

Empowering People to Power Business

Our commitment to drive growth. Sustainably. Responsibly.

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Letter to Stakeholders

I am proud to present the 2024 Sustainability Report of Fortidia Group.

This publication marks a significant milestone for us. In these pages, we not only describe our main projects and achievements, but first and foremost we share our enduring commitment to developing a more sustainable business, capable of creating lasting value for our stakeholders, while contributing positively to the environment, society, and the economy.

The call of our unique position

We occupy a unique position as a global platform, providing shipping, fulfillment, print, marketing, ecommerce, and digital services. This position provides us both the opportunity and the responsibility to drive positive change. With our Purpose and Values as our North Star, we work every day to power businesses and consumers, seeking new and innovative ways to demonstrate sustainability stewardship throughout our activities.

People are the driving force behind our impact

People are – and have always been – central to our Group's thriving development and achievements. United by passion and tenacity and motivated by sharing a common Purpose, each of our Corporate People and Entrepreneurs is key in delivering exceptional services and support to our Customers.

In turn, we work hard to maintain a work environment in our corporate offices including professional development opportunities, regular performance reviews, and an enduring commitment to inclusion. And we strive to provide effective business opportunities to our Entrepreneurs, helping them achieve their own goals to the benefit of our Customers.

Caring for the Planet

We are aware of our impacts on the planet, and we acknowledge environmental sustainability as a fundamental goal across all of our business lines. Therefore, we are committed to analyzing and quantifying all emissions linked



to our activities, to help us more clearly evaluate and execute our future GHG emission reduction activities. As well, we are committed to finding strategies for greater sustainability in the materials utilized in our value chain.

Our path ahead requires transparency, ambitious goals, bold action, and, most importantly, tenacious collaboration. We consider you, our stakeholders – Corporate People, Entrepreneurs, Partners, Customers, and Investors – as essential contributors to our collective success.

Thank you for your ongoing trust and continued partnership. We look forward to engaging with you as we continue to build a more sustainable and resilient future, together.

Paolo Fiorelli
Chairman and CEO Fortidia

2024 Highlights

Environment

ENERGY

- **98%** of the energy mix derived from fossil sources
- **40%** of the Group's energy use derived from the fuel consumption of the Group's vehicle fleets

EMISSIONS

- **53.731 tCO₂e** GHG emissions generated at Group level
- **95%** of total GHG emissions generated along the value chain (Scope 3)

MATERIALS

- **+10 years** of partnership with Raja in Italy, France, Spain, Germany and UK

Social

D&I

- **Diversity & Inclusion (D&I) Program** at Group level in place since 2021
- Launch of the **Employee Resource Group (ERG)** program at Corporate offices for Mail Boxes Etc. Italy & Spain

TALENT

- **83%** of Managers and **96%** of Executives participated in **People Value Impact**
- Launch of **Sales Accelerator**, the new onboarding path for new Entrepreneurs
- **86%** of our active Centers reached by our training platform **iLearn**

COMMUNITIES

- **Second year** of collaboration with **3Bee**, a company focused on biodiversity, nature, and climate protection
- **Volunteering activities** in Italy with **Rise Against Hunger**, a non-profit organization focused on ending world hunger

Governance

GOVERNANCE

- Issued the **Global Code of Ethics** and **Global Supplier Code of Conduct**

CYBERSECURITY AND DATA PROTECTION

- Released the **Generative Artificial Intelligence Use policy** at Group level

Who we are

Fortidia is a global commerce platform providing **ecommerce, fulfillment, shipping, marketing and print solutions** to Micro, Small and Medium-sized Enterprises and consumers.

Our **multi-brand approach** enables us to multiply opportunities for businesses, helping them achieve their most ambitious goals.



