DATAMARS

ESG MATTERS

ESG Progress Report 2024

DATAMARS · SUSTAINABILITY PROMISE ·

CONTENTS

MESSAGE FROM THE CEO

Our sustainable performance and growth as a business is intricately linked with the value we create for people and for the planet. Our purpose, to make a measurable difference, has driven Datamars' success and sits behind our sustainability promise and our aspirations for the future.

ESG is an important support to this. It provides frameworks that help us ensure our practices are robust, our efforts are in line with changing stakeholder needs, and that our performance is transparent and articulated in a way that our progress and value can be understood.

Datamars is in a uniquely valuable position. As the world faces major challenges around food security and climate change, we're delivering technology solutions that help people and organisations be more sustainably productive and improve quality of life. And as an organisation, we work hard to understand, monitor and improve the positive impact we have on communities and the environment.

While we have a long way to go, the progress shared in this report, and the meaningful impact you can see as a result, is a testament to the passion and commitment of our team members who have supported our journey this far.

My thanks and gratitude goes to our team, and also to our customers, who work hard every day to make a measurable difference in their world and who look for the opportunities that technologies like ours can bring to the table.

We look forward to continuing our own journey and enabling others on theirs.

"We want to make decisions and deliver solutions today that leave the world in a better place for the future."

DANIELE DELLA LIBERA
Datamars CEO

OUR ESG PROGRESS AT A GLANCE

In a rapidly changing world, where the pressures on our environment and society grow daily, the need for innovative, sustainable solutions has never been more urgent. At Datamars, we understand that the decisions we make today will shape the world of tomorrow.

Sustainability is at the very heart of everything we do.

As a global technology company, we are committed to delivering innovative solutions that meet the needs of our customers and suppliers and contribute to a healthier, more sustainable world.

AT DATAMARS, SUSTAINABILITY

MATTERS.

ENVIRONMENT

36%
Reduction in site-based emissions
against base year (Scopes 1, 2, plus Scope 3 waste and water).

33%
Increase in certified renewable energy use across the global group,
and a 10% reduction in consumption against base.

2 OUT OF 6
First 2 major Datamars operational hubs ISO50001 energy efficiency management certified:
Datamars Thailand and Datamars Spain.

SOCIAL

50%
The first 3 out of 6 major operational sites ISO45001 Health & Safety management certified

30%
Achieved 30% women's representation in leadership.
A 10% increase since 2022.

77%
Most of our targeted suppliers already comply with our new Supplier Code of Conduct policy
as well as new more stringent Child Labour and Conflict Mineral policies.

GOVERNANCE

DECEMBER 2023
ESG Committee formalised within Board of Directors

100%
Completion of data protection and privacy training and policy acceptance across Europe

MARCH 2024
Business risk assessment completed,
with inclusion of climate physical and transitional risks.

ABOUT
DATAMARS

OUR BUSINESS

Our purpose is strong
To make a measurable difference.

Our vision is clear
To harness the power of data to measurably improve productivity and quality of life.

Our mission is simple
To deliver practical technology solutions that make life easier and empower our customers to make better informed decisions for sustainable productivity, profitability and quality of life.

DATAMARS Livestock™

We provide tools and solutions to enable traceability and improve livestock producers' ability to produce high quality protein in a sustainable manner.

Our ecosystem covers farm infrastructure, animal identification, weight and activity based individual animal performance systems, animal health delivery systems, and cloud-based insight platforms.

DATAMARS Pet

We enable traceability of companion animals and bring joy to pet owners by keeping them connected with their beloved pets.

Our RFID identification products, GPS tracking systems, reunification platform technologies and engagement tools help care for pets and keep them connected with their human families as well as help control the spread of infectious diseases.

textile ID DATAMARS™

We are advancing the circularity of the global textile sector through RFID technology solutions and data-led insight platforms.

Our solutions enable textile service industries, and the wider value chain, to track and manage their assets so they can deliver optimal service levels, minimise use of scarce resources and enable effective textile reuse and recycling.

Our Strategic Priorities

Lead through data and insight
Deliver smart, connected solutions that empower customers with data-based insights for better decision making and sustainable productivity improvements.

Grow our core
Invest in and grow our core traditional business in new and existing markets supported by new product development, customer delivery performance and best practice channel strategies.

Enhance customer delivery performance
Optimise the efficiency, scalability and responsiveness of our global footprint and digital infrastructure to make our product solutions more competitive and our delivery performance and customer engagement best in class.

Develop a high performing culture
Attract, retain and develop a diverse, inclusive and engaged workforce united by our purpose and driven by our mission. Prioritise a culture of customer orientation and continuous improvement to leverage the extraordinary talent we have to achieve successful growth.

Contribute to a sustainable future
Maximise our positive impact through solutions that support sustainable production, commercial success and quality of life. Minimise negative impacts including those related to climate change and advance the prosperity of our local communities and wider society.

DATAMARS TECHNOLOGY SOLUTIONS FOR SUSTAINABLE PRODUCTIVITY

At the core of our mission is the commitment to create impactful change through innovative technology solutions.

In the livestock and textiles sectors, our advancements are designed to contribute to more efficient operations, reduce environmental impact, and promote sustainable management practices. By aligning technology with responsibility, we strive to make a lasting difference in the communities and ecosystems we touch.

"Four or five hours a day keeping an eye on heats on each farm, it just draws your decision makers into a spot where they can't run a high-level farm to where it should be. Now we've been able to run a lot more efficiently. The Tru-Test Active Tag collars have freed up time for those guys who are making decisions on farm — and I'm sure the four hours they've been out of the shed has been put to a better cause."

CHRIS BRANDER
GM, Driffield Farming Ltd

TECHNOLOGY SOLUTIONS FOR SUSTAINABLE PRODUCTIVITY

Technologies that empower livestock producers to optimize their operations and enhance animal welfare are at the heart of more sustainable livestock production - producing quality protein the world demands, while minimising the impact on the environment.

DATAMARS Livestock™

Identify animals

Tracking and monitoring individual animals throughout their lifecycle is the first step toward more precise livestock management. It enables invaluable data on health, growth, and performance to be captured and attributed to the right animal.

Manage pasture and contain livestock

Solutions to keep livestock in and predators out, as well as aiding crop and pasture rotation for greater grazing productivity and efficient land use.

Monitor pasture

Solutions to monitor growth, accurately calculate pasture and dry matter, and create effective feed budgets that support healthy soil and efficient land use.

Monitor behaviour for breeding and health management

From activity monitoring solutions to autonomous and traditional weighing systems, vital information is provided to support effective breeding and early health detection.

Protect and treat animals for optimum health

Solutions for traceability and to ensure livestock are healthy, well-cared for, and meet the stringent demands of consumers and regulatory bodies. Healthier animals mean healthier profits.

Make smart decisions

Round-the-clock data-driven insights from on-farm data monitoring and measurement solutions enables better informed decisions, reduced scarce resource use, time savings and reduced stress.

Measure performance and draft animals

Accurate weight measurement supports critical decisions. Datamars tools help replace guesswork with facts. Autonomous, remote solutions further optimise animal wellbeing and productivity, alongside enhanced measurement for decision making.
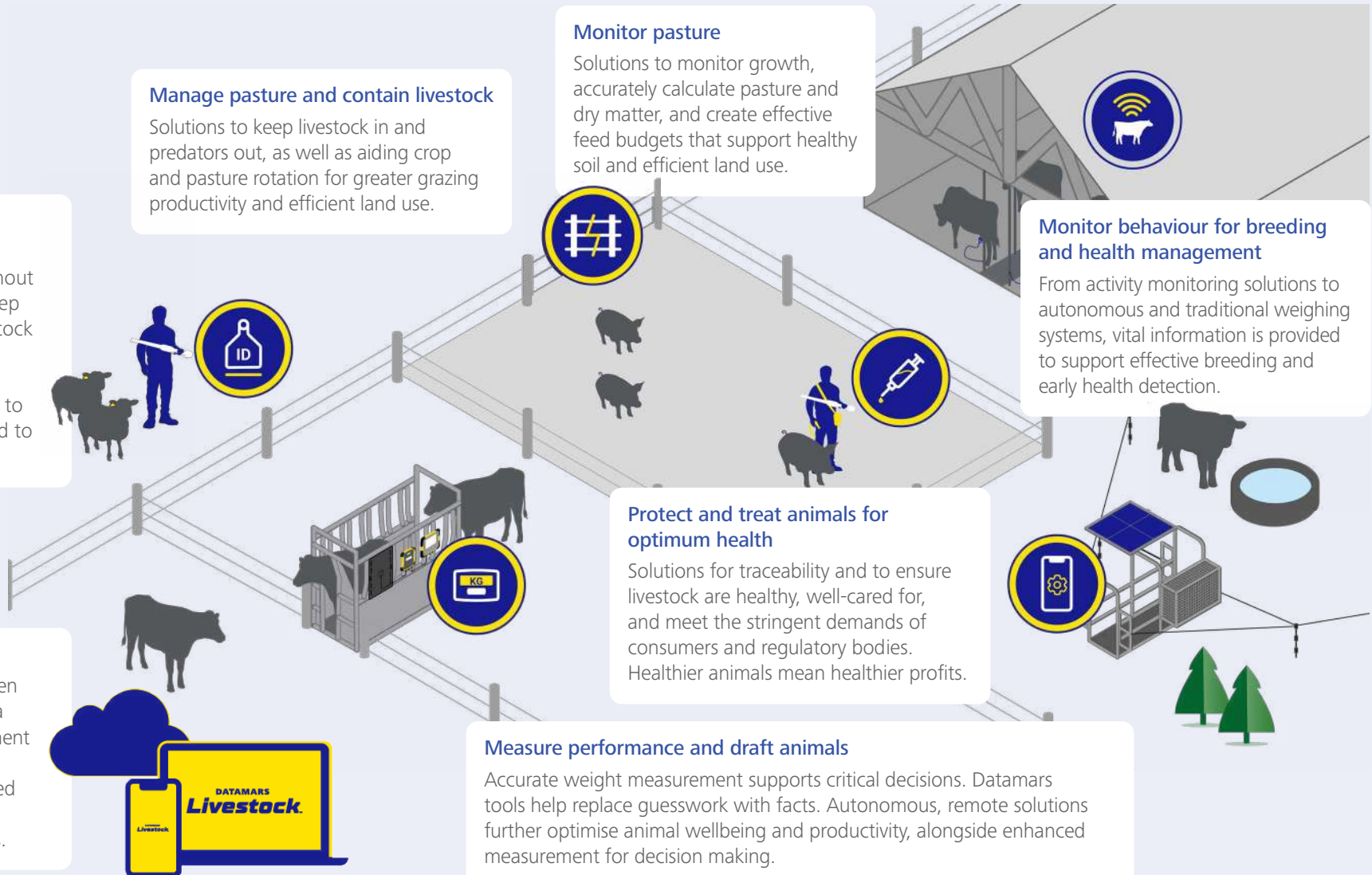
ADVANCING SUSTAINABLE PRODUCTIVITY – A SNAPSHOT

KEY LEVERS

1. Breeding effectiveness
2. Genetics
3. Reducing the finishing age

"In principle, through good breeding, improved genetics, and better informed decision making around inputs, farmers don't need as many animals to reach the same production level or can increase food production without increasing the herd."

JAMES DONOVAN
Datamars Solution Design Expert

Enablers: Datamars Livestock technology ecosystem

Solutions that enable farmers to **Identify** individual animals, **track** performance (weight, heat, health, location), and **manage** (feed, health and breeding decisions) through better informed decisions.

Supported by wider farm and resource management technologies that make life easier. See page 06

Results: Improvements in productivity

Improved in calf rate and genetics outcomes for dairy

"One of our NZ dairy farmers used the in-heat alert and AI window on Datamars Livestock to inseminate the right cow at the right time. He saw an unprecedented growth in his in-calf rate from 58% to 67% from using Active Tag collars. Not only will this farmer now see genetic gain year on year, but a better in-calf rate equals a wider selection of genetics in the future, more days in milk and increased productivity."
- James Donovan, Datamars Solution Design Expert

Reduced finishing age for beef

Remote Walk Over Weighing weighs animals as part of their natural routine as they walk to water, rather than bringing animals to be weighed. This significant reduction in animal (and human) stress enables animals to spend more time eating and growing. This optimises feed and feed management, and farmers can track animal weights and their ADG (Average Daily Gain) to make informed decisions around feed, identify and intervene on any potential health issues early, and sell at the optimum time. Reducing finishing/sell age of an animal from 24 months to 22 months when it has reached target weight, has both sustainability and profitability gains.

Impacts that matter...

Increased profit per kg

Based on recent customer studies, a farmer with a herd of 400 cattle could increase revenue by €18,360 for the same volume of protein produced, by reducing finishing age by 2 months as a result of having the weight insights and tracking the animal's target weight.

Reduction in on-farm GHG emissions

Slower growing animals or negative weight gain animals produce more emissions. Healthy animals that are finished earlier have efficiently converted food into energy for growing. A 2 month reduction in finishing age (from 24 months to 22 months) can result in an 8.3% (337.4 $kgCO_2e$) reduction in methane GHG emissions per cow, for the same volume of quality food produced, and while maximising the health and welfare of the animal. [1]

"Another dairy customer had a 15% increase in their in calf rate, with a potential saving of 32 replacement cows to achieve the required production level. The avoidance of 32 replacement cows avoided approx. 7,659 $kgCO_2e$. When empty rates are low, more feed can be put into milk production, decreasing the need for replacement heifers and reducing $kgCO_2e$ on the farm."
- Moonyeen Greathead, Head of Education and Enablement

Improved animal health

Proactively managed animals that receive targeted feed and treatment, and experience less stress (such as achieved through remote, human-free walk over weighing) are healthier and more productive.

[1] Refer to *Appendix* for sources

INVESTMENT AND ACQUISITION SUMMARY

As part of our ongoing committment to environmental stewardship and sustainability, we are actively investing in and acquiring advanced technology solutions that enhance the sustainability of our products. Through strategic investments, we are continuously evolving our product portfolio to meet the growing need for sustainable solutions.

Some key examples of our recent investments include:

- **Aquisition of Connecterra (2023)** – advanced AI enabled software solutions that support animal monitoring for sustainable dairy farming.
- **Investment in Serket (2022)** – Exploring sustainable swine production through the use of visual imaging technologies.
- **In house development of** Find My Cow (2023) and ID My Cow (2024) technologies – to advance critical decision making in dairying.
- **In house development of** Active Tag and collars (2022) – leveraging technology capabilities supported through HerdInsights acquisition, delivering advanced animal monitoring technology to support early detection of heat and health issues within dairy herds.
- **Aquisition and integration of Kippy (2023)** – GPS tracking and health insight technology for pets.
- **Investment in Circular Workwear Innovation** programme partnership (2023) – textiles.

ID My Cow for sustainable dairy production

SPOTLIGHT

Accurate cow identification is critical in dairy parlours, but many farmers experience challenges with RFID tags not being consistently read by RFID antennas.

This widespread issue is often due to electrical interference from electronic equipment commonly found in dairy parlours. Timing is everything when you're managing herd movement, treatment and mating decisions, so the impact of missing a cow read can be significant.

Through the clever utilisation of Bluetooth™ technology the team were able to achieve greater range, higher speeds and better broadcasting capability so that cows could be identified by their Active Tag and not by RFID ear tags, eliminating the issue of electrical interference and reducing the risk of missed reads.

This solution, patented by Datamars, also eliminates the risk of data outages caused by electrical interference.

When farmers combine ID My Cow with their sort gate it transforms the accuracy of how cows are identified in dairy parlours, making it easier for farmers to get the right cows checked, treated or inseminated. Sustainable dairy production is about ensuring the right decisions are made, at the right time, for the right animals. This approach enables more efficient use of resources, targeted treatments, and strategic breeding, allowing farmers to achieve more with less — Less cows, less land, less feed, less treatment, less labour, less animal handling.

"Sustainable dairy production is about ensuring the right decisions are made at the right time, for the right animals."

JAMES DONOVAN
Datamars Solution Design Expert

TECHNOLOGY SOLUTIONS FOR SUSTAINABLE PRODUCTIVITY

CWW - Circular Workwear project

Multiple studies have shown that RFID is the most efficient technology to enable textile recycling. But the challenge of organising the layers in the textile value chain remains. How can technology be embedded into such a complex process and information be transported and shared with the right people?

We are proud to be the technical partner in the 'CWW - Circular Workwear' project, financed by the Swiss Confederation, exploring design strategies, reuse models, end-of-life workflows, and digital product data in workwear to bridge the gap from linear to circular practices for textiles.

Under the leadership of the Lucerne University of Applied Sciences and Arts, together with the partner companies CWS, Datamars, Hüsler Berufskleider and Texaid and in cooperation with the Lucerne University of Applied Sciences and Arts, visionary, holistic and interdisciplinary solutions are being developed – away from linear production structures towards a sustainable and circular textile economy.

During the two-year project, a transdisciplinary team are investigating and evaluating circular design strategies, reuse practices, wash and use processes up to the end of the product's life, and product life cycle data. As a result, the CWW project will develop circular eco-design criteria, a common reverse logistics concept, measures for the implementation of circular business models, and a data model for tracking value in real time and environmental footprints such as GHG emissions.

"We are very proud of our involvement in this project. Circularity in textile is a lofty goal. Emphasis must be on reducing scarce resources, innovating in textile design, adopting new technologies and renewable materials, increasing reuse and recycling, and eliminating waste and pollution."

RICCARDO MAZZOLINI
VP Textile ID, Datamars

RFID technology making textile circularity possible

Datamars is expanding the power of textile RFID identification and traceability technology to enable advancements in the 'Reduce, Reuse and Recycle' of textiles globally.

This industry notoriously struggles with complex supply chains and inefficient manual processes, making it difficult to achieve circularity. At present, less than 1% of textiles globally are recycled. One of the key challenges is that recycling providers don't know enough about the textile to be able to determine and develop suitable practices to recycle the material to the point where it can go back into the raw material phase again. To overcome these issues, improvements are needed in several key areas including: conserving resources, advancing textile design, adopting new technologies and renewable materials, boosting reuse and recycling efforts, and eliminating waste and pollution.

Datamars is actively taking steps to address this challenge:

- Our RFID solutions provide reliable information about the garment to help 'unblock' the sorting process to help enable recycling.
- We are involved in a number of collaborative programmes working to progress the effectiveness of textile recycling to reduce virgin material production and landfill volume.

Datamars RFID technology is renown worldwide for its ability to withstand harsh laundry environments meaning it can endure the entire life of a garment, and support effective second life and recycling efforts – making it a key technology that can be leveraged across the value chain. Data on the individual textile can be collected, such as material composition, wash frequency and methods. This helps businesses improve their operations and environmental footprint.

The technology is currently being used in industrial laundries in Europe, North America and Asia to track and manage large volumes of garments. It helps reduce handling and loss, optimises garment usage and provides data to better manage resources like water and electricity. In some sectors, textile losses can be as high as 30%, meaning it has a material impact on productivity, cost and environmental outcomes.

A desire for improved productivity and sustainability is also paving the way for a rising trend in high-end garment rentals. This business model provides consumers with an ever-changing wardrobe at lower cost and aims to counter 'fast fashion', which sees a significant percentage of new garments go to landfill in under one year. Datamars Textile ID technology supports the transaction process and inventory management to allow the same item of clothing to be borrowed, returned, laundered, tracked and re-borrowed multiple times.

SPOTLIGHT

OUR GLOBAL FOOTPRINT

Our vertically integrated business includes five R&D innovation hubs, and six manufacturing centres of excellence located to best serve our markets and minimise transportation impacts. We have market-based hubs in more than 24 locations worldwide.

Our manufacturing centres of excellence, located to service our five major regions, provide scale, market responsiveness and transportation effectiveness.

All these centres are on track to be ISO best practice certified in quality, environmental, energy efficiency and health and safety management standards during 2025 and 2026.

HEADQUARTERS

RESEARCH AND DEVELOPMENT

COMMERCIAL ENTITY

PRODUCTION ENTITY
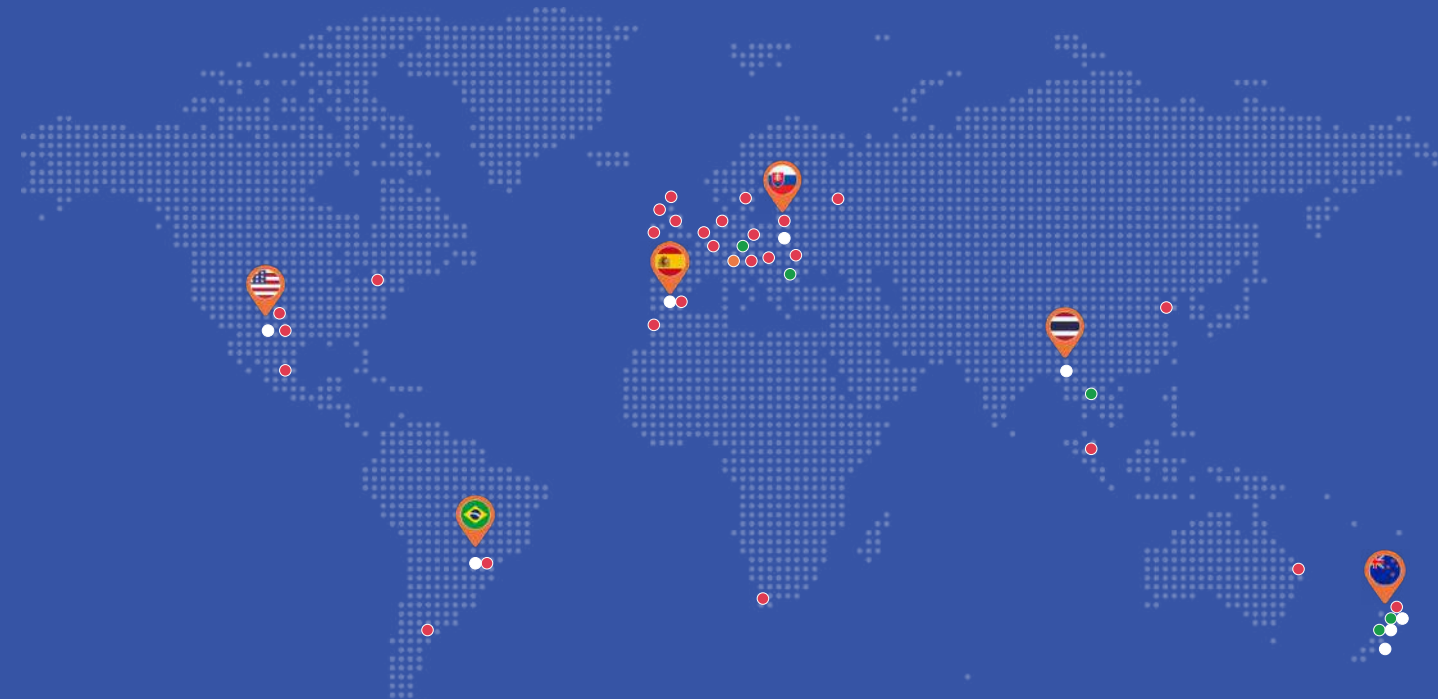
Manufacturing centres of excellence

DM Slovakia
SERVES EUROPE AND AFRICA
Injection molding, laser marking, general product assembly

DM Thailand
SERVES ASIA PACIFIC
Injection molding, electronics manufacture, SMT, general product assembly

DM Brazil
SERVES LATAM
Injection molding, electronics manufacture, SMT, laser marking, general product assembly

DM Spain
SERVES EUROPE AND SOUTH AMERICA
Production and sterilization, laser marking, general product assembly

DM Mexico
SERVES NORTH AMERICA
Injection molding, laser marking, general product assembly

DM New Zealand
SERVES GLOBAL
Milk Meters, gates, handling equipment

OUR BUSINESS IN

NUMBERS.

