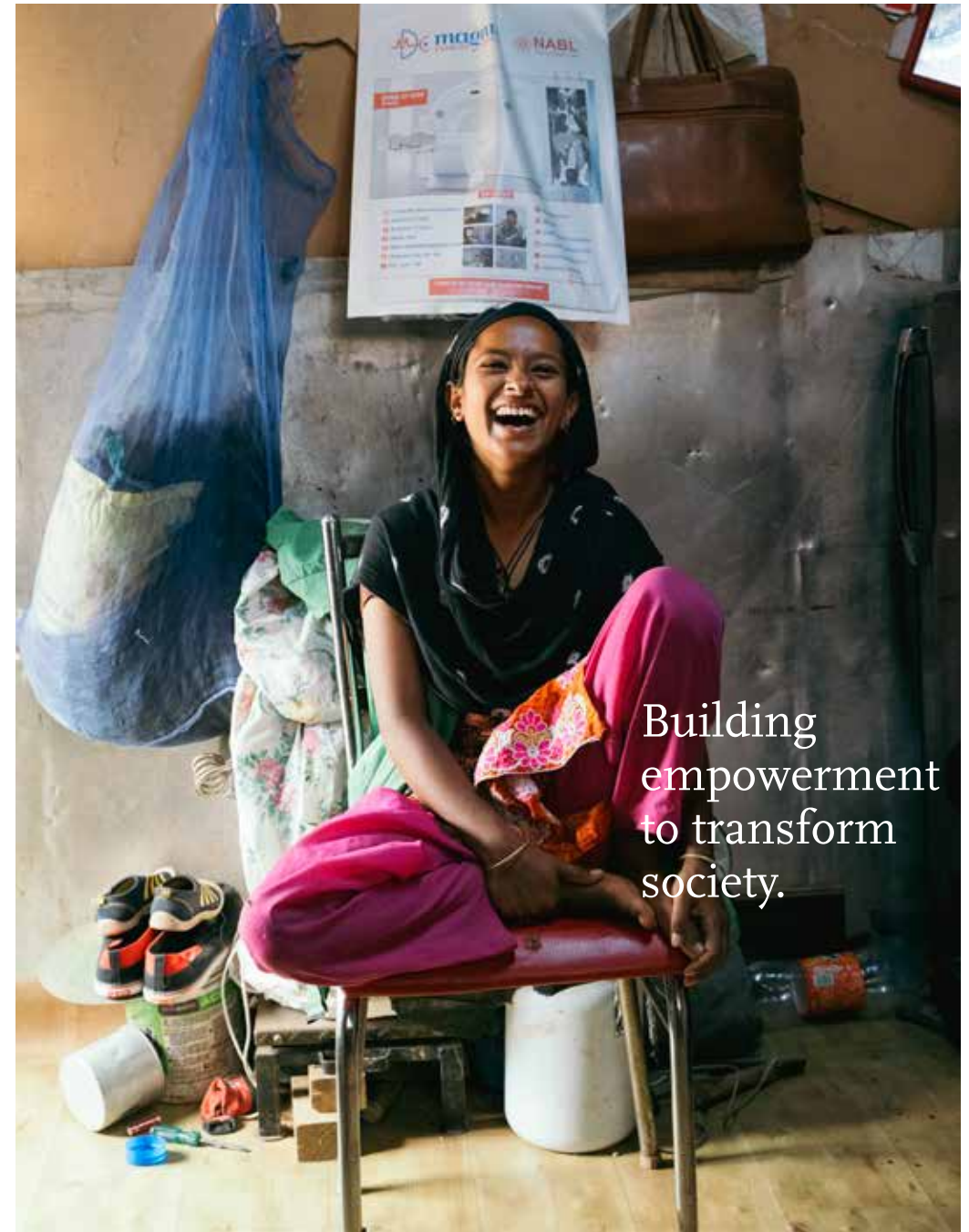
“People used to dump their rubbish everywhere – today there are rubbish trucks and the waste is separated.”



“We currently spend a lot of time and energy not only separating plastic, but also educating our suppliers about the separation of plastics in order to return them to the circular economy.”



