

A photograph of a woman and a young girl standing in a vast field of red poppies. They are both smiling and looking at each other. The woman is on the left, and the girl is on the right. They are both wearing white, short-sleeved, lace-trimmed tops. The field of flowers extends to the horizon under a bright sky.

**Sustainability  
Report**

2024

# TABLE OF CONTENTS

<b>MESSAGE FROM THE CEO</b> .....	3	<b>ENVIRONMENTAL SUSTAINABILITY</b> .....	33
<b>ABOUT THE REPORT</b> .....	4	Climate change .....	34
<b>INTRODUCTION TO ROSSMANN</b> .....	5	Energy .....	35
Ownership background .....	6	Greenhouse gas emissions .....	38
Ross mann Hungary .....	7	Logistics .....	40
Sustainability at Rossmann .....	9	New logistics centre .....	45
<b>GOVERNANCE</b> .....	15	Waste .....	48
Corporate governance and management approach .....	16	Webshop .....	53
Economic value .....	18	<b>SOCIAL SUSTAINABILITY</b> .....	57
Procurement .....	19	Impacts .....	58
Our product range .....	22	HR results and developments .....	68
Private label products .....	26	Social responsibility .....	75
Awards and recognitions in 2024 .....	32	<b>IMPRESSUM</b> .....	78

# Dear Reader,

As CEO of Rossmann, I consider it my mission to ensure that our growth is accompanied by responsible development. Our goal is not merely to expand our store network, maximise profits or strengthen our market position – we are also increasingly committed to sustainable operations, conscious energy use and the preservation of human values.

Over the past year, we have continued to work to ensure that efficiency and awareness go hand in hand in our business decisions. This report is not just a collection of data and indicators: behind them lies Rossmann's history, philosophy and vision for the future. We strive to show not only what we do, but also how and why we do it.

In 2024, we began preparing for sustainability reporting in accordance with the CSRD. This is not just a new compliance obligation for us, but a learning and development process that will help us systematise and further develop everything we have achieved so far. This approach is already reflected in several chapters of the report: we believe that more accurate data, more transparent operations and a shared corporate mindset create value for all stakeholders in the long term. We are preparing for the CSRD in a responsible and forward-looking manner, together with the Central European Rossmann group.

Every area – energy consumption, logistics, procurement, employee welfare and corporate governance – is part of the same responsible operation. Each development – be it LED conversion, process improvement or employee initiative – points in the same direction: towards a more transparent, efficient and people-centred company.

Thank you for joining us in this process through this report and for paying attention to our shared future.



**Kornél Németh**  
Managing Director, Rossmann Hungary

## REPORTING STANDARD

The year 2025 brought many changes to the sustainability regulatory environment, which also influenced how we report on 2024. Rossmann Magyarország Kft (hereinafter Rossmann) is among the group of companies subject to CSRD, so preparations for this have begun. We have decided to follow the logic of the CSRD postponement and, together with the other members of the Rossmann group, have opted for gradual preparation. As a result, our current report reflects a hybrid solution. As the final standards related to CSRD were not yet available when this report was prepared, we made a conscious decision to start our preparations with those topics where we did not expect any significant changes in content. The report covers all relevant sustainability topics, we provide CSRD-level processing in two areas: climate change (E1) and employee-related topics (S1).

## SCOPE OF THE REPORT

The report covers Rossmann's entire operations, including the store network and the logistics centre in Üllő. The report summarises all activities and initiatives that have a direct or indirect impact on our sustainability performance. It also covers the supply chain and relationships with partners and suppliers, thus ensuring that the report is comprehensive and detailed.

## REPORTING PERIOD

This sustainability report covers the 2024 calendar year, from 1 January to 31 December. Its purpose is to provide a comprehensive overview of the measures implemented by the company during this period, the results achieved and the challenges encountered.



## EXTERNAL VERIFICATION

The report has not been certified by an independent external organisation, but we have paid particular attention to accuracy and data reliability in its compilation. The information is based on reliable sources, which are supported by internal control mechanisms.

## AREAS COVERED BY THE REPORT

We involved the same business units in the preparation of the sustainability report as those involved in the preparation of the financial report:

Finance

HR

Procurement

Logistics

Operations

Webshop

Investment Project Manager

Marketing



# *Introduction to Rossmann*

# Ownership background

Our company's ownership background is linked to two strong and internationally significant players, Dirk Rossmann GmbH and the A.S. Watson Group. This international background not only ensures economic stability, but also provides professional inspiration.

Dirk Rossmann GmbH has been operating as one of Germany's largest drugstore chains since 1972 and remains an owner-managed, internationally active family business to this day. The company is headquartered in Burgwedel, near Hanover. By 2024, the company operated around 4,700 stores across Europe, including in Germany, Poland, the Czech Republic, Turkey, Albania, Kosovo, Spain, Switzerland and Hungary. Dirk Rossmann GmbH pays particular attention to climate protection and energy efficiency and promotes sustainable consumption through its own brand of environmentally friendly products.

The A.S. Watson Group, part of CK Hutchison Holdings, is the world's largest health and beauty retail network. In 2024, the group operated more than 16,100 stores in 28 markets worldwide, employing nearly 120,000 people. The A.S. Watson Group has set ambitious sustainability goals for 2030, including reducing plastic use, achieving carbon neutrality and operating a wide range of community programmes.

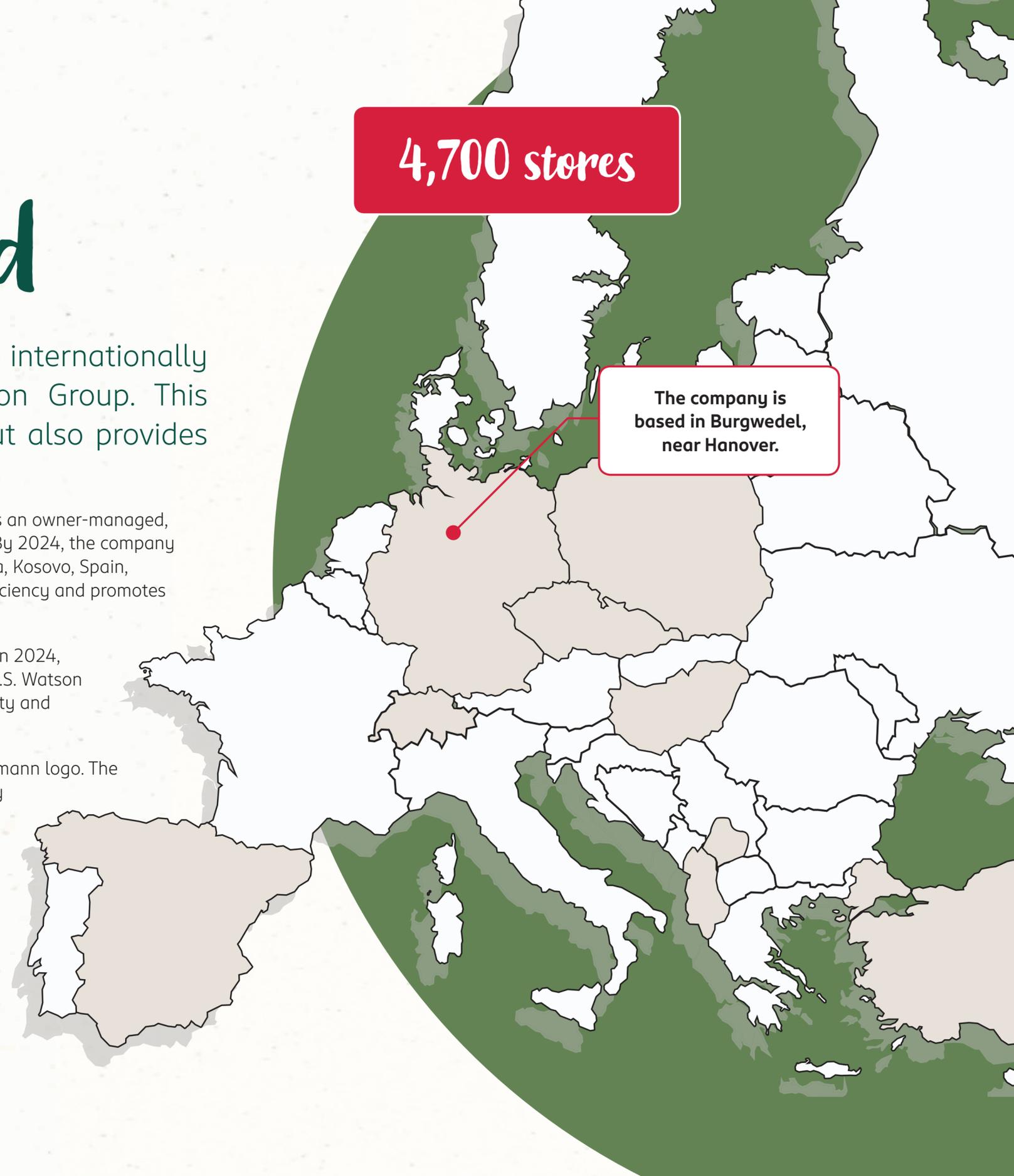


Rossmann's logo is a centaur, which adorns the letter "O" in the distinctive Rossmann logo. The centaur in the company's logo is a creature from Greek mythology, symbolically referring to the name of the founder, Dirk Rossmann. Ross means "fiery steed" in German, while Mann means "man," which is how the centaur came to be included in the company's logo.

Rossmann is shaping its sustainability programme based on these international best practices, but adapted to local conditions.

4,700 stores

The company is based in Burgwedel, near Hanover.





# Rossmann Hungary

Rossmann Magyarország Kft. opened its first store in Debrecen in December 1993 and has since grown steadily to become one of the country's leading drugstore chains. By the end of the year, our national network consisted of more than 250 stores.

Our headquarters and logistics centre are located in Üllő, where our central office is also based. Our core business is drugstore-type retail: we offer a wide range of beauty, household, baby care and health products in our stores and online shop.

In addition to our store employees, the Rossmann Hungary team includes logistics and head office staff, meaning that we rely on the work of nearly 2,500 people and provide stable employment for them. We thus play a significant role in the domestic labour market, contributing to the development of the local economy and communities.



## Product procurement and our partners

Both domestic and foreign suppliers play a role in our product portfolio. Our German parent company is of particular importance, as it coordinates the development and procurement of Rossmann's own-brand products, thus playing a key role in expanding our range and making it more sustainable. In addition to goods from the international market, we also work extensively with Hungarian suppliers, thereby supporting the domestic economy and maintaining local jobs. We build long-term, trust-based relationships with our suppliers, in which quality, reliability and, increasingly, sustainability considerations are key factors.

At the heart of our operations is a complex and extensive supply chain that ensures that our customers have access to a wide range of products in our stores and online shop every day. Our supply chain includes the procurement of products from domestic and international suppliers, central logistics processes, and delivery to stores and customers.

## Logistics centre and distribution

The heart of our supply chain is the logistics centre in Üllő, where goods from suppliers are stored, assembled and delivered. From here, we supply our nationwide store network and fulfil orders from our online shop. In 2024, construction began on a new logistics centre, which will support sustainable operations in the future with semi-automated technology and state-of-the-art environmental solutions.

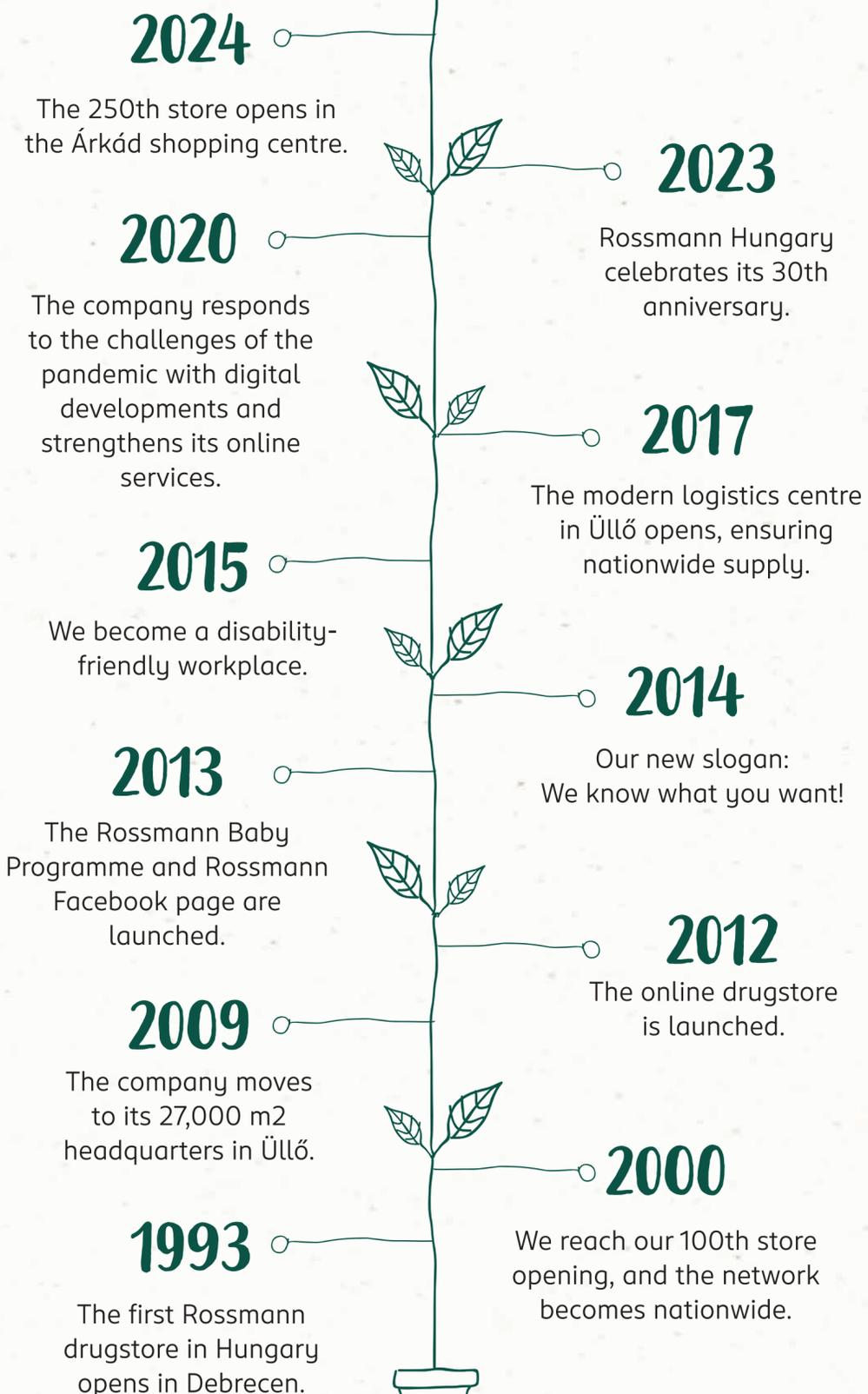
## Transport and distribution network

Our products are transported from the Üllő warehouse to our stores by truck, while our online orders are delivered to our customers by courier services, partner parcel points and vending machines. When moving goods, we pay special attention to optimising logistics processes, rationalising transport routes and reducing harmful emissions.

## Our store network

Network development was extremely successful in 2024. We reached a milestone in February 2024 when we opened our 250th store in the Árkád shopping centre. During the year, we worked on a total of 34 projects, including the opening of 17 new stores, the expansion of 9 stores and the relocation of 8 stores, creating an even more modern environment and greater choice for our customers. These new openings have made Rossmann's range even more widely available and enabled us to better respond to customer needs.

During the reporting year, we succeeded in adding areas to our network where we had not previously been present, such as Nyergesújfalu, Martonvásárhely, Mórahalom and Pécel. All these steps are an important part of the company's long-term growth strategy, while keeping in mind our customer-centric approach. The new locations and renovations give us the opportunity to get even closer to our customers, representing an even higher level of quality and service.





*Sustainability  
at Rossmann*

# Sustainability at Rossmann

Rossmann's sustainability efforts are not isolated, but are part of the strategy of its international parent companies. Our owners, Dirk Rossmann GmbH and the A.S. Watson Group, have long been committed to environmental and social responsibility.

The A.S. Watson Group has set ambitious goals for 2030: achieving carbon neutrality, reducing plastic use and strengthening community programmes globally. Their international framework is based on the three pillars of "People, Planet, Products", which balance social responsibility, environmental sustainability and meeting consumer needs.

Dirk Rossmann GmbH in Germany has been working consistently for decades to achieve responsible operations. When developing their own-brand products, they reduce the proportion of microplastics, favour natural ingredients and strive to mitigate climate impact – for example, by using green electricity and designing energy-efficient stores. The German company's sustainability concept is based on four pillars:



## **SOCIAL COMMITMENT TO FAMILIES AND CHILDREN:**

the company provides long-term support for initiatives that promote the well-being of children and the everyday safety of families.



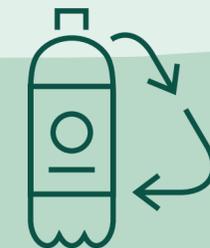
## **ECOLOGICAL RESPONSIBILITY AND RESOURCE EFFICIENCY:**

the goal is to continuously reduce environmental impact and consciously reduce energy and raw material consumption throughout all operations.



