



fielmann

CORPORATE SOCIAL  
RESPONSIBILITY REPORT 2020

### **The copper beech (*Fagus sylvatica*)**

The Corporate Social Responsibility Report 2020 shows many photos of the copper beech, the most common deciduous tree in German forests. It can live for up to 300 years. With regard to climate change, the copper beech is considered to be one of the most important tree types. It adapts well to many locations and provides a stable backbone for natural forestry.

In 2020, Fielmann AG supported a reforestation campaign in Meschede, North Rhine-Westphalia, with 5,000 copper beeches.

The Corporate Social Responsibility Report of Fielmann AG and the Fielmann Group is published in both English and German. In case of doubt, the German version shall prevail. To facilitate reading, only the masculine form is used in this document; all references to the male gender shall be deemed and construed to include any gender.

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## Dear Shareholders, Dear Friends of the Company,

In 2020, the coronavirus took a firm hold of Germany and the rest of the world, as the effects of the pandemic not only hit companies, but also each and every one of us. This required many changes to the way we work. As a responsible family business, Fielmann acted early and decidedly to protect the health of our customers and employees alike.

The coronavirus pandemic certainly posed a major challenge, yet it also had some positive effects. It is said that, "people show their true character in times of crisis". During the past financial year, our family business showed that we are one big community that works together to create long-term, sustainable solutions.



**Marc Fielmann**, Chief Executive Officer

Sustainability has been a core component of our corporate philosophy from the very beginning. We assume responsibility for our customers, for our employees and for society. This is why we have emerged from 2020 even stronger. As a responsible family business, Fielmann acted early and decidedly to protect the health of our customers and employees alike. Together with Prof Dr Martin Exner, one of the leading infectiologists in Germany, we identified the biggest risks in optical and hearing aid retail as well as appropriate measures to counter them. The result was a scientifically based hygiene concept that we implemented across Europe. Our hygiene concept proved to be effective: a scientific report at the end of 2020 showed that the infection levels at our stores were considerably below the general infection rate in Germany. All information on our hygiene measures and this report is available at [fielmann.de/coronavirus](https://fielmann.de/coronavirus).

We guaranteed our employees' jobs, voluntarily supplemented the net earning of employees in short-time work to 100%. Thanks to our employees' outstanding work, we were able to combine infection protection with a clear customer focus.

The training and continued professional development of our employees is an investment in the future. Every year, we invest tens of millions in training and development courses. We can only extend our lead in the market if each and every one of our employees is the best in his or her field. A family-friendly environment and flexible working times provide the necessary framework for this. We had already begun rolling out digital tools for communication and collaboration even before the coronavirus pandemic. This way we could connect with our colleagues and share knowledge throughout the company during the crisis.

In the crisis year of 2020, Fielmann not only assumed responsibility for its customers and employees, but also for society in general: in March 2020, Fielmann began developing and producing protective glasses for medical staff to slow the spread of coronavirus. Fielmann donated the first 20,000 protective glasses to over 300 hospitals and other medical centres in Germany immediately after the approvals were issued. We also donated protective glasses to other countries, with 5,000 going to the Red Cross in Italy and a further 1,000 glasses to hospitals and medical centres there.

For us, assuming responsibility for people and society also means assuming responsibility for the world we live in. We plant a tree for each employee every year. Since 1984, we have planted more than 1.6 million trees and bushes. In 2020, we planted more than 30,000 trees and bushes in Germany, Austria, Switzerland and Italy despite the coronavirus crisis.

Fielmann has invested in green energy throughout Germany since 2020: the electricity in all our stores, production facilities and the headquarters is derived 100% from regenerative sources. This means we have zero CO<sub>2</sub> emissions from power consumption in Germany. In the future, we plan to become even more energy-efficient and will continue to reduce the emissions of damaging greenhouse gases in other countries too. Furthermore, we have begun to develop a sustainable collection of glasses: with a focus on the circular economy, we are now working with recycled acetate which we purchase from a specialist, ISO 14040-certified supplier. We use this to produce frames at our own plant in Germany. The first five models of this top-quality collection will be available in the financial year 2021.

When taken alone, many measures only have a small effect, but when added up they can make a great contribution to becoming more resource-friendly and sustainable. With this in mind, I thank all our employees for their dedication and sense of responsibility – particularly in this highly unusual year. Their expertise, dedication and sense of solidarity are the pillars of our success.

I would also like to thank our customers, partners, friends and shareholders for their loyalty to the company. This level of trust is both a motivation and an obligation for us.



Marc Fielmann

GRI 102-14



As part of the 2020 “Einheitsbuddeln” initiative, Marc Fielmann and the Minister Presidents of several federal states planted 16 Japanese cherry trees in Potsdam. They represent a further 4,500 trees which Fielmann planted in Brandenburg to make an active contribution to environment and nature protection.

From left to right: **Burkhard Exner**, Mayor of the state capital Potsdam, **Sandra Gerken**, State Secretary and authorised representative of the federal state of Schleswig-Holstein at the federal level, **Dietmar Woidke**, Minister President of the federal state of Brandenburg, and **Marc Fielmann**.



**Copper beech seed**



# Sustainable corporate governance

## About Fielmann

Fielmann stands for fashionable eyewear at fair prices, and runs its own design studios, production sites and almost 900 stores in 15 European countries. The market leader uses an omnichannel business model to provide more than 27 million customers with glasses, sunglasses, contact lenses and hearing aid systems. We owe our success to our almost 22,000 committed and highly skilled employees, who embody our customer-friendly philosophy. With our Vision 2025, we will take this philosophy into the future and shape the optical industry in Europe for the benefit of consumers – without compromising on quality.

## Business activities

Fielmann Aktiengesellschaft, which has its headquarters at Weidestraße 118a, Hamburg, Germany, is the Group’s listed parent company. Fielmann AG invests in and operates optical businesses and hearing aid companies. It furthermore manufactures and distributes visual aids and other optical products. These products include glasses, frames, lenses, sunglasses, contact lenses, related articles and accessories. It also sells merchandise of all kinds as well as hearing aids and their accessories, and – since 2020 – also protective glasses. Fielmann keeps expanding, is offering its customers even more personal service with new stores and is rolling out the omnichannel business model. As at 31 December 2020, Fielmann operated 870 stores (previous year: 776). The number of stores also includes our Spanish subsidiary, which was first consolidated on 31 December 2020 but will only contribute to the result as of 2021.

## Fielmann Aktiengesellschaft stores

Country	2020		2019	
	Number of stores	Share of overall sales	Number of stores	Share of overall sales
Germany	605	79.2 %	602	78.8 %
Switzerland	43	11.6 %	43	11.8 %
Austria	38	5.3 %	38	5.8 %
Others <sup>1</sup>	184	3.9 %	93	3.6 %
Total	870	100.0 %	776	100.0 %

GRI 102-4 | GRI 102-6 | GRI 102-7 | GRI 102-10

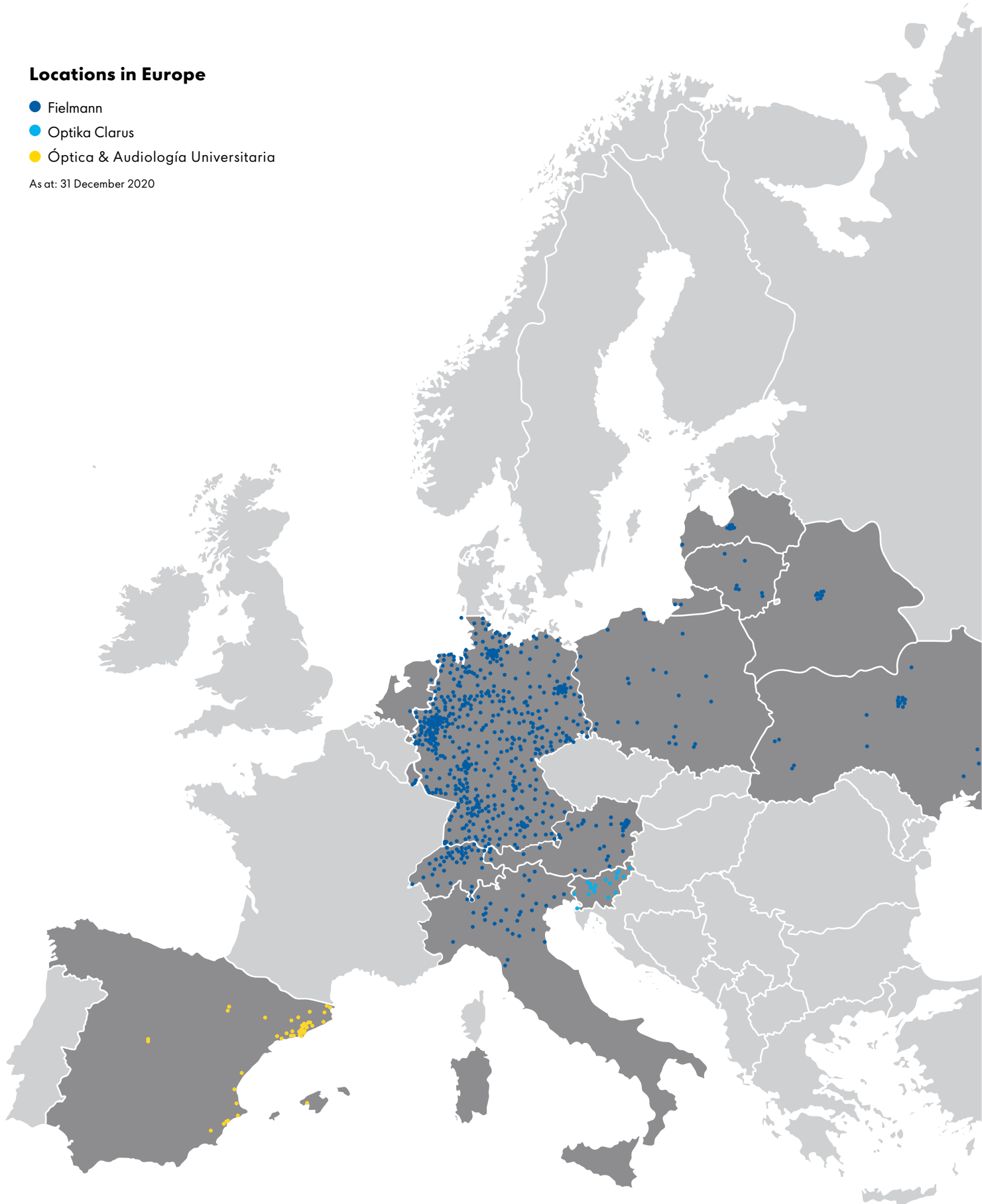
© Zoonar/Jürgen Vogt/Alamy Stockfoto

<sup>1</sup>In the EU member states of France, Italy, Luxembourg, the Netherlands, Poland and Slovenia, the Group operates 104 stores. These stores are grouped with our smaller 50 outlets in Belarus and Ukraine and are represented in the “Others” segment. Further information is provided in the Annual Report.

### Locations in Europe

- Fielmann
- Optika Clarus
- Óptica & Audiología Universitaria

As at: 31 December 2020



**The main products of Fielmann Aktiengesellschaft**

Product	Description
Frames	In our stores, Fielmann showcases the whole world of fashionable eyewear – our very own Fielmann collection, international designers and brands.
Lenses	Our production and logistics centre is located in Rathenow, Brandenburg. Under a single roof, we produce mineral-based and plastic lenses, fit them into the customers’ individual frames and then deliver them overnight to our stores. Customers also find lenses from other major brands and well-known manufacturers at the best prices in Fielmann stores.
Sunglasses	Whether as a fashion accessory or with a customised prescription, Fielmann provides a wide selection of sunglasses: the Fielmann collection, other major brands and international designers.
Contact lenses	Fielmann sells contact lenses from major brands and well-known manufacturers at the best prices.
Hearing aids	In 280 hearing aid studios, Fielmann offers its customers all the major brands and popular hearing aids at the best prices.

GRI 102-2

Almost all Fielmann products offer social benefits as they enable good eyesight and hearing, thereby allowing greater participation and considerably reducing risks at work or in traffic. Fielmann provides free eyesight and hearing tests in stores in order to help people to detect their individual needs. Customers are assisted by trained opticians and hearing aid professionals using precise measuring technology to find the best visual or hearing aid for them. The website highlights the properties of the various models so that customers can arrange a free appointment with a product already in mind.

By creating fashionable eyewear at no cost (Nulltarif), Fielmann ended the discrimination against people wearing statutory health insurance glasses and made glasses socially acceptable. This is Günther Fielmann’s historical achievement. Even after the discontinuation of the statutory health insurance funds, our customers still receive glasses with no additional payments thanks to the zero-cost insurance from Fielmann and HanseMerkur. People who do not need the zero-cost insurance can get a fashionable pair of glasses with top-quality single-vision lenses and a Three-Year Warranty for as little as €17.50. Our guidelines for responsible marketing oblige us to communicate the benefits of our products and services fairly and transparently.

With mobile eye tests, Fielmann is making a significant contribution to increasing safety on Germany’s roads. According to the Association of German Ophthalmologists, an estimated 300,000 traffic accidents per year are caused in part by poor eyesight. Fielmann therefore runs campaign days to carry out eye tests using its two mobile eye-testing units in partnership with the police, leading automobile clubs and associations. These rapid tests have discovered defective eyesight in an average of 50% of the tested participants without glasses.

In 2020, we also switched part of our supply chain for plastic frames in favour of protective glasses in order to help in the battle against the coronavirus pandemic. Besides face masks, protective glasses are a key component of protective equipment for medical workers. The glasses are produced in line with the requirements of the EC type examination as per EN 166 and are subject to strict quality checks at our lab in Rathenow. In future, we will also produce prescription protective glasses so that we can assist systemically relevant professions even further.

Key figures of Fielmann Aktiengesellschaft		2020	2019
External sales	incl. VAT in € m	1,629.8	1,764.6
Consolidated sales	excl. VAT in € m	1,428.9	1,520.7
EBITDA	in € m	335.0	384.7
Equity capital	in € m	836.4	726.6
Debt	in € m	832.8	639.9
Number of stores	as at 31.12.	870	776
Employees	as at 31.12.	21,853	20,397

The following table includes countries with more than 5% of the total sales or total costs:

		2020			2019		
		Germany	Switzerland	Austria	Germany	Switzerland	Austria
Sales	in € m	1,132.1	166.3	74.9	1,198.1	179.2	87.9
Result before taxes	in € m	162.7	20.1	13.1	215.1	29.3	17.0
Employees		17,363	1,424	852	16,987	1,436	809

GRI 102-7

### Memberships

As craftspeople, German opticians are organised in guilds. More than half of the owner-managed stores are members of marketing or purchasing groups. Fielmann is also a guild member. In addition, we are involved with the Central Association of Opticians (ZVA), the overarching umbrella organisation for opticians in North Rhine-Westphalia (AOV NRW), and the German Federal Guild for Hearing Healthcare Professionals (biha).

In Switzerland, Fielmann is a member of the Swiss Federation of Opticians (AOVS), the Vaud Opticians' Group (GVO), the Association of Swiss Advertisers (SWA), and the Swiss Association for Hearing Acoustics (HS). Fielmann is also active in the German-Swiss Chamber of Commerce. In Austria, Fielmann holds memberships of the Austrian trade association and the Austrian Economic Chamber (WKO). In Italy, Fielmann is involved in the inner city purchasing group association, maintains contacts to the retailers' trade and business association, and is a member of the service association.