Our Reach

2000
APPROX. EMPLOYEES

24
CUSTOMER FACING
LOCATIONS

6
MANUFACTURING
CENTERS OF EXCELLENCE

CUSTOMERS
IN OVER
100
COUNTRIES

4000
DISTRIBUTORS +
END CUSTOMERS

5
RESEARCH AND DEVELOPMENT
INNOVATION HUBS

OUR BUSINESS IN

NUMBERS.

Our Market Presence

Livestock

230,000
ANIMALS CURRENTLY BEING MONITORED

BY TRU-TEST ACTIVE TAGS

124 MILLION
LIVESTOCK RFID TAGGED FOR TRACEABILITY

SINCE 2018

58 MILLION
ANIMAL PERFORMANCE RECORDS CAPTURED

WITHIN DATAMARS LIVESTOCK CLOUD

40,000
ANIMALS HAVE BEEN WEIGHED

OVER A TRU-TEST REMOTE, WALK OVER WEIGH SYSTEM IN THE LAST 12 MONTHS

Pet

+5 MILLION
PETS IN OUR PET LINK DATABASE

NORTH AMERICA

+50 MILLION
PETS CHIPPED SINCE

2017

+221,000
PETS REUNITED WITH OWNERS

WITH PETLINK

Textile

+500 MILLION
TEXTILE RFID TAGS

IN USE

10,000
TEXTILE ID SYSTEM INSTALLATIONS ACROSS

40 COUNTRIES

ESG AT DATAMARS

Why ESG?

Being sustainable is not a choice, it's a business imperative and sits at the core of who Datamars is, what we deliver and the legacy we wish to leave.

As such, our approach to ESG is centred on embedding it within our company strategy and ways of operating.

How do we manage it?

Our Board of Directors have ultimate responsibility for ESG oversight and strategic direction setting. The ESG Committee on our Board is chaired by our CEO, ensuring alignment and a robust and collaborative working relationship between Board and Management.

Our management ESG Steering Committee is a cross functional representation of leadership mandated to drive the ESG agenda and be accountable for its outcomes.

The ESG SteerCo oversees three workstreams, with each workstream lead serving on the SteerCo. These leads are crucial links to ensure close connection with on-the-ground operational activities, culture, and progress.

How do we communicate?

We have decided to publish now our first ESG report, which serves as an explanation of where we are at, where we have come from and where we are going. We hope it provides our people, our partners and our customers with confidence that we recognise the role we play and are working hard to make a measurable difference where it counts.

How do we embed it?

When we have access to information – data and insights, not just instinct - we can make better informed decisions and have more certainty that the actions we take can make a measurable difference where it counts.

This underpins the technology we develop, how we deliver value and guides the way we operate as a responsible business.

We work hard to understand and measure our ESG performance, to monitor the progress we're making so we can be sure our attention is in the right places, and the investments we're making are delivering positive, material impact.

It also means we can recognise our progress, while acknowledging the journey and learnings still ahead of us.

"This report provides a deeper picture of who we are as a company, what matters to us and what we're doing to make a measurable difference."

TERESA STEELE-RIKA
Head of Corporate Affairs
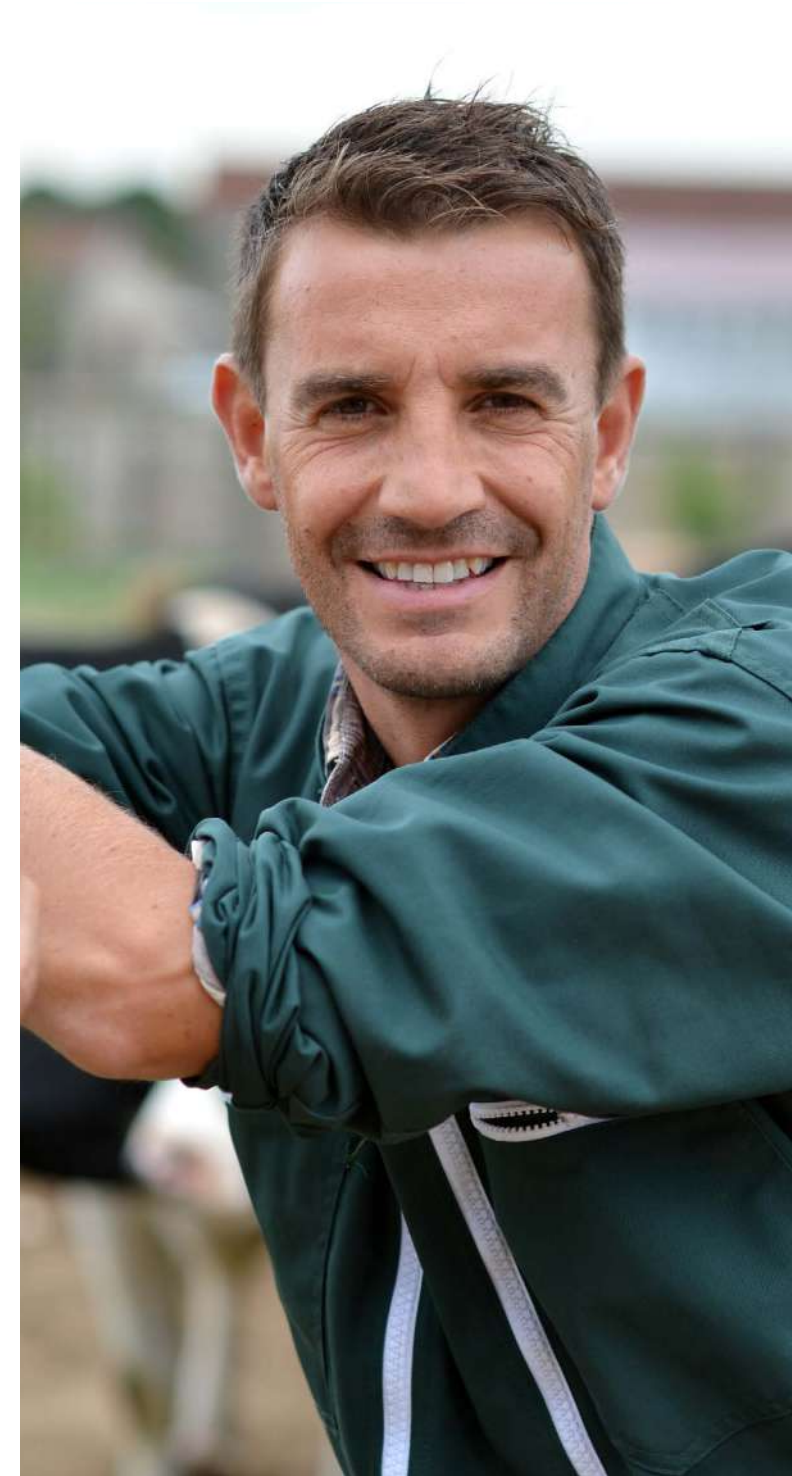
OUR SUSTAINABILITY PILLARS

ESG at Datamars is integrated within our company strategy.

Our four sustainability pillars are the ways in which ESG is reflected throughout our business, from the products and solutions we design and deliver, to the way we manage our operations and the integrity of our business relationships, to the way we nurture our people and the communities of which we are part of.

They support our strategic priorities, which in turn reflect our purpose and contribute to our overall vision as a company.

Underpinning our pillars is a **governance framework** that enables robust oversight and management.

We recognise the best practice and regulatory aspects of the acronym 'ESG' and respect it while knowing our role is to make it 'just the Datamars way'.

PILLAR 1

Sustainable productivity and improved quality of life

Maximise the positive impact Datamars has in our livestock, pet and textile sectors through the design, development and delivery of solutions and wider sector initiatives that support sustainable production, commercial success, and quality of life.

Targets:

Accelerate sustainable food production and farming systems.

Deliver technology solutions which enable productivity, sustainable use of scarce resources and improved societal health.

PILLAR 2

Responsible company operations and supply chains

Minimise or avoid negative impacts, including those related to climate change, through our commitment to environmental stewardship and our proactive and systematic supply chain and production management.

Targets:

Net zero across the value chain by 2050, in line with SBTi guidance.

ISO14001 environmental certified by 2025.

ISO50001 certified by 2026.

Have 100% of our supply chain partners aligned to our code of conduct and ethics policies.

PILLAR 3

Commitment to people, performance and safety

Attract and retain a diverse population of employees that reflects our communities and empower and enable our people to make a measurable difference to our performance and sustainability as an organisation.

Targets:

ISO45001 Health and Safety certified by 2026.

>30% leadership positions held by women.

PILLAR 4

Thriving communities

Advance vulnerable populations and the local communities in which we operate, by evaluating and further improving our social and economic impact.

Targets:

100% of commercial and operational hubs supporting community prosperity programmes demonstrating measurable impact.

GOVERNANCE

OUR JOURNEY SO FAR

ESG charter signed

Set the aspiration of best practice in ESG matters. Completed first gap analysis – providing an immediate pathway to action

Global Code of Conduct released with 99% acceptance

Global Code of Conduct, Whistleblower platform and Anti-bribery & Corruption training and policy acceptance was rolled out to all staff

>30% women in leadership target agreed

Diversity, Equity & Inclusion strategy and metrics outlined with agreement of initial women in leadership focus

First major site, Thailand ISO50001 energy management certified

Supporting the embedding of energy management, monitoring and energy conscious behaviours in day-to-day operations

2020   2021   2022   2023   2024

First global carbon footprint reported

Providing a comprehensive baseline from which we could understand our impact and prioritise investment

Diversity, equity and inclusion charter signed

DEI Charter signed aligning the Board and management to principles and objectives. DEI strategy developed

10% reduction in direct site carbon emissions

Reported reduction of Scope 1,2 and scope 3 (waste, water) emissions against base year of 2020

First sites 100% renewable energy certified

New Zealand, Switzerland and Spain sites certified representing approximately 16% of global group electricity consumption

Datamars Sustainability Foundation established

An independent charitable organisation to accelerate sustainable farming and food security

36% reduction in site-based carbon footprint

Reported reduction of Scope 1,2 and scope 3 (waste, water) emissions against base year 2020

ESG Committee

Establishment of our ESG Committee within Datamars Board of Directors

First 3 major sites ISO45001 health and safety certified

Spain, Thailand and Slovakia. First step to embedding global best practice H&S education and practices in our major sites

ESG Action Plan Implementation Review

Our action plan strategically guides our ESG journey, and will shape our actions in the coming year

First global inclusion survey

Global survey completed with 52% (991) people participating

OUR ESG ACTION PLAN

Building our path towards ESG excellence.

Datamars' ESG Action Plan showcases the strides we are making on our ESG journey, laying the groundwork for our pursuit of ESG excellence in the years ahead.

Our plan is a dynamic framework that evolves alongside our ESG goals, embodying our dedication to sustainability and ethical business practices.

We continually review our progress against our plan and shall design the subsequent years to structure our future actions.

2023 2024 2025

ENVIRONMENT

2023
- Complete Net Zero commitments, strategy and roadmap ✓
- Join Brazilian Sustainable Beef roundtable ✓
- Complete 2021 & 2022 Climate impact assessments, including scope 3 inventory build with packaging inclusion ✓
- Establish Datamars Sustainability Foundation ✓
- Reduce direct site emissions ✓
- Increase renewable energy consumption ✓
- Certify ISO50001 energy management system for first site. ✓

2024
- Roll out Global climate reporting platform to 29 entities ✓
- Broaden Scope 3 inventory including employee commuting
- Develop key product end of life procedure
- Complete renewable energy roadmap ✓
- Commence sustainable packaging project
- Achieve ISO50001 energy management certification for DM Spain
- Certify two additional sites with 100% renewable energy. ✓

2025
- Achieve ISO14001 environmental management for remaining major sites ✓
- Continue work to have all major sites ISO50001 certified
- Increase Scope 3 GHG inventory with inclusion of business travel
- Introduce vehicle transition guidance
- Complete year two deliverables on sustainable packaging programme
- Renewable energy investment to reach 80% target.

SOCIAL

2023
- Complete Community Impact Strategy ✓
- Obtain ISO45001 Health and Safety certification for DM Thailand, Slovakia and Spain ✓
- Reach women's representation in leader candidate KPI ✓
- Achieve 30% women's representation in leadership target. ✓

2024
- Complete Community Impact policy and impact reporting framework ✓
- Achieve ISO45001 H&S certification NZ
- Implement D,E,I governance structure
- Implement global inclusion survey
- Develop local D,E,I local action plans
- Implement D,E,I and unconscious bias training globally
- Align policies and practices for recruitment to D,E,I goals
- Implement new child labour and conflict mineral policies
- Implement Supplier Code of Conduct to first phase suppliers.

2025
- Implement Code of Conduct and Anti-Bribery and Corruption training refresh ✓
- Phase 2 roll out of Supplier Code of Conduct and responsible procurement policies
- Continue work to achieve ISO45001 H&S certification in remaining major sites
- Advance global health and safety governance
- Implement leadership skills development programme ✓
- Align wider HR and procurement policies and practices to D,E,I goals
- Implement leader cultivation programme in support of D,E,I goals ✓
- Increase community impact programme reach in North America and Europe. ✓

GOVERNANCE

2023
- Implement data protection and privacy related improvements across all Datamars websites ✓
- Implement monthly balanced scorecard reporting with inclusion of ESG metrics. ✓

2024
- Establishment of the Board ESG Committee
- Complete business risk assessment with inclusion of climate physical and transitional risks ✓
- Release first ESG Sustainability Report. ✓

2025
- Complete sustainability reporting and certification plan
- Implement ESG executive incentive plan ✓
- Further advance ESG reporting systems
- Implement Trade Control policy updates and employee refresher training. ✓

OUR COMMITMENT TO THE UN SUSTAINABLE DEVELOPMENT GOALS

At Datamars, we are committed to advancing the United Nations' Sustainable Development Goals (SDGs) as a core component of our sustainability strategy.

These global goals are embedded into the very foundation of our business and are reflected in the way we operate and innovate.

By integrating the SDGs into our four pillars, we are not only meeting the expectations of our stakeholders but also driving positive change for our customers, suppliers, and the broader global community. This alignment underscores our commitment to creating a sustainable future, where our business growth goes hand in hand with environmental and social progress.

OUR SDG COMMITMENT FOCUS

SUSTAINABLE DEVELOPMENT GOALS

2 ZERO HUNGER

Accelerating sustainable food production and farming systems to support food security and climate change mitigation. Supporting the implementation of resilient agricultural practices that increase productivity and production, help maintain ecosystems, strengthen capacity for adaptation to climate change and resilience, and improve land and soil quality and biodiversity.

3 GOOD HEALTH AND WELL-BEING

Ensuring all staff arrive home at the end of the day safe and well through a focus on health, wellbeing and safety in the workplace. Supporting mental health and wellbeing programmes in rural communities.

4 QUALITY EDUCATION

Supporting children's access to education in vulnerable communities in which we are part of, supporting work experience and vocational training, and inclusive education on diversity and inclusion.

5 GENDER EQUALITY

Increasing women's representation in leadership and governance to at least 30%. Company wide awareness and education efforts around DEI, with a strong focus on advancing gender equality.

8 DECENT WORK AND ECONOMIC GROWTH

Developing technology solutions that advance sustainable productivity in livestock and textile sectors and solutions that enable increased productivity through more efficient use of scarce resources such as land, water, feed and labour and precision use of treatments and practices that drive improved animal health outcomes. Advancing regenerative agriculture practices to support soil health, reverse land degradation and enhanced biodiversity.

10 REDUCED INEQUALITIES

Advancing the understanding and improvement of diversity, equity and inclusion at all Datamars entities around the world. Reviewing and updating primary policies and procedures to ensure more equitable outcomes, including those relating to recruitment, retention, advancement, representation.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

Developing solutions that enable increased productivity through more efficient use of scarce resources such as land, water, feed and labour. Ensuring sustainability metrics are captured and reported transparently as part of business performance metrics. Reduce the generation of waste through operations and advance reuse and recycling efforts.
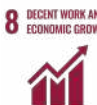
13 CLIMATE ACTION

Implement net zero strategy aligned to SBTi framework, advance our business risk assessments and action plans to increase the focus on transitional and physical climate risk, and build awareness and engagement in climate risk mitigation at work and at home with our teams.

15 LIFE ON LAND

Accelerating sustainable food production and farming systems with a focus on resilient and regenerative agricultural practices that improve and protect ecosystems, strengthen capacity for adaptation to climate change and resilience, and improve land and soil quality and biodiversity. Facilitate and support the global collaboration and capital deployment into solutions to advance this, with a focus on enabling and empowering those who work and live on the land. Deliver technology solutions that enable productivity gains with minimum and efficient use of land and livestock.

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

Ensure all employees and partners are aware and comply with anti-bribery and corruption laws, policies and practices, and are enabled to escalate any concerns or breaches.

ENVIRONMENT
MATTERS.

KEY ACHIEVEMENTS

Datamars has a valuable role to play; from helping farmers maximise animal health and produce more protein with less use of scarce resources, to helping drive a circular textile economy that enables the sector to reduce, reuse and recycle, to supporting the bond between companion animals and people by using technology to help keep them connected.

Leaving the world in a better place is not only achieved through the solutions we deliver, but by the way we manage our own global business and how we too contribute to resolving the challenges facing our planet, including the devastating effects of climate change.

AT DATAMARS, ENVIRONMENT
MATTERS.

RENEWABLE ENERGY

We have increased renewable energy to 33% of global purchased electricity in 2023.

ENERGY CERTIFIED

First two major sites achieved ISO50001 energy management certification, with all other operational hubs on track for 2026.

CLIMATE REPORTING

Implementation of climate reporting platform and advancements toward real time reporting.

SBTi PATHWAY

Committed to SBTi pathway and targets in 2023.

WASTE REDUCTION

In Thailand, Datamars' largest site, we have achieved a reduction in waste production intensity. We currently recycle 65% of our waste and have achieved an 83% reduction in waste emissions between base year and 2023.

ENVIRONMENTALLY CERTIFIED

Four major sites ISO14001 environmental management certified and remaining operational hubs on track for 2025.

SUSTAINABLE SOLUTIONS

Investment and acquisition of technology solutions that enable more sustainable food production and efficient resource use.

SUSTAINABLE PACKAGING

Sustainable packaging roadmap underway with first new high impact solution confirmed, eliminating 100% of PVC and reducing emissions profile by 62%.

OUR ASPIRATIONS

Solutions that solve genuine customer problems for a better tomorrow

We aim to maximise the positive impact that Datamars has in our livestock, pet and textile sectors through the design, development and delivery of solutions that support sustainable production, commercial success, and quality of life.

Responsible global operations

Datamars is dedicated to minimising or, where possible, avoiding negative impacts, including those related to climate change, through our commitment to environmental stewardship and our proactive and systematic supply chain and production management.

OUR COMMITMENTS

During this year we have solidified our commitments to enhance our environmental performance and ensure that we continue to move in the right direction.

> "Our customers who live and work on the land are ultimate stewards, working to protect and enhance the health of their soil, and their animals, knowing it is key to the performance of their farming operation and the viability of their livelihood today, and for future generations."

MATTHEW CASHMORE

Global Marketing, Product Manager and Commerical Lead, Australia and New Zealand

Accelerate sustainable food production and farming systems.	Achieve Net zero across the value chain by 2050, in line with SBTi guidance.	
Deliver technology solutions which enable productivity, sustainable use of scarce resources and societal health.	Achieve ISO14001 environmental certification in all major sites by 2025.	Achieve ISO50001 energy certification in all major sites by 2026.

OUR ENVIRONMENTAL MANAGEMENT

At Datamars, we take care to monitor and manage our environmental impacts. Our approach to speciifc matters has been explored throughout this chapter, with a focus on the topics we feel are most material to our business, such as greenhouse gas emissions, energy consumption, material use, and waste. While we are committed to understanding and looking for opportunities to reduce our impacts in terms of water consumption and discharge, we are not an intensive consumer of water.

