

Environmental Policy

Technology brings amazing possibilities, but not without challenges. The electronics sector has a significant footprint, and electronic waste is in fact the world's fastest growing waste stream. While products are becoming ever more energy efficient, their production remains energy intensive. Electronic products contain many different components, and thus it is essential they are reliable, have a long life and are recycled at life's end.

We are a part of a sector that will undergo massive transformations in the coming decades due to increasingly stringent regulations, scarce resources, and stakeholder expectations. This involves both risks and opportunities for our company. We can't fix everything alone, but as the biggest electronics retailer in the Nordics, we acknowledge our responsibility to work towards reducing the environmental footprint of our operations and the products we sell, while also enhancing services that prolong the lifetime of products. As an ISO 14001 certified company environmental sustainability is a key component of our business strategy. We actively engage with our suppliers, partners and customers to ensure that sustainability and profitability go hand in hand, positively contributing to the circular economy. Practically, we are focusing on four key areas:

1: Reduce emissions from own operations

We are working to reduce emissions in all parts of our own operations, by reducing the electricity consumption in our stores and warehouses, sourcing renewable energy, and optimising and introducing low emission transport across our Nordic operations. As a retailer we also play an important role in helping our customers reduce their emissions by offering a wide range of energy efficient products.

2: Sell energy efficient and nearly new products

Eight out of ten customers want to make sustainable choices, but don't know how. We are here to help by offering products that have a long operational life, can be easily repaired and recycled, and helping customers make more informed choices through communicating with them in an open and transparent way around environmental parameters and facts. We make it easy for customers to buy pre-owned products with confidence through our Outlet and NewStart ranges. In terms of supplier engagement, we have a robust responsible sourcing policy, and have partnered with EcoVadis, a company that independently screens and rates our suppliers' sustainability efforts.

3: Helping prolong the life of our products

One of our key sustainability opportunities is to help extend the lifespan of the products we sell. We offer a wide range of high-quality products and are proud to help customers get the most out of them. We do this by making it easier to prolong the life of technology thorough services such as extended warranty and insurance and offering a huge variety of spare parts online and excellent in-house repair services, as well as expert product guidance and maintenance advice.

4: Making sure products are reused and recycled

All electronic products contain rare and valuable metals that can and must be recycled into new products when reuse is no longer possible. We make recycling convenient and easy for customers and ensure that devices containing personal data are securely handled according to GDPR requirements. We collaborate with our recycling partners to minimize waste and maximise the reuse and recycling of materials, giving them a new life.

We operate in compliance with all relevant legislation and continuously work to find ways to reduce our impact on the environment. The Nordic Headquarters, Chain and Store management have important roles in engaging over 10,000 employees in contributing to reducing the environmental impact of the company. We set ambitious environmental objectives and targets, monitor progress, and report outcomes annually.

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Fredrik Tønnesen, CEO of Elkjøp Nordic AS

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