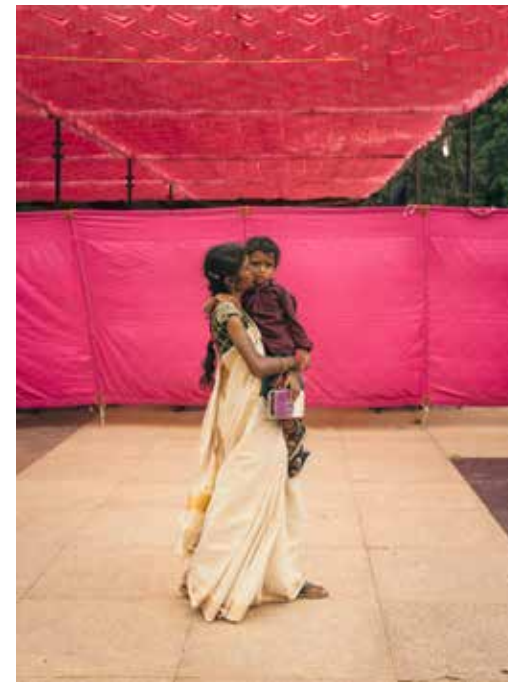




Building  
empowerment  
to transform  
society.

“Thanks to my work, I can send my children to school and even save money for a house.”





“I want my children to have a better life. Thanks to my work, they will be able to study one day.”