✓ Switzerland (HQ)	✓ Thailand
✓ Slovakia	✓ Spain

A cornerstone of our environmental journey is our dedication to maintaining ISO14001 certification across Datamars sites. This systematic approach enables us to meet our environmental objectives effectively and fosters a culture of continuous improvement in all that we do.

Though we are targeting our major operational sites for certification under the standard, we are working to embed the principles across all our sites, including our smaller sites.

Climate Risk Assessment

In 2024, we significantly advanced our business risk assessment framework and incorporated analyses of both transitional and physical climate risks. This reflects our proactive approach to understanding and mitigating the evolving challenges posed by climate change. By embedding these considerations into our risk assessments, we strengthen our ability to anticipate and respond to potential climate-related impacts on our operations and assets.

We are committed to building on this foundation. In 2025, we plan to further reinforce our approach by conducting external climate risk assessments on all major sites. This initiative is designed to provide deeper insights into the specific climate-related vulnerabilities of our assets, enabling us to develop targeted strategies for resilience and adaptation. Through these continued efforts, we aim to ensure that our business remains resilient in the face of climate change, while also contributing to broader sustainability goals.

Achieving ISO14001 and major waste reduction in Thailand

SPOTLIGHT

Datamars Thailand proudly achieved ISO14001:2015 Environmental Management certification in September 2021, becoming the fourth Datamars site to do so.

Our focused efforts on waste education, reduction, reuse, and recycling practices, have led to an **83% reduction in Thailand's 'waste through operations' emissions between 2020 and 2023.** Even with increased production volumes due to shifting manufacturing across Datamars' global entities, the total waste volume has risen only marginally. Most notably, while reduction and reuse are preferred goals, the implementation of improved sorting practices at our Thailand site have resulted in a waste recycling rate of 65%: a significant increase from 2020.

To further prevent waste from entering the stream, we have implemented innovative solutions to rework and reuse materials ourselves, and responsibly transfer what we cannot utilise to others who can. For instance, we've developed specialised tools and processes to recover batteries and printed circuit board assemblies which can then be reused. Additionally, we remove and repurpose copper from RFID antennae and extract and reuse IC modules from pet identification microchips.

Datamars Thailand has developed its own waste segregation and sale processes, significantly minimising the amount of waste sent to landfill. These efforts help mitigate the limitations of local recycling infrastructure.

We are pleased our waste provider in Thailand has also now achieved ISO14001 certification and is minimising landfill disposal methods.

OUR CLIMATE IMPACT

As a global company with manufacturing centres, we recognise our climate impact in terms of the Greenhouse Gas (GHG) emissions associated with our operations.

We have calculated our Scope 1 and 2 emissions, and selected Scope 3 emissions, as defined by the Greenhouse Gas Protocol, annually since 2020. By regularly measuring and understanding our carbon footprint we are able to clearly see the impact our different activities have, guide efforts in the right areas, and see the results of improvements to achieve our decarbonisation goals.

We work with a lot of data and so have engaged a third party to sense check our results so that we are confident that the outcome is as representative as possible. This verification process has been completed for our latest 2023 site-based carbon footprint and is currently ongoing for our scope 3 packaging and transport and distribution emissions.

Datamars' site-based carbon footprint has been consistently tracking down in alignment with the Greenhouse Gas Protocol since our first reported footprint in 2020 (base year). We are happy to report **a 36% reduction in site-based emissions for 2023** against our base year (Scopes 1, 2 and Scope 3 for waste and water parameters). This has largely been driven by a drop by nearly half of our scope 2 emissions. This positive outcome builds on our previous reductions by 5% in 2021 and 10% in 2022.

↓36% REDUCTION
IN SITE-BASED GHG EMISSIONS AGAINST BASE YEAR
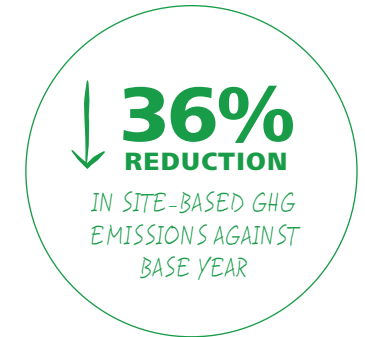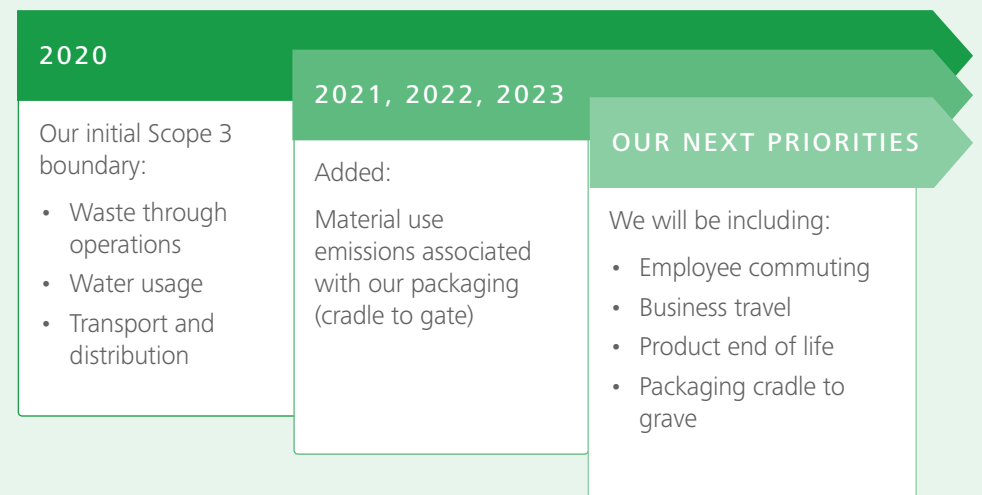
Better managing our impact

We rolled out a digital climate reporting platform in 2023 and intend to progressively improve data availability and move towards real-time carbon monitoring. In this way, we can more closely track our performance, empower our teams and take informed actions towards decarbonisation more readily.

This year we have continued efforts towards better understanding our emissions, particularly when it comes to Scope 3, Indirect Emissions associated with our value chain.

Improvements in data collection allowed us to include emissions associated with packaging from 2021. We are working to include employee commuting in 2024 followed by business travel as next areas of material Scope 3 emissions.

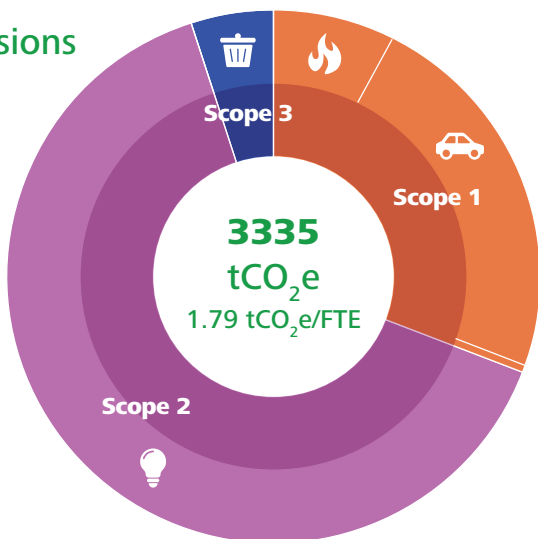The progressive evolution of our Scope 3 GHG inventory over the years include:
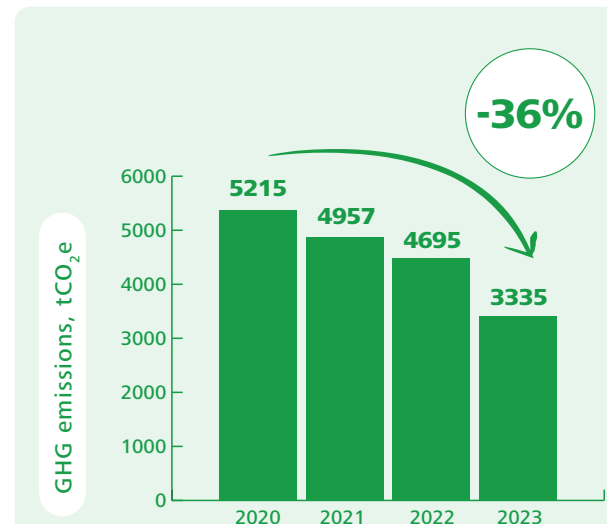
Our Scope 3 Boundary

2020

Our initial Scope 3 boundary:

- Waste through operations
- Water usage
- Transport and distribution

2021, 2022, 2023

Added:

Material use emissions associated with our packaging (cradle to gate)

OUR NEXT PRIORITIES

We will be including:

- Employee commuting
- Business travel
- Product end of life
- Packaging cradle to grave

OUR CLIMATE IMPACT

Our 2023 Site-Based Emissions

Total emissions

3335
tCO$_2$e
1.79 tCO$_2$e/FTE

Scope 3
Scope 1
Scope 2

Key	Source of emissions	tCO$_2$e	%
Total Scope 1		**1020**	**31%**
🔥	Stationary Combustion	263	8%
🚗	Mobile Combustion	741	22%
❄️	Fugitive Emissions	17	<1%
Total Scope 2		**2139**	**64%**
💡	Purchased Electricity	2139	64%
Total Scope 3		**176**	**5%**
🗑️	Waste Disposal	146	4%
💧	Wastewater	20	<1%
🚰	Water Consumption	10	<1%
Total		**3335**	

Year on year trend

-36%

GHG emissions, tCO$_2$e

2020	2021	2022	2023
5215	4957	4695	3335

-34%

GHG emissions per employee, tCO$_2$e/FTE

2020	2021	2022	2023
2.70	2.46	2.26	1.79

Trend by scope

Scope 1 GHG emissions, tCO$_2$e

2020	2021	2022	2023
898	838	863	1020

Scope 2 GHG emissions, tCO$_2$e   **-47%**

2020	2021	2022	2023
4050	3943	3708	2139

Scope 3 GHG emissions, tCO$_2$e

2020	2021	2022	2023
267	177	123	176
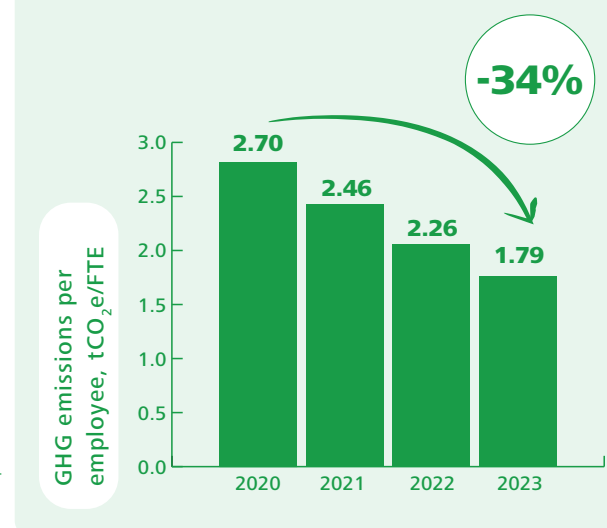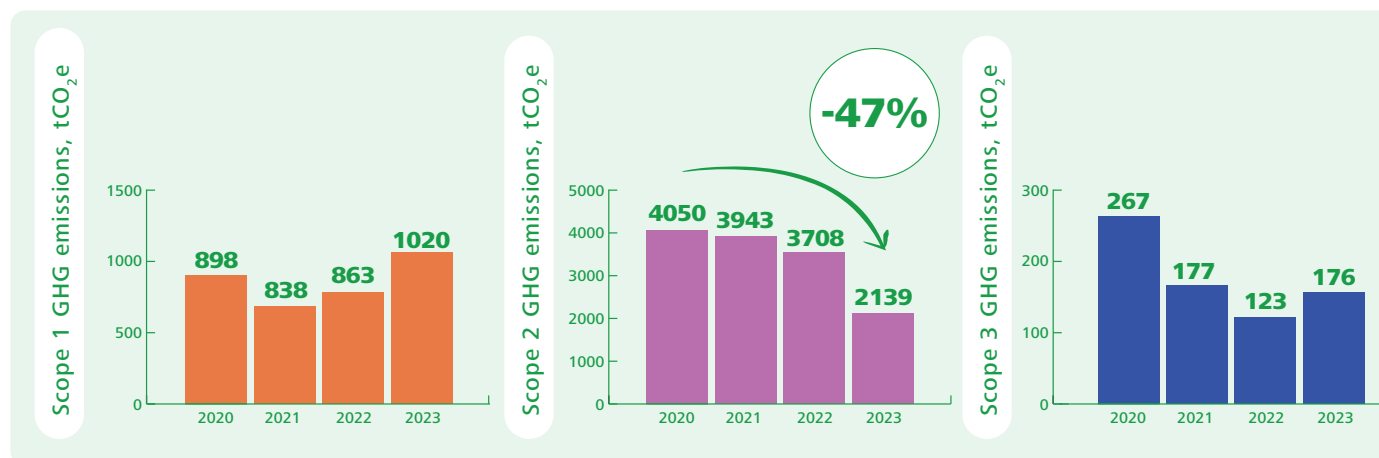
OUR NET ZERO STRATEGY

Datamars commits to reaching Net Zero emissions across our value chain by 2050 aligned with a 1.5 °C pathway.

We see our global responsibility to minimise our impact and we are dedicated to taking action now. We elected to commence our decarbonisation journey now while we continue our journey to understanding our total emissions. This is why we focused our efforts in 2023 to set robust Net Zero targets and establish a roadmap towards achieving them.

It is important to us that our targets are credible and achievable, and we have developed them based closely on the Science Based Targets initiative (SBTi) guidelines. It is our ambition to verify our Net Zero targets under SBTi in due course, once we have established a thorough understanding of our Scope 3 emissions. Our target for this is 2026.

Whilst Net Zero is our final goal, we see that there is a long journey to achieving this and, during that journey, our operations will continue to have an impact on the climate. It is important to us that we mitigate this as best we can.

This is why one of our priority targets is to be a carbon neutral company, which we will achieve by investing in credible offsetting schemes outside of our value chain with the aim of balancing our unabated GHG emissions. Through this, we aim to mitigate as much as possible our impact, whilst we make progress towards reducing our gross GHG emissions.

You can find our current Net Zero Strategy and roadmap here.

Our Pathway to Net Zero
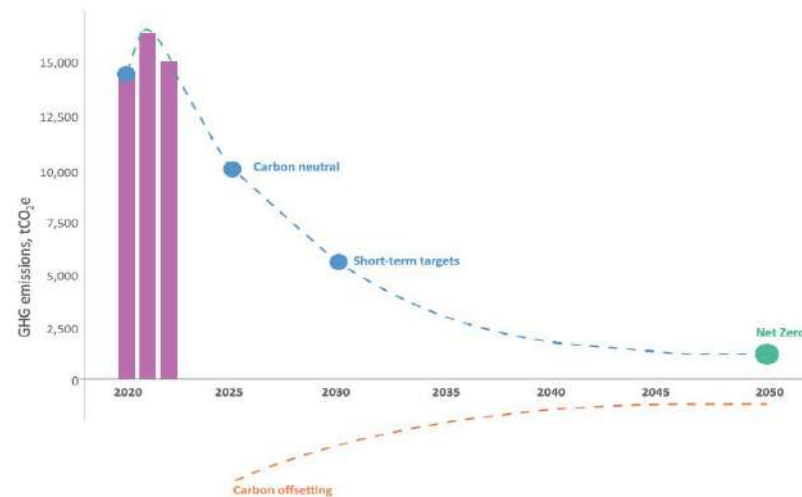
What do we mean by Net Zero?

We consider Net Zero GHG emissions to mean reducing our emissions to a state in which our company has no net impact on the climate. This means cutting our Scope 1, 2 and 3 emissions as close to zero as possible and neutralising any residual emissions, so long as they are at an acceptable level.

Datamars Net Zero targets

SHORT-TERM BY 2030

Cross-sector absolute reduction

- 42% reduction in Scope 1 & 2 compared to base year
- 25% reduction in Scope 3 compared to base year

Intensity

- 51.6% reduction per unit of revenue (CHFm)

Renewable Energy

- Actively procure at least 80% certified renewable electricity by 2025 and 100% renewable electricity by 2030 in markets where this is available

LONG-TERM BY 2050

Cross-sector absolute reduction

- 90% reduction across Scope 1, 2 and 3 compared to base year

Intensity

- 97% reduction per unit of revenue (CHFm)

Residual emissions

- Commit to counterbalance residual emissions through investment in removals and storage

ADDITIONAL

- Submit targets to SBTi by 2026
- Engage with 100% of major partners and customers regarding our net zero journey, progress and opportunities to collaborate

OUR NET ZERO STRATEGY

How we will achieve our strategy

We have developed a roadmap, designed around four core principles.
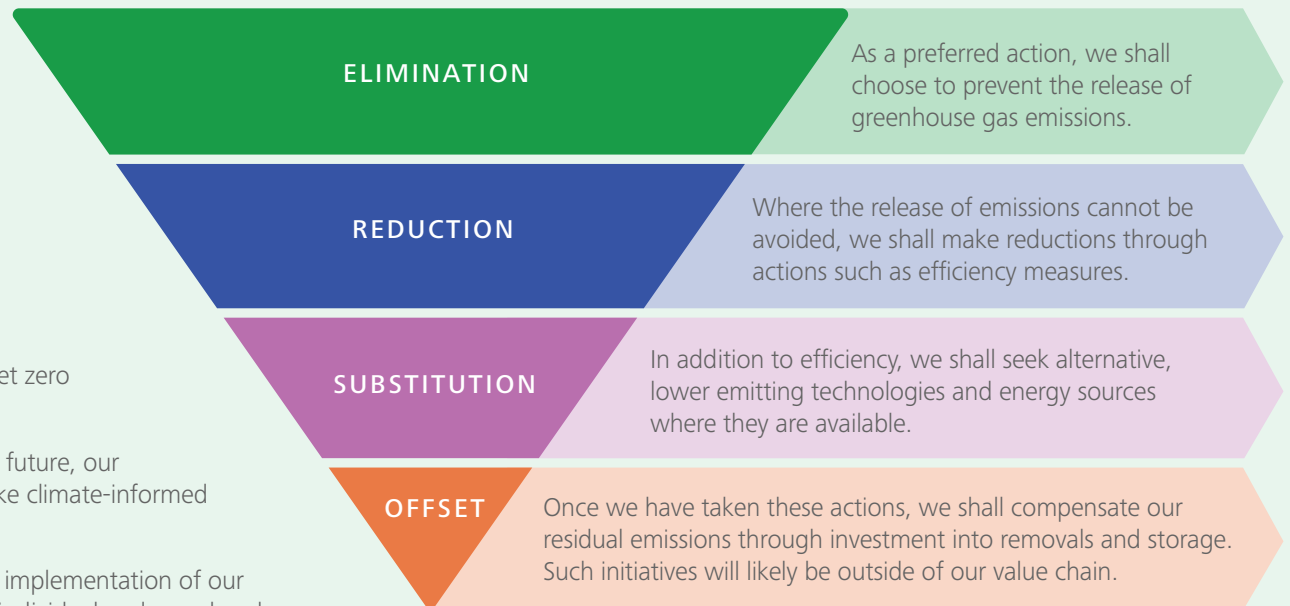
1. **Governance:** ensuring we have the structures in place to effectively implement our roadmap.

2. **Strategy:** to thoroughly embed climate considerations into our business.

3. **Impact, risk and opportunity:** understanding the landscape and maximise our impact by managing risk and taking advantage of decarbonisation opportunities.

4. **Net Zero Management:** actively monitoring and managing our net zero performance to ensure we are on the right track.

Though we recognise there is a high level of uncertainty looking to the future, our roadmap provides a framework for review. At all stages, we aim to make climate-informed decisions, guided by our Greenhouse Gas Mitigation Hierarchy.

We have recently appointed a global Net Zero Manager to oversee the implementation of our strategy, and will appoint Net Zero Champions globally to support this individual and spearhead local initiatives.

It matters to us to make an impact beyond our company boundary, and we strongly encourage and support our stakeholders with their own decarbonisation journeys.

GHG Mitigation Hierarchy

ELIMINATION — As a preferred action, we shall choose to prevent the release of greenhouse gas emissions.

REDUCTION — Where the release of emissions cannot be avoided, we shall make reductions through actions such as efficiency measures.

SUBSTITUTION — In addition to efficiency, we shall seek alternative, lower emitting technologies and energy sources where they are available.

OFFSET — Once we have taken these actions, we shall compensate our residual emissions through investment into removals and storage. Such initiatives will likely be outside of our value chain.

2020
Our baseline
Reference point against which we are tracking our emissions.

2026
Carbon neutral
Carbon neutrality of Scope 1 and Scope 2 emissions by 2026.

2030
Short-term targets
GHG reduction targets for Scope 1, Scope 2 ,and Scope 3.

2050
Net Zero emissions
Reaching Net Zero emissions across the value chain by 2050.

ENERGY

A large part of achieving our Net Zero ambitions will relate to the energy we have consumed. Our focus includes both energy efficiency and the mix of energy we use, in a hope to lead the way for a smarter, more sustainable future for our customers, communities and the planet.

First two major sites achieved ISO50001

So far, two Datamars major sites, Thailand and Spain, have achieved ISO50001 certification, and all other operational hubs are on track for 2026.

For Datamars, and in support of our GHG mitigation hierarchy, reducing energy consumption in the first place is a focus and sits at the heart of the ISO50001 energy management certification.

We are targeting to achieve ISO50001 energy management certification at all of our major operational sites.

Energy audits

We have focused our audits during 2024 in Thailand and Spain, linked to the ISO50001 workstreams.

Our energy audit programme is actively underway involving independent energy audits across key operational sites. These audits provide a comprehensive analysis of our energy consumption patterns and identify targeted opportunities for efficiency improvements. By gaining a clearer view of where energy is being used, we can strategically direct our investments toward areas that will yield the most significant impact.

