

PRESS RELEASE**CELLULARLINE RELEASES ITS ESG REPORT 2024: IMPROVEMENT IN GROUP PERFORMANCE**

Cellularline S.p.A. has assumed the status of a Benefit Corporation, enhanced its ESG performance across all areas, and pursued the journey towards a sustainable business model that is inclusive and capable of creating positive impacts at both an environmental and social level.

- **BIA (Benefit Impact Assessment) score** for Cellularline S.p.A.: from **78.7 in 2023** to **88.5 in 2024**, +9.8 points (+12.5% in just one year) thanks to the adoption of Benefit Corporation status and the strengthening of projects on governance, environment and people
- **More sustainable displays:** recycled materials from 50 per cent in 2023 to 56 per cent in 2024 (80 per cent recycled polymer base), plasticisation eliminated, FSC cardboard and recycled plastic hooks introduced; environmental labelling simplified for proper disposal.
- **CO₂ offset: 500 tonnes** confirmed for 2024, in line with the previous year.

Reggio Emilia, 6 August 2025 - Cellularline S.p.A. ("**Cellularline**") - a company listed on Euronext STAR Milan, a market organised and managed by Borsa Italiana S.p.A. - presents its fifth ESG Report: a document that captures the company's unparalleled achievements in the environmental, social and governance spheres during 2024. Indeed, 2024 represents a turning point thanks to the adoption of the **legal status of a Benefit Corporation**, the integration of ESG issues into strategic governance, and the extension of impact measurement to the entire Group.

A quantifiable route: BIA score increases, ESG performance improves.

Also for 2024, the measurement method adopted is the **B Impact Assessment (BIA)**, developed by B Lab - the non-profit organisation that certifies B-Corps worldwide - and structured around five key areas: Governance, People, Community, Environment, Customers.

Cellularline Spa's overall BIA score rose from **78.7 in 2023** to **88.5 in 2024**, marking an increase of **9.8 points** in just one year. All areas of assessment are improving, demonstrating the increasing maturity and integration of ESG logic into business processes.

From strategy to reality: concrete projects

The Report is developed around three strategic principles - **Ecological Transition, People Care & DE&I and Change System** - which guide the Group's action in six thematic areas: Governance, People, Community, Suppliers, Environment and Customers.

In the environmental field, the extension of the use of recycled materials in products and packaging continued in 2024, with the consolidation of the **BECOME** line, made of recycled plastic and packaged in FSC-certified paper. A further step towards an increasingly circular approach to design and distribution.

Also reconfirmed were high environmental value projects such as **1% for the Planet** and **Oasi Cellularline**, developed in cooperation with 3Bee, which contributes to the protection of over 300,000 bees and the preservation of biodiversity.

In continuation of the previous year, part of the emissions generated was offset through the purchase of carbon credits, **totalling 500 tonnes of CO₂ equivalent**, confirming the commitment to an increasingly low environmental impact.

Finally, 2024 saw a further strengthening of **sustainable mobility** initiatives, with the introduction of incentives for public transport and carpooling and the launch of a **company WebApp** to monitor home-to-work journeys. A useful tool to measure CO₂ savings and encourage more conscious mobility choices.

On the People & Community front, the commitment resulted in **2,357 hours of training provided** (up sharply from 820 in 2023), the launch of the **internal Academy** starting in 2025, and the consolidation of welfare, smart working and active listening initiatives. The collaboration with organisations such as **Fondazione Libellula, TEDx Reggio Emilia, GAST Onlus, Dynamo Camp, UNORA, and Grade Onlus** continues.

At the same time, Cellularline has consolidated **its commitment to enhancing the value of its people** through a broad and well-articulated **engagement plan**, designed to strengthen the sense of belonging and encourage the active participation of employees throughout their careers.

The plan is divided into five key areas: support for parenting, work-life balance, social relations, lifelong learning, and economic well-being. By implementing tangible measures and maintaining ongoing dialogue with individuals, the initiative strives to establish an inclusive, motivating, and continuously enhancing work atmosphere.

In the area of Governance, the ESG Committee was reorganised to guide the evolution of the Group's sustainability strategy. In addition, Luisa Cataldo, already Group HR Manager, was appointed as the first Impact Manager, with the task of overseeing the implementation of the ESG strategy in a structured manner. Investments in compliance continue, with the extension of the 231 Model, the updating of ethical policies, and the strengthening of ESG risk monitoring along the supply chain, in line with the Supplier Code of Conduct.

New challenges and next goals

Adopting the status of a Benefit Corporation is just the beginning of an evolutionary path that will see the Group engaged in the development of projects in the field of sustainability through 2025. In line with its bylaws, Cellularline will draft its own annual **Impact Report**, transparently reporting on its achievements in relation to the three **aims of common benefit**: generating environmental value for future generations, developing solutions for the benefit of the community, and promoting the well-being of the people and communities involved.

Work will also continue on tracking the social and environmental impact of products, **customer satisfaction**, and the integration of ESG indicators into incentive and performance evaluation systems, in line with regulatory developments.

Christian Aleotti, CEO of Cellularline stated: *"For us, becoming a Benefit Corporation represents a real shift, not just in form but particularly in culture. It means radically rethinking our idea of business, moving from a traditional model to a new paradigm, in which economic success is inseparable from the value created for the community and the environment. This report concretely demonstrates our commitment to being consciously involved in change with an increasingly inclusive and participatory approach. For Cellularline, true innovation today lies in the ability to authentically and structurally integrate sustainability into our strategy, corporate culture, and daily dialogue with all our stakeholders."*

*Cellularline S.p.A., founded in Reggio Emilia in 1990, is, together with its brands **Cellularline, Interphone, MusicSound, Ploos+, Skross, Q2Power, Nova, Coverlab, Allogio, Peter Jäckel, Newrban, Film&Go and Style&Go**, the leading company in the smartphone and tablet accessories sector. The Group is at the technological and creative forefront of the multimedia device accessories industry, striving to deliver products synonymous with outstanding performance, ease of use and a unique user experience. The Group currently has 300 employees. Cellularline brand products are sold in over 60 countries.*

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