ZONE 5

ALUMINUM FOL

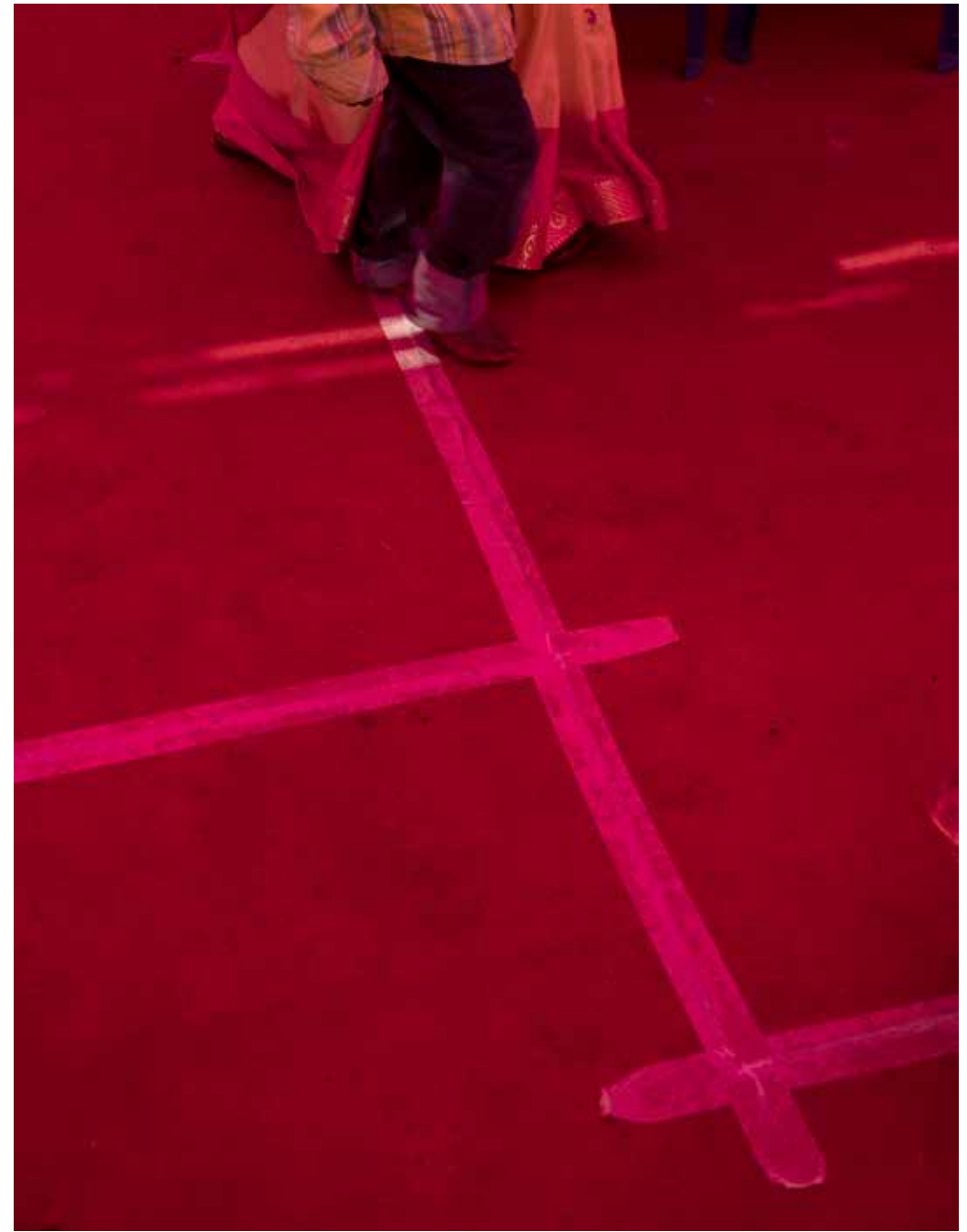
ALUMINUM CANS

FLAT GLASS

FLAT BOTTLES

METAL MIX

CRESTRON





“The biggest positive for me is our corporate culture, in which my talents were recognized and encouraged, and I was able to take on a more highly skilled role.”



“I always say: it’s not the plastic that’s the problem, but its reuse and recycling.”









“Today, I not only feel that I really belong to the organization I work for. I’m also part of a change that is leading to something good.”



# WE CREATE THE FUTURE OF PULP



## OUR VISION

The “Pulp of the Future” comes from recycled or sustainably managed sources. Where this is not possible for legal or other reasons, we want to use only forestry resources from certified, sustainably managed forests. The “Pulp of the Future” is processed in a climate-friendly way that uses water sustainably. At the end of its useful life, it undergoes material recycling and biodegrades fully in the natural world.

The paper and pulp industry faces numerous challenges. It is one of the largest industrial emitters of greenhouse gases. Moreover, huge quantities of water and chemicals are required to produce paper and pulp. The industry also has to deal with issues of waste management and recycling, as well as climate change, declining biodiversity, and a long-standing focus on monocultures.

In order to find solutions to these challenges, we are working with our partners to establish regenerative forestry. Our aim is to pro-

