



CSR-POLICY

OUR MISSION AND VALUES

Proshop is an e-commerce company selling non-food consumer goods online, headquartered in Aarhus, with branches in Copenhagen and Norway. We have activities in 8 countries, operating webshops in Denmark, Norway, Sweden, Finland, Poland, Germany, Austria, and Holland.

Proshop is founded on sound business practices and common sense. It is natural for us to be constantly available to customers, provide world-class customer service, and always offer the right products at attractive prices.

Our vision is: *Tomorrow's products, today.*

This implies our commitment to being market leaders—swift in launching new products and identifying emerging opportunities. The vision encapsulates the drive within Proshop, serving as a daily reminder of everything we do well and can be proud of. It doesn't mean we rest on our laurels; on the contrary, it motivates us to continually improve.

Our mission is also clear: We are dedicated and professional merchants, ensuring our customers receive world-class products and service, lightning-fast delivery, and easy access to the market's largest selection at attractive prices.

Just as our vision embraces who we are as a company, our mission defines what makes us unique. Good business sense is an integral part of our work culture and overarching corporate strategy.

We consider it a natural part of business to take responsibility for our employees. Therefore, we strive to be an attractive workplace for all employees and take on significant social responsibility. This includes offering job opportunities to individuals on the edge of the job market and creating a work environment where everyone can contribute with their unique talents.

RESPECT FOR OUR EMPLOYEES

At Proshop, we respect our employees' rights and freedom to choose a union. We offer competitive pay and working conditions, following the collectively agreed-upon rules for vacation and maternity leave. In addition, all employees are entitled to a paid day off in case of a child's illness.

We have a work environment committee where leaders and employees collaborate to create a safe and healthy workplace for all employee groups. Elections for the work environment committee are held every two years, with all permanent employees having voting rights.

We continuously work to improve our work environment and do not tolerate bullying, discrimination, or differential treatment. Proshop has established a whistleblower scheme in accordance with EU Directive 2019/1937, ensuring an anonymous and secure reporting process. New employees receive information about the scheme upon hiring, and there are easily accessible descriptions and links to the scheme on our intranet.

Health and safety in the workplace

Our most valuable asset is our employees. Therefore, it is important for us to offer a workplace that promotes well-being and health for all employees. We provide a canteen scheme with healthy and varied food and offer a free fruit scheme for all employees.

Employees can take uneaten food from the canteen home, making it easier to choose healthy meals in daily life while reducing food waste. We believe that this is a great way to address both issues. We prioritize safety for all employees, with special focus on warehouse workers and those in other vulnerable positions. All new employees receive thorough training in relevant safety procedures, and we offer ergonomic aids, noise reducers, and other relevant equipment to improve the work environment. New employees are instructed on the location of first aid equipment and defibrillators, and we regularly conduct first aid courses.

Proshop has taken out mandatory occupational accident insurance for all employees. Individual health screenings with suggestions for activities to improve individual health are offered to all, in collaboration with professional practitioners. The scheme is voluntary and anonymous, providing value for the employee and valuable insights for Proshop as an employer on areas to focus on to increase well-being and health—both mentally and physically.

We aim to be an inclusive workplace

At Proshop, we want to contribute to society through social sustainability and responsibility. For several years, Proshop has maintained a close collaboration with the local employment assistance centre and companies specialising in placing workers with special needs. This collaboration aims to offer meaningful employment opportunities to individuals on the edge of the job market. This encompasses vulnerable youth, individuals with physical and mental disabilities, flexible workers, and others with uncertain ties to the job market. In 2022/23, we employed several refugees from Ukraine, recognising the significant value of supporting individuals in challenging situations and gaining dedicated colleagues.

In 2022, we earned Cabis' CSR People Prize, awarded to companies taking special responsibility for employing and retaining employees on the edge of the job market. In 2023, 10% of our employees are employed under special conditions, positively contributing to the business and community.

Diversity in Workforce Composition

A diverse range of skilled and dedicated employees ensures the success of our business. When hiring new employees, we focus on being an attractive workplace for all groups to reflect the surrounding community. This includes age, nationality, ethnicity, gender, and educational background. This diversity creates significant value and strengthens our work community.

A diverse leadership team is crucial for fostering collaboration and enhancing competitiveness. We recognize the value that diversity brings to our business and the broader community. By the second half of 2023, Proshop employed 264 individuals, with women making up 28.3% of our workforce. Importantly, we ensure there is no gender-based difference in salary levels, demonstrating our commitment to pay equity.

While we work diligently to attract skilled employees regardless of gender, we acknowledge that our current leadership team, consisting of eight individuals none of whom are currently women, does not reflect the diversity we aspire to achieve. As part of our ongoing commitment to diversity and inclusion, we have set a goal to have at least 25% of leadership positions filled by women by the end of 2025.

Our dedication to achieving this goal extends to the Proshop board, where we aim for 33% of the board, equivalent to one member, to be a woman by the end of 2025. This commitment reflects our belief that gender diversity at the leadership and board levels will strengthen our work community, enhance collaboration, and contribute to the overall success of Proshop.

HUMAN RIGHTS

We take human rights seriously and actively work to promote human and labour rights, not only within our own company but also with our subcontractors.

