



fielmann

CORPORATE SOCIAL  
RESPONSIBILITY REPORT 2021

The Corporate Social Responsibility Report 2021 shows photos of the production of our first sustainable eyewear collection. This limited collection consists of 10 models and combines modern recycling with fashionable design. Our eyewear is produced using recycled acetate, which we source from a specialised supplier certified according to DIN 14040. This limited collection has been available in selected stores since spring 2022, and is also available on our online shop.

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, some terms – such as professions or functions – refer to only one gender; all references to gender shall however be deemed and construed to include any gender.

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## Dear shareholders, Dear friends of the company,

During the past business year, the Fielmann Group not only recorded a strong rebound but generated sales well above the pre-crisis levels. We owe this financial success to the loyalty of our customers and to our employees, who embodied our customer-centric philosophy during the second year of the ongoing Covid-19 pandemic. In a challenging environment our people have shown a commitment that is exemplary, not only to our customers but also to our stakeholders as well as the environment and society as a whole.

Thanks to the rigorous implementation of our science-based hygiene standards and the diligence of our people in the stores we were successful in protecting the health of our customers and staff: the average Covid-19 infection rate among our employees remains significantly below the general infection rates in the countries we operate in.

Yet the pandemic was not the only major crisis taking place in 2021: When parts of Central Europe were hit by devastating floods last summer, it affected not only our own stores in the region but also some of our employees personally. In this context Fielmann Group staff raised € 200,000 to help their colleagues – an exemplary act of solidarity. Our family business tripled this amount and made the first transfers within 24 hours when help was needed most. We also supported the affected communities with a donation of 4,500 pairs of protective glasses.

Caring about the communities we operate in is something that has been firmly anchored in our company philosophy since the very beginning. The Fielmann Group has been active in environmental protection, the preservation of historical monuments and the support of youth sports for decades. We assume responsibility for our customers, our people, our stakeholders and the environment.

As part of our Environmental Pledge, we have planted one tree for every employee every year since 1986. In 2021, we planted 24,724 trees. Thereof, 5,000 trees contributed to the initiative "Einheitsbuddeln" which this year took place in the federal state of Saxony-Anhalt. In total, the Fielmann Group has planted more than 1.6 million trees and bushes. As these absorb CO<sub>2</sub> and transform it into O<sub>2</sub>, this measure has a great impact on our corporate carbon footprint and proves that the Fielmann Group is making a vital contribution to combating climate change.



Marc Fielmann, Chief Executive Officer

Being a healthcare service provider and retailer at its core, the Fielmann Group's CO<sub>2</sub> footprint is significantly smaller than that of other companies of the same size, especially in energy-intensive manufacturing. Our primary business activities are currently not considered relevant sources of greenhouse gas emissions as stipulated by Annex I and Annex II of the EU Climate Delegated Act. Nonetheless, being a responsible family business, we not only plant trees but we are also committed to contributing our part by reducing CO<sub>2</sub> emissions. To provide the groundwork, we are participating in the rating process of the non-profit organisation CDP (formerly known as the Carbon Disclosure Project). Based on this internationally recognised reporting standard, we disclose our environmental impact, and report on measures and results in order to further reduce our CO<sub>2</sub> emissions.

The Fielmann Group can also report great progress in making its supply chain more sustainable and resource-friendly. In 2020 we launched our collezione-MILANO+ in Italy. This was our first attempt at producing eyewear made of bio-based acetate. Building on the initial success we decided in 2021 that, going forward, all new models of our "Made in Italy" collection will be produced using this eco-friendly material. We also developed a sustainable eyewear collection for the German market using recycled acetate, certified according to ISO 14040. Our sustainable Elementra Collection is available in stores beginning in spring 2022. Apart from these initiatives, we continuously evaluate new materials and production methods across all major product categories in order to make our assortment increasingly sustainable.

At the time of writing, a war has just broken out after Russian troops invaded Ukraine. The Fielmann Group has been operating in Ukraine since 1999 and employs 269 people as at February 2022. Upon the outbreak of hostilities, we have closed our stores, prepaid salaries and continue to provide as much help as possible from our head offices in Hamburg as well as our local office in Kyiv. Staff who have fled abroad have received employment offers and support there. Fielmann Group employees from across Europe are collecting donations and are sending care packages to Ukraine while our family business supports these endeavours with financial and logistical means. We sincerely hope for a swift end to this war and continue to do our part.

It is in an environment shaped by the uncertainties of an ongoing Covid-19 pandemic and a war in Europe that we are challenged as a family business and as society to take responsibility. To us, our past success is an obligation for us to care and give back to our customers, our people, the communities we operate in and our environment. I hope you enjoy reading our CSR Report 2021 that outlines the great work our people are investing in making our family business ever more responsible, resource-friendly and sustainable.

Hamburg, 11 March 2022



Marc Fielmann  
Chief Executive Officer

GRI 102-14





The raw material of our sustainable Elementra Collection: shredded acetate remnants



## Sustainable corporate governance

### About Fielmann

The Fielmann Group is a stock-listed family business based in Hamburg, Germany. As the most customer-centric provider of eyewear and hearing aids, we serve our 27 million active customers through an omnichannel platform comprised of digital sales channels and more than 900 retail stores across 16 countries. Our vertically integrated business model allows us to provide our customers with the most attractive product selection, outstanding service and the guaranteed best value for money.

We thrive thanks to our more than 22,000 committed and highly skilled employees, who embody our customer-centric philosophy. With our Vision 2025, we 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 (AG), which has its head office at Weidestrasse 118a, Hamburg, Germany, is the Group's listed parent company. We invest in and operate optical businesses and hearing aid companies. We furthermore manufacture and distribute visual aids and other optical products. These products include glasses, frames, lenses, sunglasses, protective glasses, contact lenses, related articles and accessories. We also sell merchandise of all kinds as well as hearing aids and their accessories. We keep expanding, are offering our customers even more personal service with new stores and are rolling out the omnichannel business model. As at 31 December 2021, we operated digital sales channels in most major markets as well as a total of 913 stores (previous year: 870). The number of stores also includes our Spanish subsidiary, which was consolidated on 31 December 2020 and first contributes to the result as of 2021.

### Fielmann AG stores<sup>1</sup>

Country	2021		2020	
	Number of stores	Share of overall sales	Number of stores	Share of overall sales
Germany	610	72.90%	605	79.20%
Switzerland	45	11.10%	43	11.60%
Spain	87	6.70%	80	0.00%
Austria	38	4.90%	38	5.30%
Others	133	4.40%	104	3.90%
Total	913	100.00%	870	100.00%

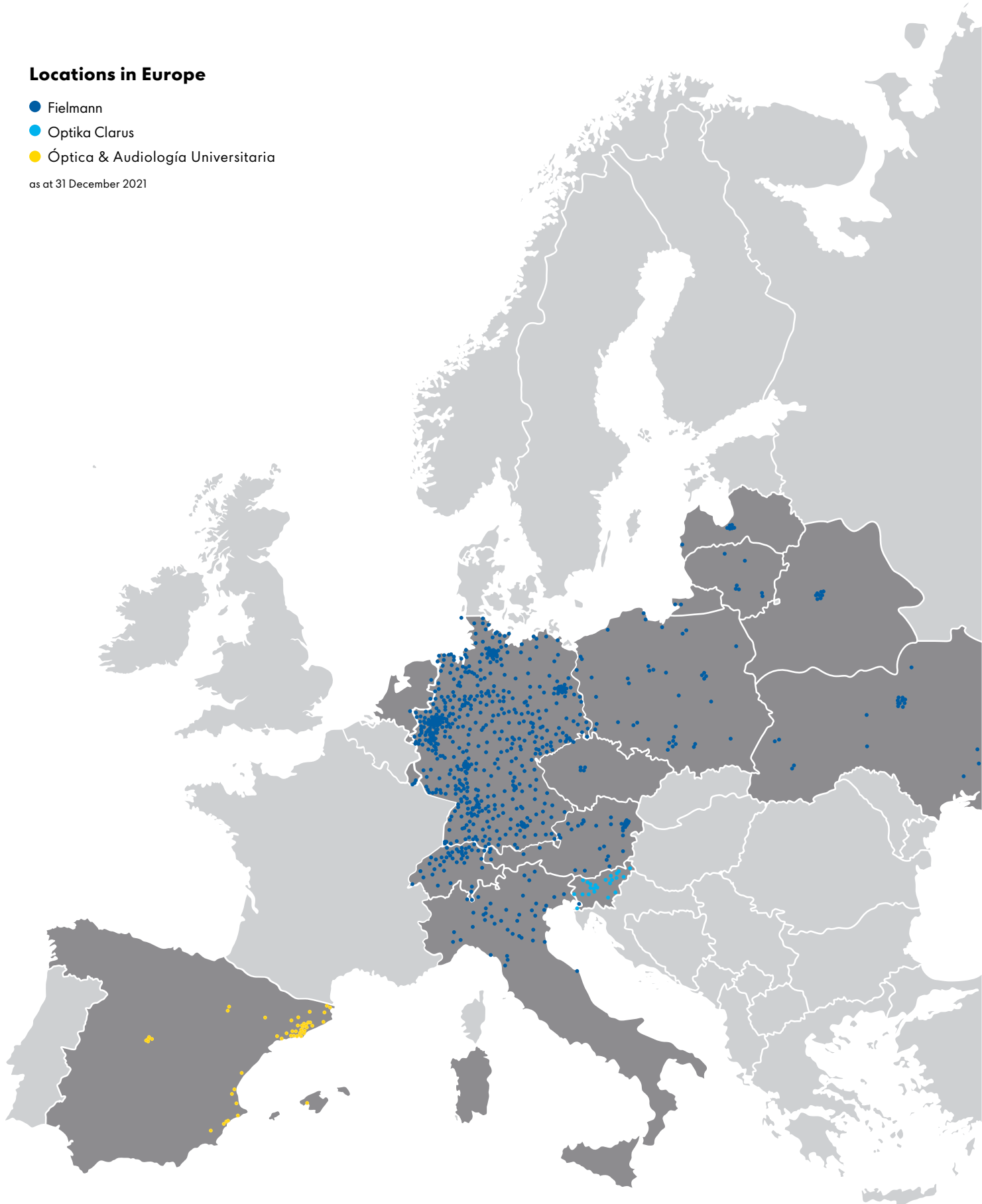
GRI 102-4 GRI 102-6 GRI 102-7 GRI 102-10

<sup>1</sup>In the EU member states of Czech Republic, France, Italy, Luxembourg, the Netherlands, Poland and Slovenia, the Group operates 133 stores. These stores are grouped with our smaller 50 outlets in Belarus and Ukraine and are represented in the "Others" segment. Due to the acquisition in Spain on 31 December 2020, 80 Spanish stores are included in the store figure, which are consolidated in turnover as of 2021. Further information is provided in the Annual Report.