WHO WE ARE

Our People and our Presence

57
Countries Worldwide

3,100+
Business Solutions Centers (BSCs)

o/w 12
Directly Operated Countries (DOC)

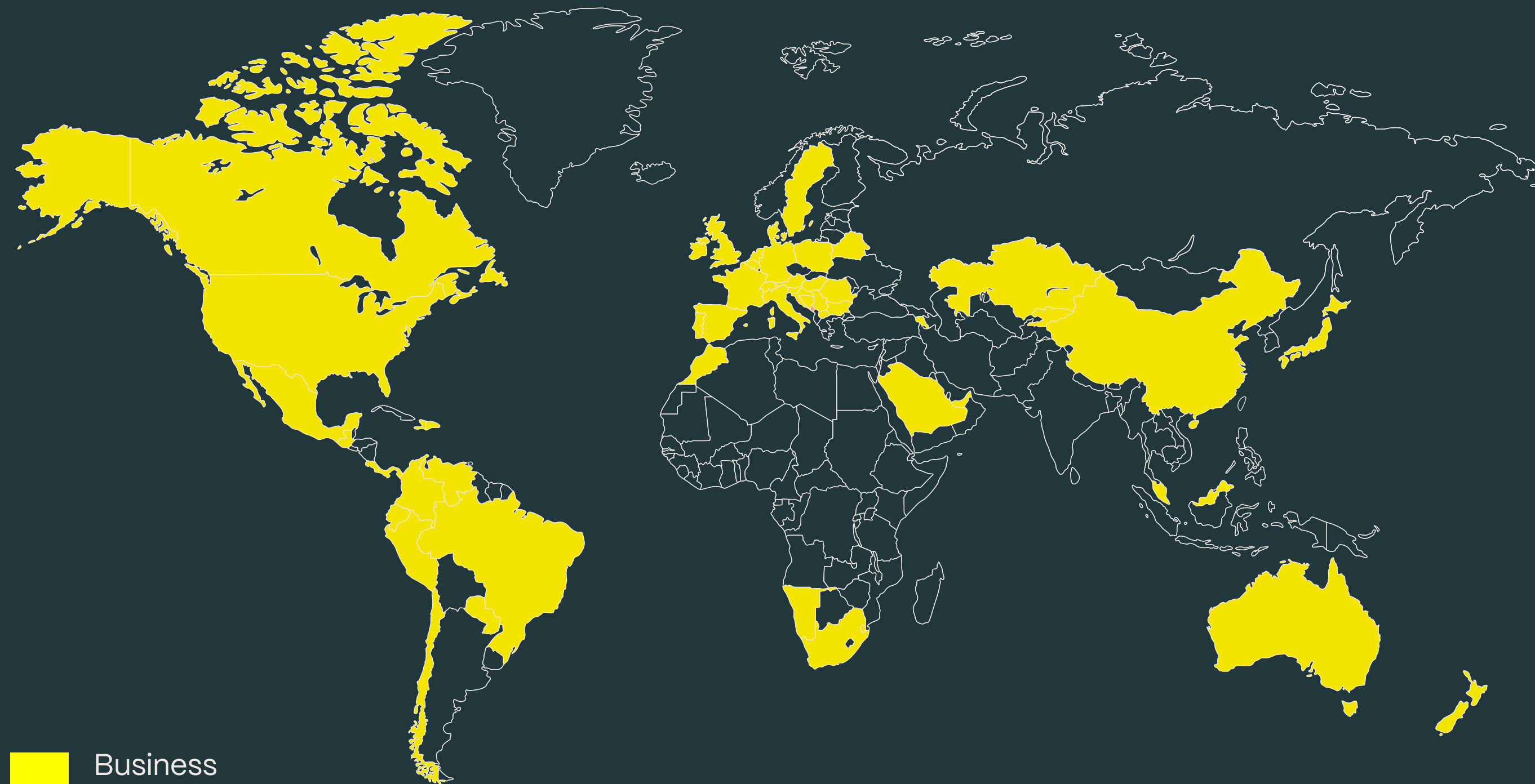
14,000+
Business Associates

o/w 45
Indirectly Operated Countries (IOC)