GRI 102-12 GRI 102-13

## Organisation and corporate governance

Fielmann is a family business and thinks across the generations. Fielmann Aktiengesellschaft is the Group's listed parent company.

### Supervisory Board

The Supervisory Board of Fielmann AG monitors the work of the Management Board and advises where necessary. Parity codetermination is regulated in the Codetermination Act (MitbestG) and represents a numerical balance in the composition of the Supervisory Board. Employees can then participate in the Supervisory Board's decision-making processes on equal terms with shareholder representatives. Fielmann AG's Supervisory Board currently consists of 16 members. Eight members are elected by the shareholders in accordance with the provisions of the German Stock Corporation Act (AktG), and the other eight members are elected by the employees in accordance with the Codetermination Act (MitbestG). In 2020, the shareholder elections were held at the Annual General Meeting on 9 July 2020, while the election of employee members of the Supervisory Board was held at the assembly of delegates on 29 June 2020. The employee members of the Supervisory Board include two trade union representatives.

The Supervisory Board includes an HR Committee, a Mediation Committee and a Nomination Committee. There are no further committees. It was decided that an Audit Committee need not be formed. Before the annual balance sheet meetings, all Supervisory Board members have the opportunity to obtain a detailed briefing on the content and results of the audit in a discussion forum attended by the Chief Financial Officer (CFO) and the chief auditor. The Supervisory Board is also given the chance to ask questions and make suggestions.

GRI 102-18

### Management Board

Fielmann is a listed family business. Founded in 1972 by Günther Fielmann and listed on the stock exchange since 1994, the company is now being run by the second generation: in a long-held plan for company succession, the founder Günther Fielmann gradually handed over responsibility to his son Marc Fielmann from 2016 to 2019 and this process was completed in November 2019. Today, Marc Fielmann is the CEO of Fielmann AG.

The entire Management Board is responsible for the operational management of Fielmann Aktiengesellschaft. In the reporting year, the Management Board was made up of four people. The company is represented by two members of the Management Board, or by one Management Board member and an authorised signatory. Regular Management Board meetings are held in order to make strategic decisions and to resolve inter-departmental issues.

### Corporate Governance

Corporate Governance at Fielmann stands for responsible corporate management and control geared to long-term value creation. Transparent leadership strengthens the trust of customers, employees and investors in the work of the company and its committees. In this context, efficient cooperation between the Management Board and the Supervisory Board, respect for shareholder interests and open corporate communications are the principles that guide our actions.

The Management Board and Supervisory Board have pledged to ensure the continued viability of the company and sustainable value creation through responsible corporate governance over the long term.

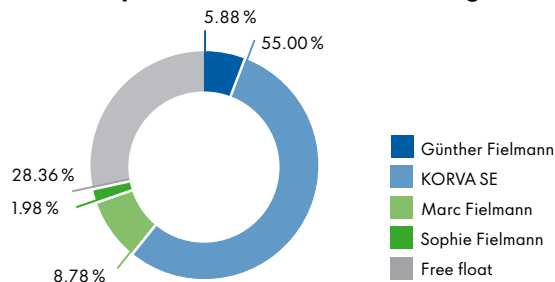
The work of the Management Board is governed by the statutory regulations, the Articles of Association and the rules of procedure. Fielmann lists the responsibilities of the individual board members at: [corporate.fielmann.com/de/investor-relations/unternehmen/vorstand/](https://corporate.fielmann.com/de/investor-relations/unternehmen/vorstand/).

### Ownership structure

Fielmann has the legal status of a German Aktiengesellschaft. We regard ourselves as a family business. This is reflected in the personal responsibility of the founding family for the well-being of the customers, the employees and the company.

The family's connection to the company is also reflected in the ownership structure of Fielmann Aktiengesellschaft: via the family's holding company KORVA SE, the Fielmann Familienstiftung and direct equity, the Fielmann family controls 71.64% of the shares in Fielmann Aktiengesellschaft. The remaining 28.36% of shares are in free float. 55.00% of the shares owned by the Fielmann family in Fielmann Aktiengesellschaft are held in KORVA SE. With 92.50% of the votes, the Fielmann Familienstiftung indirectly has the decisive influence on KORVA SE and therefore the majority rights in Fielmann Aktiengesellschaft. These majority rights are permanently secured. The remaining 7.50% of the votes in KORVA SE are held directly by members of the Fielmann family. The sole Management Board member of KORVA SE the Fielmann Familienstiftung is Marc Fielmann. Günther Fielmann continues to hold special rights in line with the Articles of Association regarding the composition of the Management Board and Supervisory Board of the Fielmann Familienstiftung.

#### Ownership structure of Fielmann Aktiengesellschaft



GRI 102-5

GRI 102-18

## Corporate social responsibility management and organisation

For Fielmann, responsible and ethical behaviour is part of who we are. It represents a core component of our corporate philosophy. Fielmann attaches great value to responsible interaction with employees and customers as well as to the protection of the environment and natural resources. The basic rules of behaviour formulated for this purpose are available to all employees.

GRI 102-16

The Management Board and the respective managements of the Group subsidiaries are responsible for ensuring the socially responsible behaviour of Fielmann Aktiengesellschaft. As part of their departmental duties, the various board members are responsible for the numerous activities described in detail in this report.

The activities of Fielmann Aktiengesellschaft in the fields of environmental protection, protection of historical buildings, and youth sports are coordinated by the Communications and Public Relations department. In the context of corporate social responsibility management, this department takes on a key role. It documents the work of all the board's areas of activity and communicates regularly with the entire Management Board.

Through its managers, the risk management system (RMS) and the internal audit, the Management Board ensures transparency so that it can take the necessary measures, where necessary. The overall responsibility for corporate social responsibility management and its further development remains with the Management Board.

With its non-financial declaration (CSR report), Fielmann reports annually about corporate social responsibility in the company.

## Materiality analysis and material topics

Fielmann has added to its reporting on corporate social responsibility pursuant to Sections 289b and 315b of HGB in the financial year 2017 and now presents its wide-ranging activities following the principles of the Global Reporting Initiative (GRI). The Management Board of Fielmann Aktiengesellschaft carried out an extensive materiality analysis for the first time in the financial year 2017. This was accompanied by detailed preparations with internal and external stakeholders. The topics of material importance were identified in a systematic process following the GRI standard and in consideration of the definition of materiality pursuant to Sections 289c Para. 3 and 315c of HGB. Afterwards, the topics were selected due to their materiality for the stakeholders as well as for the company and assessed in the two-dimensional materiality matrix with regard to their meaning. The Management Board regularly checks, validates and prioritises the defined topics.

We continuously further develop and optimise our CSR objectives. In 2020, we expanded our corporate social responsibility management in order to appropriately fulfil our own demands and those of our stakeholders. When naming the topics, we go beyond the GRI standard and have added a new material topic entitled "Employee

health and hygiene". Instead of showing the topics in a materiality matrix, we have assigned them to their respective focus areas. The assessment of the topics was carried out according to the following aspects:

- Company environment: opportunities and risks in the political, legal, economic, ecological, technological and social environment
- Internal company analysis: strengths and weaknesses of the competences and resources, the business model, the product portfolio and the value chain
- Stakeholder expectations: deductions and assumptions regarding the expectations of customers, suppliers, business partners, employees, consumers, environmental organisations, industry associations, shareholders and the media

The topics deemed to be of material importance were also assessed with regard to their double materiality pursuant to Sections 289c and 315c of HGB – thereby going beyond the stipulations of the GRI standards.

GRI 102-46

**Material topics**

Corporate governance	Customers	Employees	Society	Environment
Governance and compliance	Customer data protection Customer health and safety	Attractive employer Employee health and hygiene	Social responsibility Social standards in the supply chain	Energy and emissions

GRI 102-44 GRI 102-47

**Risk management and significant risks pursuant to Sections 289c and 315c of HGB**

Fielmann has set up a comprehensive risk management system that enables the company to identify and make use of opportunities in good time, while also keeping in mind the potential risks. All the main planning and control elements lead to a detailed reporting system. Using defined thresholds, Fielmann regularly assesses whether and which concentrations of risk exist within the Group. This systematic monitoring is integrated in all relevant processes. By way of both monthly and yearly reporting, we identify potential risks and evaluate them with regard to their potential significance for the business position of Fielmann. Since the financial year 2018, our evaluation has also included material risks as per Sections 289c and 315c of HGB, insofar as they have or could have serious negative consequences on environmental, employee and social matters as well as on attempts to respect human rights and combat corruption. This concerns the material risks related to Fielmann's own business activities (Section 289c Para. 3 (3) of HGB) as well as the material risks linked to our business relations, products and services (Section 289c Para. 3 (4)



of HGB). The risk management system takes into account the likelihood of risks arising and their potential impact as well as the basic measures for addressing the identified risks. We evaluate the risk indicators using entry sheets. We use a traffic light system to document the severity of the risk for our topics. To do so, we use the following risk categories:

- Green: good situation (expected damage has an extent of less than 1% of anticipated pre-tax profit)
- Green-yellow: slightly negative deviation from good situation (expected damage has an extent of between 1% and 3% of anticipated pre-tax profit)
- Yellow: risk of critical situation occurring (expected damage has an extent of between 3% and 5% of anticipated pre-tax profit)
- Yellow-red: critical situation (expected damage has an extent of between 5% and 10% of anticipated pre-tax profit)
- Red: highly critical (expected damage has an extent of more than 10% of anticipated pre-tax profit)

The risk identification, evaluation and assessment are carried out in a decentralised way by the individual departments of Fielmann Aktiengesellschaft. The controlling department coordinates and is responsible for the process and forwards the risk reports from the individual departments to the Management Board. The effectiveness of the information system is regularly assessed by internal audits and an external audit.

GRI 102-11

Fielmann has checked all the material topics presented in this report for significant risks pursuant to Sections 289c and 315c of HGB. No significant risks were identified from business activities, business relationships or products and services which are likely to have serious negative effects on the aspects stated in Sections 289c and 315c of HGB. Consequently, the assessment of risk is at "low" (green). For further information on our risk management system as well as on the financial risks and opportunities, please refer to the explanations in the Group Management Report.

### **Stakeholder dialogue**

Fielmann has identified the key stakeholders as part of a systematic process. They are consulted at regular intervals or whenever required. We pick up on their suggestions and ideas, and give an account of them in, among other things, the present report. Fielmann's main stakeholders include customers, employees and managers, the Supervisory Board, shareholders and investors, banks, the works council, suppliers, associations, public authorities and the media.

External stakeholders can send Fielmann their questions and suggestions on social responsibility matters via email at [nachhaltigkeit@fielmann.com](mailto:nachhaltigkeit@fielmann.com). Incoming emails will be read by the Communications and Public Relations department and, in collaboration with the respective divisions, answered.

Stakeholders	Interaction
Customers	Regular satisfaction survey Transparent and continuous dialogue process supported by digital communication tools
Employees and managers	Regularly held strategy and work meetings Transparent and continuous dialogue process by way of regular reporting
Supervisory Board	Four board meetings per year, individual voting and committee meetings Transparent and continuous dialogue process by way of regular reporting as well as ad-hoc publicity
Shareholders and investors	Regular investor relations meetings
Banks	Transparent and continuous dialogue process Transparent and continuous dialogue process
Works council	Regular coordination between the works council, the labour director and the members of the Management Board
Suppliers	On demand
Associations	On demand
Public authorities	On demand
The media	On demand

GRI 102-40 GRI 102-42 GRI 102-43 GRI 102-53

### Objectives, measures, results and performance indicators

Pursuant to Section 289c Para. 3 of HGB, Fielmann has developed in detail the objectives, concepts and measures (Section 289c Para. 3 (1) of HGB) and documented the results (Section 289c Para. 3 (2) of HGB) of every material topic. This presentation is supplemented by relevant non-financial performance indicators (Section 289c Para. 3 (5) of HGB). The topics are described in the following chapters:

- Sustainable corporate governance:
  - Governance and compliance
    - Economic performance (GRI 201)
    - Anti-corruption (GRI 205)
- Responsibility for our customers:
  - Customer health and safety (GRI 416)
  - Customer data protection
    - Customer privacy (GRI 418)
- Responsibility for our employees:
  - Attractive employer
    - Employment (GRI 401)
    - Training and education (GRI 404)

- Employee health and hygiene  
Employee health and safety (GRI 403)
- Responsibility for society:
  - Social responsibility  
Indirect economic impacts (GRI 203)
  - Social standards in the supply chain  
Supplier social assessment (GRI 414)
- Responsibility for the environment:
  - Energy and emissions  
Energy (GRI 302)  
Emissions (GRI 305)

The material topics listed above fully cover the five required aspects (environmental, employee and social matters as well as respect for human rights and anti-corruption) of Sections 289c Para. 2 and 315c of HGB (see “About this report”, p. 68–69). They will be presented individually in the following.

## **Governance and compliance**

### **Business environment and requirements**

As at 31 December 2020, Fielmann operates stores in 15 countries. Statutory regulations are varied and complex.

### **Objectives**

**Operations assessed for risks related to corruption** Fielmann assesses all business locations for corruption risks. The corresponding assessments are made at irregular intervals. We target any evidence of corruption for further investigation.

**Financial assistance received from government.** Fielmann sets itself the objective of not claiming any financial support from governments for operating its businesses.

### **Concepts, management and measures**

Fielmann has a comprehensive compliance system that works to achieve law-abiding and ethical behaviour among its employees and business partners. The system comprises a Code of Conduct for suppliers, a compliance guideline, individual stipulations for risk areas, and a risk management system. Fielmann takes both local and international laws into account.

Our company and our success are characterised by the mutual trust and shared responsibility of all our employees, by the protection of the environment and natural resources, and by our behaviour in business life. Misconduct and violations of the law can cause enormous reputational damage and lead to major economic losses.

The Management Board is responsible for the continuous development of the compliance system. Amendments shall be communicated to all employees in good time. In the event of any compliance issues, employees are instructed to contact their superior, the internal audit department or the Management Board directly. The internal audit department uses regular checks to inspect the company-wide implementation and application of the valid guidelines.

The Management Board of Fielmann Aktiengesellschaft has adopted a compliance guideline to give employees a clear framework. Employees can access this guideline at any time. The Code of Conduct is about prohibiting corruption and bribery, regulating invitations and gifts, ensuring health and occupational safety, environmental protection and energy efficiency, and the legal obligations to prevent money laundering.

The Management Board continuously updates the compliance guidelines, identifies and regularly checks the main risk areas and draws up concrete stipulations and directives that must also be complied with in addition to the statutory provisions. The compliance guidelines and the supplementary directives provide concrete orientation for the employees and ensure that their work remains lawful and proper. The employees will be immediately informed of any amendments or updates.

Besides maintaining law and order, ethical principles must also be taken into account at Fielmann. Every employee pledges to comply with Fielmann's customer-oriented rules. Managers also pledge to comply with the company-wide leadership guidelines. In turn, Fielmann pledges to respect its customers, employees and society and to contribute to this end in many ways. This commitment is highly important to us.

Fielmann's ordinary business activities include optical retail and hearing acoustics, mainly within the European Union. Bearing this in mind, Fielmann assesses the risk of corruption (Section 289c Para. 3 (3) of HGB) in the company and its environment as low. Fielmann is also not aware of any significant risks regarding business relationships or products and services (Section 289c Para. 3 (4) of HGB). Nevertheless, Fielmann deals with the issue of corruption in its compliance guidelines and in a separate directive on accepting and offering gifts and allowances. Furthermore, Fielmann obliges all suppliers of its main products to sign up to its Code of Conduct, which expressly rejects all forms of corruption. The Code of Conduct is publicly available on our company website ([corporate.fielmann.com/coc](https://corporate.fielmann.com/coc)).