At the same time, the insights from these audits will play a crucial role in shaping our energy initiatives, supporting our overall Net Zero strategy and driving measurable progress in reducing our carbon footprint.

Datamars Thailand reports 15-32% reduction in energy consumption in major production plant

Thailand and Spain have successfully implemented energy efficiency initiatives and installed monitoring systems so they can see exactly what changes deliver reductions in consumption.

Thailand recently reported **15-32% reductions in energy consumption in different plant areas through small energy conservation measures** like switching machines and lighting off when not in use, optimising the temperature of injection molding chillers and installing doors or screens to help air conditioning efficiency without impeding people flow around the site or comfort. Spain also significantly reduced consumption at certain times of the week through their monitoring of compressors.

15-32%
REDUCTION IN
IN ENERGY CONSUMPTION
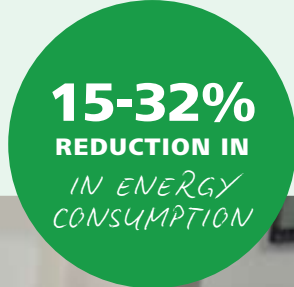
BURIN KRUAKANTHA
Senior Maintenance Engineer, Datamars Thailand

ENERGY

We have established a renewable energy roadmap towards achieving our global targets in this area, which includes:

- **80% renewable energy for Datamars' global operations by 2025.**
- **100% renewable energy at Datamars by 2030.**

We are pleased to already have on-site production of renewable energy at several key locations:
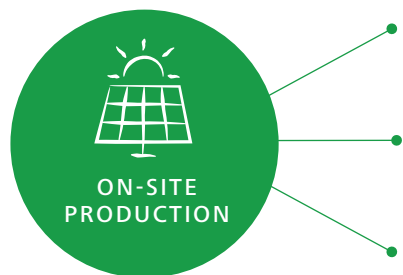
ON-SITE PRODUCTION

Spain: we regularly achieve 100% of the site's energy requirements through on-site solar production.

Thailand: operates a smaller-scale solar installation, contributing to the site's energy needs.

Switzerland: generates on-site energy, with surplus energy fed back into the grid.

We are actively exploring options to move us towards a greener energy mix and recently completed a preliminary feasibility study exploring opportunity for on-site production and the availability of purchased renewable energy at some of our major sites.

Energy considerations, informed by feasibility study, for new site locations and site infrastructure investments are now part of business decision making.

Spain
100%

Slovakia
50%

33%
RENEWABLE ENERGY
GLOBALLY

New Zealand
99%

Switzerland
100%
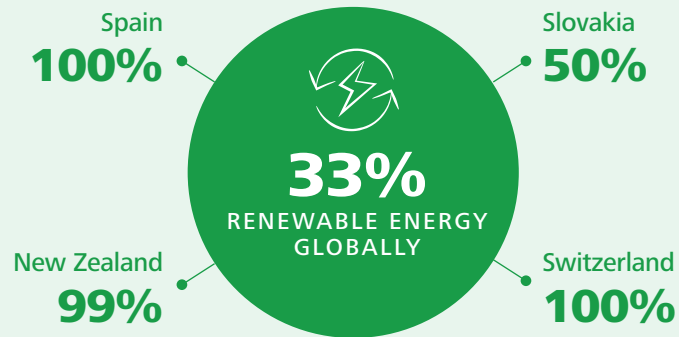
Datamars has been progressively increasing the use of renewable energy since 2020, demonstrating the ongoing commitment to sustainability.

Presently, as a result of our positive steps forward, 33% of our purchased electricity is now sourced from renewable energy.

We have a project underway to help us secure certified renewable energy for some key sites, to help us achieve our targets.

Percentage renewable energy

%

	2020	2021	2022	2023
	0	1	16	33
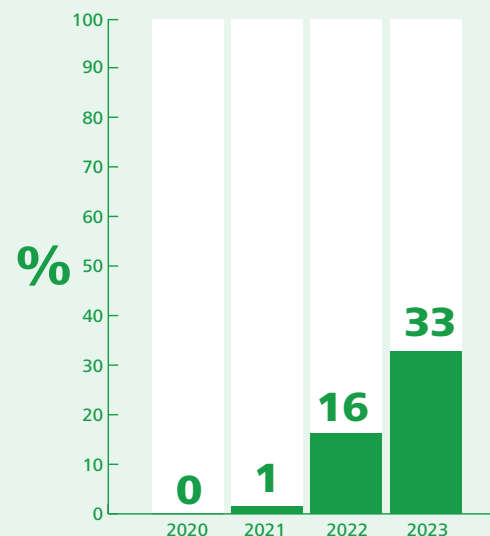
As at December 2023.

ENERGY

Datamars' energy engagement

At Datamars, fostering energy awareness and promoting sustainable practices among our employees is a vital component of our energy management strategy. One notable initiative was our **"Datamars Global Energy Challenge"**, an employee engagement programme aimed at boosting energy awareness and inspiring our employees to adopt energy-saving practices that really add up.

The challenge was centred around how small adjustments in our daily habits – at a personal and household level – can make a big difference in energy consumption and provide financial benefits. We believe that when we as individuals build our energy consciousness, and see the benefits of this personally, we develop a mindset and set of behaviours that can more naturally extend to the workplace, and other environments.

The initiative was a fun, effective way to get everyone thinking about energy in a measured way and gave them a chance to experience the positive impact of their individual, as well as their collective, contributions.

"We all want to feel like our contribution matters. If we can help people experience the positive impact of their contribution, individually and collectively, it's a powerful thing."

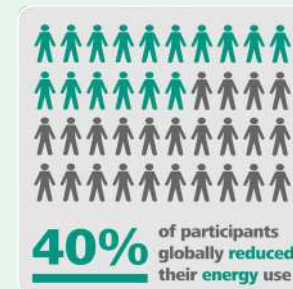TERESA STEELE-RIKA
Head of Corporate Affairs

Our Insights

Datamars Global Energy Challenge drives connection between home and work conscious behaviour.

Supporting Datamars' focus on improving energy conscious behaviour and the use of renewables, the **Datamars Energy Challenge** encouraged employees to sign up for a two-month challenge to reduce their individual household energy use with rewards for those that made the most positive impacts.

With participants from around the world, we saw (and measured) the impact that cold winters, heatwaves, and everything in between had on our team's home energy consumption.

Despite weather extremes, response to our goal of growing energy-conscious behaviour was hugely encouraging demonstrating how we can collectively make a measurable difference for our planet (and our pockets) and enjoy a little competitive camaraderie along the way.

20% of participants reduced energy use by **AT LEAST 15%**

These participants were spread across 4 different regions

40% of participants globally reduced their energy use

10% OF PARTICIPANTS GLOBALLY reduced their energy use by **AT LEAST 25%**

Two of our winners reduced energy use by more than **50%**

OUR WASTE MANAGEMENT

Waste management is a fundamental element of our Global Operational Excellence and is reinforced through our work ensuring all our major sites are ISO14001 certified.
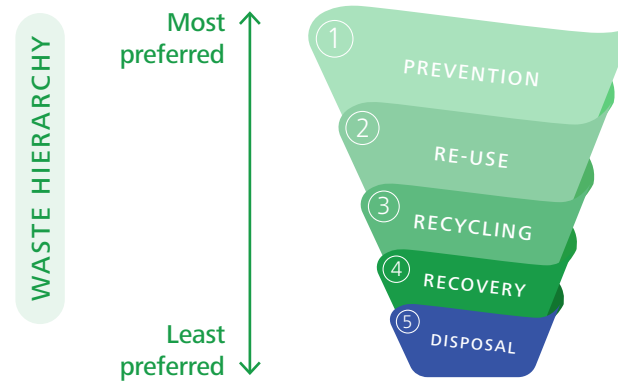
We are dedicated to continuously enhancing our waste management performance by implementing stronger best practices across all our operations. These practices guide us in minimising our waste impact, while simultaneously reducing our waste-related carbon emissions.

A notable example is our site in Spain, where our "Manual of Good Environmental Practices" specifically addresses the waste hierarchy, offering practical recommendations.

Our environmental efforts towards effective waste management practices have resulted in several impactful initiatives. These initiatives, which are detailed in the following subsections include:

- End of life disposal process of two products in New Zealand
- Sustainable packaging project

We are firmly dedicated to applying the waste hierarchy across our operations to ensure responsible waste management. In particular, the waste hierarchy is specified across all our ISO14001 certified sites through practices aimed at minimising landfill waste and maximising opportunities for reuse and recycling, and the principles are also carried through to our smaller sites.

WASTE HIERARCHY

Most preferred

1. PREVENTION
2. RE-USE
3. RECYCLING
4. RECOVERY
5. DISPOSAL

Least preferred

"The waste hierarchy is key in our operations. As is close collaboration between the quality and production teams and training, training, training! Our teams are united on the goal of material efficiency, from both a customer supply and a waste management perspective."

TERESA PEREZ
Quality Manager, Spain

We are proud to highlight that our significant progress in Datamars' largest site in Thailand has led us to achieve:

ACHIEVEMENT IN THAILAND

REDUCTION IN WASTE PRODUCTION INTENSITY in Datamars' largest site, Thailand

65% WASTE RECYCLED

-83% IN WASTE EMISSIONS

Dedication to ongoing waste management at Datamars' largest site in Thailand has led to **significant improvements** including a reduction in waste production intensity. From a starting point of no recycled waste, we have now achieved a recycling rate of 65% by tonnage and an **83% reduction in waste emissions** compared to our base year.
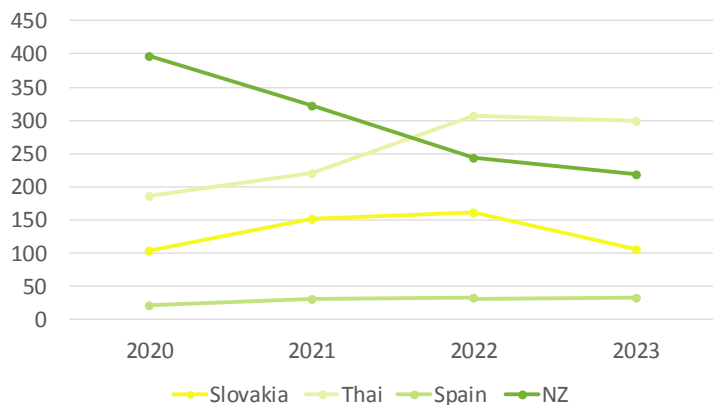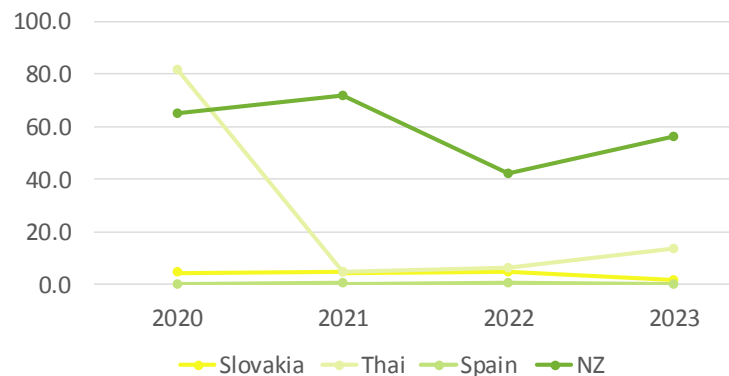
OUR WASTE MANAGEMENT

Waste through operations

The following shows our waste through operations impact for major operational sites for the period spanning 2020 to 2023. These figures show our total volume of waste generated through operations, emissions related to the disposal of that waste and percentage of waste through operations that is disposed via a recycling method.
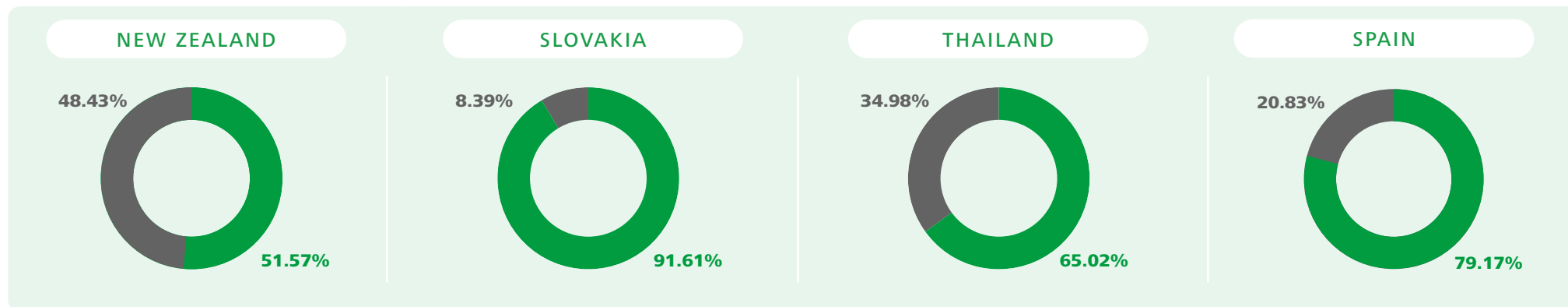
WASTE AT MAJOR SITES (Tn)

Legend: Slovakia, Thai, Spain, NZ

WASTE EMISSIONS AT MAJOR SITES (TnCO₂e)

Legend: Slovakia, Thai, Spain, NZ

% waste recycled in 2023

● Recycled waste
● Non-recycled waste

NEW ZEALAND

48.43%
51.57%

SLOVAKIA

8.39%
91.61%

THAILAND

34.98%
65.02%

SPAIN

20.83%
79.17%

Maintaining landfill avoidance in Spain

SPOTLIGHT

While advanced waste management practices are well established in our major plants, Slovakia, Spain and Thailand, all of which are ISO14001 environmental management certified, a standout example of our approach is at Datamars Spain.

A comprehensive **'Manual of Good Environmental Practices'** is well in use by the team. This manual outlines the waste hierarchy, explains its principles, and provides practical tips and recommendations to minimise waste generation and improve environmental performance.

"In Spain, we are firmly committed to minimising waste sent to landfill. All waste generated from our production processes is managed by certified waste managers who ensure proper recycling, recovery, and disposal methods that align with the highest environmental standards." explains Teresa Perez, Quality Manager Datamars Spain.

Our approach highlights our dedication to reducing landfill dependency by segregating waste streams and collaborating with waste management partners to handle production waste responsibly. The focus remains on preventing valuable materials from ending up in landfills by emphasising recycling and recovery options wherever possible.

"In 2023, we saw significant reductions in specific waste streams, such as toner, batteries, and electrical equipment, demonstrating our ongoing efforts to manage waste effectively. However, we also noted increases in paper, cardboard, and plastics, prompting us to refine our strategies and explore further opportunities for waste reduction and improved recycling." says Teresa.

We continue to work closely with our waste management partners to enhance transparency, optimise waste handling, and reduce our environmental impact, ensuring that landfill remains a last resort for our waste disposal needs.

OUR PRODUCTS

Life Cycle Assessment

SPOTLIGHT

A Life Cycle Assessment is a recognised leading methodology, normed by ISO 14040-14044, for environmental impact evaluation.

This science-based tool is used to evaluate the environmental impacts associated with all stages of a product's life, from raw material extraction through production, use, and disposal, providing a comprehensive view of a product's environmental footprint.

This helps organisations make informed decisions to minimise negative environmental impacts throughout the product's lifecycle.

In 2023 we commissioned a third-party screening life cycle assessment on 3 key products (visual and eID tags) which were prioritised based on materiality and the potential for innovative improvement, in terms of material type, current end of life practices, and manufacturing processes.

The goal was to evaluate their carbon footprint in both a business-as-usual situation and in various innovative material and end of life scenarios.
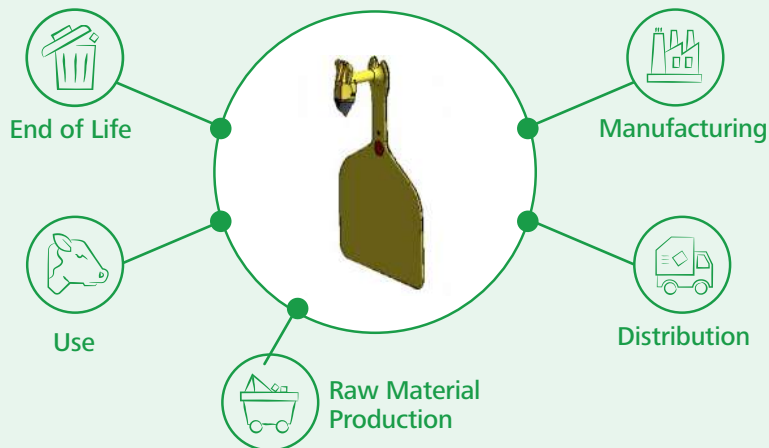
The results of the assessment enabled us to see where within the lifecycle environmental impacts were occurring, what was causing those impacts and the relative environmental performance of alternative scenarios. This allows us to make better informed decisions on design, manufacture and market strategy in respect to these products – and future similar ones - to minimise their environmental footprint.

Actions taken as a result include the reinforcement of the Eco-Design process during the new development and improvement of our products. Insights have also fed into the sustainable packaging programme, where changes have been implemented to increase the amount of recycled and recyclable material in use.

"We spent time identifying and testing new materials to assess emerging technologies and their potential application. We will continue to explore opportunities to stay at the forefront of innovation."

DAMIEN PACHOUD
Chief Technology and Production officer

End of Life

Use

Raw Material Production

Manufacturing

Distribution

SELECTED PRODUCTS

4-6 months

Visual Mgmt Tag
Market Area:
USA, Canada

7-10 years

Electronic Official Tag
Market Area:
Australia, USA, New Zealand

7-10 years

Visual Official Tag
Market Area:
Global

OUR PRODUCTS

End of Life Product Trial

A pilot End of Life (EOL) disposal process was tested and documented in New Zealand for our Tru-Test Active Tag collar and ear tag products.

While these products are durable with a lifespan of 5-8 years, they contain various materials, including batteries, that we aim to keep out of landfills. While new to the market and a few years away from end of life, livestock producers are increasingly adopting our advanced animal tracking technologies and the anticipated rise in usage, and the potential for environmental impact, is why this initiative is a priority.

Datamars has teamed up with local waste providers trialing the entire disposal process: collecting the products at end of life, minimising transportation, disassembling components for appropriate waste streams, and exploring reuse, recycling, and other disposal methods. Key to our approach is ensuring ease of participation for customers.

We are committed to end of life solutions that align with our goals, are in line with our SBTi based net zero framework and are supported by our customers. We are confident that we are on the right path toward finding solutions that not only reduce waste emissions but are genuinely smart solutions that our customers can easily implement.

Insights gained from this trial are feeding directly into our product design processes, reinforcing our commitment to minimising material use, prioritising reuse, and designing products that are easy to disassemble. While we've made significant progress in identifying partners and processes, we continue to collaborate with industry and waste management companies to refine and expand recycling and collection options.

This, alongside other local pilots, will provide key learnings as we look to develop global end of life frameworks and guidance for this, and future products as a standard.

OUR PACKAGING

Sustainable Packaging

We define sustainable packaging as **packaging that meets our current functional and economic needs without compromising the future of our planet and communities.**

Our total group packaging is estimated to be responsible for 8-15% of our value chain emissions within the current inventory. These cradle to gate estimates encompass the production of the packaging we use for products and transportation across our global business. We plan to expand to include cradle-to-grave emissions, such as those associated with the disposal of packaging by our customers, as we further develop our Scope 3 GHG inventory.
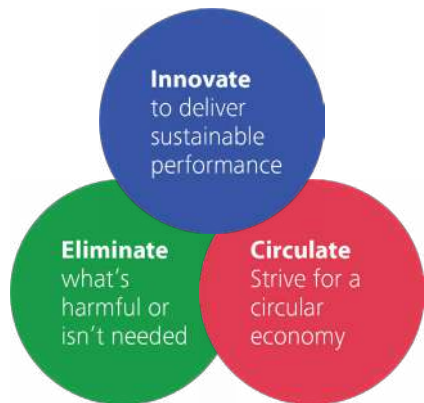
We have taken the following actions:

- **Sustainable Packaging Principles:** We are in the process of embedding sustainable packaging principles within our processes, ensuring our teams are educated and equipped to make informed decisions.
- **Environmental Impact Review:** We reviewed the environmental impact of our packaging, identifying key areas for improvement. This analysis allowed us to prioritise efforts based on materiality and timelines for realising impact.
- **Phased Programme Implementation:** We have developed a phased programme to systematically address each area of improvement, building on learnings and refining processes.

"Sustainable packaging is more than just moving to cardboard boxes. It's making smart decisions with the interests of our team, our business, our customers, and the planet in consideration. If it meets the needs in one area at the expense of others, it's not really sustainable."

FADI ALLOS
Product Manager

Innovate
to deliver sustainable performance

Eliminate
what's harmful or isn't needed

Circulate
Strive for a circular economy

Sustainable Packaging Principles

Solar clam shell transition

In 2023, Datamars prioritised the re-packaging of our solar energizer range, specifically replacing PVC and PET clamshells.

Following thorough investigation, testing and consultation with stakeholders, including our customers, we have introduced a new solution that moves from PVC clamshells and inserts to a single item composed of 100% recycled cardboard.

The new solution serves as a demonstration of a cross functional team bringing our sustainability principles to real life.

Environmental impact

- 62% approximate reduction in packaging emissions profile.
- Elimination of approximately 11 tonnes of PVC plastic.
- Eliminated different material types.
- Utilises 100% recycled materials.
- Optimised for disposal methods – single material, recycling and combustion enabled.

Transportation efficiency

- Optimised shipper container use.
- Increased number of products to a pallet.
- Reduced risk of transportation damage.

Operational efficiency

- Number of items reduced from 3 to 1.
- Streamlines manufacturing process.
- Improves ease of assembly and time to assemble.

Customer ease

- Improved communication for decision making in store.
- Simplified carry handling.
- Simplified unboxing.
- Reduction in volume and types of waste for disposal.

