

PRESS RELEASE

MAM Sustainability report

Vienna, 23 October 2017



Sustainability report 2015 & 2016
A magazine style CSR report:
How MAM brings sustainability to life

Vienna – for over 40 years, the Austrian baby product manufacturer has been committed to the health and safety of babies. But social and ecological responsibility is also an important part of the MAM corporate strategy and is lived out every day. The new 2015 & 2016 MAM Sustainability Report shows how and why.

MAM is bringing sustainability to life. This is illustrated by the company's new 60 page CSR report for 2015 and 2016. What's special about it: It corresponds to the latest Standards of the Global Reporting Initiative (GRI); shows the wide range of measures taken and, at the same time, is presented as a magazine with a variety of interesting articles for parents as well. The publication represents the holistic corporate philosophy of the baby bottle and soother specialist. MAM has received several awards for this - most recently in 2017 with the renowned TRIGOS Award as the most sustainable company in Austria.

CSR as a part of corporate strategy

Corporate Social Responsibility (CSR) is an essential part of the MAM strategy and sustainability is lived in all areas of the company (see Infographics). This is all the more true since MAM operates far beyond the borders of Austria, distributing its products in about 60 countries on all five continents. "We are growing steadily and so is our responsibility", says founder and CEO Peter Röhrig. "Our new sustainability report is intended to demonstrate that we take this responsibility very seriously and are engaged on as many levels as possible."

Baby development a common thread

The basis for the report is a consistent concept: The structure is based on the phases of baby development such as "growth" or "eating, drinking, playing", for which the chapters are named. This fits with MAM products along with reference to the development of the company over the last 40 years. "We wanted to show that we work for babies and parents – and, that MAM operates as a family", says Peter Röhrig.

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Sustainability explained in an easy to read and entertaining fashion

The content is focused on topics that are especially relevant to MAM stakeholders. It is presented in the form of varied, easy to understand stories that are worth reading: from the interview with a Thai rubber farmer to the work of quality managers in Hungary, and charity events from around the world. In addition, the MAM report complies with the new Standards of the Global Reporting Initiative (GRI) and integrates the UN's Sustainable Development Goals (SDG), which clearly shows MAM's global contribution in terms of sustainability.

A photo album shows a happy family

"The joy of being a family" – the layout also conveys this corporate credo from MAM: It is presented as a family album – with photos and little details, in chapters with affectionate glimpses into the world of MAM. "And since our employees know best what makes MAM tick, what we do and why we do it, they are represented on nearly every page" explains Peter Röhrig – from the cover that shows MAM parents with their children, through the chapters of the report to the individual articles in which they have their say.

For the health and safety of babies

MAM has already achieved a great deal in terms of sustainability. The company has built a model of energy efficiency with its plant in Kabin Buri, Thailand, uses scientific expertise in the development of soothers and bottles, is a leader in reconciling work and family life, is committed to social initiatives and much more. "We look at all our activities on a long-term basis and always consider society and the environment in our thinking", Peter Röhrig explains. "For us, sustainability is not just lip service but a part of our core business. After all, what is more responsible than working for the health and safety of babies? "

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FACTBOX/INFOGRAPHICS

The four pillars of sustainability at MAM

Sustainability is happening in every part of MAM.

<p>Economic sustainability</p> <p>Goal: A long-term and stable sustainable strategy for growth</p> <ul style="list-style-type: none">• 3 major investments: Expansion of production in Hungary, new production facility in Thailand, new R&D Centre being planned• 144 % Growth in sales over the last 10 years• Over 70 million products sold worldwide• Market leader for soothers in 8 European countries	<p>Product-specific sustainability</p> <p>Goal: The health of babies and product safety as our highest priority</p> <ul style="list-style-type: none">• 350,000 MAM products tested with 2,500 quality checks in 2016• MAM Products are free from BPA, BPS und Phthalates• More than 85% of our suppliers are from Austria• 27 technical inventions in 120 Patents and 4 registered designs protected• 52 market research studies with 12,000 parents from 10 countries (2016)
<p>Environmental sustainability</p> <p>Goal: Continuous reduction of energy consumption and CO₂ emissions over the entire product lifecycle.</p> <ul style="list-style-type: none">• CO₂ will be reduced by 1,000 tonnes per year through energy efficient systems in Kabin Buri (Thailand)• Parents can lower energy use and CO₂ emissions by up to 85 % when sterilising MAM products• CO₂ neutral Mobility in Vienna• Optimal energy use thanks to an energy audit at the plant in Vaskeresztes (Hungary)• An increase from 15% to about 40% renewable materials (natural latex) at the Hat Yai facility (Thailand)	<p>Social sustainability</p> <p>Goal: Be a good employer, expand our network of medical experts and develop our products in cooperation.</p> <ul style="list-style-type: none">• 930 employees in 2016, 43 % more than in the past reporting period• Over 50% have children, 100% return after parental leave• 76% female employees, 40% women in management (rate increasing)• "Work & Family" Audit Certificate• Network of 6,000 medical experts worldwide

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Photo 1: XXX

The MAM CSR report is now also available online at bericht.mambaby.com.

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About MAM Babyartikel

In 1976, Peter Röhrig of Vienna had the idea to, for the first time, combine outstanding design with optimal functionality and medical safety for baby products. The trained plastics engineer, together with a team of scientists, doctors and designers from the Vienna University of Applied Arts developed the first MAM soother that set the example for both appearance and function. Today, more than 70 million MAM products are sold annually in 60 countries on five continents. In the soother segment, MAM is the market leader in Austria as well as in many other countries (USA, UK, Sweden etc.). More than 900 employees around the world contribute daily to this success. www.mambaby.com

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