GRI 102-11 GRI 102-16 GRI 103

**Results in the reporting year**

**Operations assessed for risks related to corruption** In 2020, we inspected 90 stores for corruption risks (previous year: 94).

Assessments	2020	2019
Number of stores	790	776
Assessed stores	90	94
Share of inspected stores	11 %	12 %

GRI 205-1

**Financial assistance received from government.** Fielmann is not aware of the participation of a government as shareholder. Fielmann receives individual, publicly regulated funding programmes for further training and professional development.

We topped up the reduced hours pay, which was applied for due to the coronavirus pandemic, to 100% so that all store employees continued to receive the same net salary. In the financial year, the reimbursement of € 30.0 million received from benefits like the reduced hours pay scheme and comparable measures abroad were used for personnel expenses.

GRI 201-4

**Responsibility in times of COVID-19**

The coronavirus pandemic has led to massive restrictions to private and business life all around the world. Represented in 15 European countries, Fielmann follows the instructions set out by each country’s authorities. In Germany, we comply with the stipulations from the Robert Koch Institute, and also implement even further measures. There are three overarching goals: to protect the health of our customers and employees, ensure the continued existence of our company, and to make a societal contribution to overcoming the pandemic.

We have summarised each of the measures we have taken to achieve these goals in the chapters entitled “Customers”, “Employees” and “Society”.



<sup>1</sup>As the Spanish optical chain Óptica & Audiología Universitaria was first acquired on 31 December 2020, the stores in Spain have not yet been taken into account in the calculation for the proportion of assessed stores.

## Our contribution to the UN Sustainable Development Goals (SDGs)

As market leader and an internationally operating family-run company, we have a long-term, global vision, and contribute to making the future worth living in. For this reason, we support the implementation of the UN Sustainable Development Goals (SDGs). These goals are a call to action to make the world fairer and more sustainable, and range from strengthening sustainable production through to measures for climate protection. Of the 17 SDGs, five topics are of particular importance to Fielmann.



### Good health and well-being

As opticians and hearing care professionals, we are part of the healthcare service. Almost all the products sold by Fielmann, including lenses, frames, contact lenses and hearing aids, are medical products which have to fulfil strict conditions. Our own production facilities in Rathenow, Brandenburg, ensure that we provide quality and expertise.

We only sell products from other manufacturers if they meet our strict quality standards. Our suppliers assure us of this by way of corresponding certifications. Our aim is to be able to guarantee safe working conditions and health protection in our supply chain too.

As an employer, it is important to us to offer our employees a healthy and safe place to work, one where they feel secure.

### Quality education

Our employees are the pillars of our success. We offer young people clear objectives and compelling values. Our apprentices are the best in the business – as testified by the national awards they win. In the German optical industry competition, Fielmann has accounted for an average of 80% of the regional winners and 97% of the national winners over the last ten years. We train 7,000 employees every year at the Fielmann Academy at Plön Castle alone, and invest tens of millions in training and development courses annually. Where possible, we fill the management positions from within our own ranks.



### Decent work and economic growth

The basis for our success is our over 22,000 employees, who embody our customer-friendly philosophy. As a family-run company, we offer them a secure, satisfying and motivating place to work. We use specific funding programmes to assist our employees in all phases of their careers and offer them individual career plans. We promote diversity and equality, and give our employees the opportunity to acquire shares in the company. We expect our suppliers and providers to maintain the level of social standards that our customers demand from us: our Code of Conduct contains all the basic values that ensure sustainable and ethical behaviour in our supply chain.



### Responsible consumption and production

Sustainable behaviour is a core component of our corporate philosophy. We regard it as our corporate duty to maintain sustainable principles and develop them even further – at our stores, our offices and our production facilities. For example, we have developed our first frames made of bio-based acetate and are working with a start-up to create a sustainable collection featuring frames made from recycled materials. Sustainable behaviour is also important to us in the supply chain: we only sell products from suppliers if they meet our strict quality standards regarding environmental protection and sustainability, as defined in the Code of Conduct.



### Climate action

A responsible interaction with nature is the foundation of our sustainable action. The topics of energy efficiency and environmental protection are deeply rooted in the Fielmann strategy and are clearly defined in our organisation. When developing and producing our products, we aim to spare resources as much as possible and reduce our energy consumption. Furthermore, when running our stores, the Fielmann Academy at Plön Castle and our administrative offices, we monitor the energy consumption and work to reduce any emissions that may damage the climate.





**Young beech in the spring**



## Responsibility for our customers

### You are the customer

Our guiding principle is “You are the customer”. We offer our customers the kind of advice that we would like to receive ourselves: always fair, friendly, competent – and above all, irrespective of their budget. Time and again, Fielmann has pioneered customer-friendly services in optical retail. We are shaping the optical industry for the benefit of consumers – without compromising on quality.

We work to keep information security and data protection in line with the progress of technical innovations. In doing so, we view digital innovation and customer-oriented data protection as a symbiosis and not a contradiction. Fielmann has formulated internal data protection standards in order to fulfil the relevant legal requirements, particularly the EU General Data Protection Regulation (GDPR). Our objective is to process data transparently, honestly and securely at all times. We treat all personal data confidentially. This includes all the information that can be taken from an identifiable person. Such data is subject to legal protection, irrespective of whether it is in digital or paper form. We safeguard the customer-oriented and, at the same time, lawful processing of the data entrusted to us through clear responsibilities, our data protection management system as well as technical and organisational measures.

The quality of our products has always been of particular importance to us. Our quality controls are much more stringent than required by statutory regulations. This applies both to lenses and to frames. We take part in the development of globally valid quality testing methods and support the further development of the ISO standards.

### Customer data protection

We protect our customers’ personal data and guarantee that all personal data shall be treated confidentially and conscientiously at all times.

All customer data is processed in line with the GDPR. It may only be used for the purposes for which it has been expressly entrusted to us and for which there is a legal basis. We immediately comply with any requests for information, deletion or updates, while observing the statutory retention periods.

### Business environment and requirements

Legislators have responded to customers’ wishes for personal data protection, privacy and the transparent processing of personal data with the GDPR, in effect since 25 May 2018, and the associated amendment of the German Federal Data Protection Act (BDSG). We have defined our own data protection standards that fully comply with the legal stipulations of the new GDPR.

GRI 103

### Objectives

Fielmann combines innovative services with customer-oriented data protection and regards customers as responsible citizens. Our customers are always entitled to find out how and for what purposes their data are being used. As part of the business activities of all the Group companies, we only collect, process and use personal data if the required legal basis exists. We respond immediately to any submitted enquiries or complaints regarding data protection. Special attention is paid to the protection of our customers' personal data. Fielmann also processes the personal data of its employees, business partners and shareholders confidentially and in accordance with the data protection directives.

Our objective is to continuously further develop our organisation, processes and systems to ensure that personal data is always processed and stored in accordance with the law. We work closely with the regulatory authorities and document our data protection system properly in order to ensure that the system remains consistent with statutory requirements. We implement the necessary amendments and improvements in good time.

**Percentage of answered enquiries within 20 working days.** Our aim is to deal with any requests for information, deletion or updates within 20 working days, while observing the statutory retention periods (target level: 95%). In this respect, we adhere to the processing time of one month as stipulated by the GDPR.

**Training level of project managers.** Data protection is not just a technical issue. Through regular trainings, we ensure that all project managers are informed about legal requirements and the additional data protection standards at Fielmann. In addition, all employees at our stores and the company headquarters are given information about the reporting concept for dealing with data protection infringements. The project managers are also familiar with the technical and organisational measures and are obliged to observe them to the full (target level: 100%).

GRI 103

### Concepts, management and measures

Data protection has always been of great importance to us. Fielmann customers can rest assured that their personal data is processed securely, in their interest and in accordance with the law. We back up this promise with strict data protection standards, a data protection system, and far-reaching technical and organisational measures.

**Fielmann's data protection and privacy standards.** Fielmann formulated standards in its directive on data protection and privacy in order to fully comply with the statutory requirements of the GDPR. This internal directive presents the data protection and privacy principles and their implementation at Fielmann Aktienge-

sellschaft as well as at its national and international subsidiaries. It documents and sets out which requirements must be observed and implemented when processing personal data. Fielmann has committed itself to the following data protection and privacy principles:

- Legality and fairness of data processing
- Purpose of data processing
- Transparency in data processing
- Data avoidance and minimisation
- Data protection by design and default
- Data deletion and storage limit
- Factual accuracy and up-to-date data
- Confidentiality and data security
- Maintaining the rights of the persons concerned

**The Fielmann data protection system.** We ensure the implementation of the data protection and privacy standards by way of a centralised data protection system. This embeds the data protection directive in all parts of the company. Within the framework of the data protection system, the Data Protection Officers, the Legal department, the Governance department and a law firm specialised in data protection and privacy laws work closely together.

As far as required by applicable national laws, the companies in the Fielmann Group have appointed a Data Protection Officer. The respective Data Protection Officer is responsible for information, cooperation and monitoring tasks, as set out in Article 39 of the GDPR. Our Data Protection Officers are equipped with sufficient staffing and financial resources.

The company Data Protection Officers are consulted before the approval of guidelines, training documents or key decisions on data protection and privacy. They check and assist all the relevant projects and work towards ensuring a lawful management of personal data.

The Management Board consults the Legal department regarding decisions relating to data protection and privacy. It is charged with regularly checking and further developing Fielmann's data protection and privacy standards with regard to statutory stipulations and technological changes. For this purpose, our in-house legal experts work together with an international law firm specialised in data protection and privacy.

Besides the IT architecture and the business processes, Fielmann's "Governance" unit carefully monitors information security and data protection. This department further develops the technical and organisational measures on data protection, assists all projects relevant to data protection and offers concrete support when it comes to implementing internal guidelines and legally governed regulations. Fielmann has had an expanded data protection team since 2018, which is responsible for the implementation and further development of the data protection standards. A separate customer service team

specialises in answering enquiries related to “subject rights”. Governance is responsible to the Management Board for the documentation, evaluation and security of sensitive data. In this role, the Governance department continuously further developed the data protection system in the reporting year 2020.

**Technical and organisational measures for data security.** The Governance department receives instructions from the Management Board, the Data Protection Officers and the Legal department and translates them into technical and organisational measures that, in turn, are received by the employees responsible for processing personal data.

We determine the technical and organisational measures in consideration of the given risks, the present state of technology, the implementation costs, and the type and extent of the circumstances and purposes of the data processing, pursuant to Article 25 of the GDPR. In order to guarantee a level of protection appropriate to the risks, these measures include the following:

- the pseudonymisation and encryption of personal data
- the ability to permanently ensure the confidentiality, integrity, availability and capacity of the systems in relation to the data processing
- the ability to quickly reestablish the availability of personal data in the event of a physical or technical incident
- a procedure for regularly testing, assessing and evaluating the effectiveness of the technical and organisational measures that ensure that the data is processed securely.

**Standard processes for enquiries.** All enquiries regarding data protection can be made at any time and free of charge to the number +49 (0)800 34 35 626 or via email to [datenschutz@fielmann.com](mailto:datenschutz@fielmann.com). All data protection enquiries sent to us by those affected or by regulatory authorities are documented, checked and processed. Since May 2018, we have pointed this out to all our customers via information brochures as well as in the data protection notes on our online services.

If customers are interested in Fielmann’s new digital services, they are comprehensively informed about which data is collected by the company and for what purpose. In this event, customers must give their explicit consent in written form. The right to object is open at all times.

**Training courses and professional development.** Data protection is not just a technical issue. All employees must understand the statutory requirements and additional internal stipulations. Information on the technical and organisational measures is also available to employees. Only once data protection is fully embedded in the daily work of employees will it be possible to continuously raise the data protection level. In addition, Fielmann regularly trains all the project managers and has instigated the following measures:

- commitment of all employees to data protection (upon recruitment)
- distribution of the directive on data protection and privacy
- regular training on data protection
- distribution of a flyer to employees containing basic information on data protection
- distribution of a flyer to customers about data protection

Data protection and privacy is deeply embedded at Fielmann from an organisational, technical and management perspective. The proper processing of personal data is governed by strict data protection standards that are continuously reviewed and further developed. The data protection system uses clear responsibilities, technical and organisational measures as well as regular training to achieve a constant improvement of data protection.

GRI 103

### Results in the reporting year

In the reporting period, there were no relevant infringements regarding breaches of customer privacy or losses of customer data that could lead to an actual risk to the rights and freedoms of the persons concerned. We are also unaware of any unauthorised access to data and further infringements against statutory stipulations or the internal data protection directive. We engaged in constructive communications with the data protection authority in Hamburg throughout the reporting year.

We developed our data protection system and the Information Security Management System (ISMS) extensively in the reporting year 2020. The ISMS was reviewed in an external audit in the context of activities as an insurance agent for the Zero-Cost Insurance policy.

The Data Protection Officers will continue to attend to their legally governed supervisory duties. The Legal department is further developing the data protection directive, and the Governance department is improving the data protection system both nationally and internationally. This includes the continuous further development of guidelines and concepts, such as the reporting concept for data protection infringements and employee instructions for avoiding them.

**Percentage of answered enquiries within 20 working days.** In the financial year 2020, a total of 7,425 enquiries related to data protection were sent to us, corresponding to 0.028% of the total customer number. Over 5,400 enquiries (0.020%) were objections to advertising and the rest (0.007%) can be divided between information, deletion, anonymisation and rectification, among others. All processes were completed in 2020 too. We were able to answer the enquiries within five working days in 72% of cases. For a further 11% of the enquiries, we needed up to ten working days for the final answer. We were able to resolve another 5% within 20 days, reaching a total target achievement of 88%. We are satisfied with this result, particularly in

consideration of the fact that the number of enquiries to our customer service increased by 150% due to the coronavirus pandemic. In 2021, we expect to reach the target level we have set ourselves of 95%.

**Training level of project managers.** Through various information measures and training, all project managers were informed about legal requirements and the data protection standards at Fielmann in 2020 (achieved level: 100%). The training of project managers to deal with technical and organisational measures remains a continuous process.

GRI 418-1

## Customer health and safety

Fielmann is the market leader in terms of prices and quality. For us, quality also means ensuring our customers' health and safety. Our products undergo extensive testing before they are made available to customers. Our quality management not only monitors legal compliance but also covers our guarantees for the quality of our products. As an example, we offer a Three-Year Warranty on all glasses. Our customers buy without risk as we take every complaint seriously. If customers are not satisfied with their choice of new glasses, Fielmann will exchange the pair or reimburse the full purchase price.

## Business environment and requirements

Almost all the products sold by Fielmann, including lenses, frames, over-the-counter reading glasses, contact lenses, contact lens cleaning products and hearing aid systems, are medical products. They are subject to the European Directive 93/42/EEC. In Germany, the Directive is covered by the medical devices law (MPG). The CE mark attests to the marketability of a medical device within the European Economic Area.