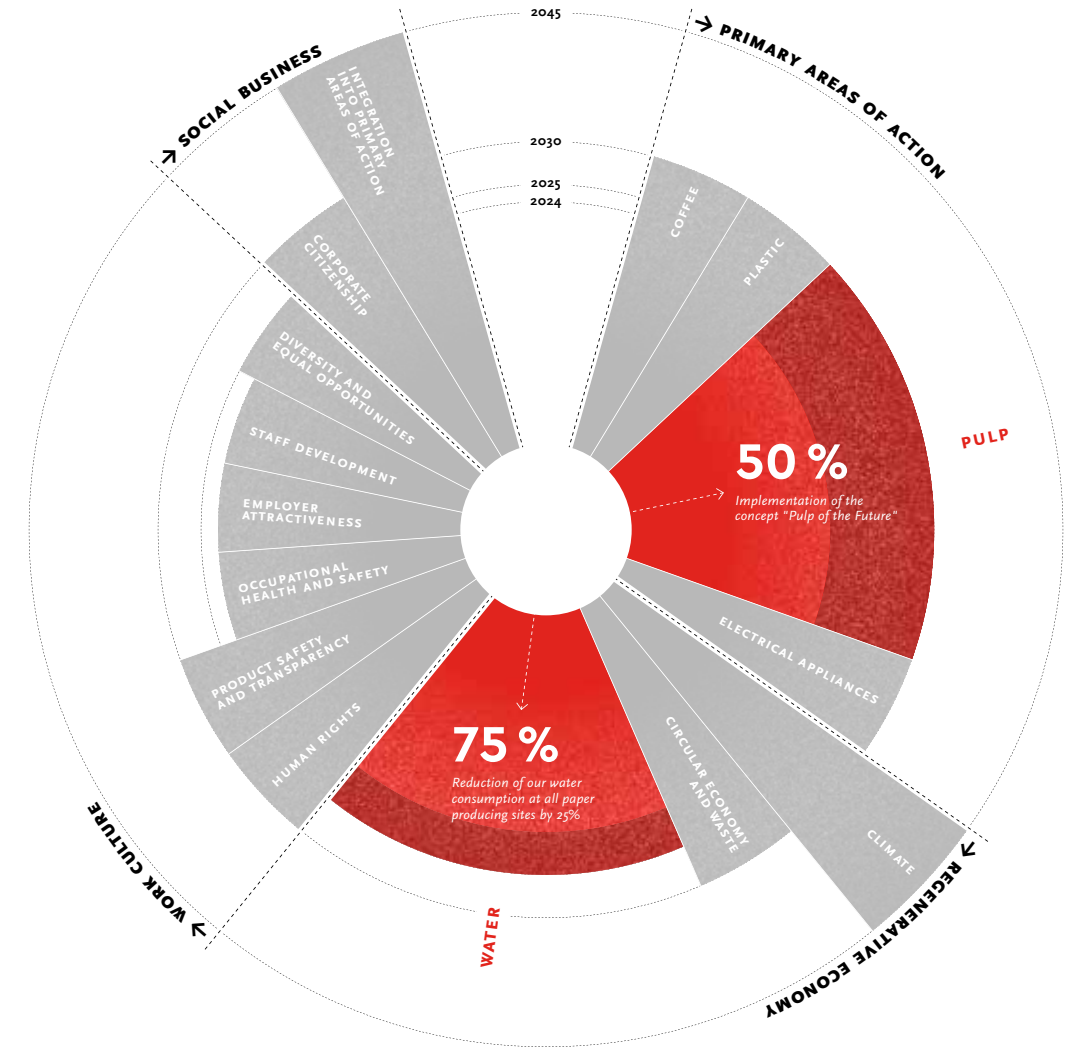
duce our pulp exclusively from recycled or sustainably managed sources by 2025. In addition, our pulp-based products are to undergo material recycling at the end of their useful life or biodegrade fully in the natural world.

We are therefore committed to using climate-neutral, resource-efficient pulp and paper products. This not only means procuring certified pulp, but also manufacturing our paper products in a resource-efficient manner. We are developing technologies and processes to improve the energy

efficiency of our production processes, to switch to renewable energies, and to further reduce our water consumption. Even though we already source a high proportion of certified pulp (99.7 percent), it is essential that we continue to develop our processes in order to meet national and regional forestry standards. This is the only way we can ensure the protection and preservation of the world’s forests, biodiversity, and the sequestration of greenhouse gases in forests.

## OUR GOALS

To make the “Pulp of the Future” a reality by 2025.



# WE CREATE THE FUTURE OF ELECTRICAL APPLIANCES



## OUR VISION

The “Electrical Appliance of the Future” consists of recovered and/or responsibly sourced raw materials and components and is produced in compliance with globally recognized human rights and labor standards. It meets the highest standards in terms of quality, including useful life and product transparency, can be used in a way that conserves energy and resources, and can also be repaired by using spare parts. Moreover, it is reused or recovered at the end of its useful life (provided the corresponding structures are in place).

Electrical appliances have become an indispensable part of our everyday lives. Not only do they help us to save time and make our lives more convenient, they also contribute to a higher quality of life. Demand for electrical appliances is therefore constantly growing. At the same time, innovation cycles are becoming shorter and shorter.

The challenges with regard to sustainability are mainly in the areas of production, usage, and recycling. After all, electrical appliances not only consume energy, but also contribute to the emission of greenhouse gases during their production. Moreover, the useful life and reparability of the appliance, as well as the recyclability of the materials used, have an impact on the

level of environmental pollution. Electrical appliances often contain harmful substances that can affect health and the environment if they are not disposed of properly.