Retail customer performance

- Enhanced on shelf presence and shelf space optimisation.
- Improved handling and customer carry.
- Improved protection during transportation.

Cost management

- New solution maintains cost competitiveness.

OUR PACKAGING

Sustainable Packaging Project – year 1, 2024

As part of our phased programme, we have made notable progress during the first year. The outcomes and insights collected from Year 1 offer an overview of our achievements and impacts in sustainable packaging.

Scope and Progress

Year 1: 2024 scope

Approximate number of products in scope for change: **878**

Total project completion status:

72%   **28%**

Note: As at Nov 2024.

2024 Priority category focus

Repackage energizers and fence tools in clamshells in new innovative solution:

73 product SKUs representing 33% category revenue

Key project completion status:

80%   **20%**

Note: As at November 2024.

Year 1 (2024) Impact Summary

Progress as at Nov 2024 ⬤

Eliminate

Eliminate 28% of polystyrene	**21%**
Eliminate all PVC material	**80%**
Eliminate all plastic clam shells	**80%**

Reduce   Annual volume reduction

Reduce plastic (LDPE)	610kg
Reduce unnecessary cardboard and paper	1800kg
Reduce unnecessary transportation	>58 less pallets for same volume of product

Strive for circular economy

Number of product SKUs moved to >60% recycled material packaging	73
Number of product SKUs moved to recyclable packaging	89

↓**12%** DECREASE
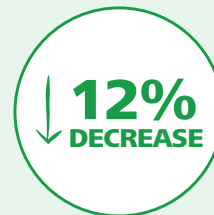
Annual packaging GHG emission reduction

Estimated from year 1 projects

Note: Completion is categorised in the project as when the change is complete in the system and has been transferred to production. Actual roll out to market timing is dependent on existing stock on hand and may be up to 6 months for some markets.

Emissions reduction is estimated based on volumes and material calculations in line with 2022 DEFRA emission conversion factors consistent with our GHG assessment methodology.

OUR NEXT STEPS

Solutions for sustainable productivity in livestock and textile sectors:

Continue organic and M&A investment into technologies that enable more efficient use of scarce resources and reduced environmental impact as part of optimising customer commercial success.

Vehicle transition:

Assessing opportunities for more efficient use of vehicle fleets and transitioning to low carbon options where it makes sense.

Renewable energy roadmap continues:

Establish renewable energy assessment criteria within our new site and site refurbishment standard operating processes.

Continue to procure renewable energy to reach 80% target by 2025.

ISO14001 NZ, NA, Mexico and Brazil:

Continue work to have all major operational sites enviro management certified, with a clear focus on waste management and cultural embedding of environmentally friendly practices.

Complete Scope 3 inventory:

Inclusion of business travel and employee commuting data into Scope 3 GHG inventory.

Improve data collection:

Expand our climate reporting platform to continue to improve seamless information flow and transparency on environmental performance, and to integrate with internal systems and reporting processes.

Carbon neutral:

Investment in quality programmes, via engagement with our teams and local programmes accredited, to reach carbon neutrality while we continue on our net zero emission reduction roadmap.

Sustainable packaging:

Continuation of our phased programme to achieve emissions reduction targets as part of our net zero roadmap.

Product end of life:

Complete investigation and formalise end of life procedure for priority 1 product, and continue work to embed end of life planning in product design phases.
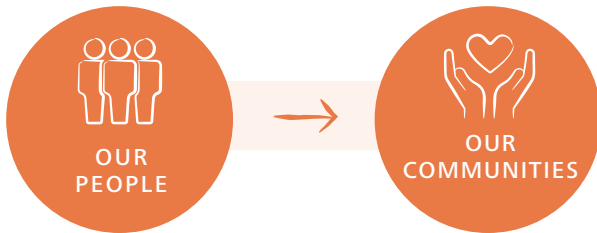
SOCIAL

MATTERS.

KEY ACHIEVEMENTS

Our People

DEI ADVANCEMENT

Diversity Equality and Inclusion Charter signed, development of DEI strategy and roadmap, and onboarding of external partner.

INCLUSION SURVEY

Circulation of Datamars' inclusion survey with a 52% participation across 19 countries, including direct and indirect staff.

HSM CERTIFIED

50% of our major operational sites have become ISO450001 Health and Safety Management certified.

HRIS IMPLEMENTATION

Development and implementation of a Human Resources Information System.

DEI METRICS

Development of a baseline understanding of our diversity metrics.

LEADERSHIP POSITIONS

30% leadership roles held by women.

Our Communities

CUSTOMER SUPPORT

24/7 customer support in NZ and Ireland for smart farming solutions.

CUSTOMER ENGAGEMENT

65% engagement rate from Datamars Livestock Training Academy.

COMMUNITY IMPACT STRATEGY

Development of a Community Impact Strategy and impact programme.

CHILD LABOUR AND CONFLICT MINERALS

Implemented child labour and conflict mineral supplier assessments and new policy compliance, with 77% of our priority 1 suppliers confirming adherence and compliance.

TECHNOLOGY SOLUTIONS FOR PET AND FAMILY CONNECTION

Investment and acquisition of technology solutions that support disease management in societies and the bond between pets and their human families.

GLOBAL FOOD SECURITY AND REGENERATIVE AGRICULTURE

Establishment of the independent, charitable, Datamars Sustainability Foundation, to accelerate sustainable agriculture solutions.

OUR ASPIRATIONS

OUR PEOPLE → OUR COMMUNITIES

Our People

We aspire to attract and retain a diverse population of employees that reflects our communities; and to empower and enable our people to make a measurable difference within in our organisation and in the lives of our customers.

We are committed to developing a culture whereby speaking up on health, safety, ethics and wellbeing matters is encouraged so we have a greater ability to improve and learn, and to demonstrate that even small positive changes can make a difference.

Our Communities

We are intricately linked to our communities and have the ability, and desire, to improve our social and economic impact. We strive to advance vulnerable populations, and the local communities in which we operate, by evaluating and further improving our social and economic impact.

OUR COMMITMENTS

We have set ourselves a range of ambitious commitments to advance in our social journey moving forward:

| Achieve ISO45001 Health and Safety certification by 2026 in all our major sites | Maintain 100% employee completion of conduct and ethics training and policy acceptance. | Accelerate sustainable food production and farming systems that support local communities and positively contribute towards ending hunger. | Increase leadership positions held by women above 30%. | 100% of commercial and operational hubs supporting community prosperity programmes demonstrating measurable impact. | Enhance the quality of life through connection between pets and their human families. |

In the following 'Our People' pages, our approach to key areas that shape our workforce is presented. This includes our commitment to Diversity, Equity, and Inclusion (DEI), our efforts in learning and development, initiatives to drive employee engagement, and our focus on health and safety. These topics reflect our dedication to creating a positive and supportive environment for all employees.

In the 'Our Communities' section, readers can explore our engagement with the communities we serve, starting with our stakeholder mapping efforts to ensure all voices are heard and followed by our approach to fostering sustainable supplier partnerships, our customer engagement strategies, and our community outreach initiatives. We place special emphasis on the establishment of the **Datamars Sustainability Foundation**, which plays a crucial role in driving long-term social impact within the communities around us.

OUR PEOPLE

Diversity and Inclusion

Our people are our most valuable asset and we are dedicated to creating a workplace where everyone feels respected, included, and empowered, upholding the highest principles of equality.

We recognise that diverse and inclusive teams fuel innovation, enhance decision-making, and are essential to our sustainable growth.

To underpin our diversity and inclusive approach we developed a **Datamars' Diversity, Equity and Inclusion Charter** which defines our vision, outlines how we approach DEI at Datamars, and sets out our commitments, scope, and reach in this area. By embedding these values into our everyday practices, we strive to attract and retain a diverse workforce and build a workplace where every individual can thrive and contribute to our collective success.

In our pursuit of making a measurable difference, we have implemented robust initiatives to ensure fairness and equality in all aspects of our operations. This includes taking proactive steps to prevent discrimination and provide ongoing awareness training to our employees.

During this period, we have concentrated on:

- **Establishing our metrics and reporting frameworks** to track progress.
- **Understanding the results of our inclusion survey,** completing listening sessions, and integrating feedback into our DEI workplans and learning programs.
- **Continuing our education programme** with an emphasis on leader training and wider awareness development.
- **Reviewing our critical business processes, policies, and procedures,** with an initial focus on recruitment, to ensure they support our DEI objectives.

Our Diversity in Numbers

Having a diverse and equitable workforce is integral to our broader ESG objectives.

We continually strive to improve our diversity figures by setting and achieving ambitious targets that drive meaningful progress in our diversity performance. Notably, we are proud to have achieved our 30% target of women representation in leadership positions during this period, and we aim to exceed this in the future.

Although we are in the early stages of rolling out our Diversity, Equity, and Inclusion programme, we have already taken decisive steps to enhance our recruitment practices. For all senior and leadership roles, we ensured that final shortlists were gender-diverse. From December 2022 to December 2023, 100% of senior role shortlists included at least 20% women, with at least 1 in every 3 to 5 final candidates being female.

Current women's representation in leadership

30%
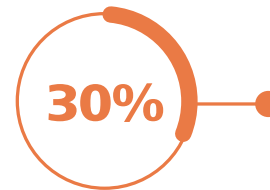
Target: At least 30%

10% increase since October 2022

We are further developing our metrics and reporting processes and systems to monitor the following globally;

"We know we're just at the start of this important journey. However, our achievements on Datamars' diversity profile reflect positive progress in our equality performance at an HR level. We keep pushing and meeting our targets, which we are confident will help us improve our figures in the coming years."

MIRANDA BOON
Global HR Director

Recruitment

Percentage of leader recruitment short lists that include >20% women (1 in 3-5).

Target:100%

Retention

Variation of women's turnover versus total turnover.

Target: 0% increase against group turnover

Advancement

Internal appointment rate, by gender.

Target: Being developed

Diversity Strategy and Roadmap

Inclusion survey / internal
listening conversation
programme

2024

DEI and unconscious bias
and training for leadership

2024 & 2025

Gather internal diversity
data to perform
benchmark profile

2024

Align critical business
processes and procedures
for recruitment

2024 & 2025

Establish metrics to
monitor progress and
performance

2024

Align critical business
processes and procedures
for other HR &
procurement policies

2024 & 2025

DEI charter, strategy,
action plan,
governance and
resourcing

2024

More to come!

Roadmap for wider DEI work
Year 1 aspirations and starting point for year 2

We have developed a **DEI strategy and roadmap** aimed at understanding our current diversity and inclusion profile and perspectives, establishing a base company position and aspirations, providing relevant DEI training and aligning our core recruitment and HR procurement policies and processes to our DEI objectives and progress. We are confident that our strategy and roadmap will help us become a more inclusive business by building a deeper and consistent understanding around DEI and developing skills to better manage diversity and inclusion.

Inclusion Survey

In 2024, we implemented a "Datamars Inclusion Survey" to better understand how employees from all groups feel about the inclusiveness of our culture and how they experience the workplace within Datamars.

"Understanding what really matters to our people is our first step. The inclusion survey and discussions have been an interesting learning for me, and certainly shine the light on how different people experience our workplace in different parts of the world and where we can focus effort."

DAN HARTER
Datamars VP Commercial, North America

Total responses by country

Location

Argentina	Serbia
Argentina & Brazil	Slovakia
Australia	Slovakia & Czech
Brazil	South Africa
France	Spain
Germany	Switzerland
Ireland	Thailand
Italy	UK
Netherlands	US
New Zealand	

991 RESPONSES

43 43 5 27 27 30 11 9 2 67 2 34 44 13 71 81 459

Number of employees that responded

Total responses by gender

- 6 (1%)
- 408 (41%)
- 577 (58%)

- FEMALE
- MALE
- OTHER

Total responses by staff category

- 57%
- 43%

- INDIRECT (non-operational staff)
- DIRECT (operational staff)
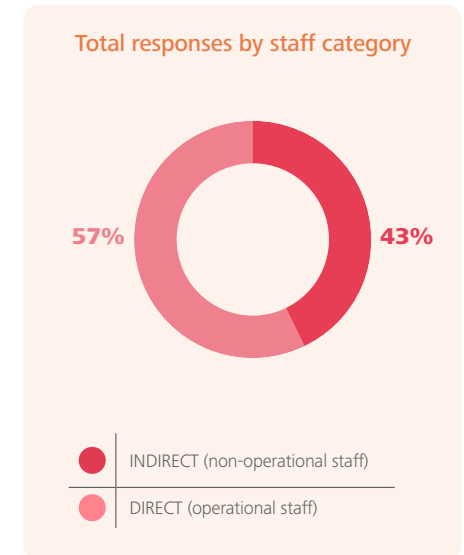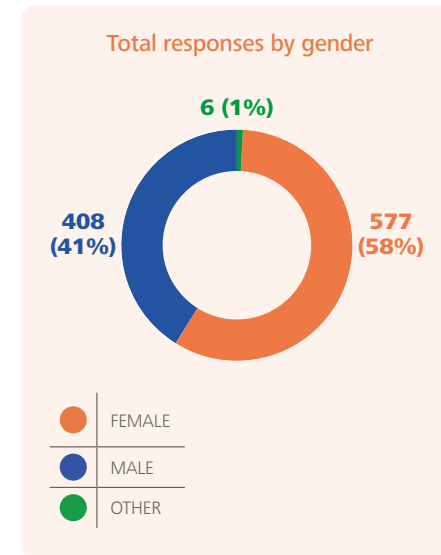
We are currently conducting focused discussions with teams and building actions into our DEI workplans at global and local levels.

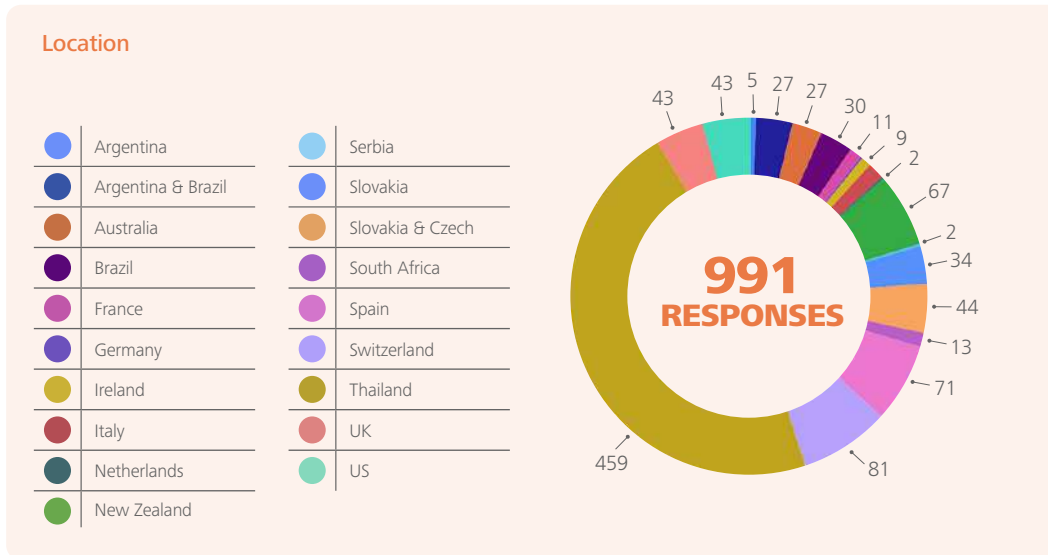This forms part of our ongoing work in developing our DEI governance structure to ensure clear ownership and accountability, and appropriate support for leaders and teams on the ground.

- The survey was made available to **1889 employees**.
- **991 people** across 19 countries completed the survey giving a response rate of **52%**.
- Response rate was equal between men and women (52% of both men and women at Datamars participated).
- 43% responses were from indirect staff and 57% from direct staff.

Diversity Education and Awareness

Ongoing education and development are essential for driving meaningful progress in our ESG journey and ensuring long-term success.

Within our DEI programme, we have placed particular emphasis on leadership training, to build our capability and to help us lead the DEI agenda from the top. We are also expanding awareness across all levels of the organisation, through various company wide education and engagement initiatives.

Leader DEI sentiment pulse check – December 2023

We held a leader DEI sentiment pulse check to identify and help address the needs and queries of our leaders and enhance education and training efforts. The pulse check included:

- Where leaders felt stronger diversity would deliver value in their areas/teams.
- What barriers they felt they had to improving diversity, equity and inclusion in their areas.
- Questions they had on the topic in general and its relevance for Datamars.

Senior leader introduction to DEI session – December 2023

An introduction to DEI has been conducted for our senior leaders by an external partner covering critical topics such as the definition and significance of DEI, its role in driving organisational performance and sustainability, and its alignment with our ESG goals.

Additionally, the session explored how DEI supports our positive contribution to addressing societal challenges.

Global Employee Webinar on Understanding Bias – June 2024

SPOTLIGHT

We hosted a Datamars Global Webinar that engaged more than 300 staff members from around the world, receiving positive feedback, with 8/10 participants confirming they 'would recommend' the outreach.

The webinar covered a range of topics, including:

- Introduction to DEI terminology and definition.
- Exploration of social challenges and their importance.
- Introduction to bias nature —why we all have it, how it can be both beneficial and limiting, the various types of bias, and how it might manifest in everyday situations.
- Practical strategies for identifying and mitigating bias in key scenarios.
- How it relates to gender equality and why this is an initial area of focus for Datamars.

"

Understanding what unconscious bias was and what it meant to me was really useful. Learning the SPACEE strategy is my go-to from now on.

Really interesting way of explaining equity and I understand it's value much more now.

I found it really useful to think about my unconscious biases that I haven't thought about before.

I was still thinking of the comments and content after the session and even discussed it with friends and family. It is very topical, especially the subconscious biases we all have. I found it very useful.

The thing I found most useful was naming the things we experience, for example microaggression. I know that I experience something, but I do not know how to explain this to others when it is just a feeling without a name. Here I learned some definitions that can help me explain my experience to others.

"

International Women's Day – Awareness, Education and Recognition Focus

SPOTLIGHT

While we firmly believe that gender equality should be an ongoing commitment rather than a matter of single-day recognition, we see International Women's Day as an opportunity to highlight the societal issue and its connection to us as a business and a community, enhance our understanding and capabilities, and unite our staff in a meaningful and engaging way.

- **Awareness and education**

  In 2023, we curated a diverse selection of educational resources, offering staff the opportunity to engage with content through various 'watch, read or listen' formats. For our 2024 celebration, we invited all staff to a global webinar focused on DEI, the importance of women's representation, and unconscious bias understanding.

- **Visibility and representation**

  We share the voices and stories of our people – across genders – and what gender equality means to them. In 2023 we ran 'For Good Measure', a week-long storytelling initiative that featured daily narratives from team members worldwide. These stories showcased their roles, career journeys, the positive influences that shaped them, and their personal perspectives on gender equality.

- **Local celebration and unity**

  With a global 'Purple day' local teams dress up, and hold morning teas or events where they share further education and raise awareness in a way that is relevant to them. In 2023, Datamars NZ ran a morning tea and had other staff members, male and female, speak to the team about their own experiences, what gender equality means to them and how it's relevant in their world. Purple Day photos are shared on our various channels, showing the vibrancy and energy of the teams coming together around an important aspect of our company and communities.

Talent Management and Development

Continuous learning and development are essential to building a resilient, future-ready workforce.

Talent development: laying the foundation for future leadership

At Datamars, talent management plays a crucial role in succession planning, which involves identifying key roles within the organisation and defining the main responsibilities, competencies, and requirements for each job. This structured process helps to create a clear roadmap for employee learning and development, ensuring we are prepared for current and future business challenges.

Identifying potential leaders

Using the nine-box tool, Datamars evaluates employees' performance and potential. This enables the company to pinpoint emerging leaders who can be nurtured to step into key roles in the future.

Ongoing development

Once potential leaders are identified, we focus on developing these individual's skills, expertise, and knowledge through training programs and valuable work experiences. This not only prepares them for future leadership roles but also fosters a talent-oriented culture within the organisation.

Training programs are being designed to address specific skills gaps or to develop broader leadership competencies. These include:

- On-the-job training
- Mentoring and coaching
- Job rotation
- Workshops and e-learning courses

Beyond our leadership focus we recognise that by investing in employee training overall, we empower individuals to reach their full potential, aligning their growth with our organizational goals, and fostering a culture of innovation and excellence. This is an area we continue to look to develop further programmes in.

"We aim to provide our potential leaders with the tools and experiences they need to grow and succeed in their future roles."

MIRANDA BOON
Global HR Director
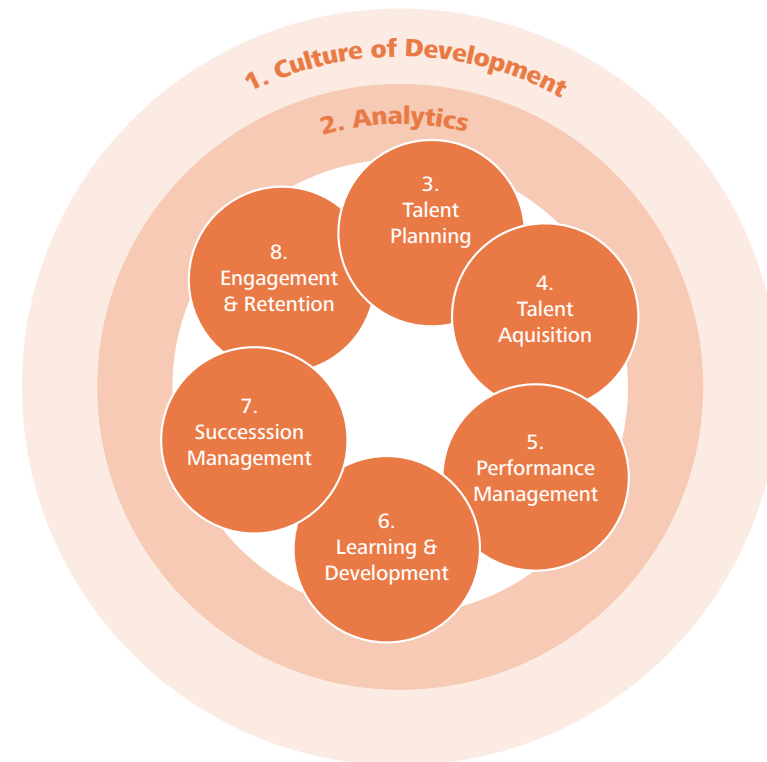
Talent management framework

Employee Engagement

During this period, Datamars focused on enhancing unity and connection within our global team, emphasising communication and shared purpose across our diverse workforce.