### Locations in Europe

- Fielmann
- Optika Clarus
- Óptica & Audiología Universitaria

as at 31 December 2021



## The main products of Fielmann AG

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 largest manufacturing site 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 guaranteed 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 guaranteed best prices.
Hearing aids	In more than 300 hearing aid studios, Fielmann offers its customers all the major brands and popular hearing aids at guaranteed best prices.

GRI 102-2

Almost all Fielmann products offer social benefits as they enable good vision and hearing, thereby allowing greater participation in society and considerably reducing risks at work or in traffic. Fielmann provides free eyesight and hearing tests in stores in order to help people 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. Our 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 HanseMercur. 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 collaboration with the police, leading automobile clubs and associations. During these quick tests, an average of 50% of participants tested without glasses have been found to have defective vision.

In 2020, we also switched part of our supply chain for plastic frames in favour of protective glasses to contribute to the fight against the coronavirus pandemic. Along with 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 controls at our laboratory in Rathenow.

<b>Key figures of Fielmann AG</b>		<b>2021</b>	<b>2020</b>
External sales	incl. VAT in € m	1,938.9	1,630.1
Consolidated sales	excl. VAT in € m	1,678.2	1,428.9
EBITDA	in € m	396.1	336.7
Equity capital	in € m	869.8	836.4
Debt	in € m	863.1	832.9
Number of stores	as at 31.12.	913	870
Employees	as at 31.12.	22,028	21,853

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

### Sales

	<b>2021</b>				<b>2020</b>		
	<b>Germany</b>	<b>Switzer-land</b>	<b>Spain</b>	<b>Austria</b>	<b>Germany</b>	<b>Switzer-land</b>	<b>Austria</b>
Sales in € m	1,223.5	186.0	111.8	81.9	1,132.1	166.3	74.9
Result before taxes in € m	172.7	29.4	10.6	13.8	162.7	20.1	13.1
Employees	17,134	1,436	1,069	823	17,363	1,424	852

GRI 102-7

### Memberships

As craftspeople, German opticians are organised in guilds. More than half of the owner-operated 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 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 with the retailers' trade and business association, and is a member of the service association. In Spain, we are a member of the national Association of Optical Chains (AECO).

GRI 102-12

GRI 102-13

## Organisation and corporate governance

Fielmann is a family business and thinks across generations. Fielmann AG 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 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 a further eight members are elected by the employees in accordance with the Codetermination Act (MitbestG). The employee members of the Supervisory Board include two trade union representatives.

The Supervisory Board includes an HR Committee, a Mediation Committee, an Audit Committee and a Nomination Committee. There are no further committees. Prior to 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 led by the second generation: in a long-term succession process from 2016 to 2019, the founder Günther Fielmann gradually handed over responsibility to his son Marc Fielmann. Since November 2019, Marc Fielmann has been the sole Chief Executive Officer of Fielmann AG. The Management Board is responsible for the operational management of Fielmann AG. In the reporting year, the Management Board consisted 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 interdepartmental issues.

### Corporate governance

At Fielmann, corporate governance embodies responsible corporate management geared towards 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 communication 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 and long-term corporate governance.

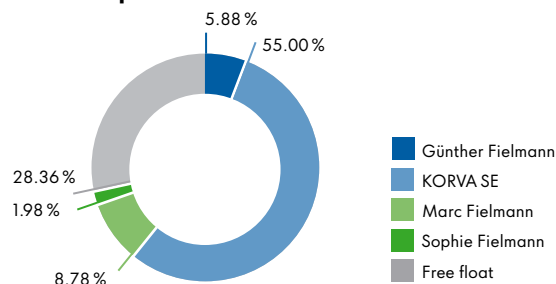
The work of the Management Board is governed by the statutory regulations, the Articles of Association and the rules of procedure. Fielmann lists the responsibilities of the individual board members at: [fielmann-group.com/en/investor-relations/management-board](https://fielmann-group.com/en/investor-relations/management-board).

### Ownership structure<sup>1</sup>

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

The family's connection to the company is also reflected in the ownership structure of Fielmann AG: 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 AG. The remaining 28.36% of shares are in free float. 55.00% of the shares owned by the Fielmann family in Fielmann AG 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 AG. 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 and 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 AG



GRI 102-5

GRI 102-18

<sup>1</sup>See also corresponding sections in the accounts of Fielmann AG 2021

## 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 conduct 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 AG. 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 AG in the fields of environmental protection, protection of historical buildings and sports are coordinated by the Communications and Public Relations department. This department plays a key role in corporate social responsibility management. It documents the work of all Management Board departments and is in constant contact with the Management Board as a whole.

The Management Board ensures transparency through its managers, the risk management system (RMS) and the internal audit and takes 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 added to its reporting on corporate social responsibility pursuant to Sections 289b and 315b of HGB in the financial year 2017, and has since presented its wide range of activities following the principles of the Global Reporting Initiative (GRI). In the financial year 2017, the Management Board of Fielmann AG carried out an extensive materiality analysis for the first time. This was accompanied by detailed preparations with internal and external stakeholders. The topics 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. Subsequently, 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 reviews, validates and prioritises the defined topics.

We are continuously developing and optimising our CSR objectives. With our expanded corporate social responsibility management we fulfil our own demands and those of our stakeholders. The assessment of material 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 competencies 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 principles 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 at an early stage without ignoring potential risks. All key planning and control elements are incorporated into 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. As part of monthly and yearly reporting, we identify potential risks and evaluate them with regard to their significance for Fielmann's economic position. 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 data sheets. We use a traffic light system to document the severity of 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 decentrally by the individual departments of Fielmann AG. 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 examined all 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. The risks are thus classified at a low level (green). For further information on our risk management system as well as on the financial risks and opportunities, please refer to our 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 this 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 as well as foundations and NGOs.

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 are screened by the Communications and Public Relations department and answered in collaboration with the respective divisions.

Stakeholder	Interaction
Customers	Regular satisfaction survey Transparent and continuous dialogue process supported by digital communication tools and events
Employees and managers	Regular strategy and work meetings Transparent and continuous dialogue process through regular reporting
Supervisory Board	Four board meetings per year, individual voting and committee meetings Transparent and continuous dialogue process through regular reporting as well as ad-hoc publications
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
Media	Press releases, regular events, continuous dialogue
Foundations and NGOs	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 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
  - Occupational health and safety (GRI 403)
- Responsibility for our society:
  - Social responsibility
    - Indirect economic impacts (GRI 203)
  - Social standards in the supply chain
    - Supplier social assessment (GRI 414)
- Responsibility for our 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 are presented in detail below.

## **Governance and compliance**

### **Business environment and requirements**

As at 31 December 2021, Fielmann operates stores in 16 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 carried out at irregular intervals. We target any evidence of corruption for further investigation.

**Financial assistance received from the government.** Fielmann claims not to receive any financial support from governments for operating its businesses.

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

Fielmann has a comprehensive compliance system 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 damage to our image and result in 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 ensures the company-wide implementation and application of the valid guidelines by means of regular checks.

The Management Board of Fielmann AG has adopted a compliance guideline to provide employees with 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 tasks are carried out correctly and in compliance with the law. Our employees will be immediately informed of any amendments or updates.

In addition to complying with the law, ethical principles must be taken into account at Fielmann. Every employee is committed to Fielmann's customer-oriented principles. Managers are also committed to our company-wide leadership guidelines. Fielmann is furthermore committed to its customers, employees and the society and is involved in a wide range of activities. 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 addresses 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 opposes any form of corruption. The Code of Conduct is publicly available on our website ([www.fielmann-group.com/en/investor-relations/publications/code-of-conduct](http://www.fielmann-group.com/en/investor-relations/publications/code-of-conduct)).

GRI 102-11 | GRI 102-16 | GRI 103

### Results in the reporting year

**Operations assessed for risks related to corruption.** In 2021, we inspected 184 stores for corruption risks (previous year: 90).

Assessments	2021	2020
Number of stores	913	790
Assessed stores	184	90
Share of inspected stores (in %)	20	11

GRI 205-1

**Financial assistance received from the government.** Fielmann is not aware of the participation of a government as a 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 employees continued to receive the same net salary. In the financial year, the wage cost and social security reimbursements of € 11.8 million received from benefits like the reduced hours pay scheme and comparable measures abroad were offset against personnel expenses (previous year: € 30.0 million).

GRI 201-4

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

As an international company, our scope is global. As a family business we have values beyond profit maximisation and a time horizon that emphasises the long-term. Consequently, we actively contribute to several UN Sustainable Development Goals (SDGs). They call for a fairer and more sustainable world, and range from strengthening sustainable production through to measures for climate protection. Of the 17 SDGs, five topics are of particular relevance to the Fielmann Group.



### Good health and well-being

As opticians and hearing care professionals, we provide healthcare services. Almost all the products sold by Fielmann, including lenses, frames, contact lenses and hearing aids, are medical products that have to meet strict requirements. Our own production quality control systems coupled with in-house production facilities in Rathenow, Brandenburg, ensure that our customers can rely on the highest standards in quality and expertise.

Considering products sourced from third parties, we only distribute products from manufacturers that meet our strict quality standards. We regularly monitor this via appropriate certifications. Our aim is to ensure safe working conditions and health protection in our supply chain as well.

As an employer, it is important to us to offer our employees a healthy and safe working environment in which they feel comfortable.



### Quality education

The Fielmann Group is the industry's largest provider of apprenticeships and training in Central Europe. We offer young talents clear objectives and compelling values.

Our more than 3,000 apprentices annually are the best in the industry – as testified by nationwide awards. In the German optical industry competition, Fielmann has accounted for an average of 77% of the regional winners and 94% of the national winners over the last ten years. We train more than 7,000 employees every year at the Fielmann Academy at Plön Castle alone, and invest double-digit million amounts in training and development courses annually. Where possible, we fill management positions from within our own ranks.

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### **Decent work and economic growth**

Our more than 22,000 employees, who embrace our customer-friendly philosophy, are the foundation of our success. As a family-run company, we offer them a secure, satisfying and motivating working environment. 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 comply with the 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.



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### **Responsible consumption and production**

Sustainable behaviour is a core component of our corporate philosophy. We regard it as our corporate duty to adhere to sustainable principles and continuously develop them – in our stores, our offices and our production facilities. For example, we have developed frames made of bio-based acetate as well as a sustainable collection featuring eyewear made from recycled materials. Sustainability 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 our Code of Conduct.



