CELLULARLINE S.P.A. IMPACT REPORT FOR THE 2025 FINANCIAL YEAR

Prepared in accordance with the regulations on Benefit Corporations set out in Article 1, paragraphs 376–384, of Italian Law 208/2015.

16 March 2026

Report accompanying the statutory financial statements for the financial year ended 31 December 2025.

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Introduction

Cellularline S.p.A. continues on its journey as a Benefit Corporation, progressively strengthening the integration of environmental and social responsibility into its business strategy and decision-making processes.

The specific purposes of common benefit incorporated into the company's Articles of Association – creating human value, generating value for the community through products and services, and protecting the environment and future generations – now represent fully integrated strategic pillars that are fully integrated into the company's 2024–2026 Master Plan.

This Impact Report outlines the results achieved in 2025 and sets out the impact targets and KPIs for 2026, which serve as the operational reference points for the sustainability performance monitoring framework and for the ongoing alignment of management incentive mechanisms.

About us

Cellularline S.p.A. was founded more than 30 years ago and continues to supply the market with high-quality products that are always in step with technological innovations. Today, Cellularline S.p.A., the parent company of the Cellularline Group, is the European leader in the sector of accessories for smartphones and tablets. The company has its headquarters in Reggio Emilia (Italy) and additional operational offices in Spain, Switzerland, France, Germany and Dubai. The Group manages a portfolio of more than 14 brands, distributed in over 60 countries, which meet the diverse and complex needs of end consumers. Among these, the most prominent are: Cellularline, Interphone, Skross, Music Sound, Nova, Coverlab, Allogio and Peter Jäckel.

Sustainability Governance

The management of sustainability topics is coordinated at company level by the Impact Officer, in collaboration with the key company functions, represented on the ESG Committee, which are involved in organisational, product and supply chain development processes.

The impact objectives are incorporated into the company's Master Plan, a strategic document on sustainability, and are monitored regularly using the specific indicators set out in this Impact Report.

From 2026, these indicators will also be progressively incorporated into performance appraisal systems and management incentive schemes.

Letter from the Impact Officer to stakeholders

For Cellularline, being a Benefit Corporation represents a strategic choice that reflects its commitment to evolving its business model towards the creation of sustainable and lasting value. The Company has embarked on this path with the aim of integrating the economic, social and environmental dimensions into its decision-making in an increasingly structured manner, thereby contributing to the responsible development of its industry and the communities in which it operates.

Within this framework, Cellularline is committed to transparently measuring and reporting the impact generated by its activities, adopting internationally recognised standards and progressively strengthening its tools for monitoring and assessing sustainability performance.

Our corporate purpose, "Youmanizing the devices' experience", encapsulates our identity and our vision. Putting people at the centre means developing products, services and technological solutions that can tangibly improve people's daily experiences with devices, making technology more accessible, intuitive and aligned with people's needs. This principle guides our approach to innovation, informs our strategic decisions, and inspires the way we create value for our stakeholders.

Throughout 2025, Cellularline took a further step forward in consolidating its Benefit Corporation model, strengthening the integration of sustainability, business strategy and corporate governance. In particular, a more structured system of impact KPIs was developed, which have now been formalised within the 2024–2026 Master Plan, with the aim of making the company's contribution to the creation of sustainable value increasingly measurable and verifiable.

From 2026, these indicators will not only serve as a tool for monitoring impact, but will also be progressively integrated into incentive systems and the evaluation of managerial performance, further strengthening the link between sustainability objectives and the organization's operational management.

This step marks Cellularline's entry into a a fully mature phase of the Benefit Corporation model, in which the creation of positive impact is no longer a separate or complementary area, but becomes an integral part of decision-making processes, governance and the growth strategy.

In a rapidly evolving economic and technological environment, we believe that the competitiveness of businesses will increasingly depend on their ability to combine innovation, responsibility and a long-term vision. Cellularline aims to continue developing its leading role in the sector, promoting a model of economic growth that is aligned with sustainability goals and generates shared value for stakeholders.

We look to the future with responsibility and determination, aware that every decision, every project and every innovation represents an opportunity to contribute to positive and lasting change.