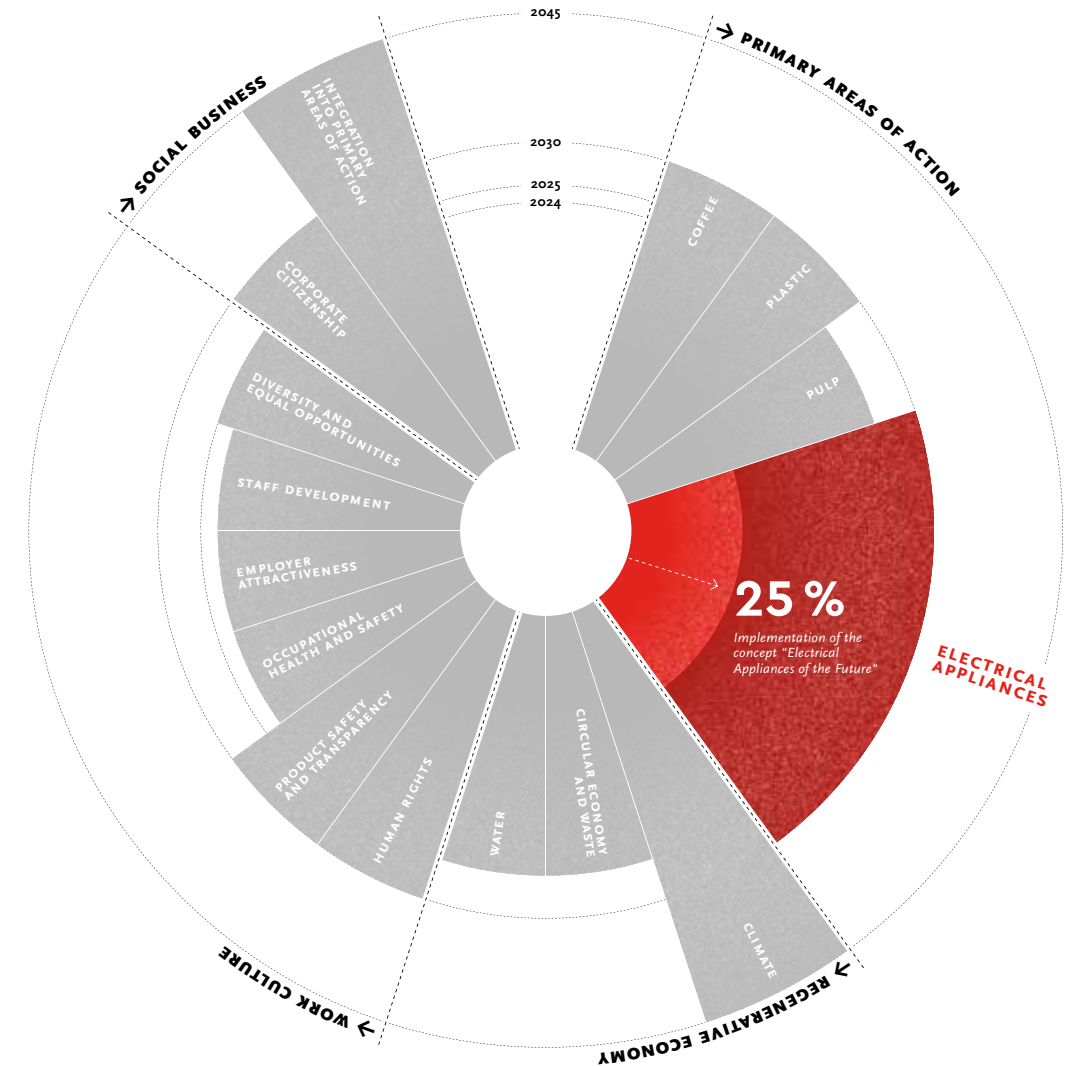
In order to meet these challenges, we are completely reorganizing our supply chains – from the extraction of raw materials to production and distribution, as well as repair and disposal. Our goal is a transparent, circular and climate-friendly value chain that will result in energy-efficient and recyclable electrical appliances.