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### **Climate action**

The Fielmann Group has been contributing to natural preservation and climate protection since proclaiming its Environmental Pledge in 1986. Being a healthcare service provider and retailer at its core, the company's CO<sub>2</sub> footprint is significantly smaller than that of other companies of the same size, especially in energy-intensive manufacturing. Nonetheless, being a responsible family business, we not only plant trees but we are also committed to contributing our part by systematically reducing CO<sub>2</sub> emissions. To provide the groundwork, we are participating in the rating process of the non-profit organisation CDP (formerly known as the Carbon Disclosure Project). Based on this internationally recognised reporting standard, we disclose our environmental impact, and report on measures and results in order to further reduce our CO<sub>2</sub> emissions.







**A sheet of recycled acetate used in the production of our sustainable Elementra Collection**

## Responsibility for our customers

### **You are the customer**

At the core of our success is our customer-centric philosophy: "You are the customer". Our teams offer customers the best possible solution, irrespective of their budget. This is because we assume a long-term view: customer satisfaction and retention is more important to us than our short-term profit. We continuously change the market in our customers' favour through innovation: Fielmann has time and time again introduced services that were not previously available.

We work to keep information security and data protection in line with the progress of technical innovation. We view digital innovation and customer-oriented data protection as a symbiosis, 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 information that can be related to an identifiable person. This data is subject to legal protection, regardless of whether it is in digital or paper form. Through clear responsibilities, our data protection management system as well as technical and organisational measures, we ensure that the data entrusted to us is processed in a customer-oriented and legally compliant manner.

The quality of our products has always been of particular importance to us. Our quality controls are significantly more demanding than the legal requirements. This applies both to lenses and frames. We participate in the development of globally valid quality test methods and support the further development of ISO standards.

### **Customer data protection**

We protect our customers' personal data and guarantee that all personal data is treated confidentially and conscientiously at all times.

### **Business environment and requirements**

All customer data is processed in line with the GDPR, the German Federal Data Protection Act (BDSG) and other applicable data protection regulations. 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 comply with any requests for information, deletion or updates without delay, in compliance with the statutory retention periods.

GRI 103

### Objectives

Fielmann combines innovative services with customer-oriented data protection and regards customers as responsible citizens. They are always entitled to know how and for what purposes their data is being processed. We only collect, process and use personal data in the course of our business activities in all Group companies if we have the required legal basis. We respond immediately to any enquiries or complaints regarding data protection. Priority is given 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 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 to ensure that the system is in compliance with statutory requirements. We implement the necessary amendments and improvements in good time.

**Percentage of answered enquiries within 30 days.** We aim to deal with any requests for information, deletion or updates within 30 days, in compliance with the statutory retention periods (target level: 100%). 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 training, we ensure that all project managers are informed about legal requirements and Fielmann's additional data protection standards. In addition, all employees at our stores and the company head office receive information about our reporting concept for dealing with violations of data protection. The project managers are also familiar with our technical and organisational measures and are required to comply with them (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 has 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 sets out the data protection and privacy principles and their implementation at Fielmann AG and its national and international subsidiaries. It documents and specifies which requirements must be observed and implemented when processing personal data. Fielmann is committed 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 through a central data protection system. It 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 guidelines, training documents or key decisions on data protection and privacy are approved. They check and assist all relevant projects and work towards ensuring the lawful management of personal data.

The Management Board consults the Legal department on 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. Our in-house legal experts work together with an international law firm specialising in data protection and privacy.

Besides IT architecture and 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 provides 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 consulting the departments and further development of the data protection standards. A separate customer service team specialises in answering enquiries related to "data subject rights". Governance is responsible to the Management Board for documenting, evaluating and securing sensitive data. In this function, the Governance department continuously developed the data protection system in the 2021 reporting year.

**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 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 re-establish 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 via phone or email. 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 of 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. For these digital services, customers must give their explicit consent in written form if necessary. The right to object is open at any time.

**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 if 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 project managers and has taken 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 developed. The data protection system works towards the continuous improvement of data protection through clear responsibilities, technical and organisational measures and regular training.

GRI 103

### Results in the reporting year

In the reporting period, no relevant breaches of customer privacy or loss of customer data were identified that could be expected to result in an actual risk to the rights and freedoms of the persons concerned. This also applies to unauthorised access to data and further violations of statutory stipulations or the internal data protection directive within Fielmann AG. We maintained constructive dialogue with the data protection authority in Hamburg throughout the reporting year.

In the reporting year 2021, we significantly developed our data protection system and the Information Security Management System (ISMS). 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 development of guidelines and concepts, such as the reporting concept for data protection infringements and employee guidelines for avoiding them.

**Percentage of answered enquiries within 30 days.** In the 2021 financial year, we received a total of 12,107 enquiries related to data protection, corresponding to 0.042% of the total number of customers. More than 6,500 enquiries (0.023%) were objections to advertising, the rest (0.019%) were related to information, deletion, anonymisation and rectification requests, among others. All processes were completed in 2021. We were able to answer the enquiries within five days in 81% of the cases. For a further 5% of the enquiries, we needed up to ten days for the final response. We were able to resolve another 7% within 20 days, and 3% within 21 to 30 days, achieving an overall target of 96%. Considering the fact that the number of enquiries to our customer service increased due to the coronavirus pandemic, we are satisfied with this result.

**Training level of project managers.** In 2021, all project managers were informed about legal requirements and the data protection standards at Fielmann (achieved level: 100%). Training the project managers in how to deal with technical and organisational measures remains an ongoing 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 we make them 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 products sold by Fielmann, including lenses, frames, over-the-counter reading glasses, contact lenses, contact lens cleaning products and hearing aid systems, are medical devices. They are subject to the new European Medical Device Regulation (MDR). Because of the coronavirus pandemic, the MDR was delayed by one year and has been applicable since 26 May 2021. The regulation replaces the European Directive 93/42/EEC. In Germany, the necessary amendments were made in the Medical Device Adaptation Act (MPEUAnpG) to ensure that all national requirements are aligned with European legislation. The MDR poses particular challenges for companies, as many of its provisions are not clearly formulated. Within this environment of legal uncertainty it remains likely that significant amendments need to be made.

The CE mark attests to the marketability of medical devices within the European Economic Area.

Besides prescription glasses, which are regulated by the MDR, Fielmann sells non-prescription sunglasses as well as protective glasses, 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 prequalification process. It is checked whether the requirements for sufficient, appropriate and fit-for-purpose manufacture, sale and fitting of medical aids are fulfilled. The process includes a test regarding specialist qualifications, general and organisational requirements as well as spatial and practical requirements. If all requirements 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 cause fatigue, nausea or headaches. Fielmann maintains and improves the quality of the 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 develop and test at our laboratory in Rathenow.

**Percentage of assessed suppliers.** As a distributor, we aim to sell only frames, lenses, sunglasses, protective glasses, contact lenses and hearing aids from listed suppliers who assure us of the quality of their products within the framework of 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's own laboratory was set up several decades ago in Rathenow. Here, the quality of the products is thoroughly tested before they are included in the collection. When selecting and using materials for spectacles and lenses, Fielmann complies with the regulations that apply to medical products.

Our Quality Management department is responsible for all quality assurance measures in the company. This unit is deeply incorporated in Fielmann's entire value chain and has reported directly to the Chief Executive Officer since 2006. Together with a Regulatory Affairs team the Quality Management department supports the various other departments in meeting the regulatory requirements of our products that fall under the Medical Devices Regulation or the regulation on personal protective equipment. Besides the organisational and process-related integration of quality management, we 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 level of quality.

In the production of lenses, quality assurance is also an integral part of the production process: before a lens leaves the production line, it is tested up to ten times. Every single lens is tested for surface and material defects as well as optical and geometric parameters. In the unlikely event of disruptions or longer production downtimes, we have implemented a comprehensive risk management system with corresponding precautionary measures and are insured against non-excludable losses.

**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. This ensures that they are rust-proof, non-fade and release much less nickel than is stipulated by the German Commodities Ordinance. This applies to all price ranges without exception.

We simulate a three-year period of wearing glasses as part of our rigorous tests. The frames have to meet the highest operational requirements – as do the hinges. Sprayed with a special solution, we test the reactions to sweat, make-up and weather conditions, and check the colour fastness and stability of the coating. Only after passing the tests are the frames given a three-year warranty and are included in the Fielmann Collection.

Sunglasses are subject to the same process but must also meet the strict requirements for the lenses' UV protection. We sell a wide range of sunglasses with "UV-400" protection, which exceeds the standards required by the EU and is labelled in the form of a sticker or printed inside the frame.

We participate in the development of internationally recognised ISO standards for frames and lenses, and also update our far-reaching internal guidelines and stipulations. For many test methods, such as for nickel release in metal frames, Fielmann applies even stricter criteria than those 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 work exclusively with brand manufacturers who assure us of the quality of their products by means of 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 deficiencies. If complaints about specific products are frequent, the Quality Management department takes corrective measures at short notice. Customer queries and test results that may fall under a reporting obligation to the legislator 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 suppliers about the results of the current checks and about possible changes to the product quality throughout the entire procurement period. If quality fluctuations occur, we are able to react within a short time.

**MDR compliance.** Regulation (EU) 2017/745 on medical devices has changed the demands on 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 us, and also 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 developed guidelines, stipulations, measures and a project portfolio to guarantee far-reaching and, in particular, lasting compliance with the MDR. This project was completed in July 2021.

As part of the MDR, a Unique Device Identification (UDI) for medical devices became mandatory within the European Union. The aim of the UDI system is to make it easier to track medical devices in order to be able to swiftly and reliably address possible incidents. As legally required by the MDR, the Fielmann Group has been issuing UDIs for its medical devices since May 2021.

As part of the UDI system, all medical devices must be registered in the European medical device database (EUDAMED). In order to prevent a disproportionate number

of data entries for highly individualised products, such as prescription eyewear, the European Union is planning to introduce a "Master UDI". Master UDIs allow for the bundled registration of medical devices within EUDAMED. Fielmann is participating in the international working group commissioned by the EU to develop the standard for this Master UDI.

GRI 103

### Results in the reporting year

With our own production facilities, 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 2021, 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 2021, 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 2021, all frames in the Fielmann Collection successfully passed the strict quality tests in Rathenow (achieved level: 100%; previous year: 100%). This corresponds to a total of 7,030 laboratory tests (previous year: 9,747).

**Percentage of certified protective glasses.** There are valid EC-type examination certificates for all of Fielmann's own protective glasses (achieved level: 100%; previous year: 100%).