## **EMPLOYEE APPRECIATION AND DEVELOPMENT:**

the commitment and expertise of more than 65,000 employees are key to Rossmann's success, which is why the company places a high priority on providing a safe, supportive and stimulating working environment.



## **SUSTAINABLE PRODUCT RESPONSIBILITY:**

responsible operations permeate the entire value chain, from raw material procurement to packaging, enabling customers to make conscious decisions in their everyday lives.

These international goals guide Rossmann's operations in Hungary, but we implement them in a way that is tailored to local conditions.



## SUSTAINABILITY AND DECISION-MAKING

In 2024, there was an important change in Rossmann's organisational structure: the sustainability area was placed under the financial management. This step clearly reflects the view that sustainability is not just an environmental or social issue, but a corporate priority with direct financial relevance. The transfer of sustainability to the finance department strengthens the link between sustainability and economic decision-making. The aim of the transfer is to integrate sustainability data and targets directly into financial planning, risk management and investment decisions. This will ensure that the company provides consistent and verifiable data in line with the transparency requirements of the CSRD and the GRI standards in the future.

## DOUBLE MATERIALITY ASSESSMENT

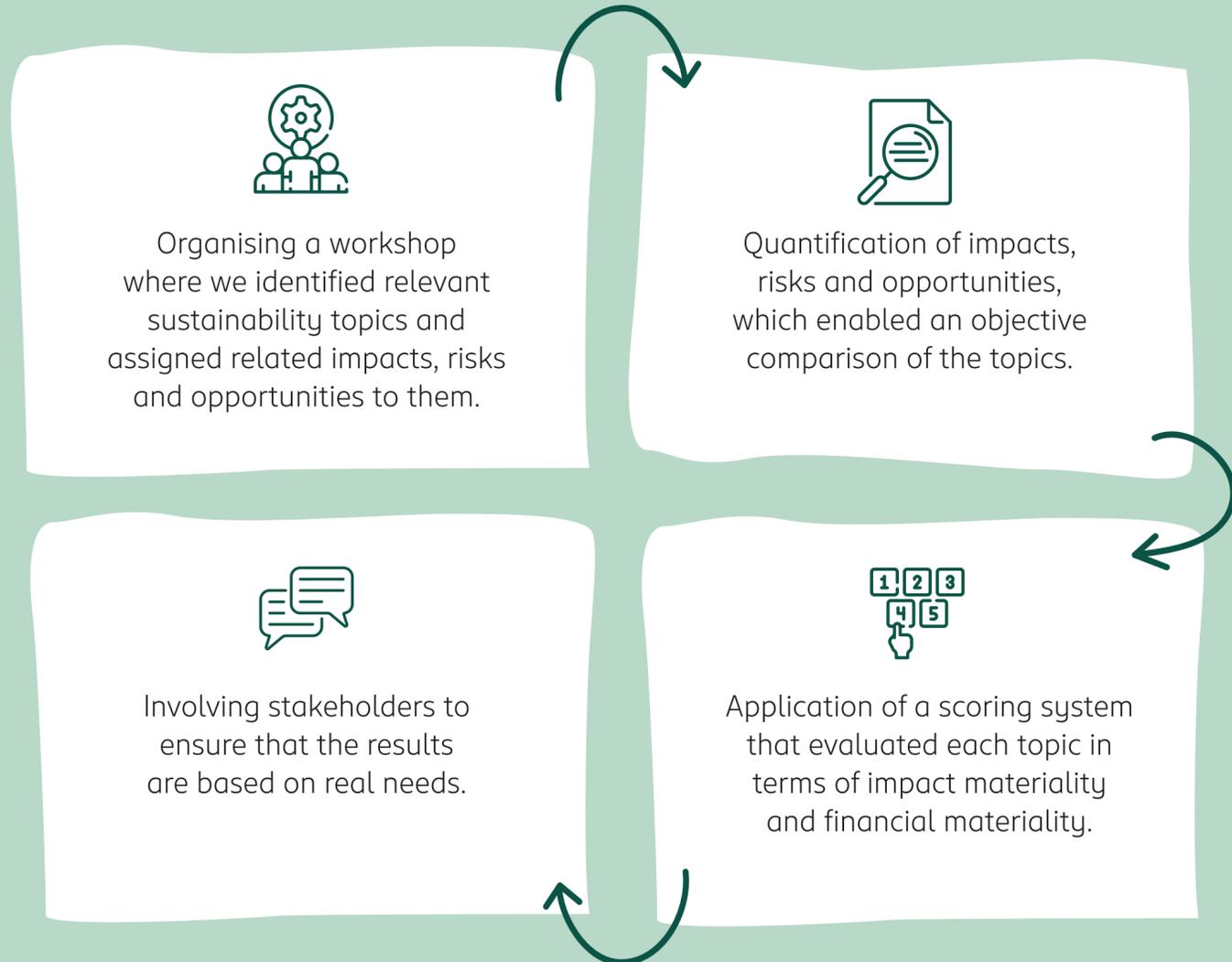
At Rossmann, we conducted our first Double Materiality Assessment (DMA) with the aim of accurately mapping our company's environmental, social and economic impacts, as well as the business risks and opportunities arising from them. The analysis is not only a compliance obligation, but also a strategic tool that contributes to our long-term transparent and responsible operation.

The DMA provided us with an opportunity to gain a comprehensive overview of the issues that are of particular importance to our stakeholders, including our employees, customers, suppliers and parent companies, and how these issues relate to our business performance.

## METHODOLOGY AND PROCESS

In preparing for the analysis, we defined the scope of the study and identified the most important stakeholders. Our multidisciplinary project team ensured that the study took a multifaceted approach.

### THE MAIN STEPS OF THE PROCESS WERE AS FOLLOWS:



**This methodology ensured that the final result not only met regulatory expectations but also supported the company's strategic direction.**

# Material topics

The analysis highlighted that the most critical issues for Rossmann include optimising energy consumption, reducing microplastics, improving waste management, and ensuring responsible employment and remuneration. These topics are of paramount importance in terms of both environmental and social impacts and the company’s financial performance.

KEY TOPIC	WHAT IT IS ABOUT	RELATED SDGS
Energy consumption and energy efficiency	Energy requirements of stores, warehouses and logistics processes, use of renewable energy sources, reduction of consumption.	  Affordable and clean energy Climate action
Waste reduction and circular solutions	Reducing waste generation, increasing recycling, packaging-free solutions.	 Responsible consumption and production
Microplastics and environmental pollution	Environmental impact of own-brand and distributed products, reduction of microplastics, alternative raw materials.	   Health and wellbeing Responsible consumption and production Life below water
Greenhouse gas emissions	Identification and reduction of Scope 1–3 emissions, climate protection measures.	 Climate action
Responsible employment and remuneration	Fair wage policy, working conditions, workplace safety.	 Decent work and economic growth
Diversity, equality and inclusion	Gender equality, integration of disadvantaged groups, equal opportunities.	  Gender equality Reducing inequalities
Employee well-being and development	Health maintenance, training, skills development, career path support.	  Health and wellbeing Quality education
Consumer safety and health protection	Product safety, transparent ingredients, responsible marketing, health-conscious selection.	  Health and wellbeing Responsible consumption and production
Sustainability of the supply chain	Ethical working conditions, environmentally friendly raw materials.	   Decent work and economic growth Responsible consumption and production Partnerships for the goals
Ethical operations and transparency	Responsible corporate governance.	 Peace, justice and strong institutions
Digitalisation and innovation	Development of digital services, digitisation of loyalty cards, application of new technologies in operations.	 Industry, innovation and infrastructure
Community and social responsibility	Donations, partnerships with civil organisations, community programmes.	  Sustainable cities and communities Partnerships for the goals



The materiality matrix and butterfly chart also visually show the intersections where sustainability impact and business risk are both high – these are the focus points of the company’s future ESG strategy.

### CONNECTION TO EVERYDAY OPERATIONS

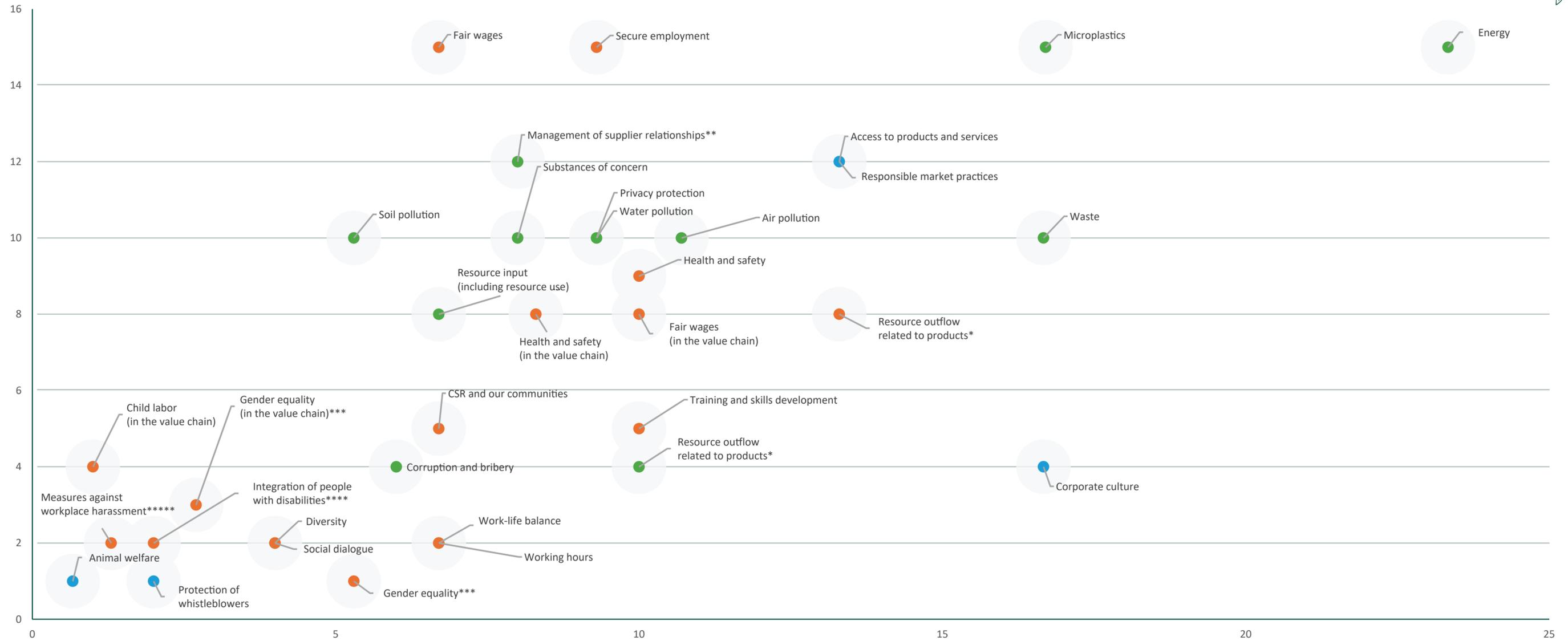
The results of the double materiality analysis were not produced for their own sake, but to form the basis of Rossmann’s sustainability and business strategy. The material topics we have identified will serve as a compass for setting objectives and action plans, support risk management and financial planning, and help us provide transparent responses to the expectations of our stakeholders.

The DMA will thus become an integral part of decision-making in the coming years, ensuring that our sustainability considerations are reflected in both our day-to-day operations and long-term developments. The assessment also provides a framework for the corporate sustainability programme presented in the following chapter.





# ROSSMANN MATERIALITY MATRIX



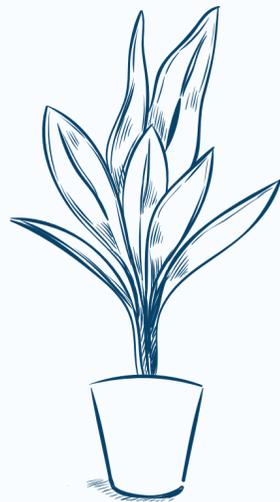
GOVERNANCE

# Corporate governance and management approach

## CORPORATE GOVERNANCE MODEL

Rossmann Hungary operates under a framework of executive responsibility, with an operational focus and a practical management style. The company's management model is aligned with the group's principles, while independently ensuring rapid decision-making and close cooperation between the various functional areas – sales, logistics, procurement, HR and finance.

Our management model is based on cooperative collaboration: senior management and functional areas share strategic responsibility. The aim is to ensure that decisions are based not only on hierarchical structures, but also on responsive and integrated thinking. A central element of management is a culture based on trust, open communication and partnership, which supports responsible decision-making and organisational stability.





## DECISION-MAKING, COMPLIANCE AND TRANSPARENCY

The company's decision-making is data-driven: regular business and operational reports, supply chain and logistics performance indicators, and employee feedback support strategic management. Employee satisfaction and commitment are measured continuously, and the results are incorporated into management decisions.

The compliance and risk management system is aligned with group standards, covering ethical, data protection, competition law and information security requirements. With regard to the own-brand product portfolio, the standards developed by the German parent company ensure a uniform set of requirements.

The commitment to transparency and accountability is also reflected in sustainability reporting: the company is developing its reporting system in line with GRI and, increasingly, ESRS (CSRD) requirements. In 2024, the topic of climate change (E1) was addressed in a Central European Rossmann collaboration, which builds uniform approach to future consolidated reporting.

## MANAGEMENT CULTURE AND BUSINESS INTEGRITY

Rossmann's management approach focuses on people-centred and collaborative leadership. The experience of store and logistics employees is emphasised in decision-making, as the company believes that the "voice of the front line" is essential for development.

The aim of management forums, development programmes and regular internal communication is to strengthen trust and shared responsibility within the team. Management behaviour based on respect, attention and consistent feedback has become part of the corporate culture.

Business integrity is also reflected in everyday decisions. Rossmann is committed to ethical operations, fair competition and social contribution. In 2024, management focused on strengthening employee benefits, alleviating livelihood challenges and reducing staff turnover, which served to maintain performance and stability.

# Economic value

In line with our sustainability concept, our primary goal is economic success. Thanks to our continuous positive business development, we are able to operate in a cost-effective and environmentally friendly manner, thereby assuming ecological and social responsibility.

## THE COMPANY'S ECONOMIC VALUE CREATION CONTINUED TO SHOW STABLE GROWTH IN 2024.

Economic value generated	187,915,432 HUF
Revenues	187,915,432 HUF
Distributed economic value	183,201,827 HUF
Operating costs	164,374,301 HUF
Wage costs	17,973,636 HUF
Financial costs	360,114 HUF
Corporate tax	493,776 HUF
Retained economic value	4,713,605 HUF

Data in thousands of HUF

In 2024, Rossmann did not receive any state subsidies, investment subsidies or tax breaks.



## SUSTAINABILITY MANAGEMENT FROM A FINANCIAL PERSPECTIVE

Rossmann's operations may be affected by several factors that represent indirect financial exposure from a sustainability perspective. These include fluctuations in energy prices, delays in the supply chain, and stricter domestic and European regulations. Our double materiality analysis also highlighted these risks.

The company's goal is to present sustainability and financial aspects in a unified framework that reinforces each other. We did not collect costs related to sustainability activities (e.g. consulting, auditing, reporting, energy efficiency measures) separately in 2024. However, the accounting system is capable of tracking these expenses more accurately in the future based on a breakdown by partner.

No new investments specifically aimed at sustainability (CAPEX) were made during the year, but the long-term developments launched in the previous year continued.

The construction of the new logistics centre in Üllő progressed as a priority project.

PROCUREMENT

# *Our procurement practices*

Rossmann Hungary's procurement activities play a central role in shaping our sustainability performance. We work with hundreds of domestic and international partners, offering our customers nearly 20,000 products. During procurement, we must take economic, social and environmental considerations into account: our goal is to provide our customers with quality products at affordable prices, while continuously improving the sustainability performance of our product range.

# The impact of procurement

Rossmann's procurement activities are one of the most impactful areas of its overall operations. The production and delivery of the nearly 20,000 products we sell goes far beyond the company's direct operations: global value chains are interconnected, from raw material production and manufacturing to logistics, with environmental, economic and social impacts occurring simultaneously.