The new official version of the European Medical Device Regulation (MDR) was released on 25 May 2017. As a result of the coronavirus pandemic, the date of applicability was postponed by a year to 26 May 2021. The regulation replaces the European Directive 93/42/EEC and requires adaptation to nationally applicable laws. In Germany, the necessary amendments were made in the Medical Device Adaptation Act (MPEUAnpG) of 28 April 2020. The MDR leaves companies facing special challenges as many of its provisions are not adequately formulated, meaning that considerable amendments may have to be made. The classification rules for medical devices are changing with regard to the software for medical devices, so that medical devices containing software will have to be certified by a so-called "notified body" in future once the MDR comes into effect. Besides prescription glasses, which are regulated by the MDR, Fielmann also sells sunglasses without prescription, which fall under Regulation (EU) 2016/425 on personal protective equipment. As such, health and occupational safety is now guaranteed by a

clear and uniform EU law without it having to be implemented into the laws of all individual EU member states.

At our stores, only trained opticians carry out the fitting and dispensing of prescription glasses as well as eyesight tests. Payments by statutory health insurance providers are preceded by a so-called prequalification process. This checks whether the requirements for sufficient, appropriate and fit-for-purpose manufacture, sale and fitting of medical aids is being fulfilled. It includes a test regarding the specialist qualifications, general and organisational requirements as well as spatial and practical requirements. If all the conditions are met, the business premises will receive a corresponding certificate and are then entitled to arrange payments with statutory health insurance providers. These provisions and measures are essential for the protection of customer health. Incorrectly fitted lenses can lead to prismatic side effects, which can bring about fatigue, nausea or headaches. Fielmann maintains and improves the quality of our products along the entire value chain. We are shaping the optical industry in Europe for the benefit of consumers – without compromising on quality.

GRI 103

### Objectives

We regard our quality management as a significant competitive advantage. For us, it is not enough to simply meet the statutory requirements governing product quality. Instead, we commit ourselves to stricter quality standards that we continuously further develop and test at our own quality laboratory in Rathenow.

**Percentage of assessed suppliers.** As a distributor, our objective regarding collaboration with suppliers is for our frames, lenses, sunglasses, protective glasses, contact lenses and hearing aids to be sold exclusively by listed suppliers who can guarantee us the quality of their products via CE declarations of conformity (target level: 100%).

**Percentage of assessed frames in the Fielmann Collection.** As a distributor, we aim to ensure that all the frames in Fielmann's own collection successfully pass the quality tests in Rathenow (target level: 100%).

**Percentage of certified protective glasses.** All of Fielmann's own protective glasses must be certified by external bodies as category 2 personal protective equipment (target level: 100%).

GRI 103

### Concepts, management and measures

Even before the introduction of the Three-Year Warranty in 1977, we undertook a wide range of measures to ensure the quality of our products. For example, Fielmann built its own laboratory several decades ago in Rathenow, where the quality of the products is assessed before they are added to the collection. Fielmann complies with the directives

that apply to medical products when it comes to the selection and usage of materials for glasses and lenses.

Our very own Quality Management department is responsible for all the quality assurance measures in the company. This unit is deeply incorporated in Fielmann's entire value chain and has reported directly to the Chairman of the Board since 2006. In 2020, a Regulatory Affairs team was added to the Quality Management department to assist the various other departments in meeting the regulatory requirements of our products which fall under the Medical Devices Directive or the regulation on personal protective equipment. Besides the organisational and process-related integration of the quality management, we also undertake the following measures in order to guarantee the quality of our products:

- process control through our own production facilities
- centralised quality control in Rathenow
- automated control systems
- continuous further development of the test criteria

**Process control through our own facilities.** By manufacturing many of the products we sell, we are able to control the complete value chain, from checking the raw materials to mounting the glasses. A quality management system set up according to ISO 9001 ensures a standardised organisation with highly automated manufacturing and testing processes at a consistently high quality.

Even in the production of lenses, quality assurance is a core component of the entire production process: before a lens completes this process, it is tested up to ten times. Every single lens is tested to see if there are any mistakes in the surface and material used, while all the optical and geometric parameters are also checked. In the unlikely event of disruptions or longer-term production stoppages, we have implemented a comprehensive risk management system with corresponding precautionary measures and are insured against non-excludable losses.

**Centralised quality control in Rathenow.** We supply more than 8 million frames every year. All eyewear models in the Fielmann Collection have been successfully tested to EN ISO 12870 standards in our laboratories in Rathenow. They are rust-proof, non-fade and release much less nickel than is stipulated by the German Commodities Ordinance. This applies without exception to all price categories.

We simulate a three-year period of wearing glasses as part of our rigorous tests. The frames must meet the highest operational requirements – as must the hinges. A special solution is sprayed onto the glasses to test the reactions to sweat, make-up and weather conditions, and it also allows us to check the colour fastness and stability of the coating. After successfully passing the tests, the frames are given a Three-Year Warranty and are added to the Fielmann Collection.

Sunglasses are subjected to the same procedures but also have to comply with the strict requirements regarding the lenses' UV protection. We sell a wide range of sunglasses



with so-called "UV-400" protection, which goes beyond the standards required by the EU and is labelled in the form of a sticker or print inside the frame.

At the beginning of the coronavirus pandemic, demand for protective glasses increased rapidly as they are a key component of protective equipment for medical workers. In March 2020, Fielmann began developing its own protective glasses which were certified by the testing institute DIN CERTCO. In future, we will also produce prescription protective glasses and sell them at attractive prices in addition to the protective equipment from well-known brands.

We take part in the further development of internationally recognised ISO standards for frames and lenses, and also update our far-reaching internal guidelines and stipulations. With many test methods, such as for nickel release in metal frames, Fielmann sets stricter criteria than required by the standards. We regularly check our test procedures and develop them even further.

We only sell branded products if they meet our strict quality standards. We only work with brand manufacturers that can guarantee us the quality of their products via the CE declarations of conformity and certifications. We also regularly check selected samples of all deliveries in order to guarantee a consistently high level of product quality.

**Automated control systems.** In the event of returns, experienced opticians check the returned items and document their findings on durability, material defects or similar problems. If complaints are frequently received about specific products, the Quality Management department quickly steps in to take corrective measures. Customer queries and test results, which may have a reporting obligation under the law, are documented, assessed and – if required – reported by quality management. Our IT-based check of incoming goods reduces potential risks and ensures our quality standards over the long term. Sample sizes, test results and product features that require improvements are documented in a system and quickly communicated to the production department. We inform the suppliers throughout the entire period about the results of the current checks and about possible changes to the product quality. We are capable of responding rapidly in the event of any variations in quality.

**MDR compliance.** Regulation (EU) 2017/745 on medical devices has changed the demands on the manufacturers and traders of medical devices. For this reason, Fielmann entered into a partnership with a German global market leader in the medical devices industry back in 2018. A team of experts works together with a law firm specialising in the field to develop and document interpretations as well as guidelines, measures and documentation obligations. Through constructive discussions with the responsible authorities, we develop standards that will give both us and other companies legal certainty.

While working on the General Data Protection Regulation, we also founded a project team comprising employees from the legal department, governance, quality management, other departments and our subsidiary Fielmann Ventures at the beginning of

2019. This team is developing guidelines, stipulations, measures and a project portfolio to guarantee a far-reaching and, in particular, lasting compliance with the MDR. We are confident of being able to fully meet the requirements resulting from the MDR by 26 May 2021. In the event of any changes resulting from deviating interpretations of the legal situation, we have planned for a sufficient budget and project resources, and contractually secured the availability of external partners (law firms, test labs and certification partners).

GRI 103

### Results in the reporting year

With our own production facilities, the centralised quality controls in Rathenow and automated control systems, Fielmann has taken comprehensive measures to comply with statutory regulations. What's more, our own quality requirements are much stricter than required by law.

In the financial year 2020, there was no incident that we would need to have reported to the relevant authorities in line with the medical devices law.

**Percentage of assessed suppliers.** In the reporting year 2020, we sold frames, lenses, sunglasses, protective glasses, contact lenses and hearing aids exclusively from listed suppliers (achieved level: 100%; previous year: 100%).

**Percentage of assessed frames in the Fielmann Collection.** In 2020, all the frames in the Fielmann Collection successfully passed the strict quality tests in Rathenow (achieved level: 100%; previous year: 100%). This corresponds to a total test amount of 9,747 lab tests (previous year: 9,482).

**Percentage of certified protective glasses.** In 2020, Fielmann produced and sold protective glasses by itself for the first time. There are valid EC-type examination certificates for all of Fielmann's own protective glasses (achieved level: 100%).

GRI 416-1

### **Responsibility for our customers amid COVID-19**

Responsibility for our customers has always been at the forefront of our business activities – and this is especially true in times of crisis.

With the continuing spread of the coronavirus in March, Fielmann decided to stop regular business operations at all stores for around three weeks and switched to an emergency service for the so-called systemically relevant groups of workers.

Shortly afterwards, we worked with Prof Dr Martin Exner, one of the leading infectiologists in Germany, to define hygiene standards for optical retail and the hearing aid sector. These science-based standards, an adequate supply of hygiene products, and the possibility to make appointments online enabled Fielmann to relaunch operations at all stores in April – with initially limited, and then regular, opening hours.

During the second national lockdown in December, Fielmann remained open as a systemically relevant healthcare provider. The strict distancing and hygiene measures enabled us to serve our optical and hearing aid customers, who had already made an appointment, in the usual manner. To avoid any unnecessary contact, we also sent ready-made glasses to customers' homes if they so desired.





**Copper beech infructescence**

## Responsibility for our employees

### Basis of our success

Our employees are the pillars of our success. In line with our corporate philosophy of “You are the customer”, they offer our customers the kind of advice that we would like to receive ourselves: always fair, friendly and competent – irrespective of their budget. We offer young people clear objectives and compelling values. For this reason, we invest tens of millions in training and development courses every year. We assist our employees in all phases of their careers and offer them individual career plans.

As market leader, we transfer the certainty that we offer our customers in Germany of being able to get high-quality products and expertise at reasonable prices to our neighbouring European countries. We are rapidly driving our expansion in our growth markets of Italy and Poland. In December 2020, we entered our 15th European market with the acquisition of 80% of the shares in the Spanish optical chain Óptica & Audiología Universitaria. As of 31 December 2020, Fielmann employed a total of 21,853 employees (previous year: 20,397).

<b>Staff as at balance sheet date</b>	<b>2020</b>	<b>2019</b>
Employees (excluding trainees)	17,337	16,129
Employees in Germany	13,232	13,102
Employees in Switzerland	1,229	1,239
Employees in Austria	678	638
Employees in other countries	2,199	1,150
Trainees	4,516	4,268
<b>Total employees</b>	<b>21,853</b>	<b>20,397</b>

In our core markets of Germany, Austria, Switzerland and Luxembourg, we employed 19,685 people (90.0%) as at the balance sheet date. Another 2,168 employees work for Fielmann in other European countries.

<b>Overview of employment contracts<sup>1</sup></b>	<b>2020</b>	<b>2019</b>
Total employees	19,685	19,282
Male	29.1 %	28.3 %
Female	70.9 %	71.7 %
Employees with full-time contracts	13,812	13,457
Male	37.3 %	36.4 %
Female	62.7 %	63.6 %
Employees with part-time contracts	5,873	5,825
Male	9.9 %	9.6 %
Female	90.1 %	90.4 %

GRI 102-8

<sup>1</sup> There are no reports of other gender identities in the company for 2020.

## Attractive employer

Fielmann is a family business. As an employee-friendly company, we attach great importance to performance-based pay, reconciling family and free time with the demands of the job, healthy working conditions, training and further education opportunities, good career prospects as well as good leadership. In an industry with almost full employment, Fielmann's position as an attractive employer represents a significant competitive advantage. In our core markets, we are the industry's largest employer and training provider.

### Working at Fielmann

**Remuneration.** Customer satisfaction is our most important performance indicator. A considerable proportion of the bonuses paid to store managers and the Management Board is dependent on this factor. We give our employees the opportunity to acquire an interest in the company. More than 85% of our employees hold Fielmann shares and receive dividends in addition to their salaries. Our employee remuneration is higher than the recommendations made by the Central Association of Opticians (ZVA). Since 2021, there has been a profit-sharing scheme for the store teams. This team bonus is also largely based on the development of customer satisfaction. In this way, Fielmann recognises the dedication, competence and commitment of our employees, without whom our company's success would not be possible.

GRI 102-41

**Diversity in the workforce.** We attach great value to diversity and view variety in the workforce as a success factor. We regard the requirements stipulated in the General Equal Treatment Act (AGG) as a matter of course. At our company, no employees or customers are discriminated against because of their ethnic background, skin colour, gender, religion or ideology, disability, age or sexual orientation. Employees can contact the complaints office confidentially in the event of violations of the AGG or if they are involved in any other conflict situations.

We encourage diversity and equality. At Fielmann, the proportion of women in the top three management levels below the Management Board stands at over 30%. As part of a long-held succession process, the Supervisory Board also appointed a woman to the Management Board as of 1 March 2021. In 2019, we tested a service in three regional areas and then made it available to all our employees as of 1 January 2020: in partnership with a specialist service provider, we now provide support for employees facing challenging or difficult personal situations. The free and anonymous service includes individual consultations on parental leave, child care arrangements, support with regard to questions on illness and care needs as well as with personal challenges and crises.

**Work-life balance and reconciling work with family life.** Our employees should be able to reconcile their work with their free time. For this reason, we provide a wide

range of part-time work models. 30% of our employees make use of these services. At the headquarters, we have introduced the possibility to work remotely, which means many employees no longer need to travel to work, thus making work more flexible. In addition, the company PME Familienservice helps our employees to find suitable childcare. Childcare subsidies are also paid based on individual needs.

**New Work.** Digitisation, internationalisation, connectivity and ultimately also the pandemic have led to changes in the world of work – there is now greater flexibility and people can determine the way they work by themselves. Fielmann as well has established new working methods in the company as well as modern forms of working together. After the roll-out of our digital employee tools at the turn of the year, the majority of our employees were already able to work when and where they wanted as well as on a variety of devices – even before the coronavirus pandemic. With the introduction of cloud-based tools, we are strengthening the company-wide connectivity so that employees can share knowledge across all locations. Transparent communication and video messages in the company's in-house social network boost our employees' identification with the company.

As part of a pilot project, we have also created modern workspaces across 1,000 m<sup>2</sup> at the headquarters with various possibilities for collaboration and communication. Based on our employees' experiences there, we will develop a concept for redesigning the entire headquarters.

**Employee satisfaction.** Employee satisfaction is extremely important to us, which is why we regularly conduct surveys on it. The results flow directly into our HR strategy. We have used the surveys and exit interviews to derive a variety of measures for the topics of leadership, work-life balance, further training, and remuneration. For 2021, we plan to introduce a 360-degree feedback system.

**Training at Fielmann.** Career opportunities are wide-ranging at Fielmann. Whether in one of the almost 900 stores in Europe, the Fielmann Academy at Plön Castle, the design studios, the production facilities or the headquarters – an apprenticeship at Fielmann opens many doors.

Our apprentices are the best in the business – as testified by the national awards they win. In the German optical industry competition, Fielmann has accounted for an average of 80% of the regional winners and 97% of the national winners over the last ten years. Every year, approximately 17,000 young people apply for a vocational training course at Fielmann. More than 1,750 young talents start their career with us.

**Leadership.** Where possible, we fill the management positions from within our own ranks. This applies to our stores but also to our headquarters in Hamburg as well as to our production and logistics centre in Rathenow. We place great demands on our managers. These are reflected in our leadership principles. Our managers are given assistance in the form of specially developed leadership training courses. The focus here is on future-oriented leadership behaviour and the management of challenging situations. This serves to preventively support our employees' health.

