

## We want to make babies and parents happy.

This has been the focus of all our thoughts and actions here at MAM for over 40 years now. We are constantly changing and growing, learning and acquiring new skills and expertise – just like babies do.



## Product range.

- Soothers
- Bottles & cups
- Oral care & teethers
- Breastfeeding
- Feeding
- Cleaning & sterilising



## MAM today.

- A family-owned company since it was **founded in Vienna in 1976**
- Operates in more than **60 countries** on all 5 continents
- Employs **930 people**
- Member of **nine sustainability initiatives** and **eight international scientific and standardisation committees**
- Works with over **20 medical partners** worldwide
- **Main sites:** Austria, Switzerland, Hungary and Thailand



**Peter Röhrig, company founder**

„My vision was always to combine medical and aesthetic standards. The products should be perfect and provide enjoyment across the board!“

## Teamwork counts.

For us, teamwork stretches beyond company borders. Strong relationships with our stakeholders are important in all areas – from product development to production, distribution and sales. Among our most important stake holders are:

- Medical experts
- Parents
- Suppliers
- Trading partners
- Employees
- Owners



## Economic sustainability.



**Our goal**  
A long-term and stable sustainable growth strategy.



Triple investment: **plant extension** in Hungary, **new production facility** in Thailand, **new R&D centre** being planned



**New affiliate:** MAM Italy



Increase in turnover: **+144%** over the last 10 years



Products sold: **over 70,000,000** worldwide



Market leader for soothers in **in eight countries**



**Li Zhen Arroyave-Gao,**  
International Country Coordinator,  
with her husband Daniel

### We are growing together

“Right now I am experiencing how a baby is growing inside me. Growth always means change, which is something I see every day at MAM: Our company is steadily evolving – now with subsidiaries in 13 countries.”

## Product-specific sustainability.



**Our goal**  
The health of babies and product safety as our highest priority.



**2,500 quality tests** on **350.000** MAM products (2016)



MAM products: **free from BPA, BPS and phthalates**



**> 85%** of our product parts-suppliers are from Austria



**27 technical inventions** in **120 patents** and **4 utility models** protected



**52 market research studies** with 12,000 parents from 10 countries (2016)



**Josef Pogatsch,**  
Technical Product Manager,  
with his daughter Emma (4 months)

### We are always curious

“My Emma learns something new every day. Her curiosity is boundless and infectious. This is good, because when development our products at MAM, creativity and openness are vital for new ideas.”

Peter Röhrig and a team of experts begin developing the first soother. MAM is born  
**1975**



Market entry UK and Sweden  
**1989/90**

Founding of the international sales and production centre in Switzerland  
**1987**



MAM Germany is founded  
**1991**



Opening of the first production center in Hungary  
**1990**



Market entry Brazil and Hungary  
**1998**



The group starts its own latex production operation Thaimed, in Thailand  
**2002**



Market entry France and Greece  
**2011/12**



Market entry USA and Spain  
**2008**



40 years of MAM



**Happy Birthday!**  
MAM celebrates its 40th birthday.  
**2016**

### MAM voluntarily goes beyond the following European standards:

- EN 14350: Standard for babies' bottles
- EN 1400: Standard for soothers
- EN 12586: Standard for soother holders
- EN 12868: Standard for articles for infants & toddlers
- EN 14372: Standard for cutlery & feeding utensils for infants & toddlers

## Environmental sustainability.



### Our goal

Continuous reduction of energy consumption and CO<sub>2</sub> emissions over the entire product life cycle.



Parents can save **up to 85% on energy and CO<sub>2</sub>** when sterilising our products



Optimal energy use thanks to an **energy audit** at the plant in Hungary



**1000 tonnes of CO<sub>2</sub>** per year saved by energy-efficient systems at the plant in Thailand



**CO<sub>2</sub>-neutral mobility** in Vienna



**About 40% renewable materials** (natural rubber) – formerly 15% – used at the plant in Thailand



**László Pungor**,  
Head of Quality Management, with  
his twin sons Mark and Mate (aged 6)

### We take care of our environment

"It's important to me that my children are conscious of their environment and that they treat nature with respect. I also live this belief in my job. It helps me to make our company more sustainable and environmentally friendly."

### CO<sub>2</sub> calculator

Innovations from MAM turn parents into real experts at saving CO<sub>2</sub>. With the online CO<sub>2</sub> calculator, it's really easy to check how much CO<sub>2</sub> and energy you can save by using MAM products.

[www.mambaby.com/co2-calculator](http://www.mambaby.com/co2-calculator)

## Social sustainability.



### Our goal

Not only to be a good employer, but also to expand our network of medical experts and develop our products together with them.



**930 employees** (2016): 43% more than in the previous reporting period



**> 50% have children**,  
100% return after parental leave



76% female employees: **40% women in senior management** (2016), and rising



Certification: **"berufundfamilie"** [work and family] audit



Network of **6000 medical experts worldwide**



Victoria (3) and Constantin (2),  
the children of **Sandra Chini**,  
HR Manager

### We learn from each other

"I see with my children that not only the older one teaches the younger one something, but also the other way around. It's like this in the MAM family, too, where we learn from each another. My task is to promote and shape this process."

### Education without words

MAM performs important educational work by providing its information material in pictures, without text. We depict subjects such as oral hygiene or SIDS (sudden infant death syndrome, cot death) in cartoon format so that we can reach parents all over the world with no language barriers.

## Bringing sustainability to life.

Our sustainability targets are in line with the UN's global objectives for sustainable development. MAM is part of the Austrian network of UN Global Compact, a worldwide pact between the United Nations and businesses to make globalisation more socially and environmentally responsible.

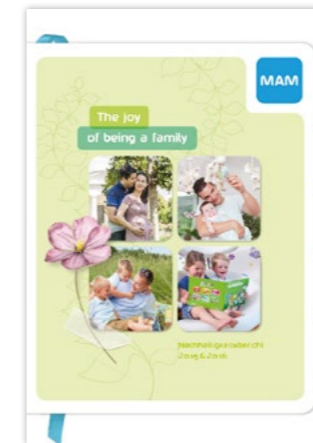
The way we document our efforts, progress and targets complies with the new "Global Reporting Initiative" (GRI) guidelines.

### Our CSR awards:

- TRIGOS – Austrian award for sustainable companies
- Environmental prize from the city of Vienna
- Austrian Sustainability Reporting Award (ASRA)
- FOX Finance Award



You can find the full MAM sustainability report at [report.mambaby.com](http://report.mambaby.com)



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MAM

40 years  
expertise

# The joy of being a family.

Environmental, economic and social sustainability at MAM.