## ENVIRONMENTAL IMPACTS

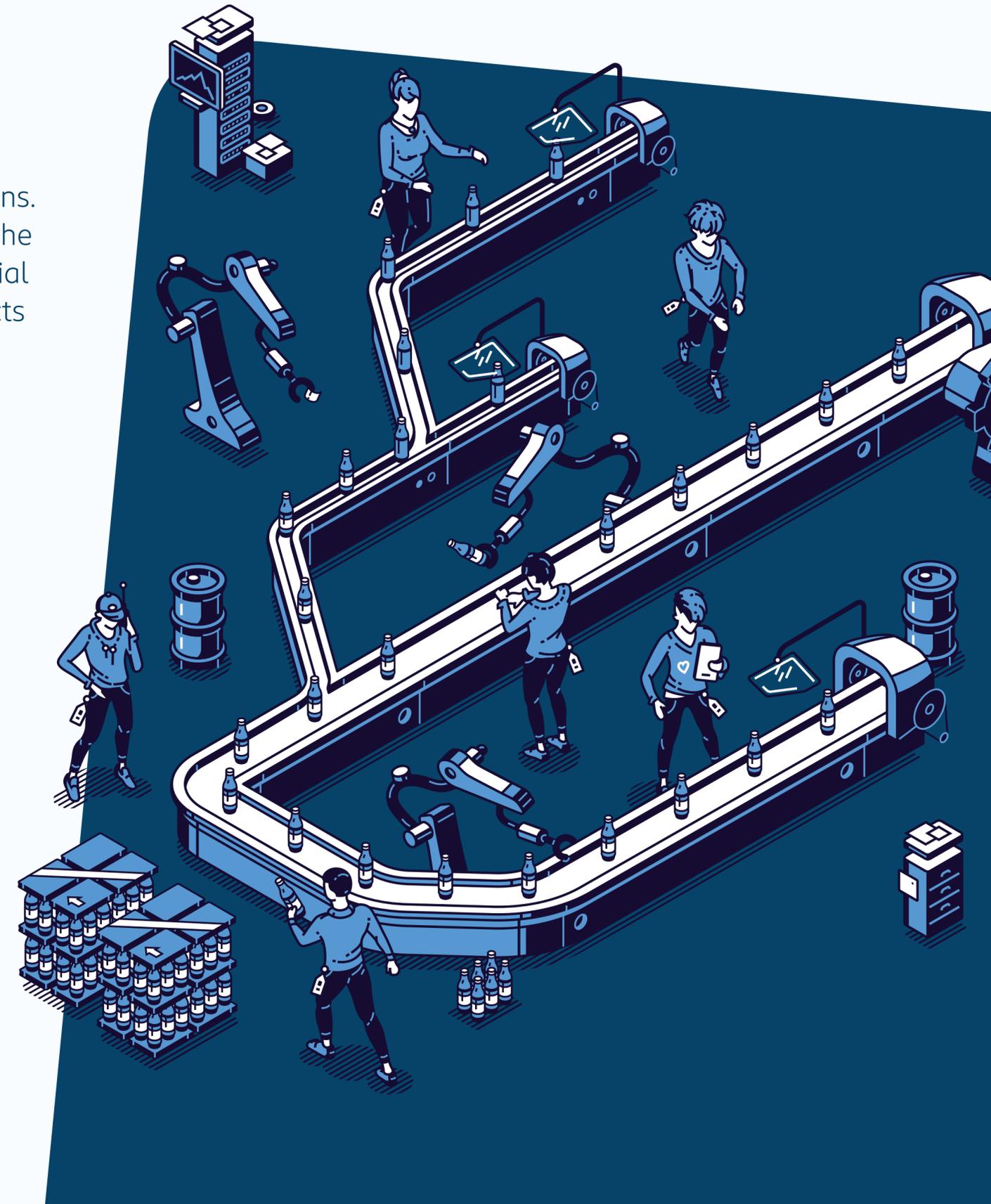
Our decisions not only determine the diversity of products on our shelves, but also directly influence our environmental footprint. The environmental impact of procurement affects the entire supply chain due to resource use: the extraction, processing and transport of raw materials involve significant energy consumption and emissions. The excessive use of raw materials from unsustainable sources can contribute to deforestation, depletion of water resources and climate change. With this in mind, in recent years we have placed increasing emphasis on promoting more sustainable solutions in our product range, whether in terms of product composition, packaging materials or transport processes.

At the same time, the production of many products in our portfolio is still resource- and energy-intensive, especially in the case of chemical and plastic-based goods. To mitigate this, our parent company is working on the product development side, and we are working with our suppliers to offer more and more products from responsible sources with a lower environmental footprint in the future.

## ECONOMIC IMPACTS

Our procurement processes have a significant impact on both the local and international economy. At the same time, our purchasing activities have a dual economic impact. On the one hand, we are a reliable and predictable business partner for hundreds of domestic and international suppliers, ensuring stable orders and contributing to the preservation of jobs and businesses. In addition, our participation in the global supply chain develops the logistics and supply sector, while our wide and diversified range ensures that customers can purchase products at competitive prices.

On the other hand, the pricing and quality expectations of global procurement require notable adaptation from our partners. In addition, dependence on foreign procurement increases geopolitical exposure and, in some cases, can squeeze smaller domestic players out of the market. For the supplier network, this represents both a market opportunity and pressure, for which we provide a framework of transparent and fair cooperation.





## SOCIAL IMPACTS

The social impacts of Rossmann's procurement activities are felt on several levels. One positive impact is that it indirectly maintains thousands of jobs throughout the supply chain and contributes to the promotion of fair working conditions. The production of own-brand products is governed by the supplier code of ethics developed by the German parent company, which prohibits child and forced labour and stipulates fair wages and working conditions. In the case of own-brand suppliers, regular audits help to increase transparency and monitor working conditions.

Another important area of social responsibility is supporting disadvantaged groups. Initiatives to help families and parents with young children continued in 2024. Through the Pampers premature baby campaign, we supported premature baby wards, while in cooperation with our service partners (Babamamatudakozó, Promobox), new and expectant mothers received free packages.

This also includes shaping consumer awareness: products with environmentally friendly ingredients, certifications or ethical supply chains play a prominent role in our wide range of products, making responsible consumption an everyday practice for our customers.



# Our product range

Rossmann Hungary continued to offer its customers a wide selection of products in 2024, with nearly 20,000 different products available on its shelves and online platforms. The range is characterised by diversity, with consumers able to choose from more than 1,200 brands, from well-known international players to domestic manufacturers. This diversity enables our customers to find solutions for every situation and need. However, quality and price are no longer the only decisive factors in shaping the selection: sustainability is also becoming increasingly important.

Everyday items form the backbone of the portfolio. Personal care, beauty care and decorative cosmetics account for the largest share, but baby products, foods and products that support a healthy lifestyle, as well as household and chemical goods, also feature significantly. With this diverse range, Rossmann offers solutions for all everyday needs.

## SUPPLIERS

Tens of thousands of items and nearly 1,500 brands indicate not only the abundance of choice, but also the diversity of the supplier network. Our supplier network consists of nearly 600 partners and is built on both international and domestic cooperation. This is the basis for Rossmann's ability to simultaneously meet everyday needs and showcase the latest trends and innovations, whether they are domestic novelties, sustainable alternatives or the latest developments from international brands. The role of our German parent company, which plays a decisive role in the development of our own-brand products, is particularly important to us.



# Our domestic suppliers and Beauty Expo 2024

It is extremely important to Rossmann that the products delivered to customers are not only of high quality, but also contribute to the revitalisation of the domestic economy. Hungarian partners always have a place in our business model: domestic suppliers and manufacturers not only provide reliable supplies, but also establish a direct connection with consumer needs.



## GOVERNANCE

One of the best examples of this was the Rossmann x Krémánia Beauty Expo, one of the largest domestic events in the beauty care sector, held on 6 September 2024 in the Millenáris B building in Budapest. More than 4,000 interested parties registered for the expo at the beginning of the summer, and nearly 90 brands were presented at more than 70 exhibitor stands. The event was a professional forum, trend show and consumer experience all at once: visitors could meet brand representatives directly at the stands, try out new products and give feedback to manufacturers.

In addition to international brands, nearly 30 domestic players were also represented among the exhibitors. Our partners, such as Nerds, Nora Beauty and Body+ME, were able to demonstrate first-hand that Hungarian-developed beauty products can hold their own alongside international trends. Beauty Expo was a particularly valuable opportunity for domestic suppliers: not only could they connect directly with customers, but they could also compare their offerings

with those of their competitors and draw professional inspiration.

Rossmann's own-brand products also attracted a great deal of attention at the expo, highlighting the strong links between the domestic supplier network and developments at the parent company. Based on customer feedback, domestic partners also have the opportunity to continuously strengthen sustainability aspects, such as microplastic-free formulas, FSC-certified packaging, and the use of vegan ingredients.

Beauty Expo was not only a professional meeting, but also a real springboard for domestic suppliers. The experience gained and networking opportunities here will help Hungarian partners further expand their market presence and become active players in the sustainable development of Rossmann's product range.

# Beauty EXPO



# Henkel–Rossmann joint packaging campaign

In 2024, Henkel and Rossmann once again successfully ran their joint sustainability campaign, which aimed to collect and recycle plastic packaging materials. As part of the programme called “Play for a Greener Future”, customers were able to return empty Henkel product bottles at more than 250 stores across the entire network.

The popularity of the initiative is demonstrated by the fact that 8,294 bottles were returned during the campaign period. In exchange for the packaging they returned, shoppers received a code that they could use to vote for a nursery, kindergarten or primary school of their choice. The institutions receiving the most votes received assistance, so the programme not only benefited the environment but also had a direct social impact.

The results of the campaign were also recognised at a professional level: it came second in the Non-food category of Trade Magazine’s Promotion of the Year competition and also received a special Sustainability Award. This recognition confirms that initiatives organised along the principles of the circular economy and involving customers contribute to sustainable operation in the long term. In addition, the Henkel–Rossmann collaboration was a good example of how sustainability goals can be combined with customer experience and social responsibility.



# Private label products

Private label products are increasingly shaping the profile of our product range. In 2024, they accounted for almost a fifth of our total product range under 31 brand names. One in four of these products also carried a sustainability label, whether vegan, FSC or microplastic-free.



# Sustainability aspects of own-brand products

Our own-brand products available in the Hungarian store network are manufactured and developed by our German parent company, so their innovations and sustainability approaches are directly reflected in our domestic offering. As a result, Hungarian consumers have access to the same environmentally conscious solutions that are provided by internationally defined strategies and objectives.

Our parent company has a clear ambition to play a pioneering role in sustainable product development and to offer our customers environmentally friendly, high-quality alternatives to traditional products. For this reason, the entire product life cycle is always taken into account when further developing Rossmann brands.

From production to use to waste disposal, identifying and implementing optimisation opportunities is a top priority. For Rossmann brands, the greatest impact can be achieved by avoiding and reducing CO<sub>2</sub> emissions, product packaging and ingredients. With an ever-expanding range of sustainable products that can be easily integrated into customers' everyday lives, Rossmann is making a more sustainable lifestyle accessible to everyone.



# Responsible packaging design and raw material use

One of the key areas is packaging development. Rossmann's product packaging serves a number of different functions: it must protect the product from external influences and ensure hygiene and safety requirements are met. In addition, it must be as economical and environmentally friendly as possible, easy to transport and practical to use. The packaging development of our parent company's own-brand products is guided by four principles:



## AVOIDANCE

Where possible, we eliminate unnecessary packaging. For example, the cardboard box for the Altapharma Magnesium + Calcium + D3 dietary supplement has been eliminated, saving approximately 6,758 tonnes of paper per year.

## MATERIAL REDUCTION

By reducing the thickness of the material – while maintaining product safety and usability – we are reducing the weight of our packaging. Through the sustainable optimisation of the packaging of domol colour- and dirt-removal cloths, the size of the foldable box was reduced by eliminating unnecessary air space. This modification results in 12.93 tonnes of material savings per year. In addition, the smaller packaging improves pallet utilisation, which further enhances transport efficiency.

## DEVELOPMENT

In order to use resources efficiently, we are looking for ways to optimise the use of recyclable materials. Most recently, for example, we replaced the perforated foil cover – which had to be removed from the bottle during waste treatment – with a solution that has the same material composition as the bottle itself. This makes waste treatment easier for the new packaging of ISANA shower gels, and the sorting plant can process the material more efficiently. The case of domol toilet fresheners also shows the tangible results of these developments: here, the previous packaging, which was a combination of cardboard and plastic, has been completely replaced by paper-based packaging. For the wellmix protein waves, we also significantly improved the packaging with a small modification. Instead of an aluminum bottom, the body of the container is now made entirely of paper. With the proper separation of the packaging components (lid, foil, and container body), the body can now be disposed of as paper waste, increasing its recyclability from below 30 percent to 90 percent.

## RECYCLING

When selecting materials, our guiding principle is that the materials used should be recyclable and returned to the cycle as much as possible. That is why we are constantly increasing the proportion of recycled materials in our products. In 2024, we worked on redesigning the ISANA body care bottles so that the bottles (excluding the label and cap) are made of at least 95 percent recycled plastic. We achieved similar progress with our domol products as well: the share of recycled content in the domol Anti-Kalk gel bottle (without the cap and label) increased from 50 to 100 percent, while for the domol eco toilet cleaner this proportion rose from 0 to 95 percent (excluding the label and cap).

# 45%

is the proportion of packaging for own-brand products made from recycled materials

Based on the latest data, the share of recycled plastic used in the packaging of our private-label products reached 41% in 2023. When considering all packaging materials together – including plastic, glass, paper, tinfoil and aluminium – the proportion of recycled content is 45%, a target the Group had originally set for 2025. This means the goal has already been achieved at Group level. The next step is to reach the same 45% share specifically for plastic packaging materials as well.

The recyclability of packaging is also a priority: in 2024, 67% of own-brand packaging was found to be more than 95% recyclable. The goal for 2025 is for at least 90% of own-brand packaging to meet this criterion, thereby strengthening the circular economy.



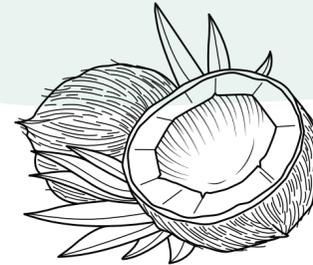
# Product ingredients

Rossmann is committed to using ingredients in its own-brand products that meet strict quality and regulatory requirements and are consistent with our sustainability values. The company checks the suitability of ingredients at its production sites using a risk matrix and strives to favour natural and environmentally friendly solutions in its development work.



## Microplastics

A key consideration in product development is the avoidance of microplastics. Since 2013, we have been using natural ingredients to provide exfoliating effects, for example . We are working continuously with experts from our parent company to remove solid microplastics from our formulations and use as many natural ingredients as possible. As a result, more than half (51%) of the cosmetics range, 63% of Domol products, and 80% of the Eco Freude brand are now certified free of solid microplastics. In 2024, 1,582 of our own-brand products were completely microplastic-free, representing a 16.4% increase on the previous year and 223 more than a year earlier. The expansion of the range continues in all relevant categories, and the “NO microplastics” label helps our customers make informed choices.



## Palm oil

We already ensure that almost all of the palm oil we use comes from sustainable sources: in 2024, 99.1% of the palm oil used in our own-brand products was certified. The goal is to use only certified sources by 2025.

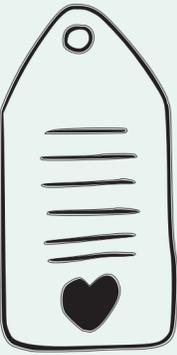


## Textiles

In terms of textile sustainability, we have achieved our goal of sourcing all cotton used in children’s and baby textiles, underwear and terry products from certified sustainable sources by 2025. In the case of textiles, GOTS and OCS certifications ensure the resource-efficient production of organic cotton, and the goal for the future is to extend this success to other product groups.



**In 2023, Rossmann brands obtained Global Recycled Standard (GRS) certification for the first time, which examines the recycled content of plastic and polyester fibres throughout the entire supply chain.**



## SUSTAINABLE PRODUCT ALTERNATIVES

ener<sup>BIO</sup>

For Rossmann, sustainable and healthy nutrition is not a passing trend, but a long-term commitment. Our own-brand enerBiO products are manufactured in accordance with controlled organic farming regulations and carry the EU organic certification, which guarantees, among other things, that they are free from genetic modification and produced in an animal-friendly manner. Our wide range of organic, vegetarian and vegan products enables our customers to develop a more sustainable diet in their everyday lives. Certifications not only help consumers make informed choices, but also play an important role at the beginning of the supply chain: the use of certified raw materials ensures that strict environmental and social standards are also met at the production site. This is particularly important for raw materials such as cocoa, coffee and tea. Our long-term goal is to increase the proportion of ingredients from sustainable sources in our entire own-brand range.



Among our own-brand products, Babydream eco-nappies are a good example of how to offer a sustainable alternative even for the little ones. The nappies are manufactured using modern, energy-efficient technology and 100% renewable energy, significantly reducing CO<sub>2</sub> emissions associated with production. Eco-design solutions have also yielded further results: since 2023, the nappies' packaging has been completely plastic-free and made without bleached cellulose, and the proportion of renewable raw materials used and the recyclability of the product are constantly increasing. Thanks to these developments, for example, the elimination of the adhesive tape on the front of the nappies has saved 826 kilograms of plastic and 4.4 tonnes of CO<sub>2</sub> emissions in a single year.

We saved 826 kilograms of plastic and 4.4 tons of CO<sub>2</sub> emissions!





## REFILLABLE SOLUTIONS



In order to reduce packaging waste and strengthen the circular economy, Rossmann paid special attention to expanding refill solutions in 2024. One of the most important innovations of the year was the introduction of Respray refill machines, which enable the sustainable refilling of pressurised spray products in our stores. The system first appeared in the deodorant category, with three ISANA fragrances, in Budapest and Budaörs. Refilling not only reduces packaging material consumption, but also offers customers a convenient, quick and hygienic alternative.

The social message of sustainability innovation was reinforced by a nationwide campaign: in April 2024, after every 20 refills, we exchanged another refill for a tree, symbolically expressing the environmental benefit. The campaign contributed to raising awareness of more sustainable consumption habits among a wider audience.