GRI 416-1



## Responsibility for our employees

### Basis of our success

Our employees are the cornerstone of our success. In line with our corporate philosophy of “You are the customer”, they offer our customers the kind of advice that they would like to receive themselves: in a fair, friendly, competent manner and, above all, irrespective of the price. We offer young people clear objectives and compelling values. For this reason, we invest double-digit million amounts in training and development courses every year. We assist our employees in all phases of their careers and offer them individual career plans. We transfer the safety, high quality and expertise that we offer our customers as the market leader in Germany to other European countries. As the most customer-centric provider of eyewear and hearing aids, we serve our 27 million active customers through an omnichannel platform comprised of digital sales channels and more than 900 retail stores across Europe. In June 2021, we entered our 16th market with the opening of two stores in the Czech Republic. We are also rapidly driving our expansion in our growth markets of Italy and Poland. As at 31 December 2021, Fielmann employed a total of 22,028 employees (previous year: 21,853).

<b>Staff as at balance sheet date</b>	<b>2021</b>	<b>2020</b>
Employees (excluding trainees)	17,654	17,337
Employees in Germany	13,146	13,232
Employees in Switzerland	1,249	1,229
Employees in Spain	1,069	1,000
Employees in Austria	636	678
Employees in other countries	1,554	1,199
Trainees	4,374	4,516
<b>Total employees</b>	<b>22,028</b>	<b>21,853</b>

In Germany, Austria, Switzerland and Spain, we employed 20,462 people (92.9%) as at the balance sheet date. Another 1,566 employees work for Fielmann in other European countries.

<b>Overview of employment contracts<sup>2</sup></b>	<b>2021 (incl. Spain)</b>	<b>2020 (excl. Spain)</b>
Total employees	20,462	19,639
Male	29.2%	29.1%
Female	70.7%	70.9%
Employees with full-time contracts	14,158	13,778
Male	36.9%	37.3%
Female	62.9%	62.7%
Employees with part-time contracts	6,304	5,859
Male	11.8%	9.9%
Female	88.1%	90.1%

GRI 102-8

<sup>2</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, health-promoting working conditions, training and further education opportunities, career opportunities as well as good leadership. In an industry with almost full employment, Fielmann's position as an attractive employer is a key 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 significant part of the bonuses paid to store managers and the Management Board is dependent on this factor. We offer our employees the opportunity to acquire an interest in the company. 76% of our employees hold Fielmann shares and receive dividends in addition to their salaries. In terms of minimum remuneration, we are always above the recommendation of the Central Association of Opticians (ZVA). Since 2021, there has been a profit-sharing scheme for the store teams. This team bonus is largely based on the development of customer satisfaction. In this way, Fielmann rewards the dedication, competence and commitment of our employees. Without them, our company's success would not be possible.

GRI 102-41

**Diversity in the workforce.** We attach great value to diversity and consider variety in the workforce as a success factor. The requirements stipulated in the General Equal Treatment Act (e.g. AGG in Germany) are a matter of course for us. We do not discriminate against any employee or customer on the basis of their ethnic background, skin color, 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, more than 30% of managers in the first three levels below the Management Board are female. In a long-term succession process, the Supervisory Board also appointed a woman to the Management Board as of 1 March 2021.

In cooperation with a specialised service provider, we offer support for employees facing challenging or difficult personal situations. The free and anonymous service includes individual consultations on parental leave, child care arrangements, support on issues relating to illness and the need for care, and on personal challenges or crises.

**Work-life balance and reconciling work with family life.** We want our employees to be able to reconcile work and free time. For this reason, we provide a wide range of part-time working models. 30% of our employees make use of these options. At our head office, we have introduced the possibility of mobile working, which saves employees commuting to work and helps to make work more flexible. According to the results of an employee survey on remote working conducted at our head office in 2021, most of our employees favour remote working and believe that the opportunity to work remotely makes Fielmann an attractive employer. In addition, the company PME Familienservice helps our employees find suitable childcare. Childcare subsidies are paid according to individual needs.

**New Work.** Digitalisation, internationalisation, connectivity and ultimately the pandemic have led to a change in the world of work – towards a more flexible, self-determined form of working. Fielmann has also established new working methods and modern forms of collaboration within the company. Following the roll-out of our digital employee tools in 2020, the majority of our office employees were able to work flexibly with regard to time, location and resources – even before the coronavirus pandemic. With the introduction of cloud-based tools, we are strengthening the company-wide networking and knowledge sharing across all locations. Transparent communication and video messages in the company's inhouse social network promote our employees' identification with the company. Another major step was the introduction of a designated HR tool. Since May 2021, many HR processes have been digitalised and integrated in one IT platform.

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

**Employee satisfaction.** Employee satisfaction is of central importance to us, which is why we regularly survey it anonymously. In 2021 we conducted a general employee survey, a survey on remote work among our head office employees and a third survey of managers addressing our Vision 2025 and the process of transformation. The results were published subsequently. We use these regular surveys as well as exit interviews to derive a variety of measures in the areas of leadership, work-life balance, training and remuneration as part of our Group's HR Strategy.

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

Our apprentices are the best in the industry. This is confirmed by nationwide awards. Over the last ten years, Fielmann has won an average of 77% of the regional awards

and 94% of the national awards in the German optical industry competition. Every year, approximately 17,000 young people apply for a vocational training course at Fielmann. More than 1,500 young talents start their careers with us.

**Leadership.** Wherever possible, we fill management positions from within our own ranks. This applies to our stores but also to our head office in Hamburg and our largest manufacturing site in Rathenow. We place high demands on our managers. These are reflected in our leadership principles, which are continuously being developed. Our managers receive support in the form of specially developed leadership training courses. The focus is on a future-oriented attitude and a reflective approach to challenging situations. This also supports the health of our employees. In 2021, we launched our Leadership Excellence Programme aimed at improving our leadership skills across the Fielmann Group.

Our managers bear great responsibility. Fielmann stores generate between five and ten times the sales revenues of an 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 provide our store managers with qualifications ourselves. At the Fielmann Academy at Plön Castle, we train the next generation of managers for Europe, with more than 7,000 participants each year. The Fielmann Academy at Plön Castle is also available to external opticians for master artisan courses and colloquia.

### **Business environment and requirements**

Due to our rapid growth, we are increasing efforts to recruit qualified new employees. The general conditions are challenging: the optical industry and hearing aid business are experiencing almost full employment. Demographic change is reducing the number of school graduates, and fewer young people are opting for vocational training in the trades. With the apprentice campaigns [optiker-werden.de](https://www.optiker-werden.de) and [akustiker-werden.de](https://www.akustiker-werden.de), Fielmann aims to attract the best applicants to the company.

The profession 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 lenses with the customer, opticians act as consultants for both fashionable eyewear and good vision. In the workshop, they work as craftspeople. According to legal regulations, only trained opticians may 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 craftspeople, they program state-of-the-art hearing aids, adapt them to individual hearing needs and produce perfectly fitting earpieces by hand.

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 includes a grant for purchasing learning materials and partial payment of fees, up to full funding 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 developed. We constantly qualify and certify our employees, thus ensuring the professional competence that we guarantee our customers at the store. All our stores in Germany and abroad are managed by master opticians and optometrists. They are assisted by friendly and competent employees, mainly 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 selection of lenses and frames, and assemble them in the workshop to create individual pairs of glasses. If the stores have associated hearing care studios, these are managed by trained hearing healthcare professionals.

**Newly created jobs each year.** Fielmann is expanding and aims to create new jobs every year.<sup>3</sup>

**Training and professional development.** We train and develop our employees according to their needs. On average, they spend one working week per year 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 at Plön Castle will continue to offer space for exchange between science and practice.

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 their field. Satisfied customers are the prerequisite for our success and the basis for the job security we offer our employees. This is why we invest double-digit million amounts in training and development courses every year. In the reporting year 2021, this figure stood at € 20 million.

<sup>3</sup>Fielmann reports its own key indicators for the “Employment” topic and does not orientate itself to the GRI standard in this case.

**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 artisanship. 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 artisanship, 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. Our customers benefit from our staff's expertise in eyewear design, the aesthetic idea of eyewear, the production of frames and lenses, and the custom manufacturing of the glasses.

With hearing services, we fulfil customer wishes beyond their visual needs. And we are expanding, opening more hearing care studios. In Germany and Switzerland, Fielmann trains and develops hearing care professionals. Every year, more than 150 apprentices start their career as hearing care professionals with us. 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 head office, we provide attractive perspectives with a range of apprenticeships and dual degree courses.

In addition to customer requirements, technical possibilities and trends in fashion are also constantly changing. This is why we train our employees constantly and encourage 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 personal and professional development.

We see great potential in the regionalisation and digitalisation of training. In 2021, we offered a variety of digital formats as part of our comprehensive professional development programmes. Depending on the target group, educational goals and content, we provide in-person training, web-based training, e-learning formats or a mix of these. We have also created many new subject-specific e-learning formats modules that we distribute via our new HR Learning Platform. As part of the ongoing internationalisation of the Fielmann Group, we also help our people develop their language skills.

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. This will enable us to reach more employees in less time and promote 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. We develop specialist skills, communication and leadership competencies in a targeted manner. When employees return to Fielmann after being away for a while (such as on parental leave), we encourage step-by-step reintegration into working life.

**Careers 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 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 then decide to take a part-time or full-time master artisan 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 70 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 our trainee programme, we prepare 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 74% of the graduates – more than 4,000 in the last five years. As at 31 December 2021, 4,374 apprentices (previous year: 4,561) 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 thus did not meet the targets we had set ourselves to the desired extent.

**Newly created jobs each year.** In 2021, we created 175 additional jobs (previous year: 456).

**Training days.** In the reporting year 2021, we invested € 20 million in training and continued professional development. On average, our employees in Germany attended 3.9 days of continuing education and training in 2021 (previous year: 3.8 days). There was also a wide range of online events that were made available via learning platforms. The average number fell during the coronavirus pandemic due to the short-time work scheme and the coronavirus-related cancellation of events. As training formats change from face-to-face training to a balanced approach of face-to-face, digital and blended learning, this target and its corresponding KPIs may be revised in the coming years.

### Training days

	2021			2020		
	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	17,134	66,606	3.9	17,363	65,519	3.8
Male	5,047	23,257	4.6	5,241	22,012	4.2
Female	12,061	43,349	3.6	12,122	43,507	3.6

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 each individual employee as well as the company as 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. Following an analysis on frequency and duration of illness among our store employees compared to other companies (retail with sales areas) that showed a noticeably higher number of infections due to the physical proximity required when fitting glasses and hearing aids, we piloted the increased use of disinfectants 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 Professor Dr Martin Exner, one of the leading infectiologists in Germany. We 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 cooperate 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 life situations and organise therapy quickly if needed. The service is available around the clock. Employees at our production and logistics centre in Rathenow also receive support in the form of a psychosocial consultation hour. There, the service provider Qualitrain offers subsidised access to a nationwide network of thousands of sports, fitness and wellness facilities. In Rathenow and the Hamburg head office, we offer employees annual flu vaccinations. In 2021, we also provided coronavirus vaccinations at a total of ten locations across Germany. In the future we will continue to offer employees vaccinations when needed.