Our aim is to be a pioneer in the development and rollout of future-compliant electrical appliances. Drawing on our many years of experience in the development of high-quality electrical

appliances, we want to provide our customers with products that set standards – not only in terms of their usability, but also when it comes to maintenance, repair and the availability of spare parts. This also includes minimizing energy consumption and offering innovative models such as leasing or renting. Our product development tool “MISSION eco & care” helps our customers make informed decisions about sustainable products. Developed in collaboration with external experts, the system analyzes products in terms of their production (e.g., materials used, resources consumed, packaging), their usage (e.g., energy efficiency, product safety, service life) and their end of life (e.g., recyclability of product and product packaging).

## OUR GOALS

To make the “Electrical Appliance of the Future” a reality by 2030.



# OUR ENGAGEMENT — CLIMATE AND ENERGY

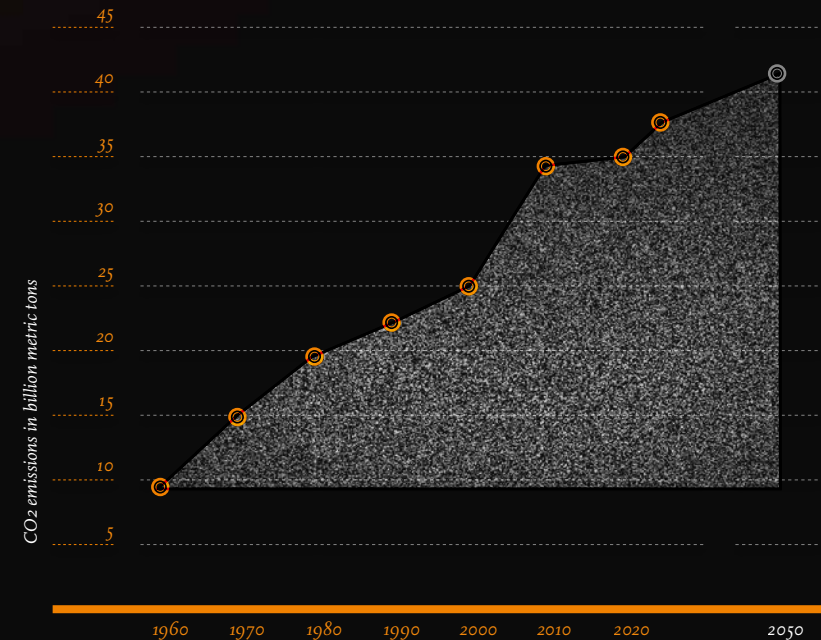
Our goal is climate neutrality. To achieve this by 2045 (Scopes 1–3), we have developed an “Energy Concept for the Future”. This concept focuses on measures to generate our own power, to procure renewables, to constantly reduce our energy consumption, and to invest in modern systems and machines. A list of measures that is constantly being updated sets out which measures are to be taken at what time and by which operating division or corporate division. In addition, initiatives such as “Don't Throw Me Away!” and “Cuki Save the Food” are helping to combat food waste and thus also contributing to a reduction in energy consumption and CO<sub>2</sub> emissions in the production of food.

*On the road to  
climate neutrality*

# BIOMASS INSTEAD OF NATURAL GAS

*CO<sub>2</sub>-neutral energy  
for paper production*

Predicted annual  
CO<sub>2</sub> emissions  
by 2050, worldwide:  
43.1 billion tons



= APPROX. 10% OF  
GROUP-WIDE CO<sub>2</sub>  
EMISSIONS

APPROX. **70%**



CO<sub>2</sub> EMISSIONS  
BEFORE 2023



EXPECTED  
CO<sub>2</sub> EMISSIONS AS OF  
2023

REDUCTION THROUGH  
THE USE OF BIOMASS

# CO<sub>2</sub> emissions reduced by approx. 70%: natural gas boiler replaced by biomass boiler

The Melitta Group has set itself an ambitious target: to become climate-neutral by 2025. In 2023, an outstanding milestone on this journey was reached: the Celupa paper machine now uses steam generated from biomass instead of natural gas. By switching to renewable energy, CO<sub>2</sub> emissions can be reduced by around 70 percent compared to the old boiler.

The new biomass steam plant also reduces production costs as well as uncertainty about future gas price developments. The Melitta Group is planning a wide range of additional measures to improve its energy efficiency and increase its use of renewables by 2025.