1,022
Corporate People*

11 Offices

Milan (IT), Barcelona (ES), Berlin (DE), Paris (FR), Paris (FR), Accrington (UK), Warsaw (PL), Almere (NL), Denver (US), Sydney (AU), Christchurch (NZ)



Business Solutions Centers

All data are as of December 31st, 2024
*Headcounts

Our Brands

PRESTASHOP

PrestaShop is a leading ecommerce platform in Europe and Latin America. It allows entrepreneurs and companies to create and develop their own ecommerce site.



Mail Boxes Etc. is one of the world's largest networks of Business Solutions Centers, who provides Shipping, Fulfillment, Marketing & Print Solutions to MSMEs and consumers.



World Options offers logistics software solutions designed to optimize customers' resources and provide them with information to make smarter shipping decisions.

PACK & SEND

PACK & SEND offers courier and freight services and value-add solutions for both outbound and inbound parcels in Australia, New Zealand and the UK.

POSTNET

Local PostNet Centers serve their communities by offering a wide range of printing, shipping, design, and mail services, paired with a consultative approach.



Spedingo is a trusted marketplace that connects individuals and businesses needing to transport bulky goods with hundreds of carriers who have available space on their trucks.



GEL Proximity is a leading technology for out of home services, optimizing last mile logistics by connecting checkout directly with proximity solutions for parcel pickup and returns.



AlphaGraphics offers custom print and marketing solutions – from ideas to execution – developing innovative solutions to drive their customers' business forward.



Kwik Kopy Australia* is a leader in the design, print, and signage industry, offering businesses nationwide a wide range of high-quality solutions that meet the needs of its diverse clientele.



Multicopy provides communication solutions – from print and signs to websites and promotional products – helping clients strengthen their market position and stand out.



Print Speak leverages AI, real-time data, proven best practice methodologies, templates and processes to drive constant and steady business growth.