Managers also play a key role in employee health as they have a large influence on their teams' mental well-being and motivation – and ultimately on their ability to work and be employed. 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 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, work-life balance 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 Professor Dr Martin Exner, President of the German Society of Hospital Hygiene (DGKH), we defined a set of hygiene standards that comply with essential healthcare for opticians and hearing care professionals, while also protecting the health of our customers and employees. Our stores were fitted with substantial supplies of face masks, single-use gloves and disinfectants. Our hygiene concept reliably protects against infections: a report compiled at the end of 2020 by the same team of experts led by Professor 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 2021, the inability-to-work rate in Germany was 5.7% (previous year: 4.7%). This higher ratio is mostly due to the coronavirus pandemic. Post-pandemic, we are confident to achieve our goal of keeping the rate below 5%.

**Introduction of further measures for protecting employee health.** In 2021 we provided our employees in Germany different health options in cooperation with several health insurance companies. For example, we offered a “digital break” after it was no longer possible to offer our employees in the head office the usual “active break” in presence due to the coronavirus pandemic. Furthermore, we offered the possibility of digital one-to-one coaching sessions and consultations on mobility and back pain. With our “Fielmann Fit Challenge” we encouraged our employees to work continuously on their health for four weeks. The challenge included a wide range of fitness and relaxation classes to strengthen mental and physical health.

At the beginning of 2019, we conducted a survey at the head office on satisfaction with the current working environment, in which almost 60% of employees took part. In the reporting year, we pushed ahead with measures derived from the survey. In the “Workspace 2025” project, we created a 1,000 m<sup>2</sup> test area with modern workspaces. It meets employee preferences with regard to background noise and lighting, but also the requirements for transparent communication and cross-department collaboration. We will gather experience in this test area, which will flow into the further design of our project “Workspace 2025”.

The 2019 survey also looked at the impact of work requirements, work organisation and social interaction in the company on employee health. The results confirm that the social atmosphere at the Fielmann head office is positive. The desire for additional information and communication possibilities was met with the introduction of the internal social network and regular information from the company management in 2020.

Thanks to our digital employee tools that we rolled out in 2019 and 2020, we were able to offer remote work for the majority of our office staff. The corresponding employee survey conducted in 2021 showed broad support for this new flexibility. As such, we will also continue this policy post-pandemic. This is one example of how we can positively affect our employees’ work-life balance and reduce resources as a consequence of less commuting.

<b>Accidents at work in Germany</b>	<b>2021</b>			<b>2020</b>		
	<b>Number</b>	<b>Resulting absences</b>	<b>Absences per 1,000 employees</b>	<b>Number</b>	<b>Resulting absences</b>	<b>Absences per 1,000 employees</b>
Accidents at work	172	2,448	10.04	190	1,852	11.17
Commuting accidents	95	2,907	5.54	81	1,376	4.76
Deaths	0	0	0.00	0	0	0
<b>Total</b>	<b>267</b>	<b>5,355</b>	<b>15.58</b>	<b>271</b>	<b>3,228</b>	<b>15.93</b>

GRI 403-9



**An Elementra Collection frame, ready for final assembly**

## Responsibility for our society

### Social responsibility

As a family business, we assume responsibility for our customers, our employees and for society. We think 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, the protection of natural resources and our ethical conduct in business life. As the 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. And we want to give back some of the things that we receive through the community. This belief is the basis of our long-term commitment to society.

We respect the law, both locally and internationally. We demand the same from our employees and our business partners. Misconduct by an individual can cause enormous economic damage. Even more serious, however, is the loss of trust that can accompany violations of the law. We expect our business partners to recognise the same ecological and social standards that we set for ourselves. Our Code of Conduct obliges our suppliers to comply with these standards. It is publicly available on our company website.

GRI 102-16

### Business environment and requirements

We assume responsibility where our company is economically active 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 in nature conservation and environmental protection, support nurseries 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 early as 1986, we set our objective in our environmental pledge to plant a tree for each employee every year. We are still fulfilling this commitment today.

**Investing in young talent.** We donate kits and equipment, provide prizes and trophies, and promote youth tournaments and competitions. Today, more than 40,000 children and teenagers play sports in Fielmann shirts. We want to continue our commitment in the coming years 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 about 50 donations every year. In the future, too, we want to be involved on a similar scale.

GRI 103

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

Fielman AG's social activities have been coordinated by the Communications and Public Relations department for decades. This department reports directly to the Chief Executive Officer, Marc Fielmann, and is also responsible for documenting and publishing the company's commitment. The Chief Executive Officer decides on the amount and manner of the involvement, 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 nature conservation and environmental protection for many decades. Together with nurseries and schools, we create green classrooms and playgrounds, plant biotopes and orchards with cities and municipalities, and support reforestation and renaturation projects. We also support larger activities that benefit the community.

Fielmann co-founded an initiative with the federal state of Schleswig-Holstein in 2019 called "Einheitsbuddeln". It invites citizens as well as local governmental entities to plant trees for German Unity Day. After making donations in 2019 and 2020 to the respective organising federal states at the time, Fielmann presented the first 5,000 trees out of a total of 30,000 trees to the German federal state of Saxony-Anhalt in December 2021.

In Italy, Fielmann has launched the "Plant a Tree" project. As part of this project, local residents propose and select locations where Fielmann plants trees and bushes. This way, we not only contribute to green spaces in the communities we operate in but also make an active contribution to combating climate change in Italy.

**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 sponsor 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, 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 pres-

entations 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 institution for science and practical application. In total, more than 6,000 visitors have attended 52 events to learn about the latest developments in the optical industry. The colloquia were held digitally in 2021 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, we have also been supporting 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 volunteer-run local museums in cooperation with the state museum association.

**Supporting charities.** With the slogan #DankEuchFürEuch, Fielmann celebrated its 25th birthday in Switzerland in August 2021 and donated 25,000 Swiss francs to each of five local charities. The Swiss citizens were able to nominate people, from whom a jury subsequently selected the five winners. The five winners and their nominated organisations were prominently presented in a nationwide campaign.

We are also involved in charitable work in Spain. Every year we donate money to three charitable organisations chosen by the employees of our Spanish subsidiary, Óptica & Audiología Universitaria. We also support the Barraquer Foundation with free glasses and we contribute to the ICR Foundation, which supports people with low incomes.

GRI 103

### Results in the reporting year

In the fields of infrastructure investments and subsidised services, we were not able to meet all the 2021 targets we had set ourselves to the extent we would have liked. This is due to the restrictions caused by the coronavirus pandemic. Post-pandemic, we aim to return to the figures achieved over previous years.

**Planting trees.** In 2021, we planted a total of 24,724 trees (previous year: 26,159) and 4,608 bushes (previous year: 4,051) in Germany, Switzerland, Austria and Italy. We are thus making an important contribution to the climate in the region.

**Investing in young talent.** In 2021, we sponsored 188 teams in youth sports (previous year: 172).

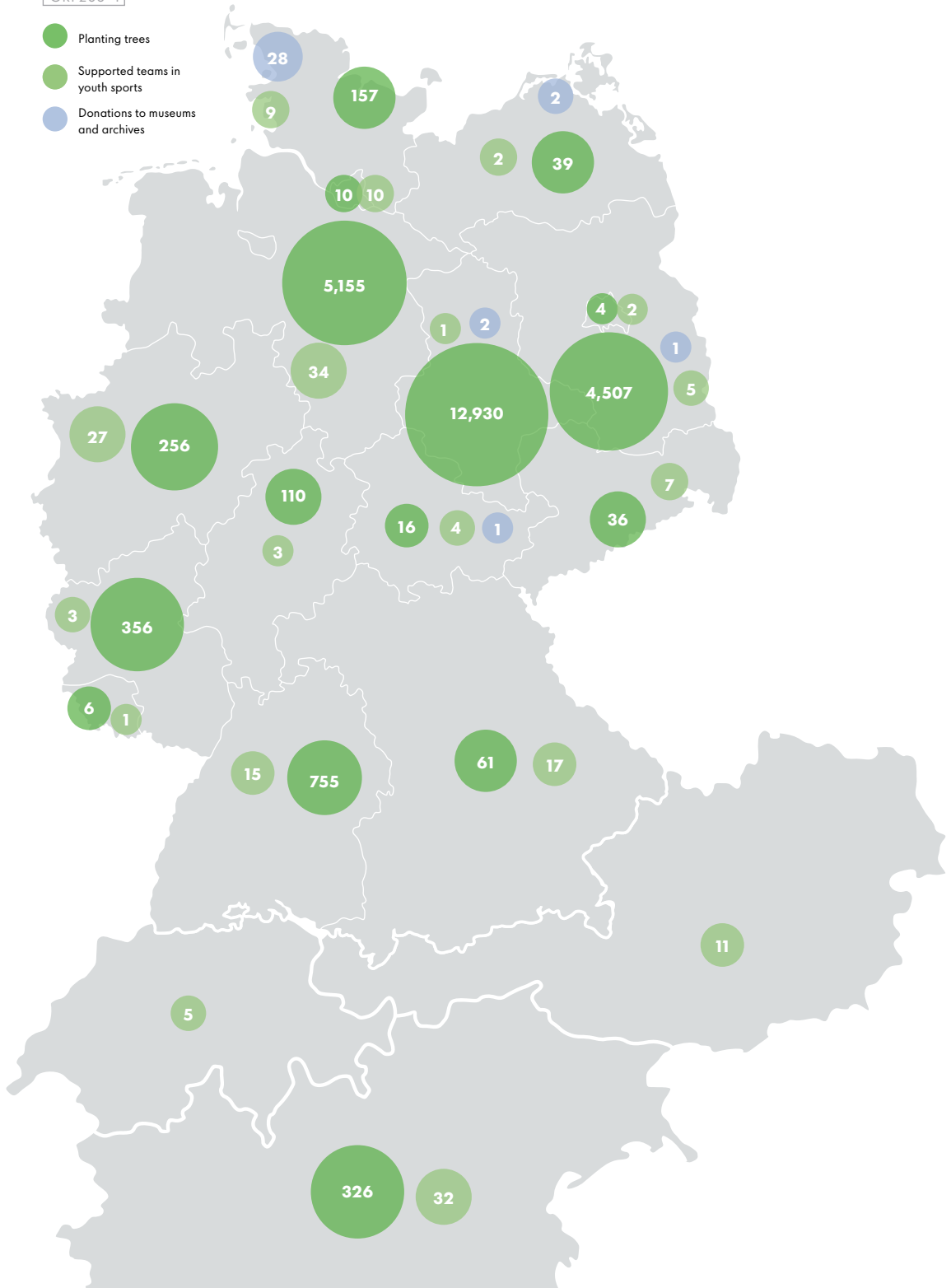
**Funding museums and archives.** In 2021, we were again involved in promoting culture with 34 donations (previous year: 38).