Food waste  
is responsible for  
16% of the  
EU's greenhouse  
gas emissions  
every year.

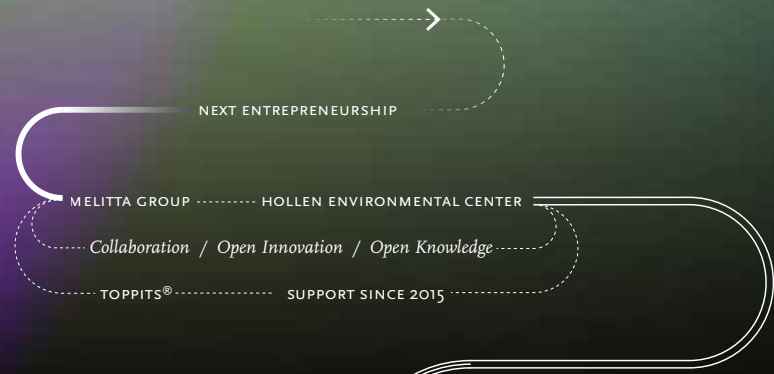
In 2021, around  
12 million tons  
of food were thrown away  
in Germany –

**59%**  
of food waste  
in Germany is from  
private households

**23%**  
of all food in  
Germany  
is thrown away

*Around 52.5 million tons of food were consumed in Germany in 2021*

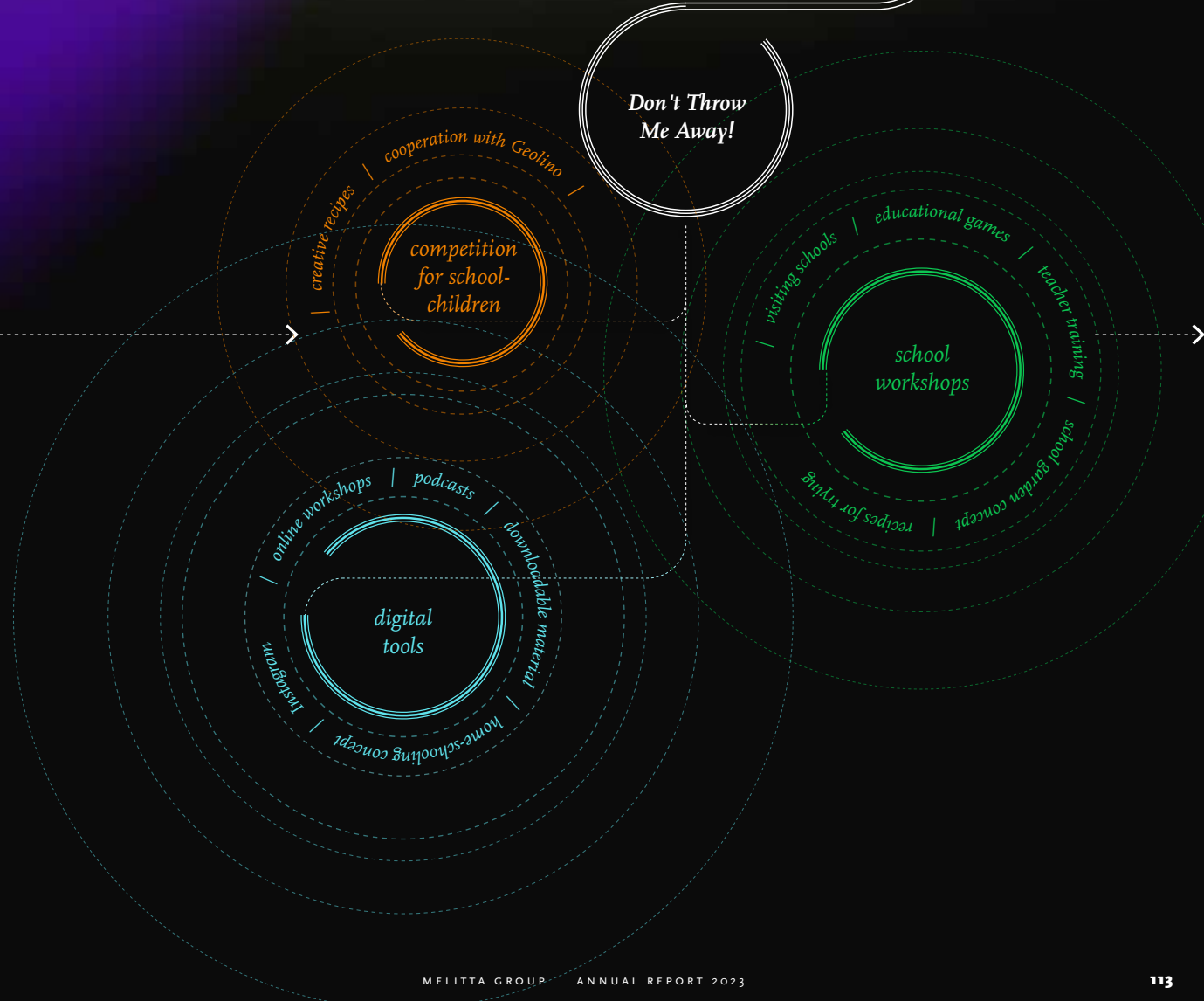
At the same time, around  
13.2 million people  
in Germany were living  
in poverty.