Our managers shoulder great responsibility. Fielmann stores generate between five and ten times the sales revenues of the average optician, while our flagship stores in big cities achieve turnovers of between € 4 million and € 20 million. Since stores of this size are unique in the industry, we have to train store managers ourselves. The Fielmann Academy at Plön Castle prepares the next generation of opticians for Europe. In Plön, we train more than 7,000 opticians every year. The Fielmann Academy at Plön Castle is also available to external opticians for master craftsman's courses and colloquia.

### **Business environment and requirements**

Due to our rapid growth, we are increasing efforts to recruit qualified new employees. The general conditions for this growth are challenging: the optical industry and hearing aid business are experiencing almost full employment. As demographic changes are leading to a reduction in the numbers of high school graduates, fewer young people are choosing to enter an apprenticeship in skilled craftsmanship. With the apprentice campaigns [optiker-werden.de](https://www.optiker-werden.de) and [akustiker-werden.de](https://www.akustiker-werden.de), Fielmann aims to get young applicants excited about the company.

The job of an optician is wide-ranging. When opticians determine the customer's prescription, they are performing a task that, in Germany, is still associated with ophthalmologists. When choosing a frame and lens with the customer, opticians act as consultants for both fashionable eyewear and good vision. In the workshop, they work as craftspeople. Legal regulations stipulate that only trained opticians are permitted to perform eyesight tests as well as fit and dispense prescription glasses.

The work of hearing healthcare professionals is also wide-ranging. Their work boosts the quality of their customers' lives. As experts and empathetic consultants for good hearing, they find individual solutions for customers. As digital craftsmen, they programme state-of-the-art hearing aids, customise them to each customer's needs, and manually produce perfectly fitting earpieces.

We support the training to become a master optician and master hearing healthcare professional with a wide range of further training programmes and financial assistance. This support includes a grant for purchasing learning materials and the partial payment of fees, through to full sponsorship and the "Master at Zero Cost".

GRI 103

### **Objectives**

Fielmann is not only the market leader in terms of price, but also in matters of quality, service, expertise and training. In particular, the training of our employees is continuously improved and further developed. We consistently qualify and certify our employees to ensure a level of expertise that we can guarantee to our customers in the stores.



All our stores in Germany and abroad are run by master opticians and optometrists. They are supported by a team of friendly, competent staff consisting mainly of certified opticians. Opticians regard themselves as craftspeople and healthcare providers. In Germany, opticians are permitted to carry out eyesight tests, determine prescriptions and fit contact lenses. They advise their customers on the choice of lenses and frames, and use the selections to manufacture individual pairs of glasses in the workshops. Naturally, the in-store hearing aid studios are also managed by trained hearing healthcare professionals.

**Newly created jobs each year.** Fielmann is expanding and aims to create new jobs every year<sup>1</sup>.

**Training and professional development.** We train and develop our employees according to their needs. On average, one working week per year is spent on training and professional development measures. There are defined minimum qualification requirements for the positions and areas of activity at the stores. The certification of employees secures the quality of our work in special fields like eyesight testing, contact lens fitting, and lens fitting for glasses. The hearing aid business is subject to annual external audits. We plan to continue our training and professional development measures in the next few years on a similar scale. The colloquia at the Fielmann Academy in Plön Castle will remain a permanent fixture for the exchange between science and practical application.

GRI 103

### **Concepts, management and measures**

We can only extend our lead in the market if each and every one of our employees is the best in his or her field. Satisfied customers are the prerequisite for our success and the basis for the job security that we offer our employees. This is why we invest tens of millions in training and development courses every year. In the reporting year 2020, this figure stood at €20 million.

**Investing in the future.** Our apprentices undertake three years of optical training. The vocational school teaches the theoretical skills and the master opticians in the stores train the craftsmanship. Additional training courses at the Fielmann Academy at Plön Castle, the central training workshops, and the training and professional development centre in Offenbach deepen and complement their education. People who take part in training courses at Fielmann will be comfortable at all levels of the optical industry: skilled craftsmanship, industrial production and professional management. We are the only training provider in the industry that doesn't just introduce its apprentices to the optical trade in general but can also include its own design studios, frame production and its own lens surfacing facility in the internal training programme. Clearly it is of great benefit to our customers that our staff has a specialist knowledge about the design and aesthetic concept of glasses, about the production of frames and lenses, and also about the customisation process for their chosen glasses.

<sup>1</sup> Fielmann reports its own key indicators for the "Employment" topic and does not orientate itself to the GRI standard in this case.

By offering hearing services, we fulfil customer wishes beyond their visual needs. We also plan to expand in this area, and will open even more hearing aid studios. In Germany and Switzerland, Fielmann trains and develops hearing care professionals. More than 150 apprentices per year begin their career with us in the hearing acoustics business. We actively support the apprentices in career planning and also offer them the opportunity to attend the school for master craftspeople. Through dedicated trainee programmes, we qualify our future leaders.

We offer vocational training at the production and logistics centre in Rathenow: courses in forwarding, warehouse logistics, IT, and industrial mechanics for the optical industry are all available. At the Hamburg headquarters, we provide attractive perspectives with a range of apprenticeships and dual degree courses.

Besides the customer needs, technical possibilities and trends in fashion are also in constant change. This is why we train our employees so often and allow them to develop and expand their professional expertise in many ways. Our opportunities for development are equally open to everyone. Our regular seminars provide concrete possibilities for further personal and professional development.

We see excellent potential in the regionalisation and digitisation of the available courses. We multiplied our services in this field in 2020 and offered online courses and webinars in all areas of training and professional development. This applies to our two professional development workshops and our eight training workshops. Classroom events will remain important over the coming years. Digital learning services will aid the learning process both before and after the classroom-based courses, and also enable a form of learning that is independent of time and place. In this way, we will reach more employees in a shorter time and can promote a good work-life balance. In addition, we will enable our staff to better integrate training into their daily working lives. Our courses offer a wide range of customised training. This makes it possible for us to target the further development of specialist skills as well as skills in communication and leadership. When employees return to Fielmann after being away for a while (such as on parental leave), we encourage a step-by-step reintegration into working life.

**Career at Fielmann.** We place great demands on our managers and, as a rule, develop them from within our own ranks. From an early stage, we encourage young people along their path to leadership: they can test out their motivation and ability to become managers during specially designed seminars. In our junior trainee programme, they get the chance to acquire their first experience of leadership in a supervised and guided setting. Many people then decide to take a part-time or full-time master craftsman's course. We also offer master courses at Plön Castle, both full-time and part-time. State-of-the-art technology combined with innovative teaching methods add to the high standard of our training. The Fielmann Academy at Plön Castle was founded as an educational institution for the optical industry. At Plön Castle, more than 100 instructors and trainers, as well as dozens of other professionals, provide superior training to our employees on subjects such as our company philosophy, optical craftsmanship, frame and lens consulting, eyesight tests and biomedicine.

With this trainee programme, Fielmann prepares future managers for the demanding work involved in running a store. Further development is aided by targeted training sessions and experienced trainers in the stores.

GRI 103

**Results in the reporting year**

We are continuing to expand and are increasing our efforts to recruit qualified new employees. With only 5% of all optical stores, we train more than 40% of Germany’s future opticians. After successfully completing their training, we employ around 80% of the graduates – more than 4,000 in the last five years. As at 31 December 2020, 4,561 apprentices (previous year: 4,268) were learning their trade with Germany’s market leader.

Due to the coronavirus pandemic, we were only able to implement some of our planned personnel measures successfully in the reporting period and could not therefore achieve all the objectives we set ourselves.

**Newly created jobs each year.** In 2020, we created 456 additional jobs (previous year: 898).

**Training days.** In the reporting year 2020, we invested € 20 million in training and continued professional development. On average, our employees in Germany attended 3.8 days of continuing education and training in 2020 (previous year: 6.4 days). There was also a wide range of online events that were made available via learning platforms. The average number fell compared to the previous year due to the short-time work scheme and the coronavirus-related cancellation of events.

	2020			2019		
	Number of employees	Working days for training and professional development	Average number of training and professional development days	Number of employees	Working days for training and professional development	Average number of training and professional development days
Entire workforce	17,363	65,519	3.8	16,987	108,757	6.4
Male	5,241	22,012	4.2	4,808	35,228	7.3
Female	12,122	43,507	3.6	12,179	73,529	6.0

GRI 404-1

**Employee health and hygiene**

**Business environment and requirements**

Our employees should be able to be healthy, motivated and productive in their work. This benefits the company as a whole as well as every single employee: health and well-being are key factors in attracting employees and retaining them in our company.

GRI 103

### Objectives

Protecting the health of our employees and ensuring the highest possible hygiene standards at work are core components of our HR strategy. We promote health and well-being, while reducing infection risks and resulting absences.

**Inability-to-work rate is under 5%.** We aim to continuously keep the inability-to-work rate below 5%.

**Introduction of further measures for protecting employee health.** We protect our employees' health, analyse the status quo, identify specific needs, derive suitable measures and implement them quickly.

GRI 103

### Concepts, management and measures

In order to protect our employees' health, we identify activity-related risks and derive preventive measures. In 2019, we partnered with health insurance companies to determine the frequency and duration of our store employees' illnesses compared to other companies (retail with sales areas). There was a noticeably higher number of infections due to the required physical proximity when fitting glasses and hearing aids. We therefore piloted the increased use of disinfection in the stores' sales areas at the end of 2019. Today, we work according to a scientifically based hygiene concept which we created in partnership with Prof Dr Martin Exner, one of the leading infectiologists in Germany. We now consistently apply these standards in our stores, and also use face masks, sanitiser, and protective glasses to guarantee secure operations for customers and employees throughout the coronavirus pandemic.

In addition, we work with various service providers in an effort to promote employee health. Together with PME Familienservice, we offer our employees free and anonymous support in challenging phases of life, such as psychological crises, relationship problems and seeking help for family members in need of care. They can make use of this service around the clock. If needed, therapy places can be quickly organised and other helpful services referred. The employees at the production and logistics centre in Rathenow also receive support in the form of a psychosocial consultation hour. Since January 2020, the site at Rathenow has worked with Qualitrain to offer subsidised access to a nationwide network of thousands of sport, fitness and wellness centres. We also offer our employees in Rathenow and at the Hamburg headquarters annual flu vaccinations. We constantly review other health-promoting measures and sport services too.

The managers also play a key role in employee health as they have a large influence on their teams' mental well-being and motivation – and thereby also on their ability to work and employability. Our leadership guidelines define clear expectations, while training and coaching help our managers in challenging situations and with the further development of their leadership skills.

Controlling, monitoring and managing the measures is the responsibility of the HR department. This also includes controlling the key figures, particularly the inability-to-work rate and the evaluations from the health insurance companies, from which we derive further measures for promoting health. Leadership development, reconciling work and free time, and health management are key components of our HR strategy.

GRI 103

### Results in the reporting year

The health and safety of our customers and employees has always been our top priority. Fielmann responded early and decisively to the spread of the coronavirus pandemic in 2020. Together with Prof Dr Martin Exner, President of the German Society of Hospital Hygiene (DGKH), we have defined a set of hygiene standards that comply with essential healthcare for opticians and hearing care professionals, while also protecting the health of its customers and employees. Our stores were fitted with substantial supplies of face masks, single-use gloves and disinfectant. Our hygiene concept reliably protects people from infections: a report compiled at the end of the year by the same team of experts led by Prof Dr Exner found that the infection levels at our German stores were considerably below the general infection rate in Germany.

**Inability-to-work rate is under 5%.** In 2020, the inability-to-work rate was 4.7% (previous year: 5.1%). We therefore succeeded in achieving our goal of keeping the rate below 5%.

**Introduction of further measures for protecting employee health.** We launched so-called “active breaks” at our company headquarters in 2020 in order to boost the health of employees who spend much of their time sitting at their desks. This sports campaign was initially held as a group activity but then went digital in response to the increased hygiene measures during the coronavirus crisis. We have also extended the pilot project for disinfection and turned it into a comprehensive hygiene concept for managing COVID-19 – in the stores, at our headquarters, and at our site in Rathenow.

At the beginning of 2019, we conducted a survey at the headquarters on the level of satisfaction with the current working environment, and almost 60% of employees took part. In the reporting year, we pushed ahead with measures derived from the survey: the “Workspace 2025” project saw us set up a 1,000 m<sup>2</sup> testing area with modern workspaces. This meets the wishes of the employees with regard to noise levels and lighting, yet also fulfils the needs for transparent communication and cross-department collaboration. We will collect the experiences from this testing area and transfer them to the further design of workspaces at the Hamburg headquarters.

The object of the survey in 2019 was also to see how work demands, work organisation and the social aspect of working together impact on employee health. The results show that there is a positive social atmosphere at the Fielmann headquarters. The desire to have additional information and communication possibilities was met in 2020 with the introduction of the in-house social network and regular information from the company management.

	2020		
<b>Accidents at work in Germany</b>	<b>Number</b>	<b>Resulting absences</b>	<b>Absences per 1,000 employees</b>
Accidents at work	190	1,852	11.17
Commuting accidents	81	1,376	4.76
Deaths	0	0	0
<b>Total</b>	<b>271</b>	<b>3,228</b>	<b>15.93</b>

GRI 403-9

### **Responsibility for our employees amid COVID-19**

As a responsible, family-run business, we responded early and decisively to the spread of the coronavirus pandemic and took wide-ranging measures to protect the health of our customers and employees. In regular video messages, Marc Fielmann spoke directly to all the company's employees to report about the effects of the virus on the company and about the measures taken by Fielmann.

Fielmann AG also launched the coronavirus task force to focus on the measures against the spread of the virus taken in the stores and headquarters of the various countries, as well as at our plant in Rathenow. The task force also advised and supported employees regarding their questions about coronavirus. In detailed analyses, the committee gave the management concrete recommendations for action. For quick and transparent communication with the employees, the task force used cloud-based, digital tools which we introduced for all employees at the headquarters at the beginning of the year.

Fielmann proactively closed stores in Germany and Switzerland on 20 March 2020, after already closing them in Italy, Austria, Switzerland and partly in Poland, and switched to an emergency operation for the so-called systemically relevant groups of workers in order to ensure as much safety for the employees as possible.

We also guaranteed the jobs of all opticians and hearing aid professionals and topped up the applied for reduced hours pay to 100% so that all employees continued to receive the same net salary.

When we reopened the stores in April, the health and safety of our employees was guaranteed by our detailed hygiene concept, which we developed in partnership with the infectiologist Prof Dr Martin Exner. In the summer, Fielmann provided regulations in a works agreement governing the possibility of working remotely for all employees at the Hamburg headquarters. This was made possible by the afore-mentioned introduction of cloud-based tools for digital collaboration. What's more, greater flexibility was added to the working-time model for the employees at the headquarters.





**Copper beeches in autumn**



# Responsibility for society

## Social responsibility

As a family business, we assume responsibility for our customers, our employees and for society. We think in the long term and believe that investing in society is an investment in the future. Our company's values are characterised by mutual trust and shared responsibility, by the protection of natural resources, and by our ethical behaviour in business life.

As market leader, we campaign for nature and society. We are committed to the society in which we live and work because we understand that a company can only enjoy long-term success in an intact, well-balanced social environment. For this reason, we want to give back some of the things that we gain from being part of a community. This belief is the basis of our long-term commitment to society.