This is why we have a policy on how to address human and labour rights, both for ourselves, our business partners, and our suppliers. Violations of human rights include, but are not limited to, the use of forced labour, child labour, discrimination, and lack of privacy and organising rights.

To ensure our suppliers adhere to our ethical standards, the [UN's Universal Declaration of Human Rights](#), and relevant local laws, we work with OECD's due diligence guide for responsible business conduct. We have developed a sustainability policy that focuses on ethical standards and have a supplier code of conduct that we are in the process of implementing. We urge suppliers and partners to prioritise the safeguarding of human rights and to document their efforts.

Norwegian Transparency Act

Proshop has a Norwegian subsidiary and is therefore subject to the Norwegian Transparency Act, which came into effect in 2023. The law aims to ensure that companies are accountable for ensuring good employee conditions and comply with human rights, even with the company's business partners.

This means that we have prepared a separate report on how we work to ensure compliance with human rights within our company and among our suppliers. It is prepared by our Norwegian subsidiary but applies to suppliers to the Danish parent company as well. [The report](#) is available on our website.

We commit to continually assessing both our own and our suppliers' efforts on employee and human rights and have developed internal procedures to address potential negative impacts.

ENVIRONMENT

At Proshop, we want to contribute to the green transition and sustainable development. It is a continuous journey where we strive to learn and improve. We take action on initiatives where possible and strive to transition to an even greener operation in the future.

Green Initiatives and Climate Efforts

Our headquarter in Aarhus, certified in the highest energy class, A2020, is equipped with intelligent LED lighting and various other energy-efficient measures. For instance, we installed our own solar power system on the roof, generating 150 MWh of electricity annually.

We collaborate with the electricity company to compensate for our consumption by planting new climate forests, which annually absorb an amount of CO2 exceeding our emissions.

We want to make it as simple and attractive as possible for our employees to choose a greener lifestyle. Therefore, we have set up charging stations where employees can charge their vehicles with electricity from our own system at a reduced price.

Recycling and Lifespan Extension

Proshop is a member of the European Recycling Platform, covering the disposal of electronics, batteries, and packaging in the 8 countries where we are present. This ensures that all components are properly sorted to increase recycling and minimise environmental impact. We work on waste and packaging sorting in multiple fractions to maximise material reuse. Currently, half of our paper consumption comes from recycled materials, and we aim to increase this percentage further.

At Proshop, we also want to minimize our carbon footprint by contributing to a more sustainable use of electronics. Therefore, we work to make it easier for customers to choose more sustainable alternatives. This includes offering restored, pre-owned products, and demo items. These products have the same high quality and warranty period as all our products, providing a real alternative to purchasing new products.

Furthermore, we always prioritise repairing a product when possible. Our customers can always contact our technicians with questions or guidance regarding a product. This way, we strive to ensure that products can be used optimally for as long as possible. These are a couple of the ways we encourage our customers to make more sustainable choices.

3D Scanning for Optimized Goods Transport

As an e-commerce company, we refrain from energy-intensive production processes. Our primary CO2 emissions arise from freight, prompting collaboration with our freight partner to offset the majority of

emissions. Additionally, we optimize capacity utilization and reduce goods transports. Far from resting, we continually strive to enhance our emission reduction efforts.

In 2021, we introduced a fully automated packing machine at our main warehouse in Aarhus. This machine 3D-scans each item, creating a uniquely tailored packaging for all shipments. This ensures that the cardboard fits tightly around the product, minimising our cardboard consumption significantly. Half of the cardboard used is already recycled, and efforts are underway to increase overall usage of recycled materials in our operations.

The innovative packaging solution not only reduces cardboard consumption but also diminishes our reliance on plastic. Protective plastic in cardboard boxes is now unnecessary, resulting in a notable reduction in our plastic usage since implementation.

The downsizing of shipping boxes allows us to pack trucks more efficiently, saving space during transport and further reducing CO2 emissions by optimising and reducing goods transport.

ETHICAL BUSINESS PRACTICES ARE IMPORTANT TO US

An essential part of our business operation is respect for free competition, and we comply with applicable laws and directives in all the countries we operate in. We adhere to all relevant legislation and under no circumstances tolerate corruption and bribery, rejecting any form of abuse of power. If an employee has suspicions or contrary knowledge, we have a whistleblower scheme that can be used anonymously if one does not wish to bring their concern to management. Our customers and partners can always contact us at support@proshop.dk, where we are ready to handle all types of inquiries.

Confidential handling of personal data is a high priority for us. We aim to maintain transparency about how we process our customers' personal data to the greatest extent possible, and our full GDPR policy is clearly described on our website. We are committed to protecting customers data and always act in accordance with applicable data protection laws.

We impose the same requirements on our suppliers as we do on ourselves. Therefore, we encourage all our suppliers to work with sustainability and human rights in their business practices. It is important to us that the environment and human rights are taken seriously, and therefore, we encourage our partners to work with sustainability in their own supplier chains. We conduct risk assessments of our partners to ensure they comply with our sustainability policy and adhere to applicable laws and directives.

At Proshop, we are constantly working to become even better. Better at offering fast delivery and a wide product range, better at being a good and safe workplace for all employees, and better at making a positive impact where we can.

If you have any questions about our sustainability efforts, you can contact us at support@proshop.dk.