### Social contributions in 2021

GRI 203-1

- Planting trees
- Supported teams in youth sports
- Donations to museums and archives



## Social standards in the value chain

We endeavour to constantly meet our quality standards, comply with the law, and observe ecological and social standards along the entire value chain of suppliers and partners. We consider ethical principles in our dealings with employees, society and environment to be a corporate duty. 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 AG. These basic principles apply equally to all Group companies of Fielmann AG.

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

We place a particular focus on respecting human rights. Equal opportunities and equal treatment of employees must be promoted, irrespective of race or ethnic background, gender, religion or ideology, disability, age or sexual identity. The personal dignity, privacy, and personal rights of each individual must be respected. Forced labour is not tolerated, nor is unacceptable treatment of workers, psychological cruelty, sexual and personal harassment or discrimination.

GRI 102-16 | GRI 103

## Business environment and requirements

Fielmann has shaped the optical industry and covers the entire value chain. At our largest manufacturing site in Rathenow, more than 1,000 employees produce millions of mineral and plastic lenses and glasses. They fit the customised lenses into the ordered frames before we deliver the goods to our stores overnight. In 2021, we supplied 4.51 million lenses in a range of coatings and finishes, and 6.45 million frames (previous year: 4.44 million lenses, 6.42 million frames).

We manufacture in Rathenow using the latest technology and pay attention to environmentally friendly and healthy production steps as well as 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 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 are regarded by us as a significant impairment to the contractual relationship.

In the event of suspected non-compliance with the principles and requirements of the Code of Conduct, Fielmann AG reserves the right to request information on the relevant facts. In the event of a breach, Fielmann AG 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 102-16 | GRI 103

### 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 ethical principles of potential business partners and compliance with them are a key criterion for us when selecting new suppliers. When entering into a business relationship with Fielmann, suppliers pledge not only to comply with our Code of Conduct on their own premises, but also that their subcontractors do so. The jointly signed Code of Conduct enables Fielmann to check compliance with the standards by our trade and business partners at any time. We also obtain our own impression of the conditions through additional visits to suppliers and production sites.

GRI 102-16 | GRI 103

**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, 100% of current and new suppliers for frames, lenses, sunglasses, contact lenses and hearing aids (in terms of purchasing volume) have committed themselves to the Code of Conduct. As the coronavirus pandemic restricts international travel, CSR audits were still pending.

GRI 414-1



**A prescription frame from our sustainable Elementra Collection**

## Responsibility for our environment

### **Conserving resources through recycling**

In terms of environmental protection, Fielmann attaches great importance to conserving resources and making production more sustainable. To achieve this, we are constantly testing new approaches. In 2020, we began developing a sustainable collection of glasses. We work with recycled acetate which we purchase from a specialised supplier certified according to ISO 14040. We use this to produce frames at our own plant in Germany. This limited collection consisting of 10 models has been available since spring 2022.

After starting our collezioneMILANO+ collection that used bio-based acetate in 2020, we decided in 2021 that all new models of our "Made in Italy" collection would be produced using this eco-friendly material.

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 for the climate. We aim to use natural resources sparingly. When running our stores, the production and logistics centre in Rathenow, the Fielmann Academy at Plön Castle and our administrative offices, we assess our 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**

High-quality lighting and suitable air conditioning are important for our customers and employees in our stores. 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 vehicle fleet also contributes to CO<sub>2</sub> emissions.

We rent most of our store locations. For some of the rented sales areas, for example in shopping centres, the heat suppliers are contracted by the owners. In such cases, we are not usually able to influence the energy mix. However, the number of centres and buildings where a certification process governs compliance with specific environmental standards is continuously increasing. For example, one of our stores in Luxembourg is located in the country's first shopping centre to be awarded the "BREEAM Excellent" sustainability certificate. Three of our Spanish stores are also located in BREEAM-certified shopping centres. 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 2021, this was 611 for electricity in Germany (previous year: 607) and 151 for gas (previous year: 157). In these locations, we can determine key figures and implement measures. For the others, we have created systems to collect first datasets. With more than 1,100 entries on additional costs received, we can compare the bills across the locations and point out the optimisation potential to the owners. Individual comparisons and plausibility checks of bills with regard to consumption are already standard.

GRI 103

### Objectives

We aim to continuously reduce the energy consumption and emissions per m<sup>2</sup> 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 had set qualitative targets for lowering energy consumption and greenhouse emissions in 2017, we evaluated and adopted concrete quantitative targets in 2018 and updated them in the annual planning process in following years.

**Energy consumption per m<sup>2</sup>.** Our aim is to continuously reduce energy consumption per m<sup>2</sup>. For 2019, we had set ourselves the target of reducing energy consumption in stores by 3% and raised this figure in 2020 to 5%. Due to the coronavirus pandemic and the related restrictions – particularly the limited opening times – the energy consumption figures for 2020 have only limited relevance. The data is therefore not suitable as a basis for setting 2021 targets. For the following years, we have planned various initiatives to improve our energy efficiency even further. This will allow us to state concrete targets in the following years.

**Reduction of CO<sub>2</sub> emissions per m<sup>2</sup>.** We aim to reduce harmful CO<sub>2</sub> emissions caused by our business activities. After switching to 100% green electricity in Germany in 2020, we examined the extent to which a switch is possible for other markets. All countries where there are corresponding tariff offers should switch to renewable energies from 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. Here, too, the first step is to create the data basis for detailed and prioritised implementation.

GRI 103

### Concepts, management and measures

In terms of environmental and climate protection, it is important to us to consider the entire life cycle of a building that we acquire, build or renovate. A sustainability assessment of Fielmann AG's entire property portfolio is not usually possible from an energy perspective, as the majority of properties are listed buildings, often with historic fabric, in a complex development structure.

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

In 2021, the cross-departmental Energy Team continued to develop the catalogue of measures based on the previous years' energy audits and defined the necessary process changes. The team reports to the Management Board once a quarter. If measures appear appropriate, they will be approved and implemented by the Management Board. 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. In addition to technical master data and power requirements for equipment, measurement documents and time-based analyses of the consumption of 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 the future, energy purchasing will be further centralised. The goal is to document the data in our other international subsidiaries as well and to set targets for continuous optimisation on this basis.

**Measures for 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 the elimination of construction 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 to sustainably reduce energy consumption. By switching from conventional light sources to LEDs, the power consumption per m<sup>2</sup> can be significantly reduced. This measure alone often reduces the total electricity consumption per m<sup>2</sup> in the stores by more than 40%.

Since 2017, every Fielmann store has been fitted with energy-efficient lighting as part of the regular rebuilding or modernisation work. In 2021, this amounted to 34 stores. In the event of technical problems that impact a store's energy consumption, notifications will be sent systematically and processed centrally until they are resolved. In our own property portfolio, we have also been gradually converting the lighting systems for which we are responsible to energy-saving LED lighting for years. This usually includes the general areas, the outside lighting, stairwells, basements, technical areas and garages.



In addition to lighting, air conditioning systems are also a major driver of energy consumption. We therefore use renovations, relocations and new openings to install highly efficient air conditioning systems.

**Improving the corporate carbon footprint.** The measures presented for improving energy efficiency make a significant indirect contribution to reducing Fielmann's emissions. Furthermore we use a cogeneration unit with combined heat and power at Plön Castle. This resource-efficient plant produces up to 42% of the castle's daily power requirements, while also covering the heating needs.

In 2021, we decided to take part in the rating process of CDP (formerly the Carbon Disclosure Project), an international non-profit organisation that helps companies and cities disclose their environmental impact. This includes the gathering of information for a corporate carbon footprint, which helps us to get better insights on where most of our CO<sub>2</sub> emissions occur. Being a healthcare service provider and retailer at its core, the Fielmann Group's CO<sub>2</sub> footprint is significantly smaller than that of other companies of the same size, especially in energy-intensive manufacturing. However, through our products and service companies, we are in a position to make an impact and do so continuously. Following the analysis of the results, we will derive measures for further CO<sub>2</sub> reduction.

In Germany we 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 "Jobticket" travel passes which they can use for subsidised travel on the public transport network. In this way, we contribute to the reduction of CO<sub>2</sub> emissions, particularly in those regions most affected by traffic and emissions. In the financial year 2021, 1,775 employees took advantage of this offer (previous year: 1,975). The figure fell because a majority of employees at the Hamburg head office worked from home due to the coronavirus pandemic. As part of the "bahn.business" business customer programme, Fielmann employees travelled a total of 4,886,594 CO<sub>2</sub>-neutral kilometres on the DB rail network (previous year: 5,942,846). Since 2018, we have also offered our employees favourable conditions for leasing company bikes. In the financial year 2021, 1,439 employees took advantage of this offer (previous year: 981). At the same time, the more than 300 vehicles in our company fleet are gradually being replaced by more energy-efficient models.

In our largest production and logistics facility in Rathenow we developed a green logistics concept aimed at a significantly reducing goods traffic by means of consolidation. 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 paper. When shipping goods, we only use cardboard packaging with a high recycling ratio that can be reused via the RESY system. A

more sustainable B2C cardboard family is currently being developed, while we are also assessing the use of reusable packaging in our B2B business. We also make an effort to avoid the use of plastics and replace them with alternative materials where possible. Furthermore, we were able to save CO<sub>2</sub> emissions by feeding used paper and plastics into the recycling process.

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. By extending the service life of these computers, more than 1,000 t of CO<sub>2</sub> could be saved within the last years.

We are implementing various measures targeted at reducing our CO<sub>2</sub> emissions. Last year, for example, we increasingly used recycled textiles for carpets and window dressings. Furthermore, we have switched to ecological receipt paper at all cash tills across German stores. These measures are rolled out to other countries wherever viable.

The total of more than 1.6 million trees and bushes planted by Fielmann are already improving the company's corporate carbon footprint 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

With the 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 corporate carbon footprint. In Germany, Luxembourg, the Netherlands and Austria, we already purchase our electricity entirely from renewable sources, which means that we do not cause any electricity-based CO<sub>2</sub> emissions in these markets. Switzerland will follow in 2022; other countries are pending.

**Energy consumption per m<sup>2</sup>.** In 2021, Fielmann carried out energy-efficient conversions at 41 stores in Germany alone and thereby achieved a 2% reduction in energy consumption per m<sup>2</sup> of store space. Energy-saving LEDs will also be integrated into new stores in other European countries as well as in the eleven new stores in Italy.