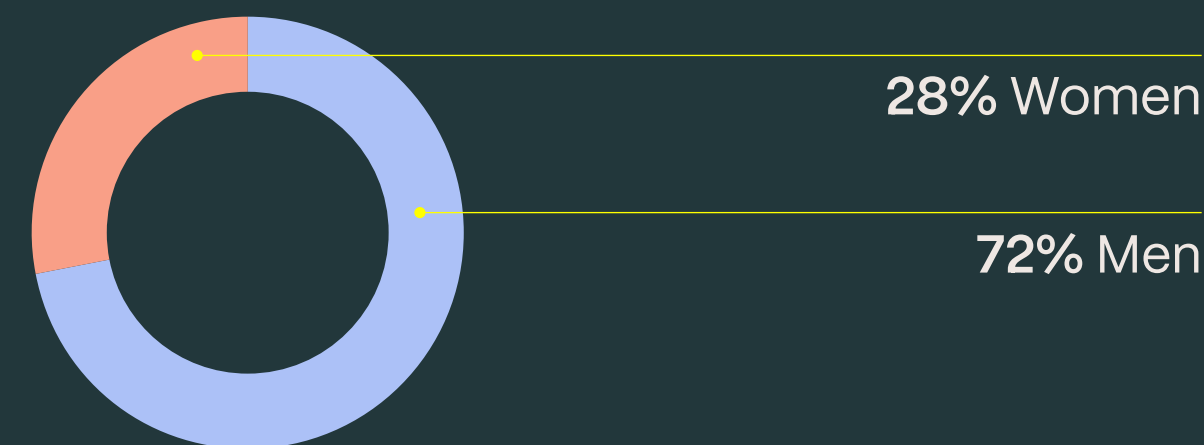
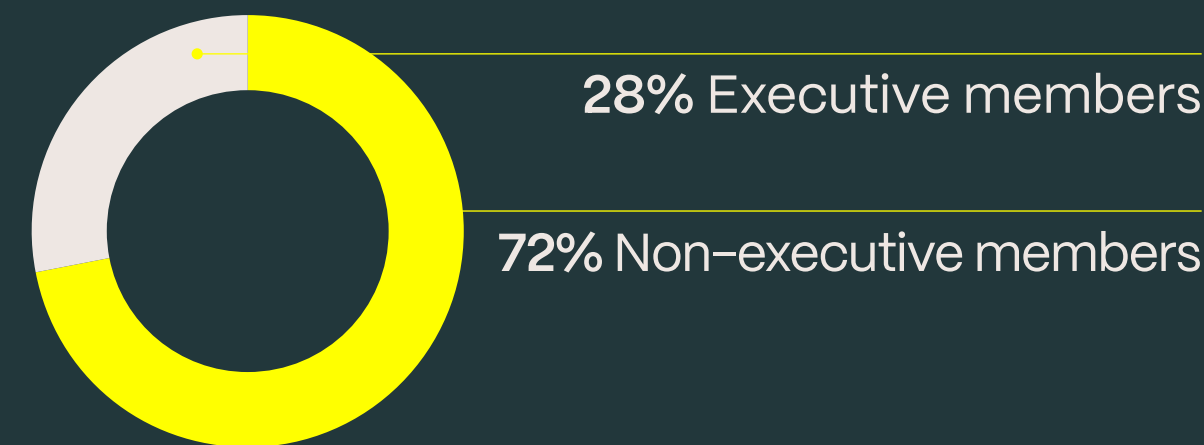
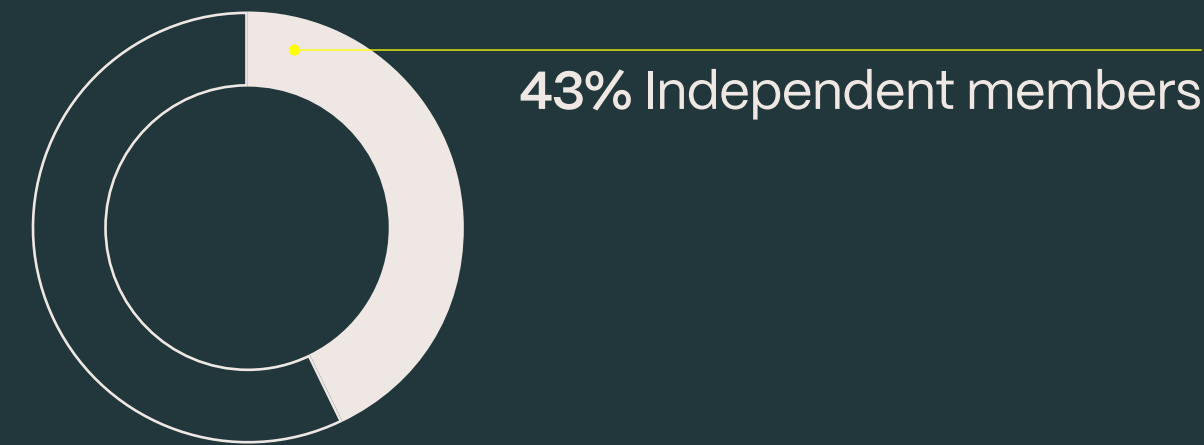
* Kwik Kopy was acquired in 2025.

Our Governance

Our Group follows a **traditional governance model**, with the **Board of Directors** overseeing the Company's activities as the highest governing body within the Group.

The Board's decision-making processes, duties, tasks, composition, and procedures are guided by **principles of good governance** and **best practices**. Their operations and decisions follow responsible business practices, complying with **laws, international guidelines, and ethical standards**.

The Board is supported by an **Executive Leadership Team**, which plays a crucial role in **shaping the company's future**.