During the year, the solution was extended to new categories: in addition to deodorant, body lotion, serum and face spray also became available in refillable versions. Customers can refill the bottles up to five times, which can replace a significant amount of single-use packaging. In 2024, the concept also gained professional recognition: the Marie Claire Beauty Awards jury awarded the Rossmann Respray deodorant refill machine with the “Technical Innovation of the Year” award.

The commitment to refilling is reinforced not only by international developments but also by local collaborations: in 2024, the range was expanded to include face and body care categories with products from Hungarian manufacturers Yamuna, Nagora and Sofia Michelle. Thus, shorter supply chains and the support of domestic partners also contribute to sustainability efforts.

## INDEPENDENT CERTIFICATIONS

The quality of private-label products is a priority area for the Rossmann Group. Thanks to continuous, group-level quality assurance controls, these products have consistently delivered high performance for many years. Their quality is also regularly confirmed by external, independent assessments: experts from Stiftung Warentest and ÖKO-TEST have so far rated Rossmann private-label products as “good” or “very good” on nearly 950 occasions.

**ÖKO-TEST**

# Awards and recognitions in 2024

In 2024, Rossmann Hungary received numerous professional and consumer awards, reflecting the company's reliable operations, employer culture, innovations and commitment to sustainability.



**KINCENTRIC BEST  
WORKPLACE AWARD**

– for outstanding achievements in employee engagement and satisfaction, and for an open, trust-based organisational culture.

**RELIABLE  
EMPLOYER  
2024–2026**

– recognition from the German-Hungarian Chamber of Industry and Commerce for exemplary employer practices and responsible human resources policies.

**SUPERBRANDS  
2024**

– recognition for the brand's high quality and consistent consumer trust building.

**SHOP OF THE  
YEAR 2024**

– Rossmann received awards in four categories, including Online Shop of the Year and Customer-Friendly Retailer of the Year, recognising the customer experience and digital developments.

**INNO D'OR – INNOVATION  
OF THE YEAR AWARD**

– recognised the company's technological and service developments, with particular emphasis on solutions introduced in the areas of online shopping experience and logistics efficiency.

**PRIVATE  
LABEL PRODUCT  
COMPETITION**

– several products from Rossmann's private label portfolio received recognition for their quality and value for money.

**GREENGAGE – GREEN  
COMMITMENT AWARD**

– awarded for consistently demonstrating environmental responsibility and a sustainable approach.

**CUSTOMER-  
FRIENDLY AWARD  
OF THE YEAR**

– for outstanding performance in the areas of customer satisfaction, service quality and customer experience.

**INFLU  
2024 AWARD**

– an award recognising responsible communication and authentic brand representation, which praised Rossmann's value-based presence on social media.



# Environmental Sustainability

# Climate change



Climate change is a priority topic in the European Union's sustainability reporting system, focusing on the most significant environmental impacts, risks and opportunities arising from the operations of companies. Under the standard, all companies must demonstrate how they are contributing to climate change mitigation and adaptation processes, what short-, medium and long-term goals it has set for reducing greenhouse gas emissions, and how it manages the economic and operational risks and business opportunities associated with the transition.

Climate change is a priority issue for Rossmann, which is why we began working on the relevant standard. As part of this, we collaborated with Rossmann companies in Central Europe, which gave us the opportunity to share experiences and develop a unified approach. During the process, we reviewed what data we already have at our disposal and where gaps can be identified. As part of this, we expanded our carbon emissions calculation to include Scope 3, which provides an essential basis for carrying out E1-related tasks in the future, such as developing a transition plan. The joint work was also an important preparatory exercise for us and reinforced the need for future corporate data reporting and planning related to climate change.



# Energy

Energy consumption is one of the most decisive factors in terms of climate change, as it directly determines a company's greenhouse gas emissions and the sustainability of its operations. Therefore, we will first present the effects and management of energy consumption, followed by a detailed description of emissions.

## THE EFFECTS OF ENERGY CONSUMPTION

Energy consumption is one of the most resource-intensive areas of the company's operations, with direct economic, environmental and social consequences.

## ECONOMIC IMPACTS

Energy consumption directly affects the company's operating costs and competitiveness. Fluctuations in energy prices can pose a serious risk, especially in areas such as logistics, refrigerated retail units or central warehouse operations. At the same time, efficient energy management and the use of energy-efficient technologies can result in cost savings, strengthening the company's long-term financial stability.

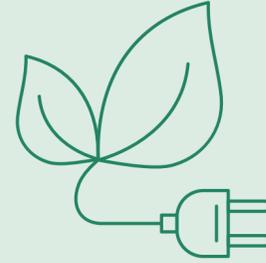
## ENVIRONMENTAL IMPACTS

The biggest environmental impact of energy consumption is the associated carbon dioxide and other greenhouse gas emissions, which contribute to climate change. In addition, the use of fossil fuels causes further air pollution, deteriorating air quality. A positive environmental impact is achieved when energy demand is met from renewable sources or when consumption is reduced through energy efficiency measures.

## SOCIAL IMPACTS

The use of energy-efficient solutions also contributes directly to the quality of life of employees and local communities. Reducing energy consumption mitigates air pollution, improving health conditions, while investments that strengthen energy independence increase security and predictability in the long term. In addition, sustainable energy management strengthens the company's social responsibility, which has a positive impact on employee commitment and consumer confidence.





## ENERGY CONSUMPTION AND ENERGY EFFICIENCY

We have maintained the stricter rules introduced in previous years in response to the energy crisis. In 2024, we implemented several long-term developments aimed at increasing energy efficiency and strengthening sustainable operations.

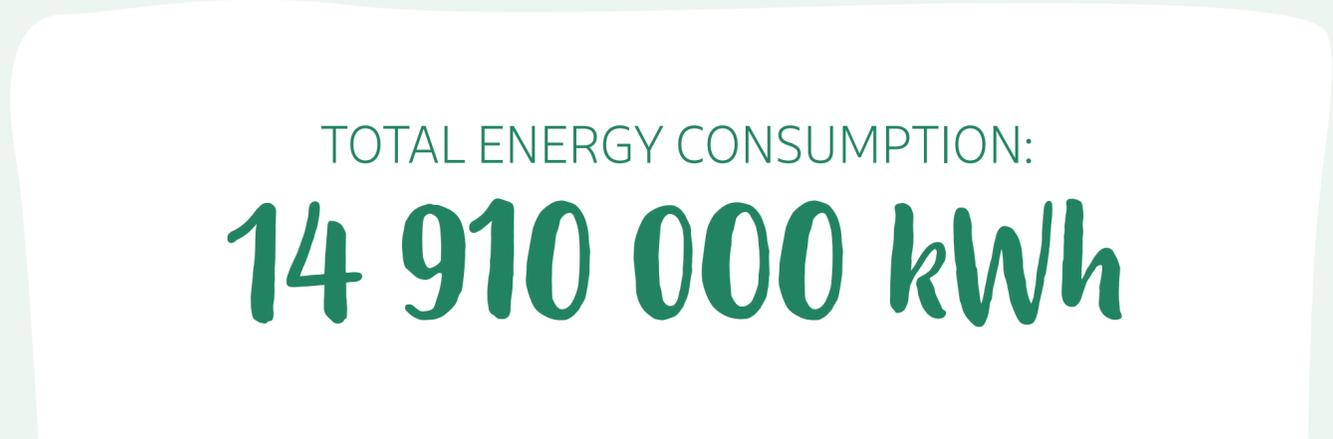
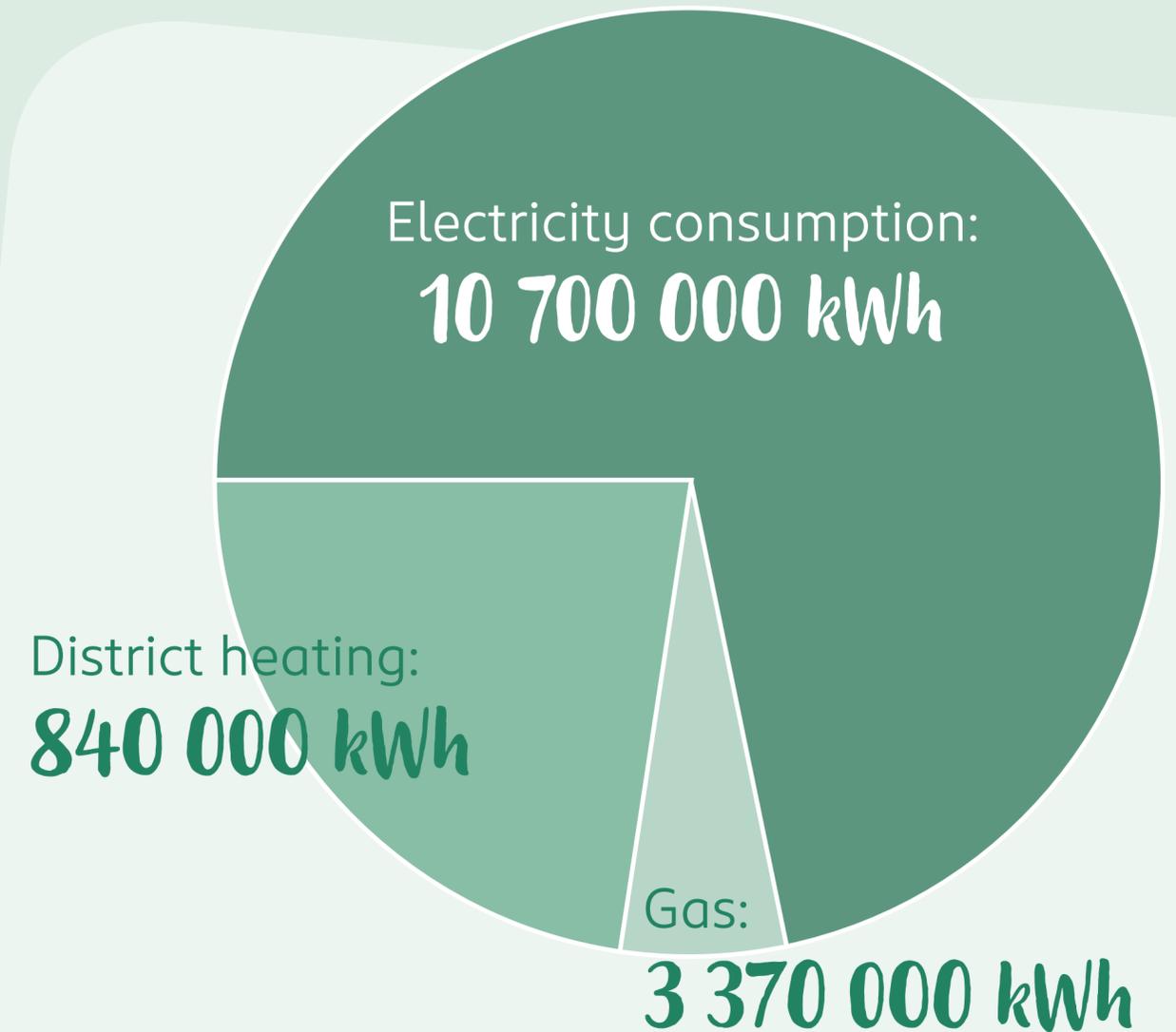
The modernisation of heating systems received special attention. Where technically possible, we gradually switched from gas heating to heat pump and electric solutions. In 2024, we managed to implement this change in eight stores, which contributed not only to reducing energy consumption but also to reducing emissions. In addition, we continued testing building management systems, which currently still require fine-tuning: a pilot programme is currently running in three stores, automatically regulating temperature and lighting. However, the system still needs to be fine-tuned.

In 2024, the modernisation of lighting was completed across the entire store network: all stores and illuminated advertising signs now use LED technology. In newly opened stores, we are already using the most modern lighting technology solutions, which are more energy efficient and have a longer service life. In addition, we have continued to optimise the control of external lighting.

As a result of our energy efficiency investments, we received a credit in 2024 under the Hungarian Energy Efficiency Obligation Scheme. The project covered the company's entire electricity and gas obligations, which is beneficial from both a financial and sustainability perspective. The measures resulted in total energy savings of 196.6 GJ (approximately 54,600 kWh).

Overall, electricity consumption of stores increased, mainly due to the opening of new stores. At the same time, however, state-of-the-art technologies were installed in all new facilities, so efficiency gains can be expected in the long term.

We also paid special attention to the energy solutions for the new centre to be built in 2024: the planned smart system will integrate the control of lighting, cooling and ventilation, resulting in further energy and cost savings.





# Greenhouse gas emissions

In 2024, Rossmann Hungary quantified its total carbon footprint for the first time, which includes direct (Scope 1), energy-related indirect (Scope 2), and value chain-related indirect (Scope 3) emissions. The calculation was performed by the independent consulting firm Climate and Strategies in accordance with the GHG Protocol and ESRS E1 standard requirements. The calculation is based on the company's entire Hungarian operations, including its central logistics base, store network, corporate fleet, and relevant sections of the supply chain.

## SCOPE 1 AND 2 EMISSIONS

According to the results, Rossmann Hungary's annual direct and indirect (Scope 1 and 2) emissions amount to 5,697.91 tons of CO<sub>2</sub>e (based on market-based calculations). This value takes into account the actual contractual mix of purchased electricity. If electricity consumption is calculated based on the national average energy mix (according to a location-based calculation), annual emissions amount to 4,462 tons of CO<sub>2</sub>e.

Based on a detailed analysis, the largest source of emissions is electricity consumption, which alone accounts for more than half of total emissions. This is followed by natural gas consumption and fuel consumption related to the road fleet. Future decarbonization measures will focus primarily on increasing energy efficiency, expanding the share of renewable energy sources, and reducing transport emissions.

The distribution of emissions was as follows:



## SCOPE 3 EMISSIONS

In 2024, Rossmann Hungary quantified its total Scope 3 emissions for the first time, which includes indirect impacts along the value chain. The calculation covered purchased products and services, transportation processes, employee commuting, and the use and end-of-life stages of sold products.

According to the 2024 results, Rossmann Hungary's total Scope 3 emissions amounted to 225,361 tCO<sub>2</sub>e, which represents nearly 97% of the company's total carbon footprint. This clearly shows that the largest emission impacts are related to indirect activities outside the value chain.

Based on the calculation, emissions related to the product portfolio (purchased products and services, as well as the use and life cycle of products sold) account for nearly 90% of total Scope 3 emissions. These mainly originate from the manufacture of purchased cosmetics and household products and from consumer use.

The Scope 3 analysis was prepared within the group on the basis of regional cooperation and a uniform methodology, which ensures the comparability of data and provides the basis for CSRD reporting.

The completion of the full Scope 1–3 analysis is a milestone in Rossmann's sustainability efforts: it enables the company to manage its economic performance, energy efficiency, and climate protection in an integrated manner and to plan its emission reduction programs in a data-driven way in the future.



## The breakdown of Scope 3 emissions by main categories is as follows:

<b>Category 1 Purchased goods and services:</b> 71 723 tCO <sub>2</sub> e	<b>34,7%</b>
Product-related purchases <b>Category 1 Purchased goods and services:</b> 7 109 tCO <sub>2</sub> e	<b>3,15%</b>
Non-product purchases <b>Category 2 Capital Goods:</b> 7 892 tCO <sub>2</sub> e	<b>3,5%</b>
<b>Category 3 Fuel- and Energy-Related Activities Not Included in Scope 1 or Scope 2:</b> 1 059 tCO <sub>2</sub> e	<b>0,47%</b>
<b>Category 4 Upstream Transportation and Distribution:</b> 5 007 tCO <sub>2</sub> e	<b>2,22%</b>
<b>Category 5 Waste Generated in Operations:</b> 410 tCO <sub>2</sub> e	<b>0,18%</b>
<b>Category 6 Business Travel:</b> 40,37 tCO <sub>2</sub> e	<b>0,017%</b>
<b>Category 7 Employee Commuting:</b> 2 362 tCO <sub>2</sub> e	<b>1,5%</b>
<b>Category 11 Use of Sold Products – Product-related:</b> 129 824 tCO <sub>2</sub> e	<b>57,6%</b>
<b>Category 1 Purchased goods and services:</b> 5,35 tCO <sub>2</sub> e	<b>0,002%</b>





# Logistics

For Rossmann, logistics is not just a background process that ensures the efficient operation of the supply chain, but also a key area of our sustainability performance. Delivering goods to the right place at the right time is essential for customer satisfaction, but our activities also have significant economic, environmental and social impacts.

## ECONOMIC IMPACTS

Logistics processes directly determine a company's economic performance, as cost structure, operational efficiency and customer satisfaction all depend on its effectiveness in this area. Disruptions in the supply chain, excess inventory or storage capacity constraints can lead to additional costs and losses, while well-designed and optimised processes, on the contrary, ensure faster market entry, more stable inventory management and better liquidity.

In 2024, we focused on inventory optimisation and waste reduction, which helped us to reduce losses. More accurate forecasts from Relex inventory optimisation software helped us to maintain appropriate stock levels while reducing excess inventory. Further improvements in route planning not only resulted in cost savings, but also contributed to stable store supply and faster, more efficient delivery processes. The reorganisation of order picking processes also increased productivity, resulting in shorter service times and lower error rates.

## ENVIRONMENTAL IMPACT

The environmental footprint of logistics activities is primarily due to the fuel consumption of the vehicle fleet, emissions generated during transport, and the energy requirements of warehouses. The increase in road traffic leads to air pollution and noise pollution, while the use of single-use pallets and packaging materials also places a strain on resources.