Luisa Cataldo

Group HR Director and Impact Officer

Luisa Cataldo

Specific Purposes of Common Benefit: Actions, 2025 Results, 2026 KPIs

Purpose 1: Human value

Foster the development of individuals' full potential by creating an environment that ensures their well-being, motivation, and engagement. Additionally, to maintain continuous cooperation with partners who share a common vision, ideas, and projects, to enhance the creation of social, environmental, and economic value across the entire ecosystem.

Actions, KPIs and Results for 2025

<u>Area of intervention: Internal Academy</u>

Action	Target	Results
To create a learning and knowledge-sharing hub that enables the acquisition and sharing of skills through the empowerment of people and the consolidation of professional identity.	Deliver at least 3 courses.	During 2025, the Company Academy delivered **four structured training courses** (Finance for Non-Finance, Microsoft 365, Project Manager Toolbox, and Effective Communication and Conflict Management), totalling **737 hours of training** and **involving 83 participants**. The satisfaction questionnaires administered at the end of the courses revealed an **average satisfaction level of 4.3 out of 5**.

<u>Area of intervention: Talent Management Process</u>

Action	Target	Results
Implement personalised development plans that enhance skills, promote professional growth and strengthen engagement, through continuous training, mentoring and sustainable career pathways.	To create and implement at least 5 development pathways.	The Talent Management process aims to identify and develop the skills required to achieve the company's strategic objectives, to fill any skills gaps, to support internal growth through development plans, and to ensure organisational continuity through succession plans. During **2025**, **8 talent development pathways** were developed, based on the definition of development objectives, targeted training plans and, in some cases, salary and grade progression steps linked to the achievement of these objectives.

Area of intervention: Further development of initiatives for the local community

Action	Target	Results
Selection and development of an additional local organisation.	Identification and development of initiatives to benefit the community (Consolidate the approach taken to support the local community).	In 2025, sponsored a team-building event at **Bistro53**, carried out with young people from the **Cooperativa Sociale Nazareno** and with the support of Bravo!. The initiative, which forms part of the company's **'Sense of Belonging'** programme, provided an opportunity for collaboration, mutual learning and the sharing of the values of diversity, inclusion and shared growth, thereby strengthening each person's sense of belonging and contribution within the organization. In the same year, the Company also supported the **Spatolata** social project, which aims to promote social inclusion and employment opportunities through an impact-focused business model. The financial contribution enabled the purchase of the van used for operations, making it possible to launch the business and the **'Un gelato inclusivo' ('Inclusive Ice Cream')** campaign. The project generated value in the local area by creating inclusive employment opportunities, providing opportunities for community gatherings, and raising awareness of social inclusion issues. The initiative is part of the Company's broader efforts to promote inclusion and social impact in the local area.

Actions, KPIs for 2026

Action	Target
This indicator measures the level of implementation of the KPIs defined in this Impact Report for the 2026 financial year, through the implementation of the 2024–2026 Master Plan and the delivery of the following strategic projects: **a) Review and update of the Purpose, Vision, Mission and Values** **b) Development and consolidation of the Group Academy**	**a) New identity framework formalized and adopted**, with an internal alignment level of ≥75%, measured through a dedicated survey and structured opportunities for sharing. **b) ≥80% participation of the Sales Team in the Cellularline Academy**, with attendance monitoring and completion of the required training modules.

In 2026, Cellularline will continue to consolidate its organizational identity and corporate culture through two strategic approaches:

1. **Strengthening the identity framework**, including the review and update of the Purpose, Vision, Mission and Values, with the aim of ensuring greater consistency between the company's industrial strategy, internal culture and external positioning. The success of the initiative will be measured using an internal alignment indicator of ≥75%.

2. **Development of the Group Academy**, with a priority focus on the Sales Team, as a strategic lever for conveying the company's values and strengthening its distinctive competencies. The goal is to achieve at least 80% participation in structured training programmes.

Purpose 2: Value for the community through products and services

Place the human dimension at the core of innovation, aiming to design and develop the most effective products and services with minimal environmental impact, which fulfil people's needs and enhance the potential of technological experiences.