Board of Directors

Our Board oversees the Group's organization and management. It provides **strategic direction** by developing and reviewing **governance policies, practices, and procedures** within an integrated governance, risk, and compliance framework. Board members are nominated and continue to serve based on their diverse skills, contributions, and prior experiences.

Our Board is composed of **72% non-executive members**, while the remaining **28%** are **executive members**. Additionally, **43%** of the Board consists of **independent members**. The majority of the Board is represented by men (**72%**), with women making up the remaining **28%**.

Executive Leadership Team

The Executive Leadership Team is responsible for **developing and implementing long-term strategic plans, making decisions on day-to-day business operations, managing the Group's results, communicating company strategy** across the organization and **participating in strategic discussions** to develop key initiatives and innovations.

Our Sustainability Approach



Through each of our Group brands, we **enable** consumers to **fulfil their unique needs** and enterprises to **succeed in growing their businesses** through a **platform** of ecommerce, digital-ready shipping, logistics, marketing, and print solutions. Our Group digital and retail presence uniquely positions us to function as a service provider to companies – mainly small to medium-sized businesses but larger organizations and consumers as well – to support their commercial activities, especially when high-quality and tailored, reliable service levels are most valued.

As a global enabler, we recognize our duty to uphold the principles of **Sustainability stewardship** for all our stakeholders. We firmly believe that earning the **trust** of our team members, business partners, customers, and the communities we serve is not only essential for **fostering strong, enduring relationships** but also for **driving long-term value creation** and promoting **sustainable growth** for all our stakeholders around the globe.

Purpose, Manifesto and Values

We empower People locally, to power Business globally

WE ARE ONE, TO THE POWER OF MANY.

A unique platform of diverse people and technology. Here to uplift the world of business onwards, upwards, outwards. Powered by talent, led by expertise, driven by empathy. Fuelled by a shared ambition to empower one another.

FOR OUR PEOPLE AND CUSTOMERS

We magnify potential.
We multiply opportunities.



Our Core Values

UNITED IN PURPOSE

Our passion is infectious. With people powering people, and the best attracting the best, our circle of expertise grows ever stronger.

COURAGEOUS AMBITION

Bravery, not perfection. Our drive for innovation pushes us to go beyond the expected. When it comes to achieving the best for our customers, there are no limits to our aspirations.

POWER OF PERSPECTIVES

Our diverse perspectives embolden us. Seeing from different viewpoints opens more doors for possibilities.

TENACIOUS MINDSET

A marathon, never a sprint. We give extra care and attention to details, while we stay focused on the larger and longer-term impact we create for people and businesses.

Sustainability Governance

We are committed to **embedding sustainability into our operations**, recognizing its critical role in our Group's strategy and long-term success.

Our governance structure for overseeing sustainability issues consists of two tiers: **strategic leadership** and **operational management**.

Strategic leadership

Board of Directors

The **Board of Directors** plays a crucial role in shaping and overseeing our sustainability efforts. It's actively involved in setting, validating and monitoring overall and long-term sustainability strategies and objectives, in line with our purpose, mission and corporate values. The Board is also responsible for **reviewing, providing feedback and approving the Sustainability Report** before publication.

ESG Committee

The **ESG Committee**, a **cross-functional group of key Group leaders**, is in charge with **setting general strategy** relating to ESG, **developing, implementing, and monitoring policies, practices, and disclosures** based on that strategy, **overseeing communications** with all stakeholders concerning ESG and **monitoring and assessing developments** relating to, and improving the Group's understanding of ESG.

ESG Program Manager

The person in charge of **driving the development** of our Sustainability Strategy and the **deployment of sustainable plans** into concrete projects.

Operational level

ESG Team

The **ESG team** is a **dedicated function** responsible for maintaining sustainability **focus and commitment** across the Group. Under the CFO's leadership, the function collaborates with **all other functions/companies** of the Group to align the entire organization around a **unified sustainability purpose, goals and action plans, integrate ESG** into our **business strategy** and foster a **shared corporate culture** that supports and promotes sustainability.