Getting to know – Communication focus:

We have launched the Datamars Days profile series, fostering deeper connections by sharing personal stories of team members around the world.

Digital tools have been introduced to facilitate peer-to-peer feedback, comments, and recognition, enhancing team engagement and connection across geographies.

Our Facebook Community, started during the COVID pandemic to support personal connection of staff globally, has become a space for personal connections across countries, cultures, and languages, encouraging team members to interact beyond professional boundaries.

We showcased cultural initiatives, such as celebrations of the Thai New Year and Matariki (NZ), highlighting the diverse backgrounds within our team and building awareness of different cultural traditions and values.

Building pride in legacy and connection to purpose and strategy:

Our 35 year anniversary initiative in 2023 focused on celebrating Datamars' legacy and reinforcing our goals and aspirations for the future. Through storytelling, video content, and personal narratives, we highlighted the roots of our purpose and the impact we aim to make in the world. This initiative not only honored our past but also strengthened our collective vision for the future, connecting our team to the legacy we aspire to create together.

Creating global experiences:

In celebration of our 35 year anniversary we launched a global initiative providing our team the opportunity to win a trip to a Datamars site of their choice anywhere in the world. This initiative provided a unique chance for employees to understand and potentially experience the company's global reach firsthand, blending work, team engagement, customer visits, and leisure, fostering deeper connections across our international sites.

Datamars celebrates 35 years

We marked our 35th anniversary by celebrating our journey and the incredible impact we've made over the years.

It was about bringing people together, celebrating who we are, and getting excited about what's next!

SPOTLIGHT

Engagement Insights

More than 150 entries from around the world in our 'Win a Trip' competition.

80% increase in positive reactions within internal channels during the month of the competition.

The winner's story was the #1 news story of 2023.

Highest global staff engagement event of the year.

"The chance to spend time with a colleague from a very different market to ours showed us that we are often closer than we imagine. As a global company, when we share ideas and experiences we can grow together."

NAYELI SANCHEZ
Regional Marketing Co-Ordinator, NZ

DATAMARS
35 YEARS

'Amor Brasil' helps Datamars staff support their flood affected colleagues

SPOTLIGHT

The incredible show of unity across the Datamars team and Board raised just over USD$42,000 for our Brazilian colleagues impacted by devastating flooding.

In early 2024, the devastating flooding that impacted the area of Rio Grande do Sul, resulted in widespread humanitarian and economic disruption, with 500,000 people displaced across the region.

The Datamars Brazil team, based in Porto Alegre were in the heart of the impact. 14 of our staff lost their homes and all personal possessions, while many others were without clean water and electricity. The Datamars Brazil site was also flooded beyond repair and required a complete rebuild. A local Datamars crisis team formed immediately to provide urgent welfare and financial assistance to staff, with the support of the global organisation.

In response to staff requests to personally offer support and show solidarity with their colleagues, we launched an 'Amor Brasil' campaign. We initiated a global donation platform (as an independant charitable account) so that team members across Datamars could make voluntary donations, with Datamars matching all donations. Funds raised were used to fund household belongings, appliances, food and housing costs of our impacted staff and their families.

Our teams in Ireland, Australia and New Zealand ran widespread team events that not only helped raise funds, but increased awareness of and connection to our team in Brazil celebrating Brazilian culture. This initiative brought our global team together and made a real difference for those in need, showing the power of unity and compassion across our company.

Health and Safety

Our people are the heart and soul of our business, and caring for their health, safety, and overall well-being is one of our most unwavering commitments. We know this is essential to nurturing an empowered, engaged, and motivated team that drives the best outcomes for our company.

A commitment to best practice and cultural excellence

Our goal to have all major sites ISO45001 Health and Safety certified is a strategic decision, enabling us to provide a consistent and supportive framework to our teams around the world, create transparency to support good governance and risk management, reduce costs, and foster a culture of continuous improvement. This is key to embedding a health and safety culture that leads to business performance.

"We want our people to return home at the end of the day safe, well, and happy!"

ISABEL MAU
HSE Manager, ANZ.

Health and Safety

ISO45001 H&S Management System Certified

We are pleased to report that we have achieved ISO45001 certification in 3 out of 6 – 50% of our major sites (Slovakia, Spain and Thailand). Our efforts have included:

Implementation of Internal H&S Audits in Our Operations Sites: we conduct regular internal audits to assess and enhance the effectiveness of our H&S management practices, ensuring compliance and continuous improvement.

Development of H&S Procedures and Safety Practices: We have developed comprehensive H&S procedures, ensuring safety protocols are embedded in all work processes. This includes rigorous training programs and ongoing updates to keep our procedures aligned with best practices and regulatory requirements and our employees empowered and enabled.

Employee Training and Awareness on H&S: A systematic approach to training is implemented, including dedicated H&S sessions as part of employee induction. This ensures that every employee, from new hires to long-standing staff, understands their role in maintaining a safe workplace.

Best Practice: Sharing and Recognition

We believe that sharing best practices and recognising achievements are essential to cultivating a culture of safety and continuous improvement. By openly exchanging knowledge and celebrating success – supported by our consistent global H&S frameworks - we empower our teams to learn from each other and drive excellence across our operations. Our key initiatives include:

Supporting Kaizen Programmes: We encourage continuous improvement through a Kaizen philosophy (the constant pursuit of small improvements), with a step-by-step mindset, which can be achieved through formal workshops or the day-to-day initiatives, complemented by best practice sharing communications. This initiative supports visibility, recognition, and shared learning of operational betterments, particularly those that enhance health and safety outcomes, at all levels.

Building Team Spirit and Recognising Improvement Progress: By recognising and celebrating improvements, we aim to build a strong sense of teamwork and motivate employees to actively contribute to our health and safety goals.

Safety Alerts to Improve Awareness Globally

We continuously promote safety awareness and proactive safety management as a priority. A safety alert system is currently under development and will be introduced as soon as practicable:

Global Safety Alert System: In the event of an accident at any of our sites, a Safety Alert will be generated using a standardised template. These alerts will provide detailed explanations, illustrations, and actions taken to prevent recurrence. The alerts are will be shared globally, allowing all sites to review the incident and implement preventive measures if similar risks are identified at their locations.

Sharing and Visibility: Safety alerts will be communicated to all site managers and are prominently displayed in production areas to keep safety top-of-mind and ensure that preventive actions are reinforced across the organisation.

Safety alert in Spain

Key Monitoring Processes and Metrics

To better track our H&S performance, we are evolving our monitoring processes and metrics and encouraging a culture of reporting:

Bird Pyramid Data Consolidation in 2024: we already monitor both our risky situations / near misses and accidents; however, we are in the process of enhancing our incident tracking and data consolidation efforts through the Bird Pyramid approach, with the aim of achieving deeper insights into potential risks. We encourage thorough reporting to ensure we have a complete picture and can take action if required.

Global Reporting and KPI Monitoring: We are elevating the visibility of H&S performance through global reporting and comprehensive KPI monitoring. This will enable us to maintain a group-level focus on safety outcomes, drive continuous improvement and better recognise positive progress.

"The higher our numbers in the bottom of the pyramid, the lower our numbers should be at the top. So we like, and celebrate, increasing reporting of 'risky situations' knowing it creates a safe space for staff to actively look for and speak up about possible risks before they become an issue."

CORENTIN DANIEL
Global Head of Operational Excellence

Our 2023 Performance

Our performance metrics, tracked using the Bird Pyramid system show there were no fatalities involving Datamars employees in 2023.

As we aim to reduce our medical aid incidents, we are taking proactive measures and initiatives to lead us to an even safer workplace in the coming years.

TF2 MTI:
- 2 X DMAU
- 1 X DMBR
- 1 X DMTH
- 6 X DMUS
- 4 X DMNZ

TF1 LTI:
- 1 X DMSK
- 5 X DMBR
- 2 X DMTH
- 1 X DMUS
- 4 X DMNZ

TRIR[1]

Safety Management

Deaths: 0

TF1: 12

TF2: 14

TF3 First Cares: 20

Near Miss Accidents: 16

Risky Situations: 300

TF1: Lost Time Injury where an employee is unable to work for a full scheduled shift.

TF2: Medical Treatment Injury or illness provided by a doctor where the injury is serious enough to require more than minor first aid treatment.

TF3 First Cares: Also known as First Aid Injury that does not require a doctor assessment and can be addressed at the site.

Near Miss Accidents: An event where no one was hurt, but it could have resulted in harm if circumstances were different.

Risky Situations: Unsafe conditions, unsafe acts (hazards).

[1] *TRIR - Total Recordable Injury Rate*

Health and Safety in Datamars Spain

OUR STORIES

The implementation of ISO45001 in August 2023 at Datamars Spain has been a great milestone in our approach to health and safety. This accomplishment has been significant in improving the structure of our management of health and safety for our workers.

We are proud to report that Datamars Spain has successfully passed the first follow-up audit with zero non-conformities, reflecting our unwavering commitment to upholding the highest standards in occupational safety.

Datamars Spain has made significant strides in H&S performance, through a number of key actions undertaken in 2023:

- Fire drills were conducted at both workplaces, with the deficiencies detected promptly addressed, ensuring that our emergency preparedness measures are robust and effective.
- We performed an environmental study of our workstations, assessing factors such as temperature, humidity, lighting, and noise levels. Based on the findings, we implemented necessary corrective measures to enhance the working environment.
- Feedback from our top 5 operators highlighted several opportunities for ergonomics improvements. We have successfully implemented many of these suggestions and others are under evaluation.
- Ongoing health & safety training and awareness programs have been conducted, ensuring that all team members are well-informed and vigilant regarding H&S practices.
- We have enhanced the coordination of activities with external companies and suppliers to ensure that all visitors to our facilities receive appropriate training.
- We have improved our inspection processes and developed systems for the early detection of near-miss incidents.
- We achieved zero accidents resulting in lost time. Three minor events occurred, all of which were investigated with corrective actions implemented as needed.
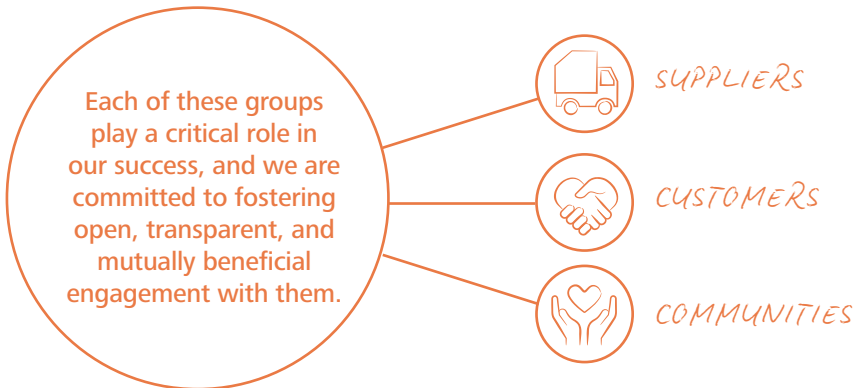
OUR COMMUNITIES

Our Stakeholders

Our stakeholders are invaluable contributors to our progress and crucial allies in our commitment to sustainability and our ESG journey. Building meaningful connections with them and valuing their input are essential to crafting a robust and forward-looking business strategy.

Our stakeholder relations and engagement programme is designed to maintain ongoing dialogue, collaboration, and address the concerns and expectations of our stakeholders. This programme includes regular consultations, feedback mechanisms, and collaborative initiatives that guide our decision-making and help us build long-term, trust-based relationships.

This ESG report represents a dynamic interaction with our stakeholders, offering a platform for continuous and open discussion about our ESG initiatives.
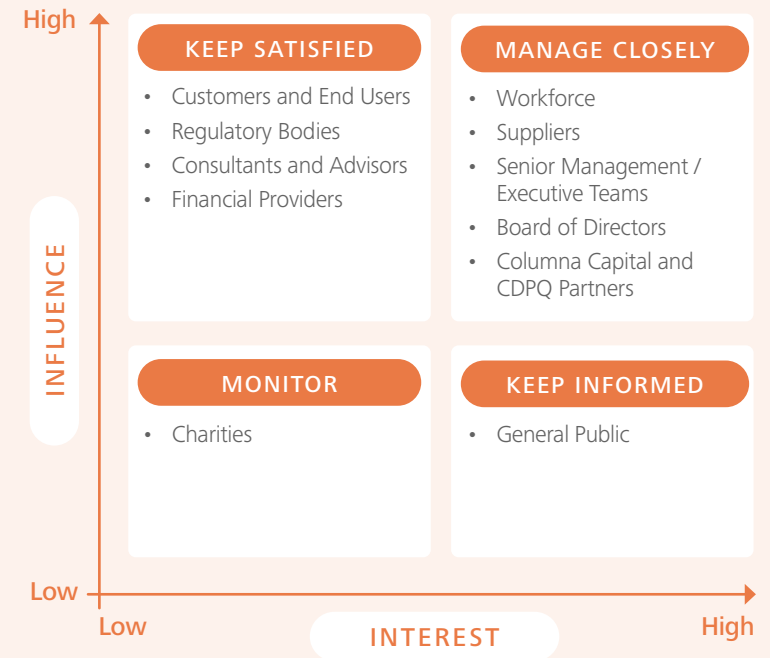
Some of our key stakeholders

Each of these groups play a critical role in our success, and we are committed to fostering open, transparent, and mutually beneficial engagement with them.

SUPPLIERS

CUSTOMERS

COMMUNITIES

Stakeholder mapping

We have completed a stakeholder mapping exercise which we use as a guide for our interactions with the various groups.

By mapping in this way, we aim to contextualise our interactions with stakeholders and understand their expectations to ensure our strategies are closely aligned with their diverse viewpoints.

High

INFLUENCE

KEEP SATISFIED
- Customers and End Users
- Regulatory Bodies
- Consultants and Advisors
- Financial Providers

MANAGE CLOSELY
- Workforce
- Suppliers
- Senior Management / Executive Teams
- Board of Directors
- Columna Capital and CDPQ Partners

MONITOR
- Charities

KEEP INFORMED
- General Public

Low

Low   **INTEREST**   **High**

Our Suppliers

Our stewardship of ESG principles extends beyond our own operations and into our entire supply chain.

As part of our dedication to sustainable and ethical business practices, we are actively working to ensure that our suppliers uphold the highest standards of integrity, environmental responsibility, and respect for human rights.

SUPPLIER CODE OF CONDUCT

In 2023, Datamars introduced a comprehensive Supplier Code of Conduct (SCoC) that establishes the baseline ethical and environmental standards which we require suppliers to adhere to, to do business with us. This SCoC aligns with the Datamars' Employee CoC and global best practices in responsible supplier management.

Our aim is to have 100% of our suppliers to adhere to our Supplier CoC.

CHILD LABOUR POLICY

Alongside the SCoC, we have implemented a new policy focused on eradicating child labour.

Our Child Labour Policy establishes strict prohibitions against child labor in any form, ensuring that all our suppliers adhere to the highest standards of child protection.

CONFLICT MINERAL POLICY

We have also developed a new policy addressing the use of conflict minerals within our supply chain, aimed at preventing the use of minerals sourced from conflict-affected regions. Companies importing or processing conflict minerals, originating from conflict-affected or high-risk areas must comply with due diligence and reporting requirements.

"We have a responsibility to our customers, to our people and to our communities to ensure that we're partnering with organisations and suppliers that adhere to the same codes of conduct and standards of business that we hold ourselves to, and that reflect the critical importance of the social issues around us."

DANIELE DELLA LIBERA
Datamars CEO

Implementation

PHASE 1 - COMPLETED

Initial implementation phase:

Development of Child Labor Policy, Conflict Minerals Policy and Supplier Code of Conduct.

- Distribution to all priority relevant suppliers.

PHASE 2 - ONGOING

Comprehensive roll out:

- 100% of our priority suppliers signed to Supplier Code of Conduct by 2025.
- 100% potential risk suppliers compliance record attained (those classified as potentially using 3TG minerals in their products and child labour in their supply chain).

Our progress towards Phase 2... 77% confirmed compliance

Phase 1 priority group: We have identified higher-risk suppliers within our supplier base, designating them as "priority suppliers". This designation is based on their potential use of 3TGs in parts, or their operations in countries classified as high-risk according to Children's Rights in the Workplace Index / June 2023.

Our Child Labor Policy, Conflict Minerals Policy, and Supplier Code of Conduct have been distributed to our priority suppliers as required under Phase 1. We have also made great progress towards our target of 100% compliance by 2025, with 77% already confirming adherence and compliance.

Our Customers

Empowering our teams for customer excellence. A snapshot of our livestock customer care team.

Building a diverse team – our customer care team that serves our livestock business is a considered mix of data analyst superstars, agriculture & farming experts, software developers and customer service prosfessionals. Alongside the mix of backgrounds, comes a mix of ages, genders and nationalities, that help to build a team that – together – can respond to and deliver the best possible outcomes for our customers.

A learning approach – Our teams go through onboarding programmes, in the same way our customers do. They learn about different farming systems around the world, what unique regulations, needs and drivers are relevant for different farming countries and systems.

The right tools to connect – To help our team connect with and work alongside customers, we use a variety of tools, including real time translation tools, to help us connect and understand each other as best as possible.

Collaboration on the ground for a seamless customer experience

Our Customer Care team work closely with our Customer Success team, who are on the ground in our markets working to onboard customers. Our main focus is on setting customers up for success. However, in the event that things go wrong, or they need support, we ensure we are there to help. For us, supporting the sustainable productivity and success of our customers, is key for the ultimate success of Datamars.

Both teams are connected to the same systems to create a seamless flow customer experience. No matter when a customer makes contact with us, and which team they reach, we all have the same information of prior history and insights and can deliver the most efficient and seamless experience for our customers.

Our customer care approach for farmers

Every day our customers around the world are making important decisions and taking actions that are critical. It is important we can help our customers resolve any issues quickly.

Our impact

BEING AVAILABLE WHEN THEY NEED US

24/7 support in NZ and Ireland for smart farming solutions. We have set our goal to provide 24/7 support globally, for all product categories, by 2025.

CONNECTING TO CUSTOMERS WITHIN MINUTES

4.5min average customer response time
Via online live chat with one of our team in person.

RESOLVING ISSUES WITHIN HOURS

2 hr average resolution time
For issues raised via email. Half day response time for issues raised via phone call. Target <24 hr.

250-300
Support cases raised per week.

"Farmers don't work office hours. If an event with an animal occurs at 3am and they can't get support until 8am, their entire production for the day can be impacted."

BRADLEY NIEPER
Head of Customer Success

CONTINUOUSLY IMPROVING

Decreasing case rate per customer
It is normal for us to stay in contact and provide technical support a number of times over a period of months or years. Our cases per customer have been reducing each year. This is as a result of the way we've applied learnings through technical support, customer feedback and internal developments to both iterate and improve our products and to advance our customer onboarding activity.

Our Customers

Digital training academy helps customers and channel partners realise the full value of technology.

The Datamars Livestock Training academy is a digital learning portal that aims to educate and empower customers around the world, and our staff serving them, on our solutions and how they can be used to maximise the value on farm.

6000+
Learners on the Academy.

5 regions, 10 languages available

65% engagement rate
World class engagement rate of courses started and completed.

Learner Feedback

Could do it in my own time at home.

It was very practical despite being online.

Easy to understand for the lay-person.

Very clear and simple information.

It outlined why weighing is so important.

Very easy to follow.