Rossmann continued to modernise its vehicle fleet during the reporting year, replacing older models with Euro 6 lorries, which operate with lower emissions. The company also expanded its route optimisation programme, which made it possible to reduce unnecessary kilometres and use vehicles more efficiently. The wider use of the CHEP pallet system reduced the proportion of single-use wooden pallets, reinforcing the principles of the circular economy. All these measures have contributed to reducing the environmental impact of logistics operations while maintaining the reliability of transport processes.





## SOCIAL IMPACTS

Logistics operations have not only economic and environmental impacts, but also significant social impacts. The sector provides a large number of jobs, but at the same time, the physical working environment means that employees are exposed to increased accident and health risks.

Employee involvement plays a key role: the suggestion box system and structured process development programmes provide opportunities for employees to contribute their own ideas to making day-to-day operations safer and more efficient. This not only improves working conditions, but also strengthens commitment, which contributes to the long-term stability and development of the logistics organisation.

## STRUCTURED PROCESS DEVELOPMENT IN LOGISTICS

In 2024, a structured process development system continued to operate in the logistics area, with the aim of providing all employees with the opportunity to share improvement suggestions and implement joint developments. A significant proportion of the suggestions received as part of the “idea box” initiative were implemented, which had a tangible impact on everyday work processes, increasing efficiency and improving working conditions.

Numerous projects were launched during the year, the results of which not only strengthened productivity and customer satisfaction, but also cooperation between teams. In 2024, in addition to logistics staff, warehouse team leaders also actively participated in the development programme, bringing new energy and greater professional diversity to the initiative. The best projects were presented at the end-of-year evaluation event, where the jury awarded prizes for outstanding performance in several categories.

Among the award-winning projects were the “A2 fulfilment development” project, which aimed to increase logistics efficiency, the RFID project, which strengthened customer satisfaction, and the “Dynamo-A efficiency engine” initiative, which supported cooperation between teams. In the group leaders category, developments such as the optimisation of seasonal product placement, the development of a download and transfer priority list, and the reorganisation of courier service processes were recognised.

Project managers play a key role in ensuring that ideas do not remain mere concepts, but lead to tangible results. This is how we can ensure that projects are implemented on time, to a high standard and in line with the company’s strategic goals.

The results show that logistics process development not only brings progress at the level of individual projects, but also contributes to the development of the organisational culture. By involving and recognising its employees, Rossmann creates an environment where innovation and continuous improvement become part of everyday operations.



## MORE EFFICIENT ORDER PICKING

One of the most labour-intensive areas of logistics operations is order picking, i.e. compiling orders for stores. In recent years, we have paid particular attention to increasing the efficiency of this process, as it has a direct impact on service quality, costs and employee workload.

We achieved significant results in several steps between 2022 and 2024. In 2023, commission productivity increased by 20%, and by the end of the year we had achieved a further 24% improvement. The process continued in 2024: we achieved a further 20% increase overall during the year.

The basis for these improvements was that we monitored our employees' working hours in detail and separated productive and non-productive activities. Based on this, we reorganised the tasks: we assigned specific employees to prepare trolleys and boxes, so that order pickers could concentrate fully on order assembly. Based on the data, we introduced new standards that also take into account the specifics of seasonal peak periods (e.g. Glamour Days, Christmas).

The upgrade of pick-by-voice devices, the determination of optimal routes and the re-regulation of replenishment priorities contributed to the increase in efficiency. In addition, we placed great emphasis on improving the performance of order pickers, providing special support to those who did not reach the desired level.

The results clearly show that a comprehensive overhaul of the picking process has a positive impact not only on productivity, but also on the efficiency of work organisation and employee satisfaction.

## RELEX

With the introduction of the Relex system, we have entered a new era in our inventory management. The aim of the project, which began in August 2022, was to optimise the supply of our central warehouse and, as a new feature, our direct delivery pharmaceutical products, as well as to reduce overstock and zero stock in stores. The results speak for themselves: inventory value has decreased, and we have been able to free up a record amount of storage space in the central warehouse. In the future, Relex will offer further opportunities to optimise store ordering processes and promotions, ensuring even more efficient service and stable growth for our company.

## ROUTE OPTIMISATION AND WAREHOUSE LOCATION PLANNING

In 2024, Rossmann launched a study to examine how logistics processes could be made even more efficient in the future. As part of this, we conducted detailed analyses of the potential optimisation of delivery routes and warehouse locations. During the modelling process, we compared different scenar-

ios, taking into account store delivery time windows, vehicle capacity and type, and rules governing drivers' working hours and rest periods.

The aim of the studies was not to make an immediate decision, but to explore the possibilities for longer-term development of the network. The survey showed that by rethinking the location of routes and warehouses, mileage could be reduced, fleet capacity utilisation improved and environmental impact reduced.

Although no specific investment decisions were made, the process provided valuable experience that we can build on in our logistics developments in the coming years. Route planning and inventory movement that take sustainability considerations into account remain a key objective for us.





## TRAINING

In 2024, almost all employees working in the central warehouse participated in training courses, which were primarily aimed at developing occupational safety, logistics and management skills. The largest number of participants was in the mandatory fire and occupational safety training, which was attended by 400 people. This not only ensures legal compliance, but also contributes significantly to maintaining a safe working environment.

Among the professional development courses, the forklift training for 30 people and the logistics team leader development programme, in which 14 managers participated, stand out.

## LOGISTICS TEAM LEADER DEVELOPMENT PROGRAMME

We launched a logistics team leader development programme aimed at consciously strengthening the leadership skills of local managers. The programme consisted of several modules: in addition to leadership roles and self-awareness, participants learned about leadership communication and performance management, tools for cooperation and conflict management, as well as interview techniques and onboarding process development. The training concluded with a joint evaluation session, supplemented by individual coaching processes where necessary. The programme is of particular importance because team leaders working in logistics ensure smooth operations on a daily basis, so their leadership skills directly influence efficiency, team spirit and employee satisfaction.

## HEALTH AND SAFETY AT WORK IN LOGISTICS

Maintaining the health and safety of employees remained a top priority in the logistics sector in 2024. The Üllő warehouse is classified as a hazardous facility, so we apply strict occupational safety measures that go beyond the legal requirements. Regular training, fire drills, risk assessments and continuous employee feedback all serve the purpose of reducing the number of accidents and ensuring a safe working environment for all our employees.

In 2024, we recorded a total of 23 workplace accidents in the logistics area. Of these, 7 cases did not result in sick pay, while another 7 resulted in sick pay losses exceeding 3 days. The accidents typically involved injuries to the arm (5 cases) and leg (7 cases), and we also recorded 2 head injuries and, to a lesser extent, injuries to other parts of the body. There were no accidents with serious consequences or fatalities in the reporting year.

After processing our experiences, we introduced targeted measures, including making occupational safety training more practical, analysing risk points in work processes, and stricter monitoring of the use of protective equipment. In addition, we continued to operate the reward system linked to the 6S accident prevention programme, which encourages safe working practices through the active participation of employees.

We believe that developing a culture of occupational safety and maintaining ongoing dialogue play a key role in accident prevention. That is why we actively involve our employees in shaping occupational safety measures and use all feedback to create an even safer and healthier workplace in the future.

TRAINING NAME	NUMBER OF GROUPS STARTING	TOTAL NUMBER OF PARTICIPANTS	AVERAGE NUMBER OF PARTICIPANTS	OCCASION/ GROUP	TRAINING TIME/SESSION (HOURS)	TOTAL NUMBER OF TRAINING HOURS
Fire and occupational safety	1	400	400	1	1	1
Forklift training	1	30	30	4	8	32
Logistics team leader development	1	4	4	5	7	35



# New logistics centre

In 2024, Rossmann Hungary began construction of its new, state-of-the-art logistics centre in Üllő. The aim of the investment is to ensure the smooth operation of the company's store network and webshop in the long term, as well as to make operations more efficient and sustainable. The total value of the project is approximately HUF 20 billion, which Rossmann is financing from its own profits and through investor partnerships.

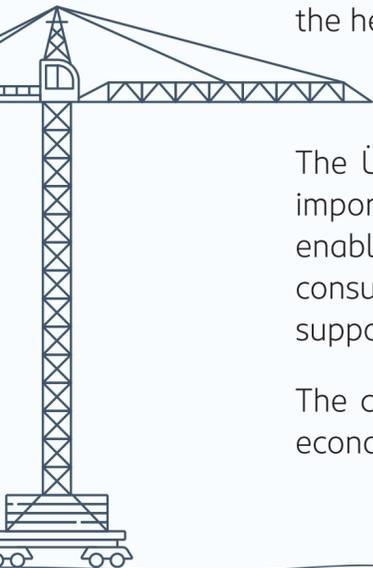
## New logistics centre

The new centre will consist of a 28,000 square metre warehouse and a 4,000 square metre modern office building, which will be equipped with state-of-the-art semi-automatic technologies. The planned systems – such as PickByLight, Voice Picking and state-of-the-art conveyor solutions – will make inventory management and goods handling faster and more accurate. Work began in January 2024, with handover scheduled for the end of 2025 and the move expected in early 2026.

The development pays particular attention to sustainability aspects. The energy efficiency of the building is ensured by solar panels and heat pump systems. The necessary cabling for electric vehicle charging has also been installed in the car parks. Preserving and expanding green spaces on the site is a priority, and as part of this, more than 100 trees and 5,000 shrubs will be planted. We have also taken the interests of the surrounding population into account: we have reduced the environmental impact with noise protection solutions and by lowering the height of the building.

The Üllő logistics centre is not only a leap forward in terms of technology, but also an important milestone in achieving the company's sustainability goals. The new system enables optimised deliveries, more accurate inventory management and reduced energy consumption. The complex has been designed to offer future expansion opportunities, supporting Rossmann's long-term growth.

The construction of the new centre demonstrates the company's commitment to being economically competitive, customer-focused and environmentally conscious.



**20**  
**billion HUF**  
INVESTMENT

**28 000 m<sup>2</sup>**  
WAREHOUSE  
**+ 4 000 m<sup>2</sup>**  
OFFICE SPACE

**January 2024**  
– start of construction

**End of 2025**  
– handover

**First half of 2026**  
– relocation



**SEMI-AUTOMATIC TECHNOLOGY:**  
PickByLight, Voice Picking, conveyor systems



**SUSTAINABILITY SOLUTIONS:**  
solar panels, heat pump heating and cooling



**SPACE DEVELOPMENT:**  
more than 100 new trees and 5,000 shrubs



**EXPANDABLE CAPACITY:**  
supports future growth



# Waste

Waste management is one of Rossmann's most important areas of environmental impact. Our retail and logistics activities generate significant amounts of paper, plastic and other packaging waste, which directly affects the state of the environment and also represents a cost and regulatory exposure for the company. The results of the double materiality analysis also confirmed that waste management is one of the most critical sustainability issues: in addition to reducing our environmental footprint, it is also linked to our responsibility towards suppliers, partners and customers.

Strategic objectives include reducing waste volumes and increasing recovery rates. This will be achieved through measures such as packaging recovery, the development of selective collection systems and an increase in the volume of waste prepared for recycling.

The transport manager is responsible for waste management, in cooperation with the logistics and store operations departments.

## Processes and control mechanisms

Waste generation and management are regulated at all levels:



### COLLECTION AND SORTING:

we selectively collect paper, plastic, metal and other fractions at our logistics centre.



### TRANSPORT AND TREATMENT:

our partners – MOHU, Fe-Group and Trans Global – carry out transport and processing.



### TRACKING AND REPORTING:

we keep records of the waste generated based on weighing slips and official accounts, ensuring data transparency.

The total amount of waste generated in 2024 was 2,414 tonnes. When treating waste, we give priority to material recovery, and only a small proportion is disposed of.

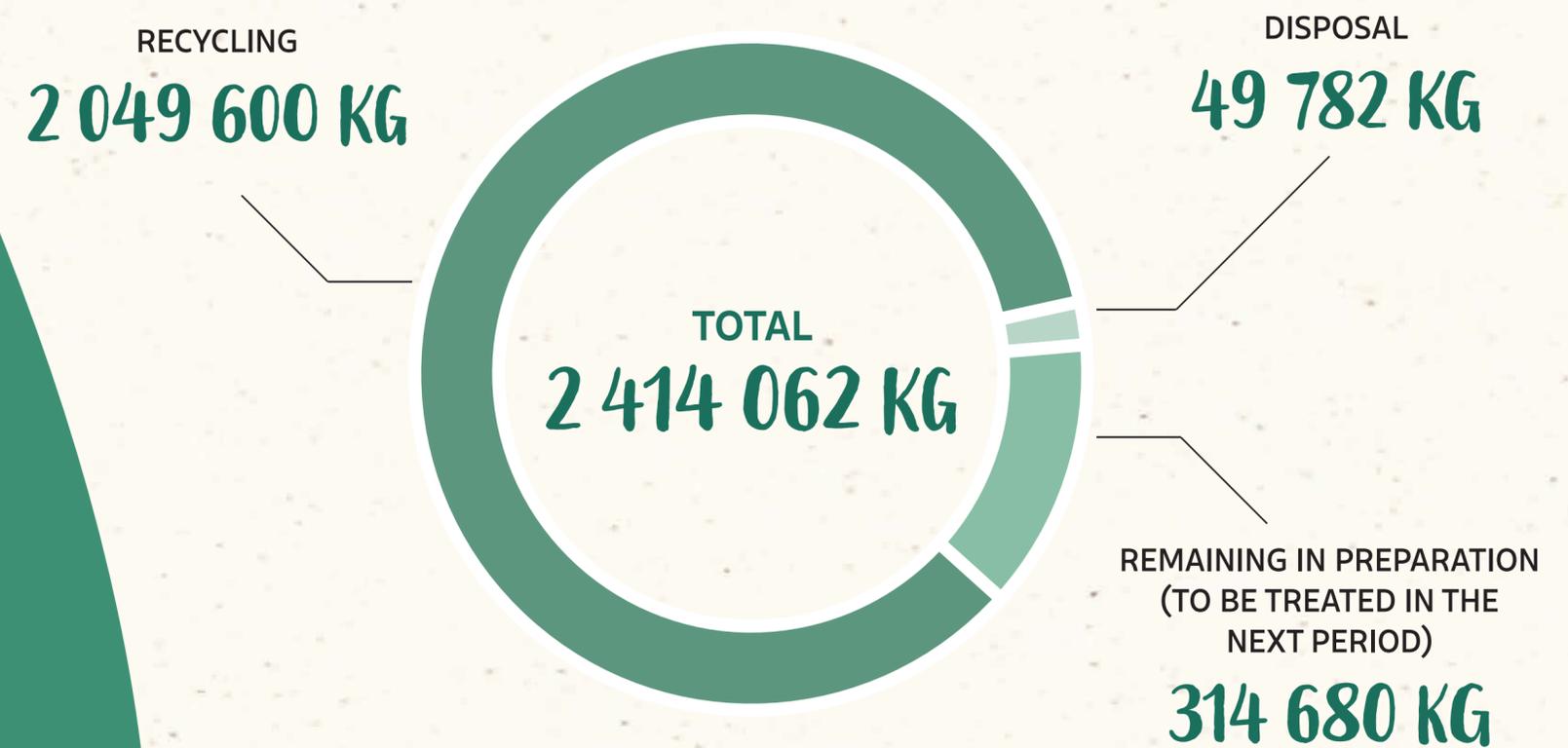
The breakdown by material type includes all waste generated, thus showing the total amount. The treatment breakdown shows the final destination of the waste: recycling, disposal or preparation.



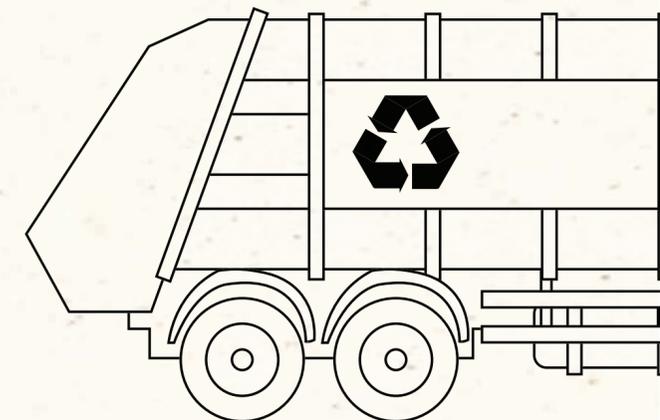
## WASTE BY MATERIAL TYPE (2024)

MATERIAL TYPE	QUANTITY (KG)
Corrugated cardboard	2 004 330
Low density polyethylene (LDPE)	130 835
Mixed packaging waste	113 210
Wood packaging	36 370
Office paper	15 750
Advertising paper	7 955
Electronic waste (small and large appliances, mixed)	12 770
Metal waste (iron, steel, castings)	8 710
Glass	3 930
Other (pallets, caps, depreciation, etc.)	45 295
Hazardous waste	34 607
<b>Total</b>	<b>2 414 062</b>

## FINAL WASTE TREATMENT (2024)



The vast majority of waste was recycled (84.9%), with only 2.06% being disposed of. 13% of the waste stream remained in preparation, meaning that it had not yet undergone final treatment at the end of the reporting period and will therefore be completed in the following year.