**Purchased electricity mix in 2021.** We mainly purchase electricity for our German stores from the public utility companies in Giessen and Düsseldorf. Since 1 January 2020, we have exclusively used renewable energies in this market. We have also made the transition in Austria, Luxembourg and the Netherlands, and plan to expand this to the entire Group in the future.

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

## Consumption of electricity

in kWh

	2021	2020
<b>Stores</b>		
Electricity consumption	26,166,106	27,745,882
Electricity consumption <sup>4</sup> per m <sup>2</sup>	167	171
<b>Fielmann Academy at Plön Castle and the head office</b>		
Electricity consumption	2,213,653	2,446,524
Electricity consumption <sup>4</sup> per m <sup>2</sup>	55	61
<b>Production and logistics centre</b>		
Electricity consumption	6,905,509	6,692,589
Electricity consumption <sup>4</sup> per m <sup>2</sup>	243	235

## Consumption of gas

in kWh

	2021	2020
<b>Stores</b>		
Gas consumption	4,614,643	4,070,933
Gas consumption per m <sup>2</sup>	129	104
<b>Fielmann Academy at Plön Castle and the head office</b>		
Gas consumption	2,311,649	2,081,391
Gas consumption per m <sup>2</sup>	266	240
<b>Production and logistics centre</b>		
Gas consumption	3,209,290	3,024,439
Gas consumption per m <sup>2</sup>	113	106

GRI 302-1

In 2021, we were able to reduce the electricity consumption of our stores by a further 2%. We are happy about this progress, considering that business accelerated significantly over 2020. Even more significantly, our electricity consumption per m<sup>2</sup> declined by more than 15% over the pre-pandemic level of 2019. This success is the result of various energy-saving measures, most notably the use of LED light technology as well as modern cooling and ventilation systems.

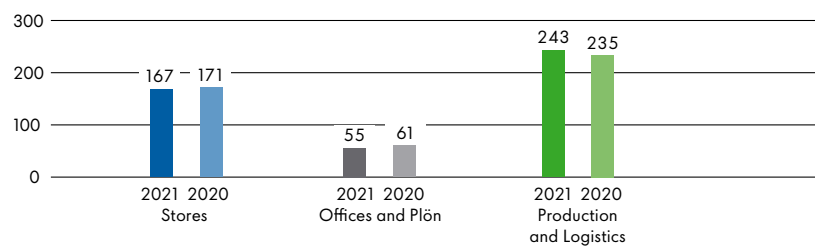
In our central offices, consumption remains at significantly lower levels than before the pandemic as many of our people are working from home. Our central product facility reports slightly higher energy consumption – a result of increasing orders over last year.

<sup>4</sup> Adjusted for sales spaces where electricity consumption could not be measured for the year as a whole due to, for example, renovations.

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, meaning that there is no need for lengthy transport that may also result in losses. The use of cogeneration units results in primary energy savings, which indirectly leads to a reduction of CO<sub>2</sub> and harmful emissions compared to other modern types of power station.

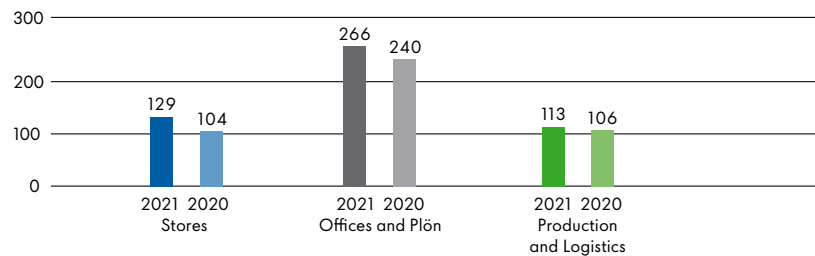
### Consumption of electricity

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



### Consumption of gas

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



**Reduction of CO<sub>2</sub> emissions per m<sup>2</sup>.** Due to the conversion to renewable energies, we were able to reduce our electricity-related CO<sub>2</sub> emissions per m<sup>2</sup> of store space to 0 in 2020.

The definition of greenhouse gas emissions is based on different methods. We use the 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>5</sup>

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

Emission source	2021		2020	
	CO <sub>2</sub> e t	Percentage	CO <sub>2</sub> e t	Percentage
Stationary combustion	1,845	58 %	1,688	54 %
Company vehicle fleet	1,348	42 %	1,422	46 %
Total	3,193	100 %	3,110	100 %

We use the operational control approach to consolidate our greenhouse gas emissions as per Scope 1. Stationary combustion covers all locations with their own gas contracts; bills paid by owners are not taken into account. The data of our company cars was collected on the basis of the provided fuel card bills. In 2020 and 2021, our vehicle fleet's absolute CO<sub>2</sub> emissions were about 30% below previous years. This effect is a result of the pandemic and is likely to lead to a significant increase when life normalises.

Our overall focus is on reducing energy consumption and emissions as sustainably as possible. This also takes into account the technical and economic possibilities resulting from modernisations and conversions.

**Refrigerant blend used.** The refrigerant blend is derived from the figures of 594 systems, recorded from 2017 to 2021. Due to the inclusion of master data for older systems and the fact that the refrigerant R410A is still primarily used by manufacturers, the figures for 2021 remained almost unchanged compared to the previous year. The overall amount of refrigerant used is a theoretical figure for the emissions analysis, as the CO<sub>2</sub>e contained only escapes in the event of damage. The weighted average CO<sub>2</sub>e in t / kg is taken in order to reduce future risks.

<sup>5</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 kg of CO<sub>2</sub>e.

## Refrigerant

Refrigerant (all countries except Slovenia and Spain)	2021			2020		
	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	0.79%	0.01	1.81	1.07%	0.02
R32	0.68	4.35%	0.03	0.68	2.63%	0.02
R404A	3.92	0.09%	0.00	3.92	0.10%	0.00
R407A	2.11	0.92%	0.02	2.11	1.02%	0.02
R407C	1.77	21.04%	0.37	1.77	24.43%	0.43
R410A	2.09	72.04%	1.51	2.09	69.88%	1.46
R417A	2.35	0.35%	0.01	2.35	0.39%	0.01
R422D	1.81	0.44%	0.01	1.81	0.49%	0.01

GRI 305-1



Two models from our sustainable Elementra Collection (prescription eyewear frames and sunglasses)

## Annex – EU Taxonomy

### Background information and reporting requirements

In March 2018, the Action Plan on Sustainable Finance was adopted by the European Commission. One of the aims of this Action Plan is to “reorient capital flows towards sustainable investment in order to achieve sustainable and inclusive growth”.<sup>6</sup> The EU Taxonomy Regulation,<sup>7</sup> which contributes to achieving this objective, was published in the Official Journal of the European Union on 22 June 2020. It became effective in July 2020 and introduces a classification system for environmentally sustainable economic activities. In this context, the Taxonomy Regulation specifies six environmental objectives:

1. Climate change mitigation
2. Climate change adaptation
3. The sustainable use and protection of water and marine resources
4. The transition to a circular economy
5. Pollution prevention and control
6. The protection and restoration of biodiversity and ecosystems

For determining the conditions under which an economic activity is environmentally sustainable in accordance with the EU Taxonomy Regulation, the European Commission adopts Delegated Acts which contain technical screening criteria. The Climate Delegated Act<sup>8</sup> with its Annexes defines the technical screening criteria for the first two environmental objectives of climate change mitigation (Annex I) and climate change adaptation (Annex II). Delegated Acts which contain technical screening criteria for the remaining environmental objectives were announced. At this stage, the Climate Delegated Act primarily focuses on economic activities which are significant to the first environmental objective of climate change mitigation. This means activities which have high potential regarding the reduction of greenhouse gas emissions as well as the increase of greenhouse gas removals and long-term carbon storage.<sup>9</sup>

An economic activity which is described in Annex I or Annex II of the Climate Delegated Act is Taxonomy-eligible, irrespective of whether that economic activity meets any of the technical screening criteria.<sup>10</sup>

In addition to this, an economic activity is classed as environmentally sustainable or Taxonomy-aligned if it fulfils the following requirements of Article 3 of the EU Taxonomy Regulation:

- It contributes substantially to one or more of the environmental objectives by complying with the respective technical screening criteria
- It does not significantly harm any of the environmental objectives by complying with the respective technical screening criteria

<sup>6</sup> European Commission (2018), Action Plan: Financing Sustainable Growth, p. 2.

<sup>7</sup> Regulation (EU) 2020/852.

<sup>8</sup> Commission Delegated Regulation (EU) 2021/2139 of 4 June 2021 supplementing Regulation (EU) 2020/852 of the European Parliament and of the Council.

<sup>9</sup> Commission Delegated Regulation (EU) 2021/2139 of 4 June 2021 supplementing Regulation (EU) 2020/852 of the European Parliament and of the Council, p. 10.

<sup>10</sup> Article 1 of the Commission Delegated Regulation (EU) 2021/2178 of 6 July 2021 supplementing Regulation (EU) 2020/852 of the European Parliament and of the Council.



- It is carried out in compliance with the minimum safeguards representing procedures to ensure the alignment with
  - The OECD Guidelines for Multinational Enterprises
  - The UN Guiding Principles on Business and Human Rights
  - The eight fundamental conventions identified in the ILO Declaration on Fundamental Principles and Rights at Work
  - The International Bill of Human Rights

Pursuant to Article 8 of the EU Taxonomy Regulation, companies which are required to disclose a non-financial declaration must supplement this non-financial declaration with the following information:

- The proportion of turnover derived from products or services associated with environmentally sustainable economic activities
- The proportion of capital expenditure (CapEx)
- The proportion of operating expenditure (OpEx) related to assets or processes associated with environmentally sustainable economic activities

The Delegated Act on Article 8 of the EU Taxonomy Regulation<sup>11</sup> specifies the content and the presentation of the information to be disclosed with regards to the three KPIs (turnover, CapEx and OpEx). The present reporting requirement involves the first two environmental objectives of climate change mitigation and climate change adaptation. In accordance with Article 10 of the Delegated Act on Article 8 of the EU Taxonomy Regulation, Fielmann reports the proportion of Taxonomy-eligible and Taxonomy-non-eligible economic activities in total turnover, CapEx and OpEx supplemented by qualitative information for the financial year 2021. Disclosures on Taxonomy-alignment are required from financial year 2022 onwards. The disclosure of comparative figures is compulsory as of financial year 2023. Due to the fact that the financial year 2021 represents the year of initial mandatory application of the EU Taxonomy Regulation, the interpretation of certain reporting requirements is subject to uncertainty. Clarifications of reporting requirements, e.g. by the European Commission, might necessitate changes in reporting in the future.