We respect law and order, both locally and internationally. We expect the same from our employees and our business partners. Mistakes made by individuals can cause enormous economic damage. The loss of trust that accompanies legal infringements is even more serious. We expect our business partners to recognise the same ecological and social standards that we set for ourselves. In the context of our Code of Conduct, we oblige our suppliers to comply with these standards. The Code of Conduct is publicly available on our company website.

GRI 102-16

## Business environment and requirements

We assume responsibility where we are active in business and where help is required. We are particularly committed to the environment and nature protection, education and research as well as the preservation of historical monuments and culture. We encourage investments in infrastructure and services. Our focus lies on long-term partnerships with charitable, regional organisations.

GRI 103

## Objectives

Every year, we plant a tree for each employee, initiate and promote long-term projects for nature and environmental protection, support kindergartens and schools, and sponsor a wide range of youth sports.

**Planting trees.** The tree is the symbol of life and protecting nature is an investment in the future. As far back as 1986, we set our objective in our pledge to the environment to continue planting a tree for each employee every year. We have been true to this pledge every year so far.

**Investing in young talent.** We donate kits and equipment, offer prizes and cups, and also promote youth tournaments and competitions. More than 40,000 children and teenagers now play sports wearing shirts sponsored by Fielmann. We plan to continue our commitment over the next few years on a similar scale and sponsor around 400 teams per year.

**Funding museums and archives.** We support local museums, archives and historical societies holding regional collections, and spend a significant six-figure amount on around 50 donations every year. We wish to continue our commitment to this area at the same extent into the future.

GRI 103

### **Concepts, management and measures**

Fielman Aktiengesellschaft's social activities have been coordinated by the Communications and Public Relations department for decades. This department reports directly to the Chairman of the Management Board Marc Fielmann and is also responsible for documenting and publishing the activities. The Chairman of the Board decides on the amount and manner of the commitment, in accordance with the provisions of the German Stock Corporation Act (AktG), the Articles of Association, and the Rules of Procedure for the Management Board.

**Protection of environment and nature.** Fielmann has been active in the protection of the environment and nature for decades. Together with kindergartens and schools, we create green classrooms and playgrounds, work with cities and municipalities to set up biotopes and orchards, and support forestation projects and renaturation campaigns. We also regularly support larger activities that benefit the community. In partnership with the state government of Schleswig-Holstein and the forestry commission, we launched the "Einheitsbuddeln" initiative in 2019. 16 "Trees of Unity" are planted symbolically, which aims to encourage as many people as possible throughout Germany to commit themselves to more quality of life, to more green in their neighbourhoods and to greater climate protection by planting trees. In 2020, Marc Fielmann planted 16 Japanese cherry trees in Potsdam with the President of the Bundesrat and three other Minister Presidents. They represent a further 4,500 trees which Fielmann planted in Brandenburg to make an active contribution to environment and nature protection.

**Commitment to youth sports.** Fielmann takes up the idea of team spirit and the concept of developing young talent by supporting youth sports. We donate kits and equipment, offer prizes and cups, and also promote tournaments and competitions. We regard the youth work undertaken by regional sports clubs as an important social contribution to our society.

**Fielmann Academy at Plön Castle.** The Fielmann Academy purchased Plön Castle in January 2002 from the Federal State of Schleswig-Holstein. Fielmann preserves

this heritage site for the good of society. The Fielmann Academy at Plön Castle regularly hosts meetings for the worlds of politics and business, the arts and culture. Since its reopening in 2006, more than 160,000 visitors have taken the opportunity to visit the Castle and its historic rooms.

The Fielmann Academy at Plön Castle regularly organises colloquia on optical and ophthalmological subjects. The aim of these events is to provide a forum for presentations and further training involving opticians, doctors, students and scientists. The colloquia were first held in 2007. Since then, they have become established as a permanent fixture for science and practical application. In total, more than 6,000 visitors have attended 49 events to learn about the latest developments in the optical industry. The colloquia were held digitally in 2020 due to the coronavirus pandemic.

In Poland too, we have been committed for many years to supporting optical schools and universities that train opticians.

**Supporting museums.** For many years now, we have generously supported local museums, archives, and historical societies holding regional collections as well as all kinds of cultural institutions. We fund selected exhibits, support and facilitate restorations, and advise small voluntarily managed local history museums in partnership with the state museum association.

GRI 103

### Results in the reporting year

In the fields of infrastructure investments and subsidised services, we were not able to achieve the objectives we set ourselves for 2020 to the extent that we would have liked. This is due to the restrictions in place to combat the coronavirus pandemic. In 2021, we aim to return to the figures achieved over previous years.

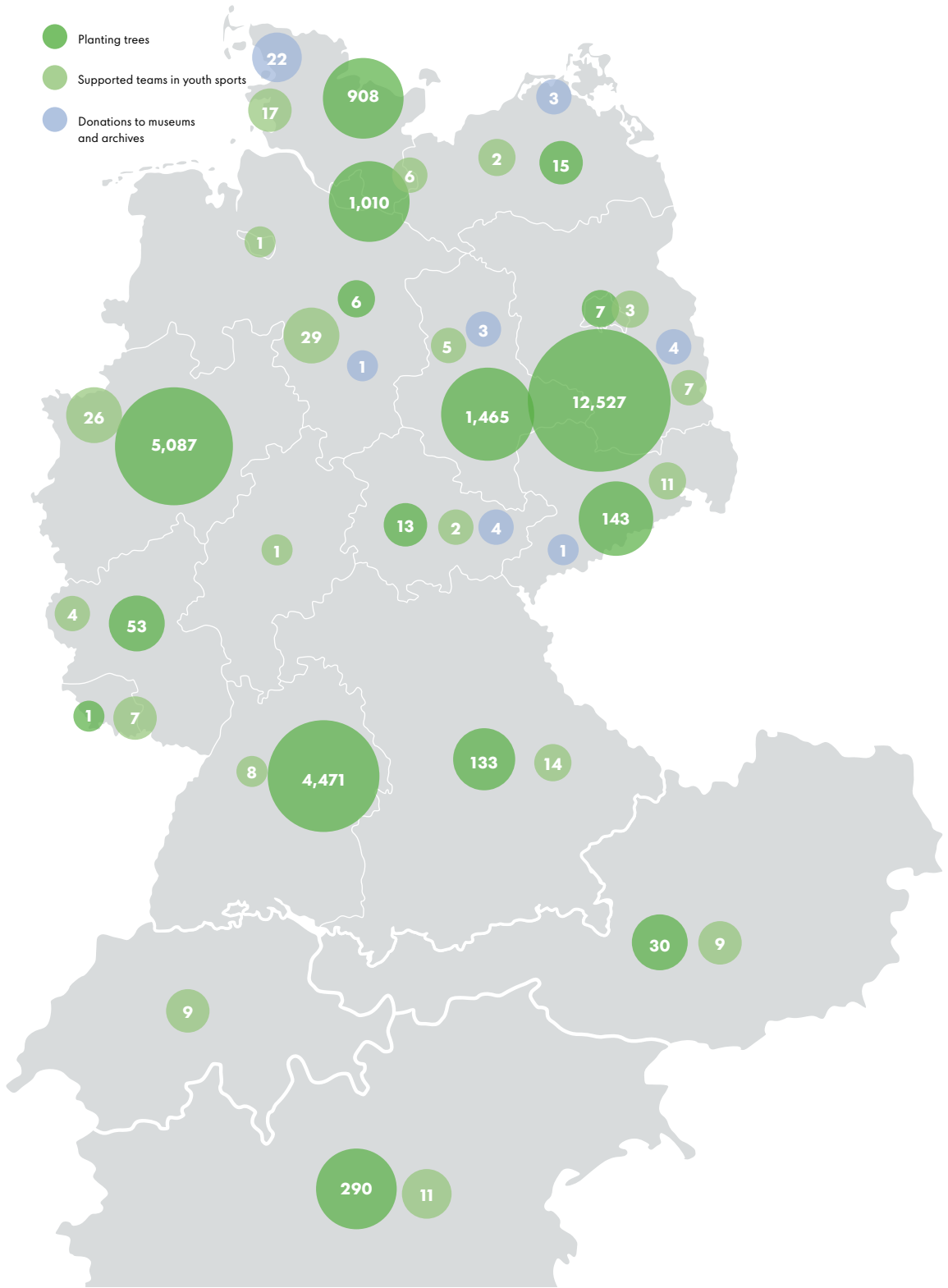
**Planting trees.** In 2020, we planted a total of 26,159 trees (previous year: 41,414) and 4,051 bushes (previous year: 11,077) in Germany, Switzerland, Austria and Italy. In this way, we make an important contribution to the local climate.

**Investing in young talent.** In 2020, we sponsored 172 teams in youth sports (previous year: 453).

**Funding museums and archives.** In 2020, we made 38 donations for the promotion of culture (previous year: 62).

### Social contributions in 2020

GRI 203-1



## Social standards in the value chain

We endeavour to constantly meet our quality standards, comply with law and order, and observe ecological and social standards along the entire value chain of suppliers and partners. We regard it as our corporate duty to respect ethical principles when dealing with our employees, society and environment. We expect the same of our business partners.

We have drawn up a Code of Conduct as a binding guideline for our suppliers. It is based on the recognised principles of the UN Global Compact and contains a catalogue of basic values that must be recognised and implemented along the entire supply chain of Fielmann Aktiengesellschaft. These basic principles apply equally to all Group companies of Fielmann Aktiengesellschaft.

The Code of Conduct is about prohibiting corruption and bribery, regulating invitations and gifts, ensuring health and occupational safety, environmental protection and energy efficiency, and the legal obligations to prevent money laundering.

A particular focus has been put on human rights. Equal opportunities and equal treatment of employees must be promoted, without regard to people's race or ethnic background, gender, religion or ideology, disability, age or sexual identity. Every individual's personal dignity, privacy, and personal rights must be respected. Forced labour, unacceptable treatment of workers, psychological cruelty, sexual and personal harassment, and discrimination must not be permitted or tolerated.

GRI 103 GRI 102-16

## Business environment and requirements

Fielmann has shaped the optical industry and covers the entire value chain in it. Our production and logistics centre is located in Rathenow, the birthplace of German glasses production. Fielmann has bundled its expertise in production and logistics there. Under a single roof, we produce mineral-based and plastic lenses, fit them into the customers' individual frames and then deliver them overnight to our stores. In 2020, we supplied 4.44 million lenses in a range of coatings and finishes, and more than 6.42 million frames (previous year: 4.8 million lenses / 8.28 million frames).

In Rathenow, we use state-of-the-art technology in production and ensure that precautions are taken to safeguard the environment, employee health and good working conditions. A quality management system set up according to ISO 9001 ensures a standardised organisation with highly automated manufacturing and testing processes. This ensures a consistently high quality.

We only sell branded products if manufacturers guarantee compliance with the strict quality standards demanded by Fielmann. The high standards we set in our own production also apply to the suppliers, partners and manufacturers we work with.

GRI 102-9 GRI 103

### Objectives

The Code of Conduct contains a catalogue of basic values that ensure responsible and ethical behaviour along Fielmann's entire supply chain. All infringements against the basic principles and requirements of the Code of Conduct is regarded by us as a significant impairment to the contractual relationship.

Upon suspicion of non-compliance with the principles and requirements of the Code of Conduct, Fielmann Aktiengesellschaft reserves the right to demand information about the circumstances. In the event of a breach, Fielmann Aktiengesellschaft has the right to terminate any or all contractual relationships with suppliers who fail to comply with or breach the Code of Conduct without notice.

**Review of suppliers.** Our objective is to sell frames, lenses, sunglasses, contact lenses, and hearing aids exclusively from suppliers who comply with the Fielmann standards in Code of Conduct with regard to social compatibility, working conditions and environmental protection (target level: 100%).

GRI 103

GRI 102-16

### Concepts, management and measures

Wherever we purchase our main products from third parties, we also transfer the standards of our responsibility towards society, the environment and employees to our suppliers. It is important to us that our partners live up to the same ecological and social standards that we apply to ourselves. We aim to offer our customers products of an ideal quality that have been produced in compliance with social and ecological standards. We therefore only work with renowned, reliable partners, and invest in long-term, trust-based business relations. The maintained ethical principles of potential business partners are a key criterion when deciding which new suppliers to select. Upon entering into business relations, Fielmann suppliers pledge not only to comply with our Code of Conduct on their own premises, but also to ensure the same conditions with their subcontractors. The jointly signed Code of Conduct permits Fielmann to check at any time that the standards are being observed with our trade and business partners. We also obtain our own impression of the conditions through additional visits to suppliers and production sites.

GRI 103

GRI 102-16

### Results in the reporting year

Continuing our long-term collaboration with reliable partners proved to be a successful approach in the reporting period too.

**Review of suppliers.** In the reporting year, all the current suppliers for frames, lenses, sunglasses, contact lenses and hearing aids have committed themselves to the Code of Conduct (achieved level: 100%). No significant changes were made in supplier relations. For this reason, no new suppliers were audited with regard to social standards. If there are new suppliers for frames, lenses, sunglasses, contact lenses or hearing aids in the current financial year, we will have them also commit to our Code of Conduct.

GRI 414-1

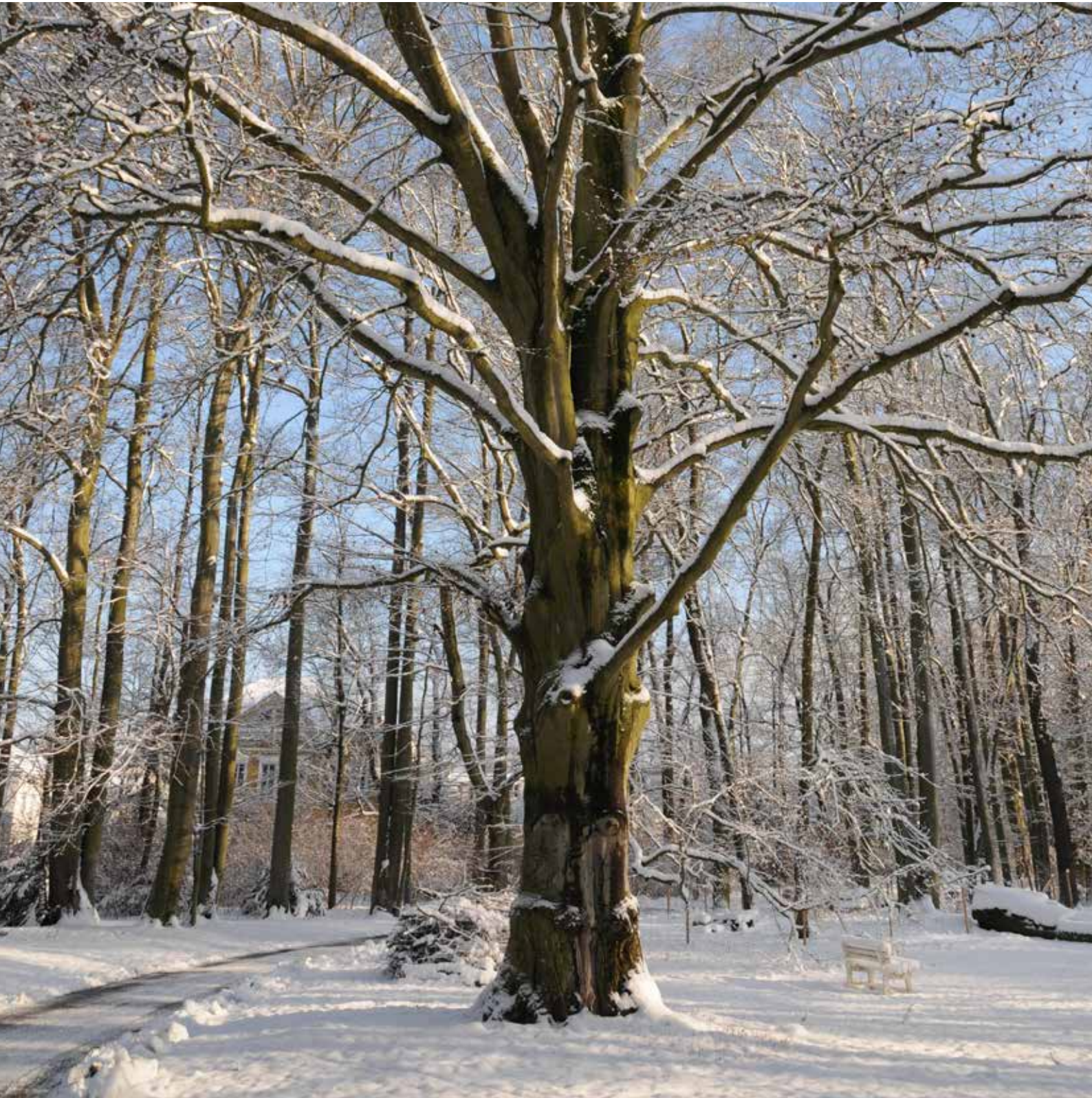
### **Responsibility for society amid COVID-19**

As well as switching to an emergency operation for the so-called systemically relevant groups of workers during the spring lockdown, Fielmann also showed responsibility for society by rapidly repurposing parts of the supply chain.