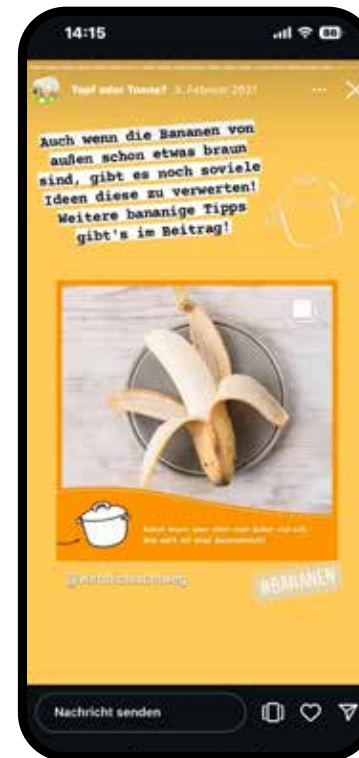
Teaching the value of food and the reduction of waste

# DON'T THROW ME AWAY!

Educational initiative of the Hollen Environmental Center for primary schools in Germany.



Schoolchildren learn where food comes from, how much effort goes into its production and how to avoid wasting it.



More than 11,000 children in the 3rd and 4th grades of over 400 schools have been educated so far. The goal: to encourage young people to adopt a sustainable approach to food, i.e., a more conscious and ecologically responsible lifestyle.

# CUKI SAVE THE FOOD

*Donating unused food  
from canteens to social  
organizations.*

Around 1.3 billion tons  
of food worldwide are thrown  
away every year.

**58%**

of Italians are too  
embarrassed to  
ask for leftovers in  
restaurants

**1/3**

of all food  
produced  
worldwide is  
thrown away

*approx. 4 billion tons of food are produced worldwide every year*

In Italy alone, about  
6 million tons of unused food  
is thrown away.

**PURCHASING**  
of food

**DISPOSAL**  
of meals not consumed

Canteens

**PREPARATION**  
of meals

**CONSUMPTION**  
of canteen meals

BANCO ALIMENTARE MELITTA GROUP

Collaboration / Open Knowledge / Human Relations

LOGISTICS NETWORK

TRANSPORT PACKAGING

**COLLECTION**  
of meals not consumed

**PROVISION AND CONSUMPTION**  
of meals to/by  
people in need

Impact

**SITICIBO &  
SAVE THE FOOD**

**PACKAGING**  
of meals not consumed

**TRANSPORT**  
of meals not consumed  
to charitable organizations

*Reducing food waste | Economic relief for people in need | Sensitizing and educating about the conscious use of food*

12 years of support in the fight against food waste have led to the redistribution of 23 million food portions.



Cuki Cofresco draws attention to food waste in a variety of ways. At the “Terra Madre – Salone del Gusto” event, Cuki Cofresco was a “Green Partner” and, together with many other organizations, advocated for food to be seen as a valuable resource – and to rethink the way we treat food at present.



Melitta®