### **Identification of Taxonomy-eligible economic activities**

Fielmann conducted a detailed analysis of its business activities in order to identify economic activities which are Taxonomy-eligible on the basis of Annex I and Annex II of the Climate Delegated Act. The business activities of the Fielmann Group primarily comprise the manufacture and sale of visual aids and other optical products as well as the merchandise of hearing aids. At the current stage, these business activities are not covered by Annex I or Annex II of the Climate Delegated Act. Therefore, they are not Taxonomy-eligible. This implies that our primary business activities are not determined as relevant sources of greenhouse gas emissions.

<sup>11</sup> Commission Delegated Regulation (EU) 2021/2178 of 6 July 2021 supplementing Regulation (EU) 2020/852 of the European Parliament and of the Council.

## Proportion of KPIs associated with environmentally sustainable economic activities

### Turnover

$$\text{Proportion of Taxonomy-eligible turnover: } \frac{\text{Taxonomy-eligible turnover}}{\text{Total turnover}}$$

Pursuant to the Delegated Act on Article 8 of the EU Taxonomy Regulation, Taxonomy-eligible turnover (numerator) is derived from products or services associated with Taxonomy-eligible economic activities.

Total turnover (denominator) corresponds to the consolidated net turnover in accordance with IFRS 15. It represents the consolidated sales of € 1,678.2 million in our consolidated statement of profit and loss and other income included in our annual report 2021. Details on revenue realisation are provided in the key accounting and valuation principles in our annual report.

As described in the previous section "Identification of Taxonomy-eligible economic activities", we did not identify any Taxonomy-eligible economic activities. Therefore, our share of Taxonomy-eligible turnover in total turnover for the financial year 2021 equals 0%.

### Capital expenditure

$$\text{Proportion of Taxonomy-eligible CapEx: } \frac{\text{Taxonomy-eligible CapEx}}{\text{Total CapEx}}$$

According to the Delegated Act on Article 8 of the EU Taxonomy Regulation, Taxonomy-aligned CapEx (numerator) is defined as follows:

- a) CapEx related to assets or processes that are associated with Taxonomy-aligned economic activities
- b) CapEx as part of an upgrade plan to expand Taxonomy-aligned economic activities or as part of an expansion plan to allow Taxonomy-eligible economic activities to become Taxonomy-aligned (CapEx plan)
- c) CapEx related to the purchase of output from Taxonomy-aligned economic activities and individual measures enabling the target activities to become low-carbon or to lead to greenhouse gas reductions

On the basis of the reporting in 2021, the numerator is composed of Taxonomy-eligible CapEx rather than Taxonomy-aligned CapEx.

Since we did not identify any Taxonomy-eligible economic activities in the section "Identification of Taxonomy-eligible economic activities", we do not have any CapEx of category a). Moreover, Fielmann currently has no plans to expand Taxonomy-eligible economic activities or to enable Taxonomy-eligible economic activities to become Taxonomy-aligned. Investments in our optical devices are not covered by Annex I or Annex II of the Climate Delegated Act and therefore are Taxonomy-non-eligible as well.

Our Taxonomy-eligible CapEx of category c) is related to the purchase of output from Taxonomy-eligible economic activities; more precisely to the purchase of output from the economic activities "7.3 Installation, maintenance and repair of energy equipment" and "6.5 Transport by motorbikes, passenger cars and light commercial vehicles" in Annex I of the Climate Delegated Act. Taxonomy-eligible CapEx which refers to "7.3 Installation, maintenance and repair of energy efficiency equipment" comprises the replacement of windows with new windows, the installation of light sources as well as the installation of air-conditioning systems. Taxonomy-eligible CapEx related to "6.5 Transport by motorbikes, passenger cars and light commercial vehicles" comprises the acquisition of company cars for employees. Overall, our share of Taxonomy-eligible CapEx in total CapEx amounts to 2.8%. Accordingly, the share of our Taxonomy-non-eligible CapEx in total CapEx represents 97.2%.

The Delegated Act on Article 8 of the EU Taxonomy Regulation defines total CapEx (denominator) as "additions to tangible and intangible assets during the financial year considered before depreciation, amortisation and any re-measurements, including those resulting from revaluations and impairments, for the relevant financial year and excluding fair value changes." This also involves additions from business combinations. Total CapEx contains all additions to property, plant and equipment (IAS 16.73(e) (i) & (iii)), right-of-use assets (IFRS 16.53(h)), investment property (IAS 40.79(d) (i) and (ii) and intangible assets (IAS 38(e) (i)).

In our consolidated balance sheet in our annual report 2021, it comprises intangible assets (Note 1), tangible assets (Note 3), investment property (Note 3) and rights of use from leases (Note 4). Total CapEx can be reconciled based on the Changes in consolidated fixed assets in our annual report 2021 (p. [112]). Total CapEx represents the total of the movement types "Additions" and "Change to consolidation scope" of the respective assets.

## Operating expenditure

$$\text{Proportion of Taxonomy-eligible OpEx: } \frac{\text{Taxonomy-eligible OpEx}}{\text{Total OpEx}}$$

In accordance with the Delegated Act on Article 8 of the EU Taxonomy Regulation, Taxonomy-aligned OpEx (numerator) is defined as follows:

- a) OpEx related to assets or processes that are associated with Taxonomy-aligned economic activities
- b) OpEx as part of an upgrade plan to expand Taxonomy-aligned economic activities or as part of an expansion plan to allow Taxonomy-eligible economic activities to become Taxonomy-aligned (CapEx plan)
- c) OpEx related to the purchase of output from Taxonomy-aligned economic activities and individual measures enabling the target activities to become low-carbon or to lead to greenhouse gas reductions

With regards to the reporting in 2021, the numerator is composed of Taxonomy-eligible OpEx rather than Taxonomy-aligned OpEx.

Pursuant to the Delegated Act on Article 8 of the EU Taxonomy Regulation, total OpEx (denominator) includes "direct non-capitalised costs that relate to research and development, building renovation measures, short-term lease, maintenance and repair, and any other direct expenditures relating to the day-to-day servicing of assets of property, plant and equipment by the undertaking or a third party to whom activities are outsourced that are necessary to ensure the continued and effective functioning of such assets".

The non-capitalised amount resulting from leases was determined in accordance with IFRS 16. It comprises expenses for short-term leases, low-value leases and variable lease payments. Even though low-value leases and variable lease payments are not explicitly stated in the definition of OpEx according to the EU Taxonomy Regulation, we interpreted the legal specifications as to consider them.

With regards to the current financial period, our total OpEx amounts to € 14.0 million. Correspondingly, OpEx is not material for our business model since our activities are not highly associated with fixed assets such as machinery. On this basis, our Taxonomy-eligible OpEx equals zero.

## Annex – GRI content index

### General information

#### Organisational profile

102-1	Name of the organisation	Fielmann Aktiengesellschaft
102-2	Activities, brands, products and services	S. 7 et seq.
102-3	Location of headquarters	Hamburg
102-4	Location of operations	S. 5
102-5	Ownership and legal form	S. 10 et seq.
102-6	Markets served	S. 5 et seq.
102-7	Scale of the organisation	S. 5 et seq.
102-8	Information on employees and other workers	S. 33
102-9	Supply chain	S. 49 et seq.
102-10	Significant changes to the organisation and its supply chain	S. 5
102-11	Precautionary Principle or approach	S. 13 et seq.
102-12	External initiatives	S. 8 et seq.
102-13	Membership of associations	S. 8 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	S. 11 et seq., 16, 45, 49 et seq.
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#### Governance

102-18	Governance structure	S. 9 et seq.
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#### Stakeholder engagement

102-40	List of stakeholder groups	S. 14
102-41	Collective bargaining agreements	S. 34

102-42	Identifying and selecting stakeholders	p. 13
102-43	Approach to stakeholder engagement	p. 13 et seq.
102-44	Key topics and concerns raised	p. 12
<b>Reporting practice</b>		
102-45	Entities included in the consolidated financial statements	p. 72
102-46	Defining report content and topic Boundaries	p. 12 et seq.
102-47	List of the material topics	p. 12, 73
102-48	Restatements of information	In this report, we have made the following changes compared to the previous year: - In the objectives for dealing with data protection requests, we have adjusted the time horizon from 20 working days to 30 days. In this respect, we adhere to the processing time of one month as stipulated by the GDPR. - The scope of the table "Overview of employment contracts" has been aligned with the preceding table "Staff as at balance sheet date"
102-49	Changes in reporting	In this report, we have made the following changes compared to the previous year: - Integration of information on the EU Taxonomy
102-50	Reporting period	p. 72
102-51	Date of most recent report	April 2022
102-52	Reporting cycle	This report is published annually.
102-53	Contact point for questions regarding the report	p. 13
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. 68 et seq.
102-56	External assurance	p. 72

## Annex – GRI content index

### Material topics

#### GRI 200: Economic

##### Economic performance

103-1/2/3	Management approach	p. 15 et seq.
201-4	Financial assistance received from government	p. 17

##### Indirect economic impacts

103-1/2/3	Management approach	p. 45 et seq.
203-1	Infrastructure investments and services supported	p. 47 et seq.

##### Anti-corruption

103-1/2/3	Management approach	p. 15 et seq.
205-1	Operations assessed for risks related to corruption	p. 17

#### GRI 300: Environmental

##### Energy

103-1/2/3	Management approach	p. 53 et seq.
302-1	Energy consumption within the organisation	p. 58

##### Emissions

103-1/2/3	Management approach	p. 53 et seq.
305-1	Direct (Scope 1) GHG emissions	p. 60 et seq.

#### GRI 400: Social

##### Employment

103-1/2/3	Management approach	p. 34 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. 40 et seq.
403-9	Work-related injuries	p. 43

#### Training and education

103-1/2/3	Management approach	p. 34 et seq.
404-1	Average hours of training per year per employee	p. 40

#### Supplier social assessment

103-1/2/3	Management approach	p. 49 et seq.
414-1	New suppliers that were screened using social criteria	p. 51

#### Customer health and safety

103-1/2/3	Management approach	p. 26 et seq.
416-1	Assessment of the health and safety impacts of product and service categories	p. 30

#### Customer privacy

103-1/2/3	Management approach	p. 21 et seq.
418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	p. 26 et seq.



## Annex – 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 2021 (calendar year 2021). This report complements the information provided in the Fielmann AG 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 AG 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 AG 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 AG 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 and validated the result of the materiality analysis for the financial year 2021.

## Section 289c of HGB

	GRI	<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 our 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 our 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 of Energy (302) and Emissions (305) in the “Responsibility for our 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 our 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 102-47](#). An overview of the GRI indicators is available in the GRI contents index on page 72 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 our society
- Responsibility for our environment



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#### **Environmental Pledge (1986)**

The Fielmann Group 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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