In March, Fielmann began to develop and produce protective glasses to help in the battle against the coronavirus pandemic. The protective glasses are produced in line with EN 166 requirements and undergo the usual strict quality controls at our lab in Rathenow. Fielmann donated the first 20,000 protective glasses to over 300 hospitals and other medical centres throughout Germany immediately after the approvals were issued. This donation was a token of Fielmann's gratitude to all doctors, careworkers and their colleagues for their exceptional work, and it also represented a contribution to helping them perform their duties.

We shared the hygiene standards developed with Prof Dr Martin Exner with other companies, as well as our experiences from daily work. In this way, Fielmann contributed to protecting people from infection and helped to maintain systemically relevant care work. To ensure safe and hygienic sales in the whole retail sector, Fielmann AG worked with the German trade association to further develop the definition of generally applicable hygiene rules for German retail. These rules provide detailed orientation and practical tips for the question of how to operate retail stores while minimising the risk of a coronavirus infection.

Fielmann AG provides healthcare services, is an employer and taxpayer. The shareholders regard it as their duty to secure the liquidity and the economic survival of the company. The Supervisory Board and the Management Board chose to temporarily forgo part of their salaries. In addition, the Annual General Meeting approved the proposal not to pay any dividends. This ensured that liquidity of €163.8 million remained in the company.



**Copper beech in the snow**



## Responsibility for the environment

### **Sparing resources through recycling**

For the sake of protecting the environment Fielmann attaches great importance to sparing resources and making production more sustainable. To achieve this, we continuously try out new paths: in 2020, we began developing a sustainable collection of glasses. We work with recycled acetate for this collection and purchase it from a specialist, ISO 14040-certified supplier. We use this to produce frames at our own plant in Germany. The first five models of this top-quality collection will be available in the financial year 2021.

We have also developed frames made of bio-based acetate for the Italian market. We sell them as part of the collezioneMILANO+ collection exclusively in our Milan stores.

Furthermore, we are testing the use of recycled plastic in the production of our glasses cases and cleaning cloths.

### **Saving energy and reducing emissions**

As an internationally active company, we have a responsibility towards the climate. We aim to use natural resources sparingly. When running the stores, our production and logistics centre in Rathenow, the Fielmann Academy at Plön Castle or our administrative locations, we assess the energy consumption and take care to reduce greenhouse gas emissions.

The topic of energy efficiency and environmental protection is deeply rooted in Fielmann's strategy and is clearly defined in our organisation. The Management Board has set qualitative targets for energy efficiency and emissions reduction, while the quantitative targets are updated in the annual planning process.

### **Business environment and requirements**

For our customers and employees, high-quality lighting and suitable air conditioning in our stores are important factors. However, these factors also have a considerable impact on our energy consumption and CO<sub>2</sub> emissions. Furthermore, we use significant amounts of energy to run the Fielmann Academy at Plön Castle, the production and logistics centre in Rathenow, and the administrative offices. The company's fleet of vehicles also contributes to CO<sub>2</sub> emissions.

We rent most of our store locations. In shopping centres, the energy supply is managed by the owners. In such cases, we are hardly able to influence the energy mix. There is a continuous increase in the number of centres and buildings where certification governs compliance with specific environmental standards. For example, one of stores in Luxembourg is located in the country's first shopping centre to have been awarded the "BREEAM Excellent" sustainability certificate. In many other buildings, the information provided is often incomplete, particularly with regard to heating. For this reason, the following details mainly refer to the locations where Fielmann manages the

electricity and gas contracts itself. In the financial year 2020, this was 607 for electricity in Germany (previous year: 592) and 157 for gas (previous year: 151). In these locations, we can calculate the parameters and take the necessary measures. As far as the others are concerned, we have created systems to collect the first datasets. With over 900 entries on additional costs received, we can compare the bills across the locations and point out the optimisation potential to the owners. It is already standard to individually compare bills and check their plausibility with regard to consumption.

GRI 103

### Objectives

We aim to continuously reduce the energy consumption and emissions per square metre of our stores, offices and production sites. To do so, we mainly invest in tested and reliable services and technical innovations. After the Management Board set qualitative targets for lowering energy consumption and greenhouse emissions in 2017, concrete quantitative targets were evaluated and adopted in 2018 and updated in the annual planning process in the following years.

**Energy consumption per square metre.** Our aim is to continuously reduce energy consumption per square metre. For 2019, we had set ourselves the target of reducing energy consumption in stores by 3% and raised this figure in 2020 to a reduction of 5%. Due to the coronavirus pandemic and the related restrictions – particularly the limited opening times – the energy consumption figures for 2020 have only a limited relevance. The data is therefore not suitable as a basis for setting 2021 targets. As 2021 will also be heavily influenced and subject to fluctuations, neither a forecast nor a target can be set reliably for energy consumption. We will also use 2021 to integrate key figures on energy consumption into the planning of new store space. This will make it possible to state concrete targets in the following years.

**Reduction of CO<sub>2</sub> emissions per square metre.** We aim to reduce harmful CO<sub>2</sub> emissions caused by our business activities. For 2020, we aim to switch to 100% eco-power in Germany and to check the other markets to see to what extent such a conversion is possible. All countries where there are corresponding price offers should switch to renewable energies by 1 January 2023. There will be a transitional period for new companies in the Group.

We aim to continue developing the portfolio of refrigerants to create a new, low-emission refrigerant blend. For this purpose, Fielmann is establishing a database so that a detailed and priority-based implementation can follow.

GRI 103

### Concepts, management and measures

From the perspective of environmental and climate protection, it is important for us to consider the entire life cycle of a building that we buy, build or completely renovate. A sustainability assessment of Fielmann AG's entire property portfolio

is hardly possible from an energy perspective, as the majority of the buildings are old and in a complex and often historic building structure, and were bought under preservation orders.

Nevertheless, we work with internal and external experts every time we purchase a property in an effort to maintain or improve the energy aspects of the building – if possible even before the purchase, but no later than during the construction phases. We make sure there is a precise building documentation in order to be able to sustainably manage the building while it is being used. The relevant building regulations from the Energy Conservation Ordinance or the Energy Conservation Act are implemented technically, as far as possible. A 100% optimisation is not possible with all buildings. As part of a cost-benefit consideration, however, we seek to achieve the best possible condition of the building.

The cross-departmental Energy Team further developed the catalogue of measures in 2020 too, based on the previous years' energy audits, and defined the necessary process changes. The team reports to the Management Board once every quarter. Where measures appear appropriate, they will be approved by the Management Board and implemented. The Management Board is responsible for the strategy on energy efficiency and emissions reduction.

We have implemented a comprehensive collection and reporting system for energy efficiency and emissions. As part of a systematic approach, all accessible consumption data is fully recorded. Besides the technical master data and power requirements for equipment, the measurement documents and time-based analyses of the consumption at individual locations are also included.

The consumption of energy from our own electricity and gas contracts in Germany and Austria is already collected and documented at meter level in a comprehensive reporting system by the central energy purchasing department. In future, energy purchasing will be further centralised in a step-by-step process. The aim is to also document the data in our other international subsidiaries and, based on the results, to then set the target figures in order to achieve continuous optimisation.

**Measures for a more efficient energy consumption.** We have initiated a variety of measures in an attempt to improve energy efficiency in the stores. The Fixtures & Fittings department plays a key role here, as it is responsible for maintenance work, building repairs and rectifying any defects in the stores. The administrative processing and implementation of the required work are based on uniform standards.

For several years now, we have been increasingly using energy-saving LED lamps in an attempt to achieve a sustained reduction in energy consumption. By switching from conventional light bulbs to LEDs, the consumption of electricity per square metre has fallen significantly. This measure alone often reduces a store's overall consumption of electricity per square metre by more than 40%.

Since 2017, every Fielmann store is fitted with energy-efficient lighting as part of the regular rebuilding or modernisation work. In 2020, this was done at 57 stores. In the

event of technical problems that impact a store's energy consumption, notifications will be sent systematically and processed centrally until a solution is found. For many years now, we have been gradually switching the lighting systems in our own buildings and for which we are responsible to energy-saving LED lighting. This usually includes the general areas, the outside lighting, stairwells, basements, technical areas and garages. Besides the lighting, air conditioning systems are also a major factor in energy consumption. We therefore use renovations, relocations and new openings to install highly efficient air conditioning systems.

**Improving the CO<sub>2</sub> balance.** The measures presented for improving energy efficiency contribute directly to a significant emissions reduction. Furthermore, we have adopted a variety of measures to target the reduction of greenhouse gas emissions that are harmful to the climate. For example, we use a heating plant with combined heat and power generation at Plön Castle. This resource-efficient plant produces up to 40% of the castle's daily power requirements, while also covering the heating needs.

We also promote the use of public transport, as this can reduce CO<sub>2</sub> emissions by 73% compared to using a private vehicle, according to a study by the Institute for Energy and Environmental Research Heidelberg. We offer our employees so-called Jobtickets which they can use for subsidised travel on the public transport network. This represents a contribution to the reduction of CO<sub>2</sub> emissions, particularly in those regions most affected by traffic and emissions. In the financial year 2020, 1,975 employees took advantage of this service (previous year: 2,735). The figure fell because a majority of employees at the Hamburg headquarters worked from home due to the coronavirus pandemic. As part of the 'bahn.business' business customer programme, Fielmann employees travelled a total of 5,942,846 CO<sub>2</sub>-neutral kilometres on the DB rail network (previous year: 9,641,414). Since 2018, we have also offered our employees favourable conditions for leasing company bikes. In the financial year 2020, 981 employees took advantage of this service (previous year: 790). At the same time, the over 300 vehicles from our company's fleet will gradually be replaced by more energy-efficient models.

With the production and logistics centre in Rathenow, a central warehousing strategy was created which uses consolidation effects to reduce the movement of goods and is therefore a classic example of green logistics. Efficiency is increased even further by dynamic route planning. In addition, we continuously assess new technologies in order to optimise our processes, such as paperless order picking to save on paper. For shipping, we only use cardboard packaging with a high recycling value and which can

be reused via the RESY system. We also make an effort to avoid the use of plastics or to replace them with alternative materials. A more sustainable B2C cardboard family is currently being developed, while we are also assessing the use of reusable packaging in our B2B business.

Since 2017, Fielmann has been working successfully with the non-profit IT company AfB (Work for People with a Disability). People with disabilities upcycle second-hand and discarded IT hardware so that it can be used again. As we updated our computers' operating systems to Windows 10, we were able to donate many decommissioned devices to AfB in 2020. By extending the service life of these computers, more than 800 t CO<sub>2</sub> could be saved.

The total of over 1.6 million trees and bushes planted by Fielmann already improve the company's CO<sub>2</sub> balance in the long term. We will continue to plant a tree for each employee every year and will carry on with the "Einheitsbuddeln" initiative.

GRI 103

### Results in the reporting year

Thanks to its strategy for energy efficiency and emissions reduction, the integration of the energy team, and the catalogue of measures, the Management Board has taken appropriate steps to sustainably improve Fielmann's energy and CO<sub>2</sub> balance. In Germany, Luxembourg, the Netherlands and Austria, for example, we are already relying completely on renewable energies for our electricity needs, and therefore do not contribute to any electricity-based CO<sub>2</sub> emissions.

**Energy consumption per square metre.** In 2020, Fielmann carried out energy-efficient conversions at 32 stores in Germany alone and thereby achieved an 8% reduction in energy consumption per square metre of store space (target level: 100%). Energy-saving LEDs will also be integrated into new stores in neighbouring European countries as well as in the 9 new stores in Italy.

**Purchased electricity mix in 2020.** We mainly purchase electricity from the public utility companies in Giessen and Düsseldorf. The rates have been different since 1 January 2020 so that we now exclusively use renewable energies in Germany. For this reason, we have revised our previous detailed depiction to focus on the key figures for reducing our consumption. We have also made the transition in Austria, Luxembourg and the Netherlands, and plan to expand this to the entire Group in future.

The energy consumption of Fielmann Aktiengesellschaft in Germany, itemised according to the main consumption sources:

### Consumption of electricity

in kWh

	2020	2019
<b>Stores</b>		
Electricity consumption	27,745,882	30,211,028
Electricity consumption <sup>1</sup> per m <sup>2</sup>	171	194
<b>Fielmann Academy at Plön Castle and the headquarters</b>		
Electricity consumption	2,446,524	2,840,286
Electricity consumption <sup>1</sup> per m <sup>2</sup>	61	71
<b>Production and logistics centre</b>		
Electricity consumption	6,692,589	7,564,767
Electricity consumption <sup>1</sup> per m <sup>2</sup>	235	266

Due to the completed switch of electricity purchases to fully renewable energies in Germany and several other countries, we have restructured and simplified the table this year. There is no longer a separation of renewable and non-renewable energies, and the absolute total consumption will always be stated in future with adjustments only being made to determine significant consumption per square metre.

### Consumption of gas

in kWh

	2020	2019
<b>Stores</b>		
Gas consumption	4,070,933	4,375,015
Gas consumption per m <sup>2</sup>	104	113
<b>Fielmann Academy at Plön Castle and the headquarters</b>		
Gas consumption	2,081,391	2,274,097
Gas consumption per m <sup>2</sup>	240	262
<b>Production and logistics centre</b>		
Gas consumption	3,024,439	3,093,409
Gas consumption per m <sup>2</sup>	106	109

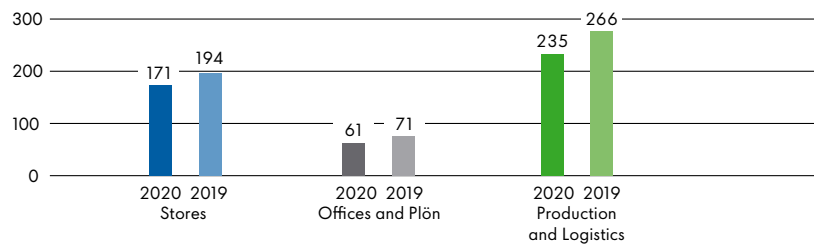
GRI 302-1

<sup>1</sup> Adjusted for sales spaces where the electricity consumption could not be measured for the year as a whole due to, for example, renovations.