Actions, KPIs and Results for 2025

Area of intervention: Customer satisfaction monitoring

Action	Target	Results
Monitoring of consumer and potential consumer satisfaction, integrated into the existing consumer care project. This activity involves analysing the sentiment of all individuals who contact the group's brands via the dedicated tools, in order to gather useful insights.	Implementation of new customer satisfaction measurement activities: • Subjective analysis by the consumer care team, based on customer interaction, through the completion of a dedicated field. • Request for an evaluation from the end consumer, on a voluntary basis, via email at the end of the conversation thread. The year 2025 will represent the reference baseline for the evaluation and monitoring of end-consumer reviews.	During 2025, the two tools for measuring consumer satisfaction were implemented and consolidated: **1. Direct survey of end consumers** (active since March 2025) • 97.1% Satisfied customers / 2.9% Neutral / Unclassified customers **2. Internal SPOC (Single Point of Contact) assessment** • 87.7% Satisfied / 12.3% Neutral / 0% Dissatisfied The FY 2025 results show a high level of satisfaction, particularly in the direct consumer survey. 2025 represents the reference baseline for monitoring customer satisfaction performance in subsequent financial years.

Area of intervention: Market research

Action	Target	Results
Survey of consumer preferences and behaviour through at least two ad hoc market research studies.	• Conduct at least two market research studies in 2025 • Pack and product development based on the results of the research	Throughout 2025, several market research studies were conducted among Italian and German consumers, with the aim of gaining a deeper understanding of their behaviours, perceptions and purchase drivers in relation to both MagSafe/Qi2 accessories and the packaging of the case product lines. The two most significant studies are presented below: **1. MagSafe Adoption Study (Italy and Germany)** The research, which involved over 1,000 iPhone and Samsung users (CAWI), revealed: • Awareness of wireless charging: 97%, but limited regular use (15%) • Awareness of magnetic technology: ~54% (Italy), with actual use at 24% • High importance placed on brand/accessory reliability and consistency (88% consider it important for the brand to be the same) • Ongoing barriers related to the cost of accessories and a lack of understanding of the technology **The results highlighted opportunities for:** • Strengthen educational communication on magnetic technology • Place greater emphasis on the distinctive features in-store and on the packaging • Optimise the positioning of compatible accessories **2. Case Packaging Test – Focus Groups in Milan and Rome** The research was conducted through four focus groups, involving a total of 32 participants, with the aim of evaluating the new case packaging compared to the version currently on the market, and revealed the following: • Two variations of the current packaging were tested. • One of the two proposals was clearly preferred, as it was perceived as more premium and more in line with the brand's positioning. • The central role of the opening mechanism as a key element in the shopping experience • The high importance of the information hierarchy (compatibility immediately visible) • A need for greater distinction between certain product lines (e.g. Iconic Mag vs Gloss Mag) **The findings informed the following:** • Optimisation of the design and prioritisation of content • Improved communication of compatibility and benefits • Review of naming and distinctiveness between product lines

		• Design of a more intuitive opening experience consistent with the premium positioning

Actions, KPIs for 2026

Action	Target
Increase in consumer and potential consumer satisfaction, integrated into the Consumer Care project (Red & Black Division).	**Customer Satisfaction – Red Division:** ≥ 90% Satisfied Customers (+2.3% compared to 2025), while maintaining 0% Dissatisfied Customers. **Customer Satisfaction – Black Division:** Achievement of an average satisfaction score of 5/5 (+0.2 points compared to 2025).

In 2026, the Company aims to consolidate and further improve consumer satisfaction levels in its two main Consumer Care operating divisions:

- Red Division: Improvement in the satisfied customer rate from 87.7% (2025) to 90%, while simultaneously reducing the neutral customer rate to 10% and maintaining 0% dissatisfied customers.
- Black Division: Increase in the average satisfaction score from 4.8/5 (2025) to the maximum value of 5/5.

This target is particularly challenging, given the high level of satisfaction already achieved in 2025, and reflects the Company’s commitment to maintaining a standard of excellence in customer experience management**.**

Purpose 3: Value for the environment and future generations

Progressively evolve the business and operating model towards achieving a climate-neutral economy, aligning with European climate neutrality goals and national targets for ecological transition