Course was well constructed, clear and informative. Videos and animation.
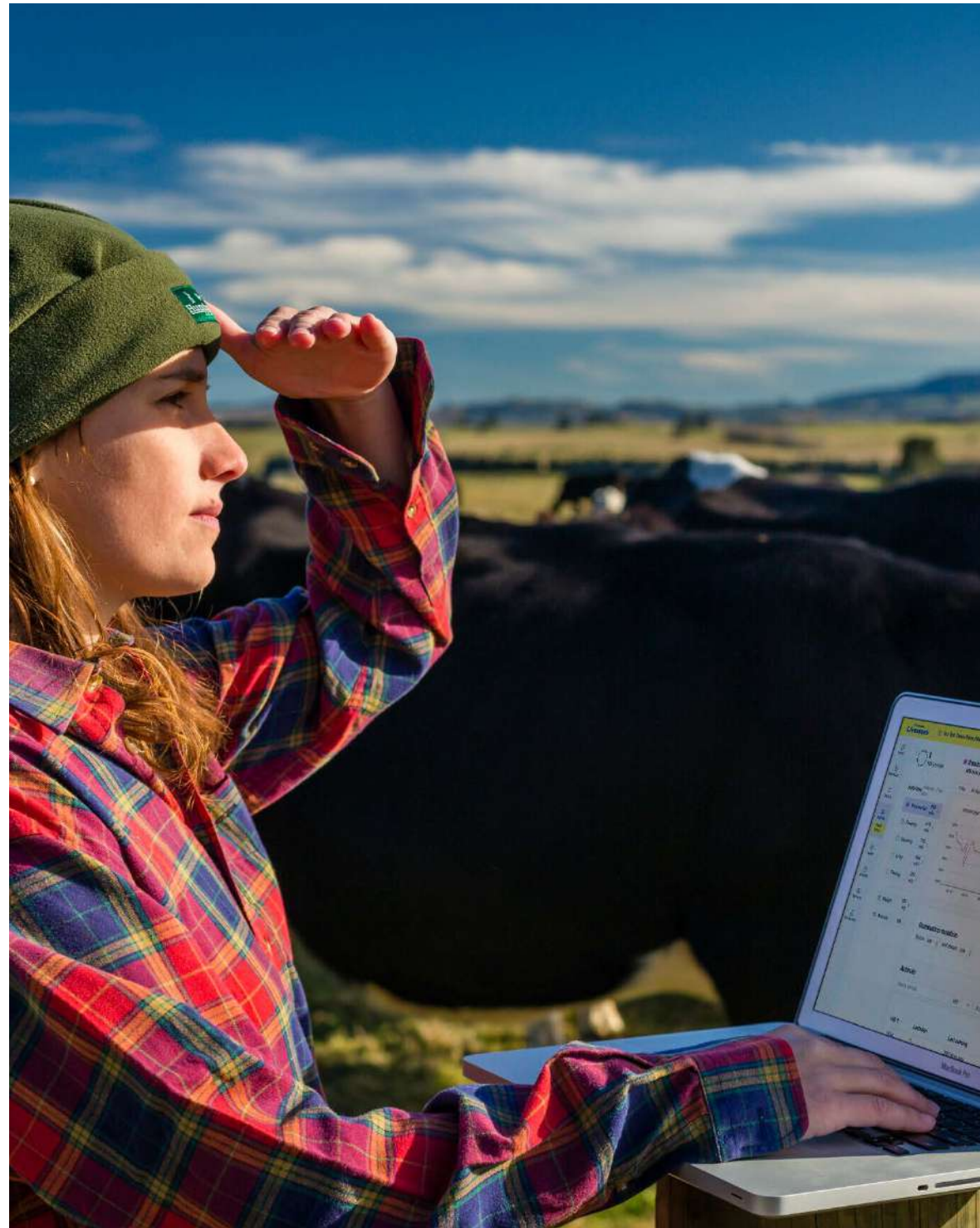
Technology Solutions for Sustainable Society and Healthy Families

Datamars RFID identification products and reunification platform technologies are used by veterinarians, animal shelters, charitable organisations, customs and health organisations around the world to help care for and reunify lost pets with their human families and help control the spread of infectious diseases.

Microchips & Implanters

Readers

GPS Pet Tracking

Databases, Search Engines, 2D Barcode Technology

"Changing family structures and lifestyles are driving a growing sense of responsibility among pet owners and a desire to use technology to keep their pets healthy, happy, and connected."

ALICE ARNOLDI
Head of Product Management

GPS technology advances pet and family connection and wellbeing

OUR STORIES

Knowing the important role pets play within the family unit and the positive mental health impacts pets have on people, we recognise the value of supporting that connection through technology.

Through the acquisition of Italian based animal GPS tracking and monitoring company, Kippy, Datamars is able to leverage its R&D capabilities and global market networks to advance and scale this technology and make it available to pet owners around the world.

Pet GPS tracking and digital monitoring tools not only allow pet owners to remotely locate their pets at any time, but also to track activity, receive health insights, and connect with communities of other pet owners. Hundreds of thousands of pets have been reunited with their families thanks to Datamars RFID and reunification technology. We are connected with millions of pet owners around the world and can add greater value to their relationship with their pet through connected solutions.

Kippy's wearable collar device tracks animal activity and location and communicates to pet owners. In addition, it allows owners to easily monitor their pet's physical activity levels. We trust that with this product we are positively contributing to families' happy ties with their pets.

"It's easy to see the value this kind of solution has on the quality of life of pets as well as their human families. When we have useful information, we're able to make better informed decisions on the needs of our animals."

ANDREW ROBINSON
Datamars Pet,
Global Digital Director

Our Community Outreach

We recognise our responsibility to the communities where we operate.

Actively engaging with local stakeholders is essential to create positive social impact, support community development, and contribute to local economic growth.

"Thriving Communities" is one of Datamars' sustainability pillars which centres on our aspiration to advance the social and economic well-being of vulnerable populations and local communities. All our activity aligns to our pillar objectives:

Our goals and objectives

Our goal is to create meaningful positive impacts:

- In the local communities around our major operations
- In communities that are relevant and connected to our customers across all areas of our business

To achieve our objectives, we have established the following **KPIs** to guide our efforts and measure our progress:

- Each Datamars commercial hub will implement **at least one community prosperity programme** aligned with our sectors and customers, demonstrating measurable impact annually.
- Each Datamars operational hub will support **at least one active local community prosperity programme** with clear, measurable impacts each financial year.

PILLAR 4

Thriving communities - objectives

1. Support the prosperity of our local sector communities

2. Enhance sustainable food production systems

3. Advance the prosperity of local communities, connected in proximity to our place of operation and employees

4. Support youth development and career opportunities

Our Community Outreach

Community Impact Strategy and Programme

We have developed a Community Impact Strategy and Programme to enhance our contributions and impact. This approach aligns our efforts with areas where we have the greatest synergy, ensuring authentic and meaningful engagement.

Impact outcomes

The effectiveness of our community impact investment will be considered based on outcomes that align with best practices and ESG-guided metrics linked to social and economic prosperity, including; education and employment, access to health and wellbeing services, environmental sustainability and economic infrastructure, and are reflected in our four community impact focused objectives.

The following metrics, while evolving, are currently captured within our frameworks and reporting;

- Number of lives positively impacted
- Level of stakeholder engagement
- Level of target audience impact reach

Employee engagement through community involvement

We also recognise the value of community initiatives from our employees. Awareness and participation in community impact initiatives helps drive employee engagement and performance, fostering a deeper connection between our employees and the communities we serve. As such, a key developing part of our programme is the active encouragement of Datamars' employees to get involved in community activities.

Our impact reporting reflects this commitment by tracking metrics, such as the number of employees involved in or positively impacted through their engagement in these activities.

"I personally have got a lot out of attending the mental health events for rural communities, and I know other team members who have attended have felt the same. There's a lot we can learn and reflect on personally, for ourselves and also for how we support others."

MARTIN HEANUE
Datamars NZ Territory Manager

2023 COMMUNITY IMPACT INITIATIVES - A SNAPSHOT

Employment of refugee women from Ukraine
SLOVAKIA

Aiding refugee families from the Ukraine through employment of refugee women via a support agency that also provides accommodation and children assistance.

Labour integration and support programs for people with disabilities
SPAIN

Providing training and ongoing employment for people with intellectual, physical or sensory disabilities through long term partnerships with Afaeps, Asprona and CENDISCAP organisations. With the aim to support inclusion and foster integration into the labor market.

Good Fix charitable programme
NORTH AMERICA

Good Fix deploys specially trained spay/neuter and professional trapping teams to help control pet overpopulation in communities that need it most, provides vaccination services and community education. The charitable organisation reduces human-animal conflict, reduces shelter intake, and relieves the burden on animal shelters to euthanize unwanted pets. Datamars supply companion animal identification microchips to support ongoing population management.

NZ Rural Support Trust Time Out Tour – rural mental health support
NEW ZEALAND

Providing support for the NZ Rural Support Trust's nationwide 'Time Out' tour creating greater awareness and pathways of support for rural communities on the topic of mental health and resilience, through financial support, event participation and fostering community engagement on a topic close to the heart of our team.

Jaguar Conflict Program, Panthera Brazil
BRAZIL

Aiding the charity Panthera Brazil by supplying products and training to support greater use of high-quality fencing solutions in ranches across Central and South America, with the aim to protect near threatened jaguar and cattle, enabling natural habitats and small rural communities to co-exist.

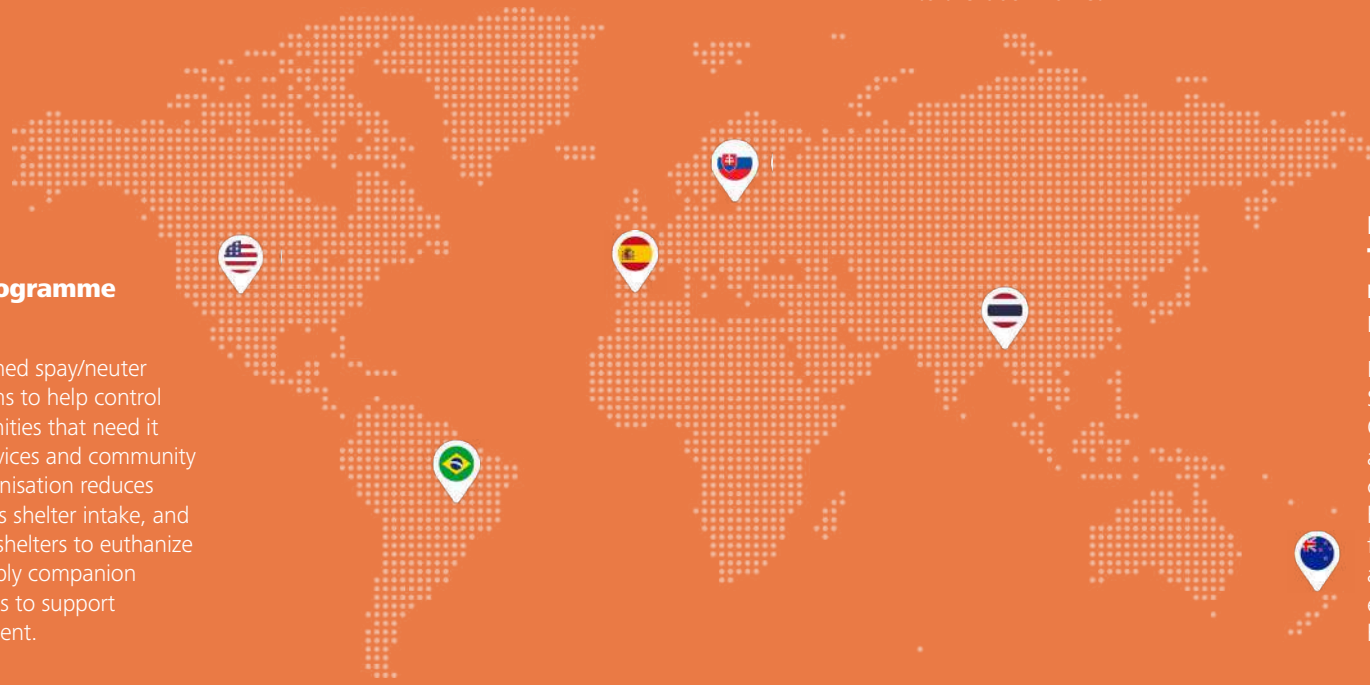## Funding support for vulnerable childrens education
THAILAND

Providing financial support through the Lamphun office for skill development to enable students in vulnerable situations, who did not continue their studies, to be equipped with training to enhance vocational skills.

Mae Ta Krai National Park reforestation efforts
THAILAND

Providing ongoing support for the local reforestation efforts of the national park, crucial to Thailand's environmental conservation strategies, by contributing financial donations and engaging in teamwork to build check dams and plant trees, with the aim to restore forest ecosystems and promote sustainable development and biodiversity.

Than Nam Sai Child Home
THAILAND

Maintaining an ongoing partnership with the home and education facility for orphans and vulnerable children of the Lamphun, Thailand region, by providing food and general supplies, such as blankets, and joining the children for lunchtime events.

2023 COMMUNITY IMPACT
METRICS.

8577
LIVES POSITIVELY
IMPACTED

91
EMPLOYEES DIRECTLY INVOLVED IN
COMMUNITY INITIATIVES

6879
AWARENESS REACH IMPRESSIONS ON
KEY INITIATIVES

KPI Alignment

18 **community initiatives in 2023**, all aligned to one of our 4 objectives.

42% of all major **Datamars commercial hubs** have at least one active **sector community** prosperity programme.
Target: 100%

50% of all major **Datamars operational hubs** have at least one active **local community** prosperity programme demonstrating measurable impact.
Target: 100%

As at December 2023

Partnering for rural mental health support

SPOTLIGHT

Rural communities matter. As such, our commitment to sustainable livestock production extends beyond the farm to the wider rural communities.

Since 2022, Datamars Livestock has partnered with the New Zealand Rural Support Trust's Time Out Tour, a nationwide initiative that enhances the mental wellbeing of farmers and rural communities. The Tour addresses the unique mental health challenges faced by farmers, such as physical isolation, long hours, climate stress, and economic pressures.

Through around 20 annual events and major agricultural shows, including talks by Ambassador Matt Chisholm, the Tour normalises mental health discussions and provides direct support avenues.

In 2023, the initiative engaged 6,000 attendees and 15 of our Datamars Livestock team members were actively involved.

Certainly, farmer mental health is a global issue and a significant challenge for rural communities. While this initiative focuses on local New Zealand communities, the learnings and insights have been shared globally through Datamars' employee network, and through its social media networks globally.

"Rural communities have such a big responsibility on their shoulders caring for both life and land and keeping their finances in the black. When we invest in their wellbeing, we're cultivating a future where both our industry and our communities can thrive."

NICK DE RIDDER
Head of Sales NZ, Datamars

Supporting employment for disabled communities in Spain

SPOTLIGHT

For the past 15 years, Datamars Spain has partnered with Afaeps, Asprona and CENDISCAP - associations dedicated to helping people with disabilities through labour integration and support programs.

All of our global operational and commercial hubs are expected to have at least one community prosperity program annually, demonstrating measurable impact in line with our core focus areas. The impact of each activity is evaluated using key social and economic prosperity metrics, with the view that the better our teams understand the measured impact they generate, the more encouraged and motivated they are to maximise their contributions.

Afaeps, Asprona and CENDISCAP have decades of experience within Spain and are accredited as Special Employment Centres to promote the labor integration of their users.

Datamars Spain partners with these associations by providing product components for assembly work to be completed by those who have intellectual, physical or sensory disabilities. We train our supervisors at each site and engage directly with members with disabilities to better understand their needs and enhance the training. In 2023, our teams were supplied parts to build Datamars pet injector products – an essential product used in global markets to inject RFID microchips into pets, ensuring they can be identified and reunified in the with their owners if lost or stolen.

Additionally, Afaeps, Asprona and CENDISCAP set and manage all labour wage rates to ensure appropriate and fair compensation for their employee members in line with market standards. In this respect, they provide advisory services and handle invoicing for Datamars.

In 2023, with support from Datamars and other companies, Afaeps, Asprona, and CENDISCAP collectively employed over 2,096 individuals with disabilities and assembled 295,315 Datamars injectors, contributing significantly to our shared mission of fostering inclusive employment.

Roundtable for Sustainable Livestock in Brazil and Argentina (MBPS and MACS)

SPOTLIGHT

Datamars is proud to be a partner of the Brazilian (MBPS) and Argentinian (MACS) Roundtables for Sustainable Livestock, key organisations dedicated to advancing sustainable livestock production in those regions through economic, social, and environmental approaches.

As a member, Datamars contributes to the focus areas of climate, traceability, animal welfare, and productivity, aligning with MBPS's mission to strengthen sustainable practices across the beef value chain.

MBPS is a dynamic organization with significant influence, bringing together diverse members, including industry leaders like DSM, Cargill, and other key stakeholders from farming, retail, finance, civil society, research, and university, which provide the roundtable with extraordinary influence, diverse perspectives and knowledge. This collaboration allows Datamars to share its expertise in technology and data-driven tools, helping producers make informed decisions to boost productivity while minimising the use of scarce resources.

Recognised with the Certificate of International Excellence on Sustainability, MBPS also serves as Brazil's representative in the United Nations and is part of the wider Global Roundtable for Sustainable Beef (GRSB), which focuses on enhancing the sustainability of the beef value chain through leadership, science, and stakeholder collaboration.

In Brazil, our main objective for 2023 and 2024 is to expand the Animal Welfare and Productivity Improvement Project (MBPS). This project aims to introduce innovative technologies that improve herd health and productivity, while promoting more sustainable practice. Alongside training and knowledge sharing, Datamars is particularly contributing to the work around a mandatory requirement for animal traceability across all Brazilian states, which would represent a major advancement in the transparency and safety of the production chain.

Datamars is also part of the Communications Committee and the Productive Indicators Committee; strategic spaces where methodologies and metrics to measure and communicate the sustainability of Argentine beef are defined. We actively contribute to building narratives and implementing indicators that ensure a more responsible and transparent livestock sector.

> "By leveraging collaboration, access to knowledge, and best practices, Datamars aims to champion sustainable livestock production and support progress in the sector for the benefit of all."

JOSÉ MARTÍN JÁUREGUI,
Smart Farming Manager, Datamars Livestock, Latin America
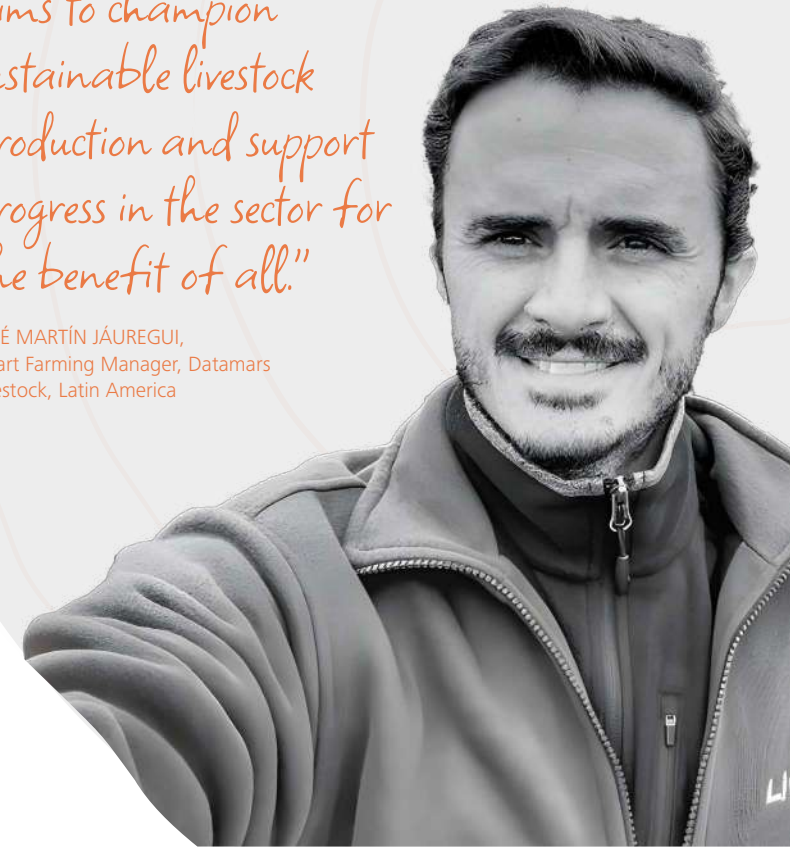
Datamars Sustainability Foundation (DMSF)

Datamars sees regenerative agriculture as a critical means to help address major global challenges including hunger and poverty, health and wellbeing and climate change.

We - our employees, our board of directors and our shareholders combined – are proud to have recently established the Datamars Sustainability Foundation (DMSF), a legally independent charity whose mission is to cultivate sustainable food production and farming systems that nourish the global population while honouring the health of people, animals, and the planet.

The DMSF shares Datamars' commitment to integrating livestock management systems that enhance welfare and environmental sensitivity. With a profound belief in the vital role of animal integration in regenerating rural landscapes, the DMSF aims to transcend sustainability by championing the spread of regenerative agricultural practice.

As the DMSF leverages external networks and champions non-commercial thought leadership for farmer-led, regenerative futures, Datamars is committed to supporting the foundation through its farmer reach, its understanding of and experience in the livestock sector, and its technological capacity to measure farm and landscape-level outcomes.

"By establishing the DMSF we are providing an independant platform for others with the same goal to come together and expand our joint impact."

KLAUS ACKERSTAFF
Executive Chairman, Datamars and Chairman, DMSF

Foundational pillars

Education and adoption:
Increase awareness and understanding of sustainable practices.

Collaboration and transparency:
Facilitate knowledge sharing and problem-solving.

Connecting innovation to action:
Amplify the scalability and practical application of agricultural innovations.

Programme streams

As a global nonprofit, the DMSF can co-create and fund initiatives worldwide.

By December 2025, the DMSF aims to:

Vertical 1: Embed regenerative agriculture practice for impact.
Partner on at least two scientific projects with universities or international organisations working in the natural sciences, contributing a social science perspective, and ensuring farmer-led initiatives.

Vertical 2: Build a farmer network.
Establish a diversified farmer network connecting leaders of farmer networks and individual farmers.

Vertical 3: Next generation resilience.
Contribute to cultivating hope for the next generation of farmers, including inheriting farmers and neo-farmers.

Impact metrics

While relative to the specific initiative, impact metrics are anchored around DMSF foundational pillars and underlying beliefs:

- Farmers must be valued and supported as essential contributors to the food system and the broader ecosystem.
- The future must be farmer-led and include farmers' voices.
- Animal integration (including humans as part of the ecosystem) in rural landscapes transcends national borders and is key to regenerating soil, land, ecosystems, local culture, social systems, biodiversity, and climate mitigation.

Find out more at:
Datamars Sustainability Foundation (DMSF)

Progress to date

2023

- DMSF established with seed-funding from Datamars
- Foundational pillars drafted
- 'Future of Sustainable Agriculture' launch event held in the UK

2024

- Jessica Villat appointed as Chief Executive Officer
- First in-person board and team meeting in Lamone
- Strategic verticals and budget approved
- Ecosystem building and project sourcing
- Recruited Chief Operating Officer

While our focus to date has been setting the foundations of the DMSF, we are looking forward to achieving meaningful impact through our future projects.

"At our core, we believe the future of food must be farmer-led, with all actors in food system supporting farmers on their regenerative journey. We also believe that animal integration (including humans) in rural landscapes is key to regenerating soil, land, ecosystems, local culture, social systems, biodiversity, and climate mitigation."

JESSICA VILLAT
Chief Executive Officer of the DMSF

Datamars
Sustainability
Foundation

OUR NEXT STEPS

OUR PEOPLE

Health and Safety:

Continue our work to achieve ISO45001 certification in our remaining major sites.