## Comparison with 2023 data

### TYPE OF WASTE:

#### PAPER AND CARDBOARD

2023 – 1 860 272 kg

2024 – 2 028 035 kg

Change: **+167 763 kg**

Comments: Increase due to packaging requirements

#### PLASTIC PACKAGING

2023 – 118 073 kg

2024 – 130 835 kg

Change: **+12 762 kg**

Comments: Slight increase

#### WOODEN PACKAGING

2023 – 12 489 kg

2024 – 36 370 kg

Change: **+23 881 kg**

Comments: Tripled, mainly due to pallet use

#### MIXED PACKAGING WASTE

2023 – 104 141 kg

2024 – 113 210 kg

Change: **+9 069 kg**

Comments: Slight increase

#### METAL WASTE

2023 – 29 330 kg

2024 – 8 710 kg

Change: **-20 620 kg**

Comments: Significant decrease

#### OFFICE PAPER

2023 – 30 591 kg

2024 – 15 750 kg

Change: **-14 841 kg**

Comments: Halved, impact of digitisation

#### ELECTRONIC WASTE

2023 – 4 355 kg

2024 – 12 770 kg

Change: **+8 415 kg**

Comments: Renewal of equipment fleet

#### HAZARDOUS WASTE

2023 – ~30 000 kg

2024 – 34 607 kg

Change: **+4 607 kg**

Comments: Slight increase



## The 2024 data show several trends:

The volume of paper and cardboard continued to rise as a result of expanding logistics and online sales activities.

The tripling of wood packaging waste is a notable change, which can be explained by increased pallet traffic.

The halving of the amount of office paper is a positive development and a tangible effect of digitalisation.

The increase in electronic waste is related to the replacement of shop and central IT equipment.

The decrease in the amount of metal waste can be explained partly by better sorting and partly by changes in the composition of the waste generated.

Decorative stands are made partly of plastic and metal, and the lighting inside them is electronic waste. Plastic packaging and electronic waste have also increased due to the replacement of decorative stands.

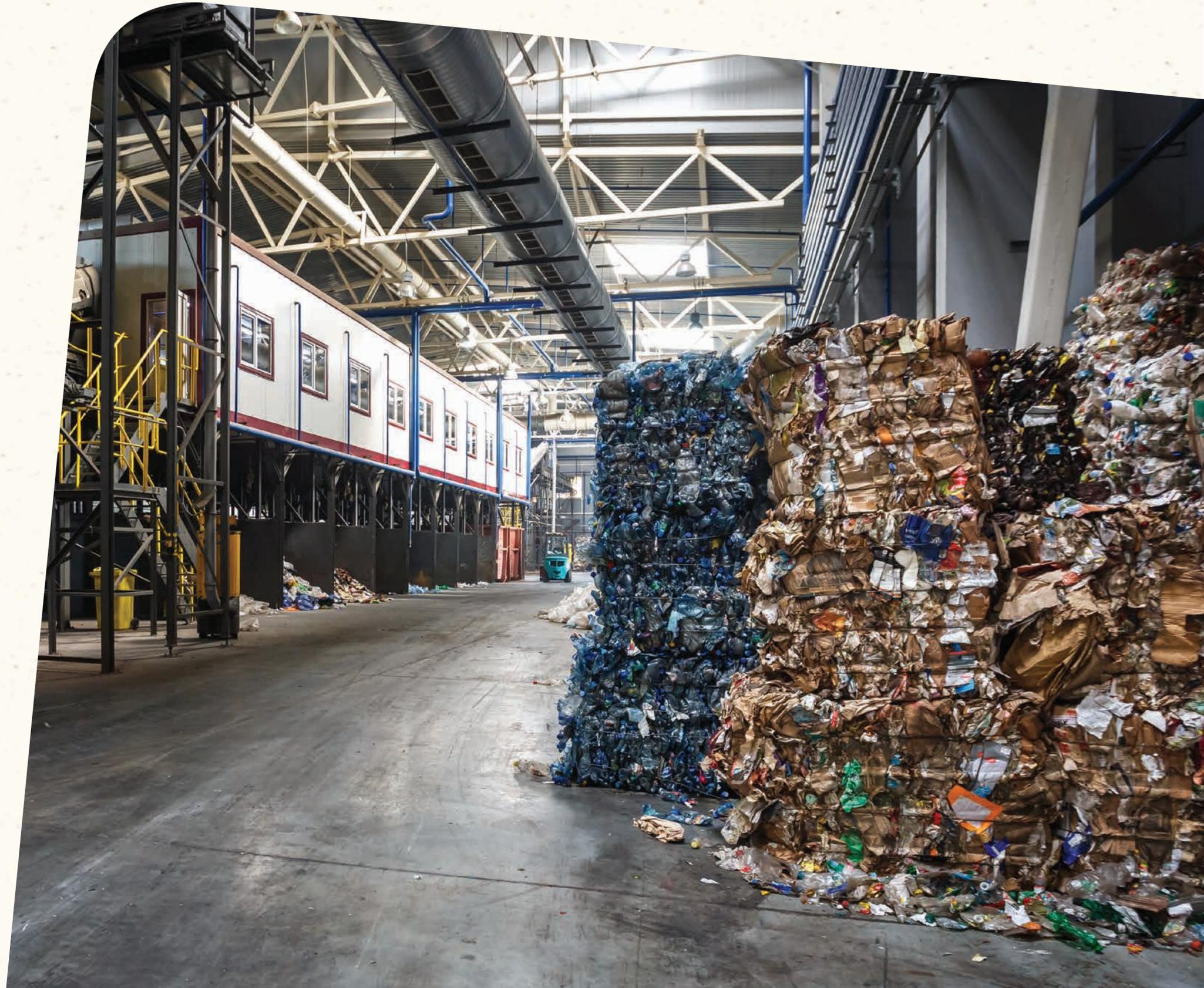
## Hazardous waste management

The vast majority of waste generated during Rossmann's operations is not classified as hazardous, but a small amount of certain fractions fall into this category. These are primarily wastes generated at the logistics centre and in certain stores that require special treatment.

In 2024, a total of 34.6 tonnes of hazardous waste was generated, which was collected and treated by Trans Global Kft. (TGK). This amount represents just under 1.5% of the total waste volume and is roughly in line with the volume experienced in previous years.

In all cases, hazardous waste is collected and disposed of by our licensed partners in accordance with legal requirements. During treatment, particular emphasis is placed on ensuring that the waste does not pose a risk to the environment or health.

In 2024, Rossmann's waste management performance will reinforce the steps taken towards a circular economy. The recycling rate is outstanding, and the amount of hazardous waste is practically negligible. At the same time, the management of the amount of waste in preparation poses a challenge, and we are planning targeted measures to reduce this in the future.



# Webshop

The Rossmann webshop continued to evolve in 2024: we made online shopping even easier and more enjoyable with new features, convenient services and digital solutions. The numbers speak for themselves, but behind them lies a continuous effort to make every order a little smoother and every customer experience a little better.



In 2024, Rossmann's webshop further strengthened its market-leading position in the domestic online retail market. During the year, our online turnover exceeded HUF11.4 billion, representing a 19% increase compared to 2023. According to PwC's 2024 ranking of top e-commerce companies, this made us the third largest online player in the FMCG sector, while we ranked 14th in the entire Hungarian e-commerce market.

During 2024, we fulfilled nearly 530,000 orders through our online platform, delivering more than 8.1 million products to our customers – a 12.5% increase compared to the previous year. Of these orders, 147,473 were delivered by our own courier service, further strengthening our direct relationship with our customers.

### *Flexible and sustainable delivery options*

By the end of 2024, we used 13,031 parcel machines and collection points nationwide (involving the MPL, GLS, Foxpost, Easy, Posta and Postapont networks), and a total of 8,738 different collection points during the year.

In 2024, the vast majority of our customers continued to choose home delivery: 71.4% of all orders were fulfilled this way. Alternative delivery methods – including parcel machines, parcel points and in-store collection – accounted for nearly 29% of all orders. This means that for every ten orders delivered to customers' homes, our customers chose an average of four alternative delivery methods.

Of the alternative options, parcel machines proved to be the most popular: 14.1% of all orders were delivered to customers in this way. In proportional terms, this means that for every ten orders delivered to customers' homes, there were approximately one and a half parcel machine deliveries.

We estimate that alternative delivery methods resulted in 10–20% lower CO<sub>2</sub> emissions in the “last mile”, which resulted in annual savings of approximately 5–8 tonnes of carbon dioxide in 2024.<sup>1</sup>

<sup>1</sup> The estimate is based on international studies, including research by MDPI (2021) and Supply Chain Movement (2024).

### *Environmentally conscious packaging and use of materials*

We have made significant progress in the area of packaging-free shipping: in 2024, we received 40,045 such orders, which is a 207.5% increase compared to last year. This represented a saving of 78,889 paper bags (approximately 2.3 tonnes). Our own courier service used approximately 220,000 paper bags in 2024, which continued to be made from recycled brown paper. This means that packaging-free orders have made it possible to avoid using nearly a quarter of the paper bags, as an additional 78,889 bags would have been needed in addition to those actually used.





## How 856 square metres of waste became 1,389 durable courier bags

In the autumn of 2024, we launched a special circular economy project that combines creativity, sustainability and the responsible transformation of our own operations.

Rossmann donated a total of 856 square metres of building mesh, previously used as advertising space, to the UrsusLupus craft workshop. The material was used to make 1,389 extremely durable and reusable courier bags.

These bags were used by our own courier service to provide a packaging-free delivery option. The ordered products were delivered to the customer in these bags, and after unpacking, our couriers took them back so that they could be used again and again.





We continued to use the optimised box size system introduced in 2023 in the packaging process, and by 2024 we were using 100% recycled cardboard boxes. To fill the space, we used Ripac AEOLUS DUO BlueOcean film made from 100% recycled plastic, totalling approximately 444,000 metres. We used simple, unbranded PP acrylic adhesive tape for sealing, using more than 433,000 metres.

### *Customer education and digital solutions*

The switch to a digital plastic card system was both an environmental and a modernisation step in Rossmann's history. From January 2024, the company no longer issued new Rossmann+ plastic cards, thereby saving the environment from the production of more than 500,000 cards and approximately 3 tonnes of plastic per year.

To support the transition, we launched a community campaign between 26 August and 1 September 2024, encouraging our customers to hand in their old physical cards, show their virtual Rossmann+ cards in the app, and receive an environmentally friendly Rossmann shopping bag as a gift in return.

The initiative served to reduce material use, promote digital transition and support conscious consumer behaviour, reinforcing Rossmann's commitment to sustainability in line with modern customer experience and environmental responsibility.

### *Developments supporting the customer experience*

One of the biggest innovations of the year was the nappy subscription service: parents could pre-set the required brand, size and delivery frequency, so the package always arrived on time – no more worrying about running out of nappies.

We revamped our Face and Hair categories to better meet the changing needs of our customers. We created new problem/need-based filtering options, and our customers can fill out a questionnaire to receive personalised product recommendations to solve their problems, so they can buy exactly what they need.

Digital innovations have also been advanced by the development of the Virtual Mirror. Our customers can “try on” makeup products via the mobile app before making a decision.





# Social Sustainability



## Employment

In preparing this chapter, we have already taken the CSRD requirements as a basis. Accordingly, we not only present the number and composition of our employees, but also analyse in detail indicators related to employment, working conditions, safety and social impacts. Our goal is to provide a transparent and quantifiable picture of Rossmann's employer practices and to show how the company contributes to sustainability in the world of work.



# Impacts

## ECONOMIC IMPACT

As an employer, Rossmann Magyarország Kft. has a significant impact on the labour market and society as a whole. From an economic perspective, our company provides a stable livelihood for approximately 2,500 employees, while also creating additional jobs indirectly through our suppliers and partners. Competitive benefit packages, continuous training and a predictable working environment contribute to the financial security of our employees and the strengthening of the domestic economy.

At the same time, managing staff turnover in the retail sector, labour market differences between regions, and global and domestic wage competition pose challenges. We continuously monitor these issues and strive to mitigate them through development programmes and new HR strategies.

## SOCIAL IMPACT

From a social perspective, one of our company's greatest values is that employees of different ages, qualifications and backgrounds work together in our nationwide store network and central units. Employee diversity and the high proportion of women – including in management positions – are our outstanding characteristics. We place emphasis on work-life balance, the use of flexible forms of employment, and social responsibility, which is reflected, among other things, in the support and integration of disadvantaged groups.

Respect for human rights is a fundamental principle of all our employment processes. Our primary goal is to ensure that our employees can work in a safe and dignified environment. To this end, we are constantly improving our occupational safety systems, organising training courses and monitoring the incidence of accidents at work. We categorically reject the use of child and forced labour.

## ENVIRONMENTAL IMPACT

Our HR activities also have an indirect impact on the environment. Employee travel, workplace energy consumption and paper-based administration can all contribute to the company's environmental footprint. In this area, we are actively working to introduce digital solutions, improve office energy efficiency and encourage conscious employee behaviour. Through our internal programmes, we encourage our employees to develop environmentally conscious habits in their own work.



# Employment data

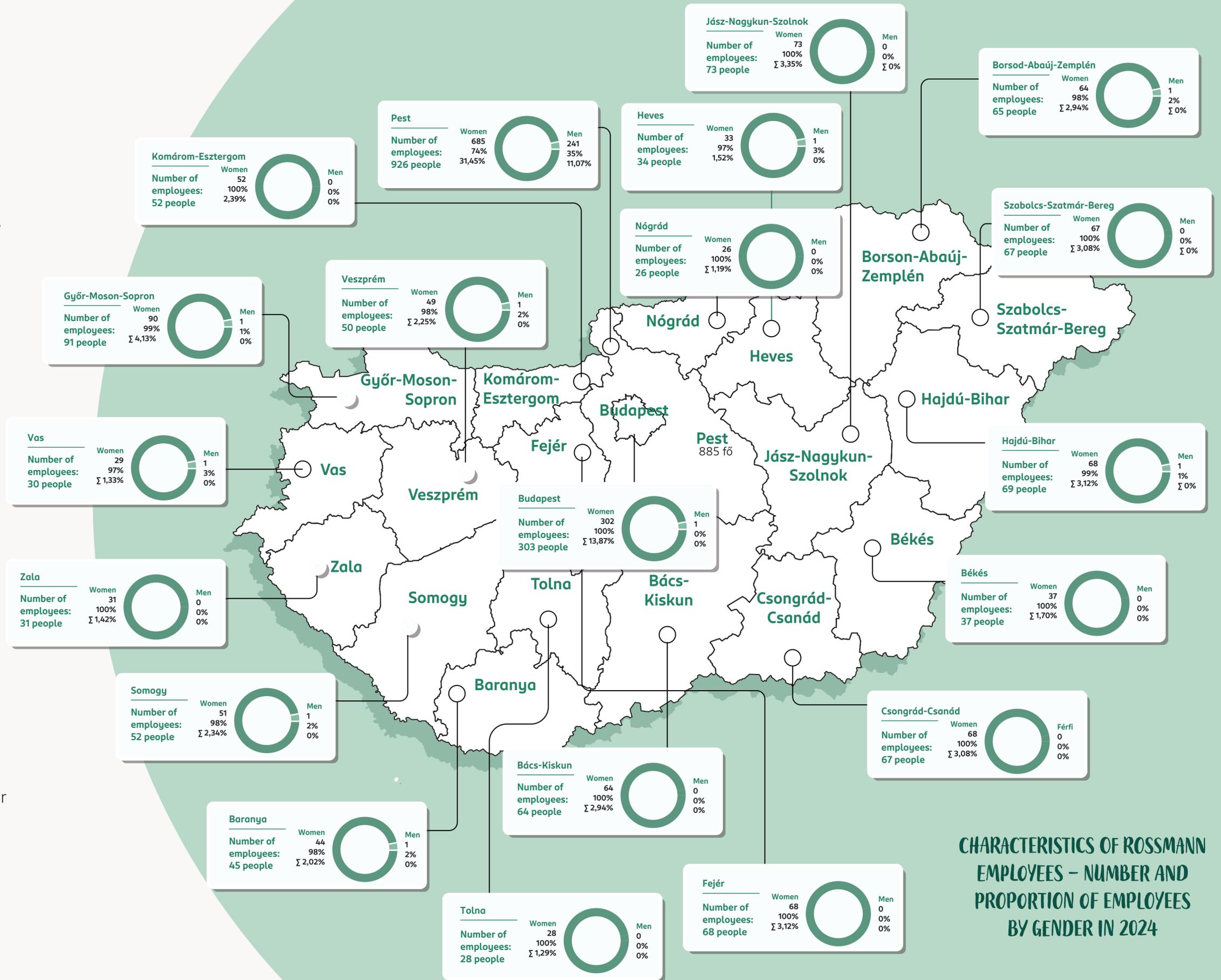
Rossmann is a major employer in the FMCG sector, providing a stable livelihood for thousands of employees in nine countries. We continuously monitor employment data and present detailed information on headcount developments, distribution and trends in accordance with CSRD requirements.