In this year, it is difficult to separate the savings effects from targeted measures and reduced consumption due to the more limited utilisation during the coronavirus pandemic. Overall, there has been a marked decrease in absolute figures and consumption per square metre in all areas. Since December 2017, Fielmann has relied on the key technology of combined heat and power (CHP) in the form of cogeneration units. These units are particularly resource-friendly and low in CO<sub>2</sub> production, as they produce heat and power simultaneously. This cogeneration of heat and power ensures that the gas used as fuel can be employed much more sparingly and efficiently than in separate production processes. In addition, the generated heat and power can be used straight away, so that there is no need for lengthy transport that may also result in losses. The use of cogeneration units saves primary energy, which indirectly leads to a reduction of CO<sub>2</sub> and harmful emissions compared to other modern types of power station.

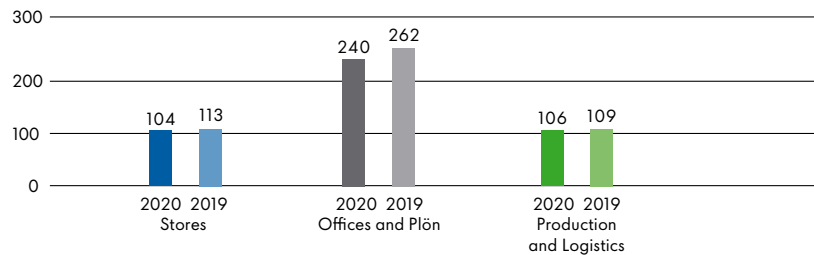
**Consumption of electricity**

in kWh/m<sup>2</sup>



**Consumption of gas**

in kWh/m<sup>2</sup>



**Reduction of CO<sub>2</sub> emissions per square metre.** Due to the transition to renewable energies, we were able to reduce our electricity-related CO<sub>2</sub> emissions per square metre of store space to 0 (target level: 100%).

The definition of greenhouse gas emissions is based on different methods. We use the so-called Greenhouse Gas Protocol Standard (GHG Protocol) for our definition. It was developed by the World Resources Institute (WRI) and the World Business Council for Sustainable Development (WBCSD).

The GHG Protocol contains a classification of emissions. It distinguishes between Scope 1, Scope 2 and Scope 3 emissions. Scope 1 includes the emissions produced by the company itself. We have therefore decided to record the CO<sub>2</sub> emissions based on this established Scope 1 approach.

In the following, the results of the Scope 1 CO<sub>2</sub> emissions are presented. Besides carbon dioxide (CO<sub>2</sub>), other climate-damaging greenhouse gases are also taken into account in terms of carbon dioxide equivalent (CO<sub>2</sub>e).<sup>1</sup>

### Scope 1 CO<sub>2</sub> emissions

Emissions source	2020		2019	
	CO <sub>2</sub> e t	Percentage	CO <sub>2</sub> e t	Percentage
Stationary combustion	1,688	54 %	1,792	49 %
Company vehicle fleet	1,422	46 %	1,853	51 %
Total	3,110	100 %	3,645	100 %

We use the operational control approach as our consolidation approach for the greenhouse gas emissions from Scope 1. Stationary combustion covers all locations with their own gas contracts; bills paid by owners are not taken into account. The vehicle fleet data was collected on the basis of the provided fuel card bills. In 2020, our vehicle fleet's absolute CO<sub>2</sub> consumption was almost 30% below the previous year's level. This effect is also a result of the pandemic and is likely to lead to a significant increase in 2021.

In previous years, we reported other key figures on the company's vehicle fleet, such as the average consumption, on the basis of manufacturer specifications. A change to the system means that the figures for the individual years cannot be compared. As they are of a statistical nature and do not reflect actual consumption, we will no longer include the depiction. For 2021, we plan to define new key figures for improving the sustainability of our vehicle fleet. Our focus in this area is on a sustainable reduction of energy consumption and emis-

<sup>1</sup>Besides CO<sub>2</sub>, methane and nitrous oxide, for example, are also greenhouse gases. In order to compare the various greenhouse gases, the effect of each greenhouse gas is converted to carbon dioxide. For example, 1 kg of methane corresponds to 21 kilograms of CO<sub>2</sub>e.



sions. This also takes into account the technical and economic possibilities resulting from modernisations and conversions. Since 2019, we have been fitting all the new stores with smart electricity meters. This allows us to leverage further potential with regard to energy saving and emissions reduction. Up to 31 December 2020, we have fitted 53 stores with smart electricity meters. We are still working on considerably increasing the use of these meters in the next few years. Refitting is not straightforward due to missing technical approvals and the restricted network capability of the available meters (only LTE). We are working on solutions with tradesmen, manufacturers, grid operators and suppliers to achieve our targets here next year.

**Refrigerant blend used.** The refrigerant blend is calculated from the figures for 542 systems, recorded from 2017 to 2020. Based on the master data for older systems and because the refrigerant R410A is still primarily used by manufacturers, the figures for 2020 remained almost unchanged compared to the previous year. The overall amount of refrigerant used is a theoretical figure with regard to emissions, as the contained CO<sub>2</sub> only escapes in the event of damage. The weighted average CO<sub>2</sub>e in tonnes / kg is taken in order to minimise future risks.

Refrigerant (all countries except Slovenia and Spain)	2020			2019		
	CO <sub>2</sub> e t/kg	Percentage	Weighted CO <sub>2</sub> e t/kg	CO <sub>2</sub> e t/kg	Percentage	Weighted CO <sub>2</sub> e t/kg
R22	1.81	1.07%	0.02	1.81	1.10%	0.02
R32	0.68	2.63%	0.02	0.68	1.20%	0.01
R404A	3.92	0.10%	0.00	3.92	0.10%	0.00
R407A	2.11	1.02%	0.02	2.11	1.10%	0.02
R407C	1.77	24.43%	0.43	1.77	28.80%	0.51
R410A	2.09	69.88%	1.46	2.09	66.70%	1.39
R417A	2.35	0.39%	0.01	2.35	0.40%	0.01
R422D	1.81	0.49%	0.01	1.14	0.50%	0.01

GRI 305-1

# GRI content index

## General information

### Organizational profile

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102-3	Location of headquarters	Hamburg
102-4	Location of operations	p. 7
102-5	Ownership and legal form	p. 12 et seq.
102-6	Markets served	p. 7 et seq.
102-7	Scale of the organization	p. 7 et seq.
102-8	Information on employees and other workers	p. 35
102-9	Supply chain	p. 51 et seq.
102-10	Significant changes to the organization and its supply chain	p. 7
102-11	Precautionary Principle or approach	p. 14 et seq.
102-12	External initiatives	p. 10 et seq.
102-13	Membership of associations	p. 10 et seq.

### Strategy

102-14	Statement from senior decision-maker	p. 2 et seq.
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### Ethics and integrity

102-16	Values, principles, standards, and norms of behaviour	p. 13 et seq., 47, 51 et seq.
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### Governance

102-18	Governance structure	p. 11 et seq.
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### Stakeholder engagement

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102-41	Collective bargaining agreements	p. 36

102-42	Identifying and selecting stakeholders	p. 16
102-43	Approach to stakeholder engagement	p. 16 et seq.
102-44	Key topics and concerns raised	p. 14
<b>Reporting practice</b>		
102-45	Entities included in the consolidated financial statements	p. 68
102-46	Defining report content and topic boundaries	p. 16 et seq.
102-47	List of the material topics	p. 14, 69
102-48	Restatements of information	In this report, we have made the following changes compared to the previous year: - renaming and grouping of the material topics - restructuring of the chapter Governance and Compliance
102-49	Changes in reporting	In this report, we have made the following changes compared to the previous year: - deferment of the "About this report" section - depiction of the material topics as focus areas - inclusion of the new material topic 'Employee health and hygiene'
102-50	Reporting period	p. 68
102-51	Date of most recent report	April 2021
102-52	Reporting cycle	This report is published annually.
102-53	Contact point for questions regarding the report	p. 15 et seq.
102-54	Claims of reporting in accordance with the GRI standards	This report was compiled following the GRI standards: core option.
102-55	GRI content index	p. 64 et seq.
102-56	External assurance	p. 68

## GRI content index

### Material topics

#### GRI 200: Economic

##### Economic performance

103-1/2/3	Management approach	p. 17 et seq.
201-4	Financial assistance received from government	p. 19

##### Indirect economic impacts

103-1/2/3	Management approach	p. 47 et seq.
203-1	Infrastructure investments and services supported	p. 50 et seq.

#### Anti-corruption

103-1/2/3	Management approach	p. 17 et seq.
205-1	Operations assessed for risks related to corruption	p. 19

#### GRI 300: Environmental

##### Energy

103-1/2/3	Management approach	p. 55 et seq.
302-1	Energy consumption within the organization	p. 60

##### Emissions

103-1/2/3	Management approach	p. 55 et seq.
305-1	Direct (Scope 1) GHG emissions	p. 63 et seq.

#### GRI 400: Social

##### Employment

103-1/2/3	Management approach	p. 36 et seq.
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401-1	New employee hires and employee turnover	Fielmann reports its own key indicators for the "Employment" topic and does not orientate itself to the GRI standard in this case.
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### Occupational health and safety

103-1/2/3	Management approach	p. 41 et seq.
403-9	Work-related injuries	p. 44

### Training and education

103-1/2/3	Management approach	p. 36 et seq.
404-1	Average hours of training per year per employee	p. 41

### Supplier social assessment

103-1/2/3	Management approach	p. 51 et seq.
414-1	New suppliers that were screened using social criteria	p. 53

### Customer health and safety

103-1/2/3	Management approach	p. 28 et seq.
416-1	Assessment of the health and safety impacts of product and service categories	p. 32

### Customer privacy

103-1/2/3	Management approach	p. 23 et seq.
418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	p. 27 et seq.

## About this report

### Corporate social responsibility

As a family-run company and market leader, Fielmann assumes responsibility for the society we live in and also works hard for the good of nature and people. We are convinced that a company can only enjoy long-term success in an intact, well-balanced social environment.

In this report, we give particular regard to customer matters, environmental matters, employee-related matters, social matters, respect for human rights, anti-corruption and bribery matters. We thereby offer a transparent and comprehensive view on the social and ecological consequences of our actions and present our activities in the field of corporate social responsibility (CSR).

Unless otherwise stated, all the information in the report refers to the financial year 2020 (calendar year 2020). This report complements the information provided in the Fielmann Aktiengesellschaft Management Report and the Group Management Report of the Fielmann Group contained in the Annual Report with significant developments in non-financial matters. Unless any other frame of reference is stated, the report includes all companies of the Fielmann Group.

The content of this report was approved by the Supervisory Board of Fielmann Aktiengesellschaft pursuant to Section 171 Para. 1 of the German Stock Corporation Act (AktG). This non-financial report was not subject to an external audit.

GRI 102-45 | GRI 102-50 | GRI 102-56

### Requirements pursuant to Section 289c of HGB and the Global Reporting Initiative (GRI)

This report represents the non-financial declaration of Fielmann Aktiengesellschaft pursuant to Section 289b Para. 3 of HGB and of the Fielmann Group pursuant to Section 315b Para. 3 of HGB. Fielmann thereby complies with the provisions formulated by the CSR Directive Implementation Act set out in Sections 289b and 315b of HGB. The report was compiled following the GRI standards of the Global Reporting Initiative (GRI).

The non-financial topics relevant to Fielmann were determined as part of a materiality analysis, which is based on the criteria of the GRI and updated annually by the Management Board. To comply with the requirement of double materiality pursuant to Sections 289c Para. 3 (1) and 315c of HGB, the Management Board also defined the significance of the respective topics for the situation and business developments of Fielmann Aktiengesellschaft and the Fielmann Group during the process. The defined material topics and the materiality analysis process are set out in detail on pages 13 et seq. of this report. The Management Board has checked, validated and expanded on the result of the materiality analysis for the financial year 2020.

<b>Section 289c of HGB</b>	<b>GRI</b>	<b>Fielmann Corporate Social Responsibility Report</b>
Environmental matters (Section 289c Para. 2 (1) of HGB)	<ul style="list-style-type: none"> <li>– Energy (302)</li> <li>– Emissions (305)</li> </ul>	Responsibility for the environment
Employee matters (Section 289c Para. 2 (2) of HGB)	<ul style="list-style-type: none"> <li>– Employment (401)</li> <li>– Occupational health and safety (403)</li> <li>– Training and education (404)</li> </ul>	Responsibility for our employees
Social matters (Section 289c Para. 2 (3) of HGB)	<ul style="list-style-type: none"> <li>– Customer health and safety (416)</li> <li>– Customer privacy (418)</li> </ul>	Responsibility for our customers
Respect for human rights (Section 289c Para. 2 (4) of HGB)	<ul style="list-style-type: none"> <li>– Supplier social assessment (414)</li> </ul>	Responsibility for society
Anti-corruption and bribery matters (Section 289c Para. 2 (5) of HGB)	<ul style="list-style-type: none"> <li>– Anti-corruption (205)</li> </ul>	Sustainable corporate governance

**GRI 102-47**

Fielmann reports on the following aspects pursuant to Section 289c Para. 2 of HGB: environmental matters (Section 289c Para. 2 (1) of HGB), employee matters (Section 289c Para. 2 (2) of HGB), social matters (Section 289c Para. 2 (3) of HGB), respect for human rights (Section 289c Para. 2 (4) of HGB) and anti-corruption and bribery matters (Section 289c Para. 2 (5) of HGB).

Pursuant to GRI requirements, Fielmann reports on the aspects Energy (302) and Emissions (305) in the “Responsibility for the environment” chapter, Employment (401), Training and education (404) and Occupational health and safety (403) in the “Responsibility for our employees” chapter, and Customer health and safety (416) and Customer privacy (418) in the “Responsibility for our customers” chapter. Supplier social assessment (414) is covered in the “Responsibility for society” chapter, and Anti-corruption (205) in the “Sustainable corporate governance” chapter.

Fielmann also reports on a voluntary basis – beyond the requirements of Section 289c Para. 2 of HGB – on the GRI aspects Economic performance (201) and Indirect economic impacts (203).

Pursuant to Section 289c Para. 3 of HGB, Fielmann presents in detail the objectives, concepts, measures (Section 289c Para. 3 (1) of HGB) and results (Section 289c Para. 3 (2) of HGB) of every aspect in the financial year. This presentation is supplemented by relevant non-financial performance indicators (Section 289c Para. 3 (5) of HGB). Fielmann provides details on significant risks in the “Sustainable corporate governance” chapter on page 7 (Section 289c Para. 3 (3) and (4) of HGB). Readers familiar with the GRI standards are referred to the relevant GRI indicators using identifications like **GRI 102-45**. An overview of the GRI indicators is available in the GRI contents index on page 66 et seq.

**Structure of the report**

Fielmann’s Corporate Social Responsibility Report is divided into five main chapters, preceded by this overview and the contents page:

- Sustainable corporate governance
- Responsibility for our customers
- Responsibility for our employees
- Responsibility for society
- Responsibility for the environment



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Fielmann plants a tree for each employee every year and is committed to protecting nature and the environment. To date, we have already planted more than 1.6 million trees and bushes.

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