Implement global health and safety strategy, frameworks and supporting governance.

Employee Development and Wellbeing:

Develop a talent management programme in support of our succession planning programme.

Create a company wide training programme to develop general leadership skills.

Set up an internal monitoring program for key talents.

Diversity, Equity and Inclusion:

Integrate KPI's and core metrics into business reporting.

Continue building awareness, education and engagement with key focus on leadership.

Identify and review core policies, procedures and practices to prioritise DEI areas of improvement focusing on recruitment.

Continue to understand and explore opportunities to advance women's representation in leadership, with proactive focus on inclusion.

OUR COMMUNITIES

Community Impact:

Roll out our global impact register and reporting tool.

Increase the number of lives positive impacted by launching two additional strategic initiatives in North America and in Europe.

Increase positive involvement of our people and strengthen their connection to the organisation's purpose in the community.

Expand the market release of PetLink Kippy GPS pet tracking and health technology into wider global markets.

Datamars Sustainability Foundation (DMSF):

Advance work in 3 active projects within the Datamars Sustainability Foundation, across each of the 3 verticals, and deliver our first impact summary.

Suppliers:

Roll out Phase 2 implementation of our Supplier Code of Conduct and responsible procurement policies.

Customers:

Achieve 24/7 customer support globally for all product categories.

GOVERNANCE
MATTERS.

KEY ACHIEVEMENTS

We aim to establish a sustainable governance framework that integrates ESG principles into our business, built on a foundation of strong corporate governance, ethical standards, business integrity and adherence to all applicable laws and regulations.

DATA PROTECTION AND PRIVACY POLICIES

Implementation of **data protection and privacy policies and roadmap**.

DATA PROTECTION AND PRIVACY TRAINING

100% completion of data protection and privacy training and policy acceptance across Europe.

QUALITY CERTIFIED

Increased our **ISO 9001 certified sites with Datamars Brazil**.

PRIVACY COMMITTEE

Establishment of a cross functional **Privacy Committee** to provide advisory and strategic oversight.

GLOBAL EHS LEAD POSITION

Establishment of a new global role, **Global Environmental, Health & Safety Lead**, to provide additional support and capability within the Global Operational Excellence group.

ESG COMMITEE

ESG Committee formalised within Datamars' Board of Directors (December 2023).

LEADERSHIP POSITIONS

Expanded the management **ESG Steering Committee** to include wider operational and compliance leads.

BUSINESS ETHICS

New Child Labour and Conflict Minerals policies and guidance to ensure compliance with global standards, with **77% agreed compliance** with priority supplier group.

OUR COMMITMENTS

Maintain integrity and transparency in what we do and how we do it.

Foster accountability and engagement at all levels of the organisation, lead from the top.

Ensure appropriate alignment, resourcing and decision making around ESG and sustainability activity.

Ensure appropriate reporting and management of external disclosures.

OUR ESG GOVERNANCE

Board of Directors

The Board of Directors, Datamars' highest governance body, meets five times per year, with ESG as a standing agenda item. Each meeting features progress updates, risk assessments, and key decision proposals from the ESG Committee to ensure comprehensive oversight of our sustainability initiatives. The Board is looking to enhance its diversity, with a particular focus on increasing women's representation. To support this goal, the Board is planning to review its governance structure with the aim of proposing the addition of 1-2 new directors. This initiative provides an opportunity to diversify perspectives and contributions alongside our existing members. As part of this review, the Board will also identify key areas of expertise needed in potential new members to further strengthen the Board's collective capabilities.

Board ESG Committee

We are pleased to announce the establishment of our Board ESG Committee in December 2023 to enhance focus and bring specialised expertise to our ESG efforts. Chaired by our CEO and composed of shareholder representatives, directors, and ESG team members, the Committee plays a pivotal role in advancing our sustainability agenda. It provides strategic oversight of our ESG initiatives, tracks program progress, and offers valuable guidance to overcome challenges and seize opportunities. Meeting five times a year ahead of Board meetings the Committee ensures alignment and preparedness for Board discussions.

Executive Management

Datamars' Executive Management team is responsible for the strategic and operational management of the group, contributing to the company ESG strategy. The team actively supports the integration of sustainability principles across the business, ensuring that these are embedded within our operations. By driving accountability and securing adequate resources, the Executive Management Team ensures that sustainability initiatives are effectively prioritised and implemented across all levels of the organisation.

ESG Steering Committee

At management level, Datamars' ESG Steering Committee is responsible for driving our ESG and sustainability agenda, setting strategic direction, and overseeing the implementation of plans and performance outcomes. The ESG SteerCo ensures that business operations align with sustainability priorities and manages ESG-related opportunities, challenges, and risks. As the top-level body for management governance and decision-making on ESG matters, the SteerCo reports five times a year to the Board ESG Committee, providing key updates and recommendations to support informed decision-making.

To further strengthen our approach, the ESG SteerCo is expanding to include broader operational and compliance leads. In this sense, Our new Global EHS Lead will form part of our Global Operational Excellence team and become a key member of our ESG Steering Committee.

Privacy Committee

Our management structure is complemented with a Privacy Committee, comprising members from Legal and Compliance (lead), ICT, HR, and Marketing. The Committee oversees data protection practices, collaborating across departments to maintain robust data protection standards. It reports to the Executive Management Team, reinforcing the company's commitment to privacy and responsible data management.

"For sustainability to be a true part of all we do, there needs to be a commitment by everyone in the business, from our Board, myself as CEO, our executive team and all our colleagues. Strong governance frameworks help us make this a reality."
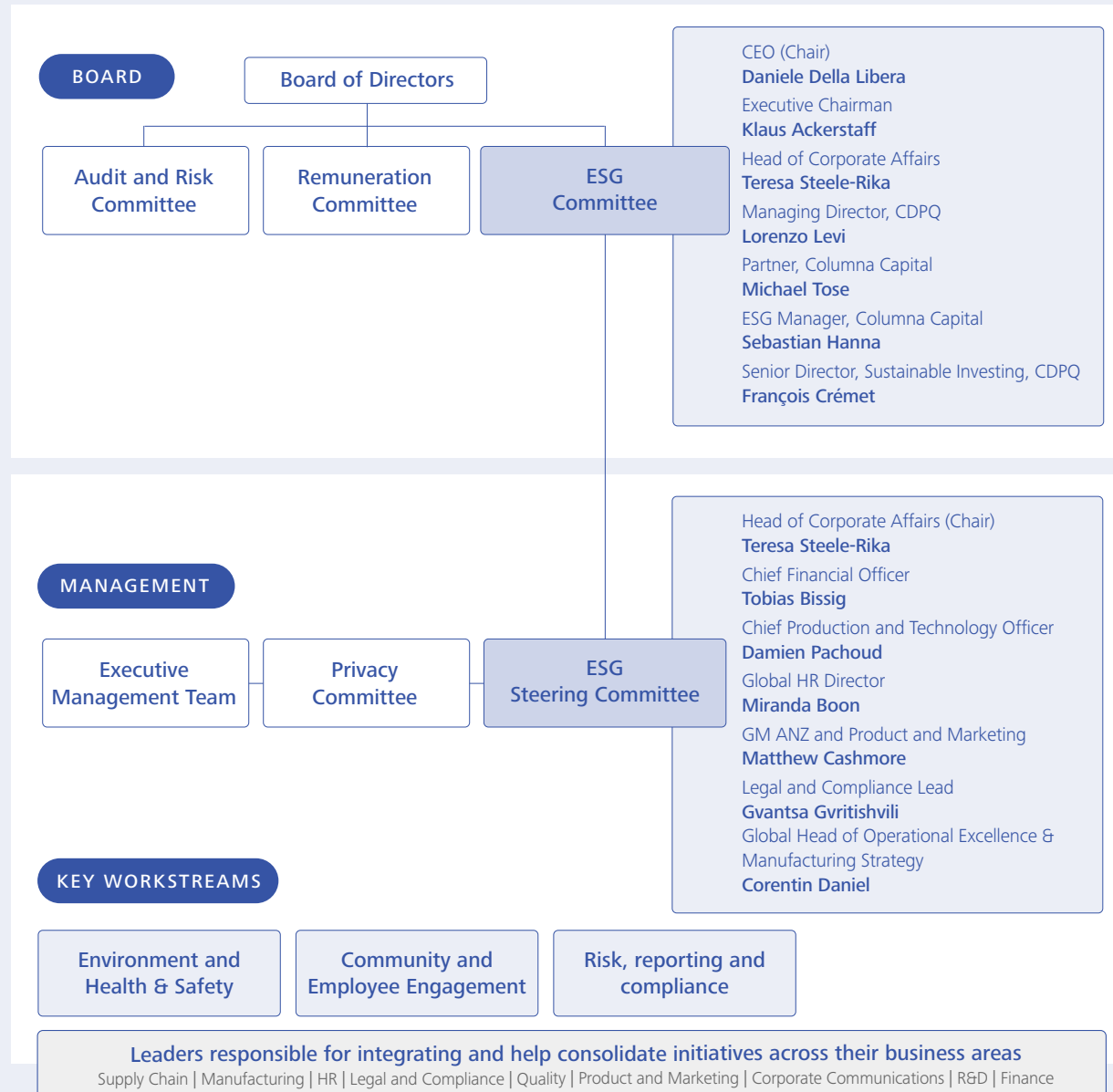
DANIELE DELLA LIBERA
Datamars CEO

GOVERNANCE AND RESOURCING

BOARD

Board of Directors

Audit and Risk Committee

Remuneration Committee

ESG Committee

CEO (Chair)
Daniele Della Libera

Executive Chairman
Klaus Ackerstaff

Head of Corporate Affairs
Teresa Steele-Rika

Managing Director, CDPQ
Lorenzo Levi

Partner, Columna Capital
Michael Tose

ESG Manager, Columna Capital
Sebastian Hanna

Senior Director, Sustainable Investing, CDPQ
François Crémet

MANAGEMENT

Executive Management Team

Privacy Committee

ESG Steering Committee

Head of Corporate Affairs (Chair)
Teresa Steele-Rika

Chief Financial Officer
Tobias Bissig

Chief Production and Technology Officer
Damien Pachoud

Global HR Director
Miranda Boon

GM ANZ and Product and Marketing
Matthew Cashmore

Legal and Compliance Lead
Gvantsa Gvritishvili

Global Head of Operational Excellence & Manufacturing Strategy
Corentin Daniel

KEY WORKSTREAMS

Environment and Health & Safety

Community and Employee Engagement

Risk, reporting and compliance

Leaders responsible for integrating and help consolidate initiatives across their business areas
Supply Chain | Manufacturing | HR | Legal and Compliance | Quality | Product and Marketing | Corporate Communications | R&D | Finance

KEY WORK-STREAMS

The ESG Steering Committee manages three cross-functional workstreams responsible for implementing the ESG strategy and action plan.

Each workstream lead, who is a member of the SteerCo, plays a pivotal role in aligning strategic oversight with on-the-ground activities, culture, and progress.

These workstreams ensure the delivery of Datamars' ESG commitments and KPIs, and maintain cohesion across all projects.

ENVIRONMENT AND HEALTH & SAFETY

- Health & Safety excellence
- Net zero programme
- Environmental impact management

COMMUNITY AND EMPLOYEE ENGAGEMENT

- D, E & I
- Employee engagement
- Community impact

RISK, REPORTING AND COMPLIANCE

- Business risk and materiality
- Reporting requirements
- Compliance management

POLICIES AND PROCEDURES

To advance our commitment to effective governance, we have a robust set of policies in place.

This comprehensive framework supports a strong governance structure and ensures effective oversight.

- ESG Charter
- Environmental policy
- Employee Code of Conduct
- Supplier Code of Conduct

- Anti-bribery and Corruption policy
- Trade Control Policy
- Data Privacy and Protection policy
- Whistleblowing policy

- Child Labour policy and guideline
- Conflict Mineral policy
- Cybersecurity policy

Data protection and privacy policies

To ensure Datamars' compliance with GDPR and Data Protection regulations, we have adopted and implemented the following policies as of 1st September 2023:

- Data Retention Policy
- Information Security Policy
- IGDTA - International Group Data Transfer Agreement
- Website (customers) Data Protection Notice
- Cookie policy
- HR Employee privacy notice
- HR Candidate privacy notice

Data protection and privacy training

We have developed a comprehensive, multi-language data protection and privacy training program for all employees. Completion of this program involves reviewing the training materials, passing an assessment to ensure understanding, and signing the policy to confirm compliance.

- **Switzerland 100%** training completed
- **UK/IR 100%** training completed
- **Spain 100%** training completed
- **Small European Subsidiaries 100%** training completed
- **Slovakia 100%** training completed

100%
COMPLETION OF
data protection and privacy training and policy acceptance across Europe

Data Protection and Privacy External Review and Roadmap

We completed an external review of data protection and privacy, which resulted in a detailed set of recommendations that guided our phased implementation roadmap. All three phases of this roadmap have now been successfully completed:

PHASE 1

Updates to GDPR compliance on all Datamars-owned websites globally, including new cookie policies.

PHASE 2

Revisions to internal documentation, focusing on Switzerland and Europe.

PHASE 3

Comprehensive training and policy acceptance for all staff across Europe.

This strategic approach ensures that we meet regulatory requirements and enhance our data protection and privacy practices effectively.

BUSINESS ETHICS

Datamars is committed to upholding the highest standards of ethics in its business practices worldwide.

Code of Conduct, Anti-Bribery and Corruption, and Whistleblower policies along with related training are in place as a core element for staff onboarding in every Datamars entity around the world.

We are equally committed to ensuring these same ethical standards are upheld in our wider network. As part of our dedication to sustainable and ethical business practices, we are actively working to ensure that our suppliers uphold the highest standards of integrity, environmental responsibility, and respect for human rights. Our Supplier Code of Conduct, along with our policies on Child Labour and Conflict Minerals, play a critical role in supporting these principles (please refer to the 'Our Suppliers' section for further detail).

A key element of Datamars' 2025 ESG action plan is to complete an update of our Code of Conduct and deliver refresher training to all our employees, ensuring recent developments in our wider ethics polices, including our new Supplier Code of Conduct and Child Labour policies, are well understood by our staff. This core initiative further supports our Diversity, Equity and Inclusion work where we want to ensure all our employees are well informed of the independent escalation channels available should they witness or encounter ethical breaches in these areas.

"We have a responsibility to our customers, to our people and to our communities to ensure that we're partnering with organisations and suppliers that adhere to the same codes of conduct and standards of business that we hold ourselves to, and that reflect the critical importance of the social issues around us."

DANIELE DELLA LIBERA
Datamars CEO

RISK MANAGEMENT

At Datamars we take a proactive stance on risk management, continually enhancing our approach to safeguard our business.

Our CEO and CFO, in collaboration with the Board's Risk and Audit Committee, conduct an annual business risk assessment to identify, evaluate, and mitigate key risks. This robust approach ensures that risks are systematically managed, with decisions and actions documented and approved by the Board. Regular updates on progress are provided at each Board meeting.

Our business risk assessment encompasses compliance and regulatory risks, including fraud, money laundering, data protection, legal liabilities, and sanction regulations. In addition, reflecting our commitment to continuous improvement, we have also integrated specific climate risk factors and plan to include more detailed external site assessments in 2025 to deepen our understanding of risk factors.

This comprehensive approach ensures that we remain vigilant against emerging threats and are prepared to take decisive action. By continuously refining our risk management practices, we ensure that our business operations are aligned with our commitment to governance excellence.

We understand that effective risk management is not just about compliance but is integral to protecting our business, employees, and stakeholders.

"Effective risk management is a cornerstone of robust governance standards. It involves systematically identifying, assessing, and mitigating risks that could impact an organisation's strategic objectives, financial performance, and overall sustainability."

TOBIAS BISSIG
CFO, Datamars

OUR NEXT STEPS

Code of Conduct:

Roll out Code Of Conduct updates and employee refresher training.

Business and climate risk assessement:

Further improvement in business risk assessment and inclusion of climate risk, via external site risk diagnostic assessments.

Whistleblower refresh training:

Provision of whistleblower refresher training and accessibility.

ESG and sustainability integration:

Further integrate sustainability into our ESG and strategic planning and resource allocation processes.

Trade Control and Anti-bribery and Corruption updates

Implement policy updates and employee refresher training.

Quality Management System:

Achieve ISO9001 certification in Datamars North America and Mexico in 2025.

APPENDIX

SDG	Our Commitment Focus	Our Progress
2 ZERO HUNGER	Accelerating sustainable food production and farming systems to support food security and climate change mitigation. Supporting the implementation of resilient agricultural practices that increase productivity and production, help maintain ecosystems, strengthen capacity for adaptation to climate change and resilience, and improve land and soil quality and biodiversity.	• Launched the independent Datamars Sustainability Foundation, a separate, non-profit organisation with this mission.
3 GOOD HEALTH AND WELL-BEING	Ensuring all staff arrive home at the end of the day safe and well through a focus on health, wellbeing and safety in the workplace. Supporting mental health and wellbeing programmes in rural communities.	• 2 major sites ISO45001 Health & Safety management. certified and all others on track for 2026 certification. • Established partnership in a major rural mental health support initiative for NZ rural communities via the NZ Rural Support Trust's 'Time Out Tour'.
4 QUALITY EDUCATION	Supporting children's access to education in vulnerable communities in which we are part of, supporting work experience and vocational training, and inclusive education on diversity and inclusion.	• Funded education for 40 children in disadvantaged situations in Thailand. • Engaged 549 employees in training during 2023. • Completed global inclusion and unconscious bias introductory training session for 300+ staff.
5 GENDER EQUALITY	Increasing women's representation in leadership and governance to at least 30%. Company wide awareness and education efforts around DEI, with a strong focus on advancing gender equality.	• DEI charter signed, strategy in place and DEI partner appointed. • Baseline company wide inclusion survey completed, metrics and KPIs in progess. • Initial training at leadership and company wide held, communication programmes focused on awareness, education, recognition held.
8 DECENT WORK AND ECONOMIC GROWTH	Developing technology solutions that advance sustainable productivity in livestock and textile sectors and solutions that enable increased productivity through more efficient use of scarce resources such as land, water, feed and labour and precision use of treatments and practices that drive improved animal health outcomes. Advancing regenerative agriculture practices to support soil health, reverse land degradation and enhanced biodiversity.	• Supplier Code of Conduct completed to align with with global standards around social issues including modern slavery and child labour. • Continued strategic priority on the development and delivery of sustainable productivity solutions with specific growth in smart farming solutions. • Establishment of the DMSF to accelerate sustainable farming practices with a focus on regenerative practice.

Continued...

SDG	Our Commitment Focus	Our Progress
10 REDUCED INEQUALITIES	Advancing the understanding and improvement of diversity, equity and inclusion at all Datamars entities around the world. Reviewing and updating primary policies and procedures to ensure more equitable outcomes, including those relating to recruitment, retention, advancement, representation.	• Diversity, equity and inclusion programme underway.
12 RESPONSIBLE CONSUMPTION AND PRODUCTION	Developing solutions that enable increased productivity through more efficient use of scarce resources such as land, water, feed and labour. Ensuring Sustainability metrics are captured and reported transparently as part of business performance metrics. Reduce the generation of waste through operations and advance reuse and recycling efforts.	• Sustainability reporting metrics captured within our balanced scorecard for transparent reporting throughout the company. • 17% reduction in waste by tonnage through operations in 2023, since 2020. • 65% increase in waste recycled in DMTH between 2020-2023 – our largest production hub. • 3 major sites (and our HQ) ISO14001 environmental management certified, with all other major sites on track for certification by 2025.
13 CLIMATE ACTION	Implement net zero strategy aligned to SBTI framework, advance our business risk assessments and action plans to increase the focus on transitional and physical climate risk, and build awareness and engagement in climate risk mitigation at work and at home with our teams.	• Net zero strategy and targets committed to. 4 years of climate impact reporting. • Increasing scope 3 inventory with materiality consideration. • Included physical and transition climate risk within latest business risk assessment and will progressively improve. • Implemented consistent communications and engagement programmes to support, including the Global Energy Challenge, 'what's my carbon footprint?' and transparent and regular communication on progress activity and results.
15 LIFE ON LAND	Accelerating sustainable food production and farming systems with a focus on resilient and regenerative agricultural practices that improve and protect ecosystems, strengthen capacity for adaptation to climate change and resilience, and improve land and soil quality and biodiversity. Facilitate and support the global collaboration and capital deployment into solutions to advance this, with a focus on enabling and empowering those who work and live on the land. Deliver technology solutions that enable productivity gains with minimum and efficient use of land and livestock.	• Establishment of DMSF in 2023 with this as core element of its mission. • Continued the core strategy of delivering technology solutions that enable sustainable livestock productivity and efficient and responsible use of scarce resources including land, water, feed.
16 PEACE, JUSTICE AND STRONG INSTITUTIONS	Ensure all employees and partners are aware and comply with anti-bribery and corruption laws, policies and practices, and are enabled to escalate any concerns or breaches.	• Anti-bribery and corruption training for all leaders and customer facing staff as part of their onboarding with the company. • Company whistleblower policy, process and integrity platform to support the safe raising of issues is included in this training and in Code of Conduct training more broadly.

Sources relating to data references on p.07

EURO 149.50 for a first heat missed
(Ireland). https://www.teagasc.ie/news--events/daily/dairy/the-cost-of-a-missed-heat.php

168.7 kgCO2e saving for per month reduction in slaughter age
https://www.teagasc.ie/media/website/environment/climate-action/climate-centre/MACC-2023.pdf

Irish cattle prices/kg based on early September estimates
https://icsaireland.ie/livestock-prices/

Heifer emissions 242 kgCO2e from birth to first calving
https://edepot.wur.nl/534843

Calving rates
https://www.sciencedirect.com/topics/agricultural-and-biological-sciences/calving-rate

DATAMARS