Actions, KPIs and Results for 2025

<u>Area of intervention: Net Zero Program</u>

Action	Target	Results
Company carbon footprint and definition of a strategic decarbonization direction	• Update of Scope 1, 2 and 3 emissions as of 2024 (Baseline year zero: 2023) • Definition of Scope 1, 2 and 3 emission reduction targets (qualitative or quantitative	During 2025, the company's **Net Zero** programme was formally launched, and the organisational scope of the company's Carbon Footprint was defined in accordance with the **ISO 14064-1** standard. The reporting originally planned for data relating to the year 2024 was not carried out, as the Company chose to base its approach directly on the ISO 14064 standard for **2025 data**, in order to ensure, from the outset, a methodological

	emission reduction targets for Scope 1-2 and Scope 3)	approach consistent with the future certification process. Therefore, in December 2025, the operational scope of measurement for was defined, and the structured collection of **Scope 1, Scope 2 and Scope 3** emissions data for the reference year 2025 was initiated. The activities carried out during 2025 made it possible to: • Consolidate the environmental data collection and management system; • Formalise the organisational scope of the Carbon Footprint; • Establish the methodological foundations for the certification process and for defining the company's climate strategy. The roadmap envisages the **achievement of ISO 14064-1 certification in July 2026**, based on 2025 data for Cellularline S.p.A., and the definition of the **company's first Decarbonisation Plan by December 2026**. From 2027 (based on 2026 data), the plan is to extend Carbon Footprint measurement to the entire Group, followed by the formulation of **the Group's first decarbonisation plan**.

Area of intervention: LCA analysis

Action	Target	Results
LCA analysis of the environmental impacts of the product manufacturing process on at least one product category	• LCA analysis of at least one product category	In December 2025, Cellularline achieved its first ISO 14067 certification (Product Carbon Footprint – Systematic Approach) for two product categories. The certification process involved: • A comprehensive LCA analysis covering the entire life cycle (raw materials, production, transport, end of life); • Identification of emission hotspots; • Integration of the results into product design and development processes. Obtaining this certification represents a significant step in the process of integrating environmental metrics into product development processes, with a view to structurally incorporating the environmental dimension into portfolio and innovation decisions.

Actions, KPIs for 2026

Action	Target
Measurement of the Group’s carbon footprint (ISO 14064 certification)	Achieve ISO 14064-1 certification based on 2025 data for Cellularline S.p.A., with the formalisation of the first Decarbonisation Plan by December 2026.
Extension of the Product Carbon Footprint to new product categories (ISO 14067 certification)	Extension of CFP-SA to 40% of product families (compared to 20% in 2025) and to 30% of products within already certified families (compared to 2% in 2025).

2025 marks the year in which the methodology for the Net Zero path is structured, with the formalisation of the organisational scope and the launch of the ISO 14064-1 certification process. At the same time, the achievement of ISO 14067 certification for two product categories marks the transition from an experimental approach to a scalable model for integrating the carbon footprint into product development processes.

2026 will be a year of consolidation, with organizational certification, the definition of the first Decarbonization Plan, and a significant expansion of product carbon footprint measurement.

Impact measurement

As a Benefit Corporation, Cellularline S.p.A. is required to annually measure its impact on people, the community and the environment, using an external assessment standard.

Since 2021, the Company has been using the B Impact Assessment (BIA) as a self-assessment tool for its sustainability profile.

The BIA provides useful indications on the economic, social and environmental performance of the Company taking into consideration, in addition to the business model, five macro areas: governance, people, community, environment and customers. The measure of impact is represented by a total index on a scale of 0 to 200 points. Achieving a score of 80 points or more enables a company to potentially begin the process of obtaining B Corp certification. This interactive tool allows you to benchmark a given situation against companies that have already used it and to have a comprehensive guide on possible areas of improvement and on what actions to take.

During 2025, thanks to the integration of some impact improvement actions, Cellularline S.p.A. achieved 90.3 points.

In order to provide a better understanding of the scores achieved, we list below the impact areas assessed within each of the macro-areas analysed:

- **Governance:** policies and practices relating to the company's mission, ethics, accountability and transparency;
- **Workers:** Protecting and enhancing the personal, professional and financial well-being of the company's employees;
- **Communities**: Contribution to the economic and social well-being of the communities in which the Company operates;
- **Environment:** management of environmental issues (energy, water, waste) and the impact of products;
- **Customers:** Value created for Cellularline's direct customers.

Below are the details of the overall score in each of the BIA's macro areas of analysis with reference to the year 2025 (https://www.bcorporation.net/en-us/programs-and-tools/b-impact-assessment/).