A total of 2,426 employees were listed in our records, of which 2,178 were actively employed during the reporting year. The number of Rossmann employees in the reporting year was as follows:

Rossmann is present in every county and employs local labour everywhere, thus contributing directly to regional job creation. The largest number of employees is concentrated in Pest County, where we employ 926 people. Here, 74% of employees are women and 35% are men.

In rural counties, especially in Nógrád, Tolna and Vas, the number of employees is lower, and typically almost exclusively female employees work in sales positions. This trend stems from the nature of the job, which is more popular among women.

In terms of the type of employment contract, the vast majority of employees have permanent contracts, which provide security and long-term commitment for both the employee and the employer.



CHARACTERISTICS OF ROSSMANN EMPLOYEES – NUMBER AND PROPORTION OF EMPLOYEES BY GENDER IN 2024

## Breakdown of employees by gender

The proportion of women in the active workforce is exceptionally high, at 88.5% (1,928 people), while the proportion of male employees is 11.5% (250 people). The headcount figures clearly reflect the nature of the company's operations, which traditionally employ a high proportion of female employees, especially in sales.



*“88.5% of our employees are women: girls, women, mothers, expectant mothers, grandmothers – it is the sensitivity and love that comes from all of them that makes our Rossmann community so special.”*

**Judit Kiss**, HR Manager

### INACTIVE EMPLOYEES

There are 248 inactive employees, the vast majority of whom – 246 – are also women. Inactive status is primarily linked to various long-term absences, such as childcare leave and other longer-term absences.

88,5%

11,5%



## Average headcount

The total average annual employment figure was 2,165. Of these, 1,915 were women and 250 were men.

### AVERAGE NUMBER OF EMPLOYEES

The average headcount indicator complements the static headcount data well because it takes into account changes during the year, such as new hires and departures. This provides a more accurate picture of how many employees the company could actually count on in its day-to-day operations. In 2024, Rossmann employed an average of **2,165 people**, which is almost identical to the year-end headcount, indicating stability in employment. This figure also shows that the company provides predictable jobs in the long term and contributes to strengthening the sense of security among its employees.

1915 people

250 people

### AVERAGE NUMBER OF EMPLOYEES

Counties	Average number of employees	Women	Men
Bács-Kiskun	64	64	0
Baranya	45	44	1
Békés	36	36	0
Borsod-Abaúj-Zemplén	61	60	1
Budapest	349	346	4
Csongrád	64	64	0
Fejér	59	59	0
Győr-Moson-Sopron	78	77	1
Hajdú-Bihar	66	66	0
Heves	33	32	1
Jász-Nagykun-Szolnok	63	63	0
Komárom-Esztergom	51	51	0
Nógrád	26	26	0
Pest	890	650	239
Somogy	66	65	1
Szabolcs-Szatmár-Bereg	69	69	0
Tolna	29	29	0
Vas	31	30	1
Veszprém County	52	51	1
Zala County	33	33	0
<b>Total:</b>	<b>2165</b>	<b>1915</b>	<b>250</b>



# Staff turnover

Understanding the company's workforce structure by region, contract type and turnover data. Average number of employees in 2024:

Counties	Average number of employees	Women	Men	Total	Women	Men	Partial	Women	Men	Resignations	Fluctuation by county	Fixed-term employment contracts	Fluctuation fixed-term
Bács-Kiskun	64	64	0	51	51	0	13	13	0	20	31%	5	7,81%
Baranya	45	44	1	33	32	1	12	12	0	10	22%	3	6,67%
Békés	36	36	0	30	30	0	6	6	0	11	31%	2	5,56%
Borsod-Abaúj-Zemplén	61	60	1	45	44	1	16	16	0	23	38%	2	3,28%
Budapest	349	345	5	312	308	4	38	37	1	87	25%	4	1,15%
Csongrád	64	64	0	52	52	0	12	12	0	25	39%	1	1,56%
Fejér	59	59	0	48	48	0	11	11	0	18	31%	8	13,56%
Győr-Moson-Sopron	78	77	1	58	57	1	20	20	0	25	32%	6	7,69%
Hajdú-Bihar	66	66	0	51	51	0	15	15	0	19	29%	1	1,52%
Heves	33	32	1	29	28	1	4	4	0	10	30%	2	6,06%
Jász-Nagykun-Szolnok	63	63	0	45	45	0	18	18	0	15	24%	3	4,76%
Komárom-Esztergom	51	51	0	42	42	0	9	9	0	16	31%	1	1,96%
Nógrád	26	26	0	23	23	0	3	3	0	8	31%	4	15,38%
Pest	890	650	240	833	594	239	57	56	1	239	27%	6	0,67%
Somogy	66	65	1	49	48	1	17	17	0	29	44%	12	18,18%
Szabolcs-Szatmár-Bereg	69	69	0	54	54	0	15	15	0	14	20%	5	7,25%
Tolna	29	28	0	24	24	0	4	4	0	10	34%	3	10,34%
Vas	31	30	1	24	23	1	7	7	0	12	39%	1	3,23%
Veszprém County	52	51	1	42	41	1	10	10	0	27	52%	4	7,69%
Zala County	33	33	0	25	25	0	8	8	0	7	21%	1	3,03%
<b>Total:</b>	<b>2165</b>	<b>1913</b>	<b>252</b>	<b>1870</b>	<b>1620</b>	<b>250</b>	<b>295</b>	<b>293</b>	<b>2</b>	<b>625</b>	<b>28,87%</b>	<b>74</b>	<b>3,42%</b>

A total of 625 employees left the organisation in 2024. This corresponds to a turnover rate of 29%. Of these, 74 employees with fixed-term contracts left, which represents 3.42% of the average workforce. During the period under review, a total of 541 women and 84 men left the company. Women accounted for 87% of those who left, while men accounted for 13%.

# Staff turnover

Understanding the company's workforce structure by region, contract type and turnover data.

Counties	Average Headcount	Total number of departures	Distribution of departures by county	Fluctuation (total number of departures/headcount)	Fixed-term departures	Fixed-term fluctuation relative to headcount	Women			Men		
							Under 30	30–50 years old	Over 50	Under 30	30–50 years old	Over 50
Bács-Kiskun	64	20	3%	31%	5	7,81%	11	7	1		1	
Baranya	45	10	2%	22%	3	6,67%	3	6	1			
Békés	36	11	2%	31%	2	5,56%	5	6				
Borsod-Abaúj-Zemplén	61	23	4%	38%	2	3,28%	10	12	1			
Budapest	349	87	14%	25%	4	1,15%	39	35	9	4		
Fejér	59	25	4%	42%	1	1,69%	11	10	4			
Csongrád	64	18	3%	28%	8	12,50%	9	8			1	
Győr-Moson-Sopron	78	25	4%	32%	6	7,69%	16	9				
Hajdú-Bihar	66	19	3%	29%	1	1,52%	13	4	2			
Heves	33	10	2%	30%	2	6,06%		6	4			
Jász-Nagykun-Szolnok	63	15	2%	24%	3	4,76%	5	8	2			
Komárom-Esztergom	51	16	3%	31%	1	1,96%	5	9	2			
Nógrád	26	8	1%	31%	4	15,38%	3	2	2	1		
Pest	890	239	38%	27%	6	0,67%	58	81	24	32	31	13
Somogy	66	29	5%	44%	12	18,18%	21	5	3			
Szabolcs-Szatmár-Bereg	69	14	2%	20%	5	7,25%	4	6	4			
Tolna	29	10	2%	34%	3	10,34%	4	4	1	1		
Vas	31	12	2%	39%	1	3,23%	2	6	4			
Veszprém	52	27	4%	52%	4	7,69%	16	8	3			
Zala	33	7	1%	21%	1	3,03%	3	3	1			
<b>Total departures</b>	<b>2165</b>	<b>625</b>	<b>100%</b>	<b>29%</b>	<b>74</b>	<b>3,42%</b>	<b>238</b>	<b>235</b>	<b>68</b>	<b>38</b>	<b>33</b>	<b>13</b>



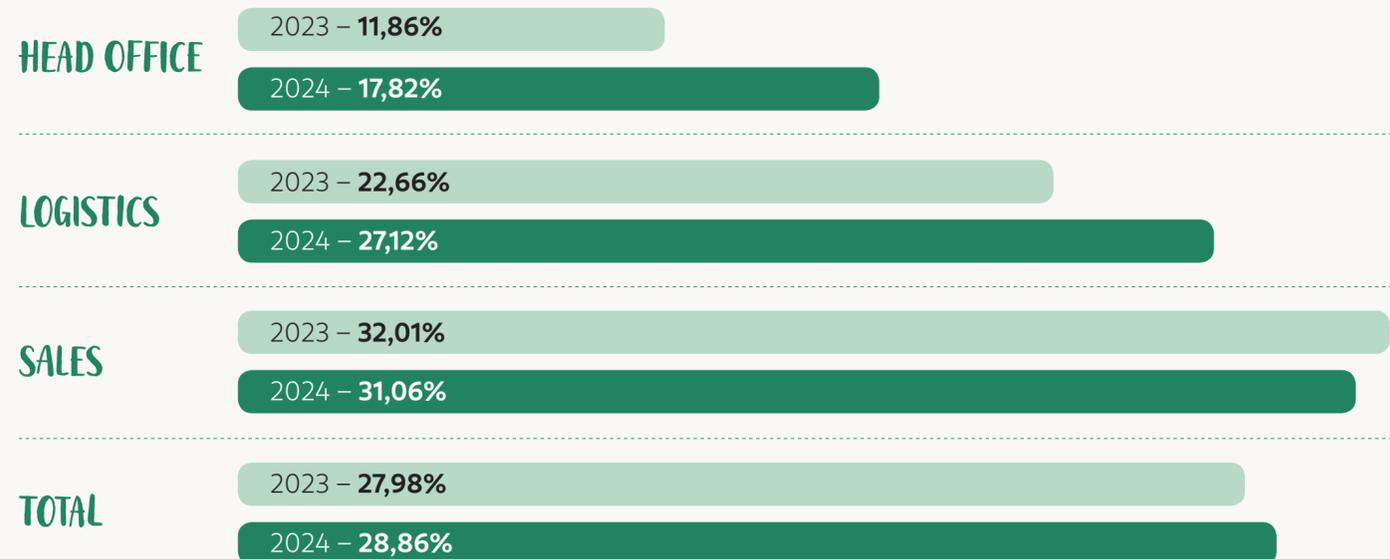
# Staff turnover

Retaining our employees is crucial for us, as a stable, experienced team is the foundation of our operations. We know that staff turnover is a natural phenomenon in retail, but we strive to keep it as low as possible. To this end, we regularly analyse the reasons for resignations: we conduct exit interviews and carry out annual commitment surveys, the results of which are used to develop action plans. These steps range from improving the working environment and developing benefit packages to simplifying work processes.

The data indicates that our results in employee retention are not consistent, so we have introduced targeted measures. In the central and logistics areas, our focus is on strengthening management support, expanding training and improving working conditions. In addition to improving technical conditions in sales, in 2024 we made resilience training available to all our employees at 19 locations across the country. By learning and mastering various methods, this training can support teams not only in managing stress at work, but also in their private lives.

Our goal for 2025 is to maintain the turnover rate at least at its current level and, in the longer term, to reduce it, especially in the central and logistics areas. We intend to achieve this goal by involving our employees and building on their feedback.

## PERCENTAGE OF EMPLOYEE TURNOVER



# Gender and age distribution

In the year of the report, Rossmann’s senior management consisted of 13 people, 10 of whom were men (77%) and 3 women (23%). The under-30 age group is not represented at all in senior management, which indicates that new managers are recruited from the more experienced age group. The majority of senior managers (69%) were in the 30–50 age group, while 31% of managers were over 50.

Women account for 88.5% (1,928 people) of the total workforce, while men account for 11.5% (250 people). The largest group in the organisation is women aged 30–50, who form the backbone of the company’s operations. This group accounts for more than 49% of all employees. In contrast, the distribution among age groups is more even among men, but their overall proportion is much lower.



## GENDER DISTRIBUTION IN TERMS OF NUMBER OF EMPLOYEES (HEADCOUNT) AT SENIOR MANAGEMENT LEVEL

Age Group	Executive / Senior Manager	Other Employee	Total
Over 50 (51 and above)	3	43	466
30–50 years old	7	114	1 069
Under 30	0	83	520

## GENDER DISTRIBUTION AMONG EMPLOYEES (HEADCOUNT) AT SENIOR MANAGEMENT LEVEL, IN PER CENT

Over 50 (51 and above)	23% (3)	8% (1)
30–50 years old	54% (7)	15% (2)
Under 30	0%	0%
<b>Total:</b>	<b>77%</b>	<b>23%</b>

## SALARY RATIOS

In 2024, the highest total annual remuneration at our company was 17.31% compared to the median total annual remuneration of all employees. This means that the total annual income of the highest-earning colleague is just over one and a half times the median wage, which represents the median value of the workforce.

This ratio is typically low in the retail sector, as the wage structure is less fragmented than in higher-income industries. The indicator reflects our company's commitment to maintaining a proportionate and fair remuneration system that does not allow for a significant wage gap between the highest and average earnings.

## ENTITLEMENT TO FAMILY LEAVE

799 of the company's employees were entitled to take leave for family reasons. This represents 36.69% of the total workforce.

The gender distribution of eligible employees was as follows:

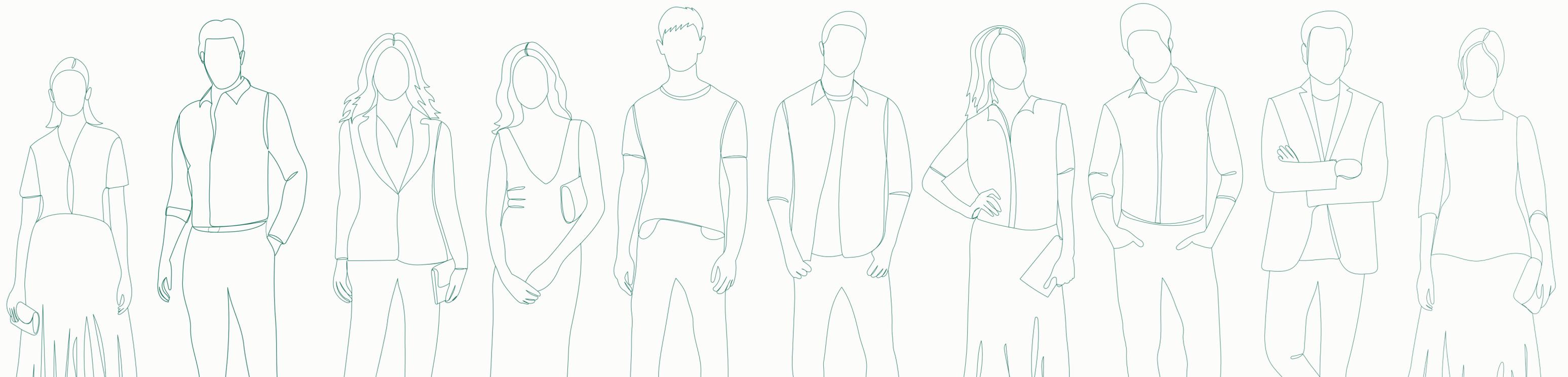
- Men: 86, representing 34.40% of male employees and 3.95% of the total workforce.
- Women: 713, representing 36.98% of female employees and 32.74% of the total number of employees.

The data source is the HR register, based on the closing balance as at 31 December 2024. Employees entitled to family leave were determined in accordance with the labour law regulations in force.

## EMPLOYEES WITH CHANGED WORKING CAPACITY

Our company attaches great importance to employing people with disabilities and creating suitable working conditions for them. In 2024, employees with disabilities accounted for an average of 1.36% of our total workforce.

We constantly strive to make everyday work easier for our own employees with disabilities. To this end, we provide height-adjustable desks and chairs, footrests, standing desks and standing mats to help create an ergonomic working environment tailored to individual needs.



# HR results and developments

# Rossmann once again named Best Workplace

We have been measuring employee satisfaction every year since 2013. Every even year, we conduct a larger, more complex survey, and every odd year, we conduct a smaller, so-called pulse survey with the involvement of an independent external partner. In 2024, with the help of Kincentric, employees were able to give feedback on how they see Rossmann as an employer in a large questionnaire consisting of approximately 60 questions.

The response rate was record-breaking, with 95% of employees taking the opportunity to respond, and commitment reached 82%, earning Rossmann the Best Workplace Award for the second time since 2022.

*“Winning the Kincentric Best Workplace Award is once again a huge recognition for us. This success is not only the result of the work of the company management and the HR department, but also the joint effort of each and every colleague. Commitment, cooperation and working towards common goals have all contributed to us being the best once again,”* said Kornél Németh, Managing Director of Rossmann.

However, the company is not resting on its laurels: based on the survey results, the management has announced that it will identify areas for improvement and draw up action plans to further increase employee satisfaction.



In 2024, we implemented a number of outstanding HR developments and programmes aimed at supporting our employees, promoting the development of our managers and strengthening the community.

## LEADERSHIP DEVELOPMENT PROGRAMMES

We believe that a cohesive, capable and people-focused leadership team not only creates a better workplace, but also provides the support needed for everyone to perform at their best.

That is why we launched a leadership development programme that not only targeted the self-awareness and personal development of senior managers, but also comprehensively affected the functioning of the entire organisation. We created a feedback system in which the management team participated in training sessions and its members gave each other honest evaluations. We also asked our middle managers for their opinions on the management team. Our senior managers received individual development plans, which will continue to be implemented throughout 2025.

The programme supported managers not only professionally but also in terms of self-

awareness, helping them to better understand their own functioning and the needs of their

teams. Based on the feedback, managers are now able to lead their colleagues in a much more conscious and effective manner, which directly contributes to increasing employee satisfaction.

## TALENT DEVELOPMENT PROGRAMME

Thirteen people participated in the Talent Development Programme, receiving a total of 120 hours of training over 15 sessions.

## MIDDLE MANAGEMENT DEVELOPMENT PROGRAMME

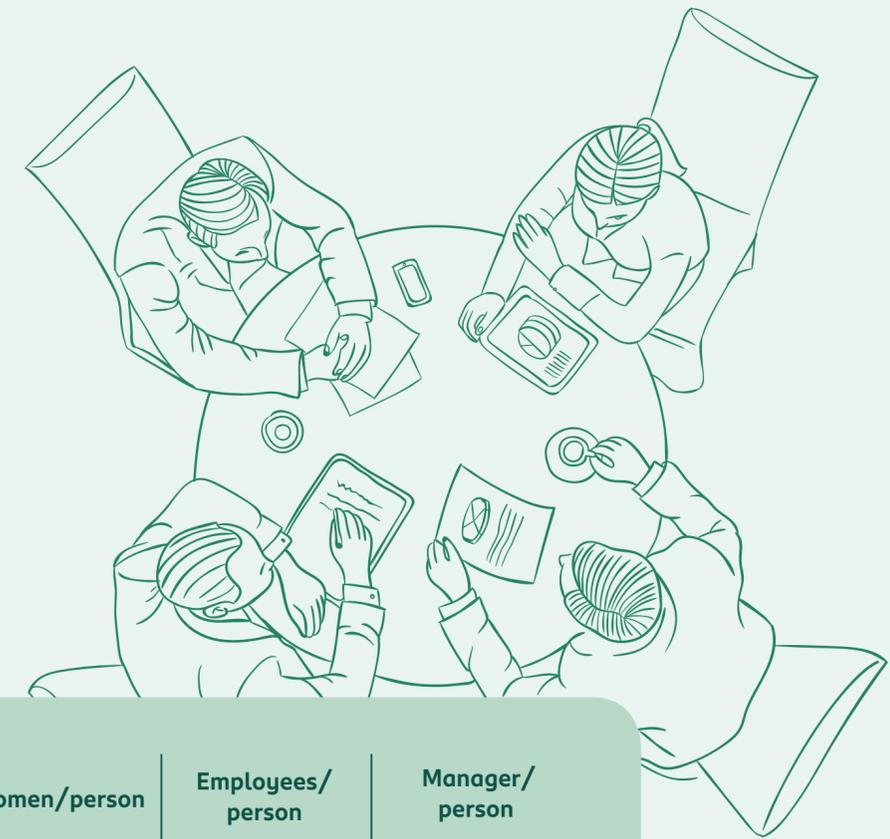
We also launched a middle management development programme focusing on the joint development of stores, logistics, central departments and management. A total of 57 people participated in the middle management development programme in 5 groups, with an average of 11 people per group. The programme consisted of 4+ sessions per group, each lasting 8 hours, resulting in a total of 160 hours of training, which equated to 1,824 individual hours. The participants included 19 men and 38 women, all of whom worked in management positions.



## STORE MANAGER MEETING AND WORKSHOP

In the retail sector, it is particularly important to strengthen cooperation between headquarters, logistics and stores. To this end, in 2024, we extended the professional meeting of store managers and sales managers to two days, enriching the programme with new elements, such as the joint processing of store managers' needs and questions. As a result of the event, 60 development goals were set, 95% of which were achieved by the end of the year, contributing significantly to making day-to-day operations more efficient.

These figures clearly show that for Rossmann, training is not just about transferring knowledge, but also about providing personalised development paths in which both managers and employees actively participate.



### Training data centre

Training name	Number of groups starting	Total number of participants	Average number of participants	Sessions/group	Training time/session (hours)	Total number of training hours	Total individual hours	Men/person	Women/person	Employees/person	Manager/person
Talent development programme	1	13	13	15	8	120	1560	7	6	7	6
Talent development programme	5	57	11	4	8	160	1824	19	38	0	57
Training catalogue	19	210	11	1	8	152	1680	44	166	131	79
<b>Total</b>		<b>280</b>				<b>432</b>	<b>5064</b>	<b>70</b>	<b>210</b>		

In 2024, a total of 699 employees participated in our training courses, which amounted to 16,079 individual hours. The aim of the programmes was to integrate new entrants, develop future leaders and expand professional and technological knowledge.



### Internal training courses

Training name	Number of groups started	Total number of participants	Average number of participants	Occasion/group	Training time/session (hours)	Total number of training hours	Total individual hours	Men/persons	Women/person	Sales-person/person	Manager/person
Integration of new entrants	26	355	14	6	2	312	4260	3	352	276	79
New leadership training integration	10	104	10	9,5	4	380	3952	1	103	-	104
Academy of Opportunities	1	36	NA	12	3	36	1296	1	35	36	-
Advanced Leadership Training	1	56	NA	18	3	54	3024	1	55	-	56
Academy	1	41	NA	20	4	80	3280	1	40	-	41
SCO self-service checkout	7	107	15	1	2,5	17,5	267,5	2	105	NA	NA
<b>Total</b>		<b>699</b>				<b>879,5</b>	<b>16080</b>	<b>9</b>	<b>690</b>		

## RESILIENCE AND STRESS MANAGEMENT PROGRAMME IN THE SALES NETWORK

In 2024, we paid special attention to strengthening the mental health and resilience of our employees. From April to September, we held resilience training courses at 19 locations across the country, with the aim of imparting knowledge that could be used both at work and in private life.

Almost the entire network participated in the programme, with the exception of colleagues on trial period. A total of 1,228 people took part, spending a combined 9,824 individual hours on training. The vast majority of participants were women (1,217).

The training covered the entire store network: 420 sales assistants and 808 employees in management positions (store managers, deputies, key colleagues) were able to acquire skills that help them manage stress, solve problems flexibly and maintain a work-life balance.

This programme is a good example of how sustainability for Rossmann also means supporting the well-being of its employees: we believe that a resilient organisation is based on a community of resilient individuals.

1228  
participants

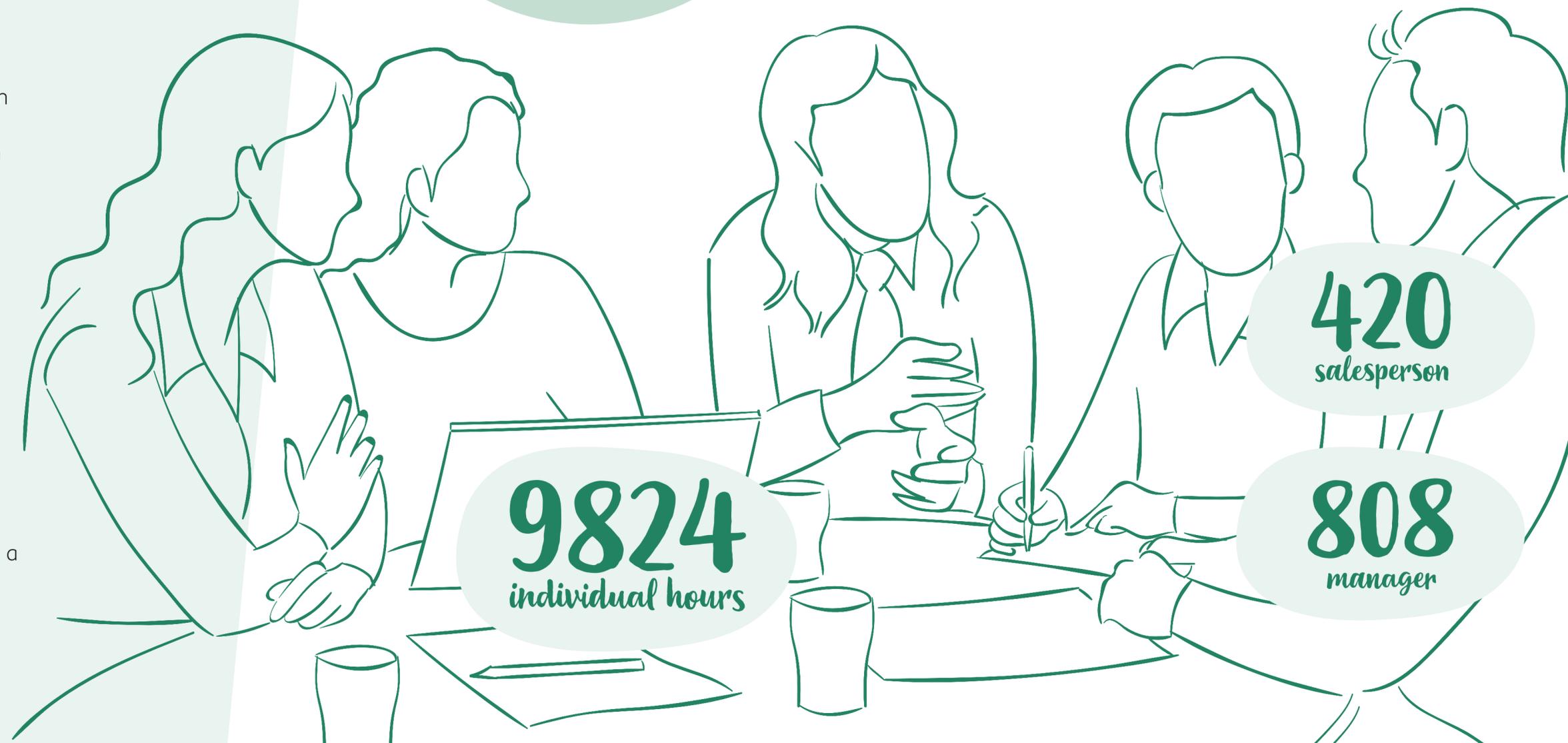
1217  
women

11  
men

420  
salesperson

808  
manager

9824  
individual hours



## EMPLOYEE FEEDBACK AND PARTICIPATION IN DECISION-MAKING

It is extremely important to Rossmann that employees are not only executors of decisions, but also active shapers of the company's operations. To this end, we operate a number of feedback channels and forums that give colleagues

the opportunity to share their experiences, opinions and suggestions. These processes help us to ensure that our decisions are better aligned with the needs of our employees and the realities of day-to-day operations.

In 2024, we supported the collection of employee feedback with the following main tools and initiatives:



### TRAINING CATALOGUE:

preliminary needs assessment on training topics, followed by an evaluation opportunity after the training courses have been completed.



### LANGUAGE TRAINING:

online feedback form after the completion of annual modules.



### SUSTAINABILITY QUESTIONNAIRE:

collection of employee opinions on our environmental and social activities.



### RESILIENCE TRAINING FEEDBACK QUESTIONNAIRE:

processing the experiences of colleagues working in sales.



### PROCUREMENT QUESTIONNAIRES:

consumer feedback collected on products.



### ANNUAL APPRAISAL INTERVIEWS:

structured dialogue between employees and managers, in which personal experiences and development needs are discussed.



### QUESTIONNAIRES RELATED TO ONLINE LECTURES:

we provided an opportunity to evaluate the programme and select future topics (online lecture "Let every day be Earth Day").



### QUESTIONNAIRES RELATED TO BENEFITS:

including the "You can count on us!" programme and partner discounts.

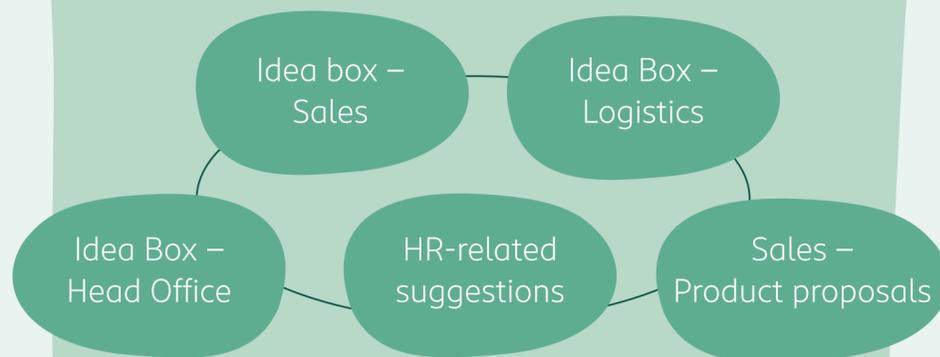
These initiatives help to ensure that employee opinions are not isolated feedback, but are incorporated into operational and strategic decisions.

## KEEPING IN TOUCH WITH EMPLOYEES

We value the opportunity for our employees to share their questions and suggestions. Communication takes place on several levels and in several forms: through direct discussions, representative forums, HR consultations, and online communication channels.

Permanent online forums on the corporate communication platform (kAppocs) ensure continuous dialogue between employees and management.

### The main platforms in 2024 were as follows:



In addition, we regularly organised company and group-level forums, which enabled more direct feedback and dialogue:

Extraordinary and regular online management briefings

Quarterly warehouse staff forums – four times a year, with the option to submit questions in advance via the kAppocs interface.

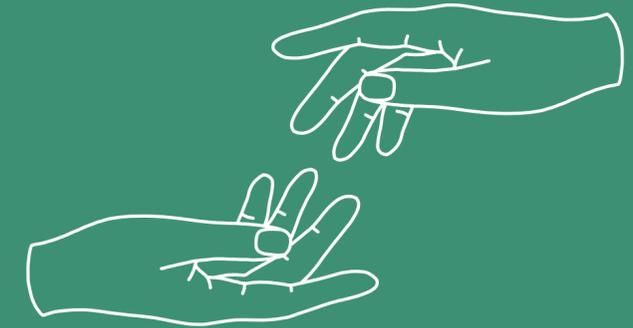
Store Manager Forum – an annual professional event that provides strategic and operational support to store managers.

HR operational forums, such as payroll consultation hours for logistics colleagues.

You can count on us! Online information programme – related to employee benefits.

Language training experience sharing

These initiatives give employees the opportunity not only to receive information, but also to actively contribute to the development of the company's operations. Regular forums and digital channels together ensure that employee opinions, suggestions and questions are actually incorporated into decision-making.



## COMPLAINT HANDLING AND REPORTING PROCESS

In compliance with legal requirements, Rossmann provides all employees with the opportunity to report any workplace problems, violations or ethical issues that may arise. In addition, external partners also have the opportunity to file complaints in the event of a violation or ethical issue. Reports are handled in accordance with the abuse reporting policy, ensuring transparency.



SOCIAL RESPONSIBILITY

# Social responsibility

Our company's social responsibility focuses on helping and supporting children and families. We believe that by supporting the next generation and improving their living conditions, we can contribute to building a better future. Our CSR activities focus on supporting disadvantaged children and families, as well as the youngest generation affected by various health problems.

## ÁGOTA FOUNDATION

Since 2013, we have been supporting the Ágota Foundation in Szeged with more than 1,000 gift packages every year, providing child protection care to around 2,000 young people growing up without families. This Christmas, we contributed to the festive season for young adults with hundreds of beauty gift packages and more than 2,000 bath bombs for children.



## SÁLYI HÉTSZÍNVRÁG KINDERGARTEN

In 2022, we adopted the Sályi Hétszínvirág Kindergarten, where most of the children come from multiply disadvantaged families. Our company supports the kindergarten monthly with packages of our own branded products and fruit, and organizes several collections for them each year with the participation of our colleagues. With the help of our employees, we are also able to surprise each of our little kindergarteners with a personalized gift at Christmas. Our goal is to ensure that these children living in difficult circumstances can also experience a happier childhood that is not only about deprivation.



## KORE

In cooperation with Pampers (Procter & Gamble), we have been supporting the premature baby intensive care units of Hungarian hospitals for years. Pampers' goal is to provide free special diapers to every baby admitted to a premature infant intensive care unit. To achieve this goal, Rossmann supports the Association for Premature Babies with product donations worth 3 million forints every year.



## CSODALÁMPA FOUNDATION

For more than 20 years, the foundation's staff and volunteers have been working to help children cope with long-term illnesses, temporarily forget the difficulties of treatment and hospital life, and give them the strength of mind that is essential for their recovery. In the fall of 2023, our company also joined in supporting the foundation's mission. As a result, canvas bags designed by László Mérő are now available in Rossmann drugstores and online, with a portion of the proceeds from their sale going toward fulfilling the wishes of sick children.

In addition, we support a number of institutions and organizations on an individual basis. We have organized donations for children in need through the Üllő health visitors (baby care products, diapers, baby food) and for families in need through the Üllő local government (personal hygiene products, cleaning products). Following the floods in Gyöngyöstarján, we helped those in need with hygiene products, cleaning products, and disinfectants. We also care about animal welfare: as part of this, we support animal shelters with disinfectants.





## IMPRESSUM

Date of publication: November 2025

Contact: Barbara Zahovay Kovács (kovacs.barbara@rossmann.hu)

Content: Vantage Point Ltd.

Information on sustainability:

<https://www.rossmann.hu/a-rossmannrol/egy-zoldebb-vilagert>