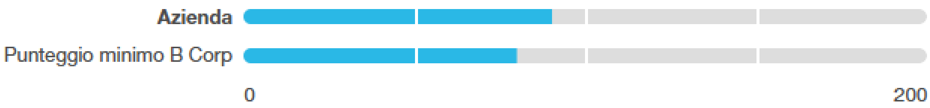
Score obtained using the measurement tool: ➔ 90.3 (score derived from the BIA self-assessment)

Punteggio complessivo: B Impact Score

Cellularline SpA

Data di fine dell'anno fiscale **31 Dec 2025**

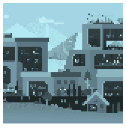
90.3



Governance

Scopra in che modo l'azienda può migliorare le politiche e pratiche pertinenti alla propria missione, all'etica, la responsabilità e trasparenza.

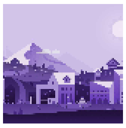
DOMANDE RISPOSTE 32/32 — PUNTEGGIO GENERALE **19.3**



Lavoratori

Scopra in che modo l'azienda può contribuire al benessere finanziario, fisico, professionale e sociale dei propri lavoratori.

DOMANDE RISPOSTE 57/57 — PUNTEGGIO GENERALE **27.0**



Comunità

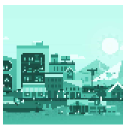
Scopra in che modo l'azienda può contribuire al benessere economico e sociale delle comunità in cui opera.

DOMANDE RISPOSTE 56/56 — PUNTEGGIO GENERALE **16.4**

Ambiente

Scopra in che modo l'azienda può migliorare la propria gestione ambientale in generale.

DOMANDE RISPOSTE 71/71 — PUNTEGGIO GENERALE **23.5**



Clienti

Scopra in che modo l'azienda può migliorare il valore che crea per i clienti e consumatori diretti dei propri prodotti e servizi.

DOMANDE RISPOSTE 11/11 — PUNTEGGIO GENERALE **3.9**

2025 is the last year in which impact measurement was carried out using the **B Impact Assessment (BIA)**. From 2026, the Company will adopt **an integrated impact assessment framework** based on the KPIs set out in the **2024–2026 Master Plan**, the Company's sustainability policy document, and formalized in this Impact Report.

This development reflects the ongoing consolidation of the Company's sustainability management model, which integrates impact objectives with the business strategy and provides for the gradual introduction of third-party certification systems, in accordance with internationally recognised technical standards.

Notes on the score

For the sake of transparency, we would like to point out that the score is updated to 2025, excluding certain quantitative environmental impact data (e.g., emissions, energy consumption, waste generation). Therefore, as some quantitative data for the 2025 financial year are not yet available, the most recent consolidated data available for 2024 have been used.

Conclusions

The 2025 Impact Report represents a step forward in consolidating Cellularline's journey as a Benefit Corporation.

After an initial phase of structuring and measurement, the Company is now entering a phase of fully integrating its business strategy with its impact objectives.

The year 2026 will mark further progress through ISO 14064 certification, the expansion of the Product Carbon Footprint, the formalization of the first Decarbonization Plan, and the adoption of an integrated system of impact KPIs linked to the company's performance management system.

The impact generated is not a separate area from economic growth, but rather a structural component of the business model.

This Impact Report is intended for all stakeholders and serves as a tool for transparency and reporting on the activities carried out and future goals.

Benefit corporation Appendix

Benefit Corporations (SB) are companies that, in carrying out an economic activity, in addition to sharing profits among shareholders, pursue one or more common-benefit goals and operate responsibly, sustainably, and transparently towards people, communities, territories, and the environment, cultural and social assets and activities, institutions, associations, and other stakeholders.

Benefit Corporations are an expression of an advanced economic paradigm that, in addition to profit objectives, incorporates into its corporate purpose the aim of having a positive impact on society and the biosphere.

The founding principles of Benefit Corporations are set out in Law no. 208 of 28 December 2015. In 2016, Italy became the first country, after the United States, to introduce into its legislation the possibility for companies to adopt the status of Benefit Corporation.

According to the law, Benefit Corporations present some new features:

- One or more purposes of common benefit stated in the corporate purpose, which must be pursued as a legal obligation under the articles of association.
- The obligation, in management, to balance the interest of shareholders with the pursuit of the purposes of common benefit and the interests of stakeholders.
- The obligation to transparently communicate the pursuit of the common benefit with an annual report that also includes the measurement of the impact generated, according to external evaluation standards, on governance, employees, local stakeholders and the environment.
- The need to identify a person within the company responsible for the pursuit of the Common Benefit, as well as the Impact Officer.

The online portal for Italian Benefit Corporations can be found at the following link: www.societabenefit.net.