ESG Working Group

The **ESG Working Group** is a **cross-functional team** that plays a vital role in **guiding, managing, and implementing** Fortidia's **sustainability initiatives**. This group is made up of Corporate People who are actively engaged in sustainability projects, ensuring that our efforts are well-coordinated and effectively executed across the organization.

Sustainability Strategy

Our Group has the potential to significantly impact the environment and society through the services we provide.

The process leading to the implementation of our **Sustainability Strategy** began in 2022, when we conducted an **impact assessment** that included both internal and external analyses, as well as stakeholder engagement. This process helped us identify the **key priorities** spanning our most significant challenges and opportunities.

Our strategy is structured around three dimensions: Environmental, Social and Governance matters. Our Sustainability strategy shapes our long- and short-term sustainability **goals, targets and actions**,

helping us identify high-impact projects that positively contribute to the broader environment, society, and economy. Additionally, each dimension of our strategy is linked to one or more relevant UN Sustainable Development Goals (SDGs). For each key priority, we engaged key Group representatives to define and evaluate a list of **ongoing and potential projects**. These projects are designed to help us meet our **commitments**, not only within our Group but also through our distributed sales network and in the communities where we and our partners operate.

ENVIRONMENT

Minimizing our environmental footprint

SOCIAL

Empowering People around the world

GOVERNANCE

Being a trustworthy and reliable partner

Goal

We aim to reduce our global environmental footprint by reducing materials and energy consumption, including through the use of increasingly sustainable technologies and fuels.

We are committed to ongoing value creation for our employees and the communities we serve, by fostering an open and respectful workplace, enhancing skills internally and locally, and making entrepreneurship more accessible for all.

We conduct our business in adherence with national and international ethical and professional standards, and we are committed to enforcing the values and principles of ethics throughout the value chain.

Key Priorities

CLIMATE CHANGE

- Energy
- Climate Change mitigation

POLLUTION

CIRCULAR ECONOMY

- Resource outflows related to products and services

OWN WORKFORCE

- Working conditions
- Equal treatment and opportunities for all

WORKERS IN THE VALUE CHAIN

Working conditions

CONSUMERS AND END-USERS

Social inclusion of consumers and/or end-users

BUSINESS CONDUCT

Corporate culture

Commitments

- Enhancing Sustainable Energy Consumption
- Compensating and Reducing Direct and Indirect Emissions
- Exploring and adopting sustainable materials
- Adopting sustainable measures for end-of-life management of assets and materials

- Always striving to cultivate greater inclusivity and respect in the Fortidia Group
- Continuously improving Corporate People skills and capabilities
- Continuously improving Entrepreneurs employees' skills and capabilities
- Continuing to create value for and within local communities through the business and social initiatives

- Maintaining our business in adherence to ethical and professional standards and in accordance with our own values
- Enhance governance design and practices
- Ensuring the higher level of data security

SDGs

(Sustainable Development Goals adopted by the United Nations)



¹ Carriers, tech suppliers, machinery suppliers, sublet providers etc.

ENVIRONMENT

Minimizing our environmental footprint

Environmental protection and natural resources conservation have become urgent global priorities. Climate change continues to cause significant environmental disasters that affect people around the world.

At Fortidia, we recognize the importance of environmental sustainability for the survival of future generations. For us, reducing environmental impacts is one of our core objectives.

Our Carbon Footprint

Our environmental strategy aims to minimize our ecological footprint. To achieve this goal, we are committed to reducing material usage and energy consumption by introducing highly sustainable technologies and switching fuels.

Circular Economy

As a delivery and logistics services provider, we handle various quantities of packing every day, which are essential for transporting products according to the highest safety and quality standards. We are aware that using materials that are difficult to recycle or that come from natural sources contributes to the depletion of natural resources.



Our Carbon Footprint

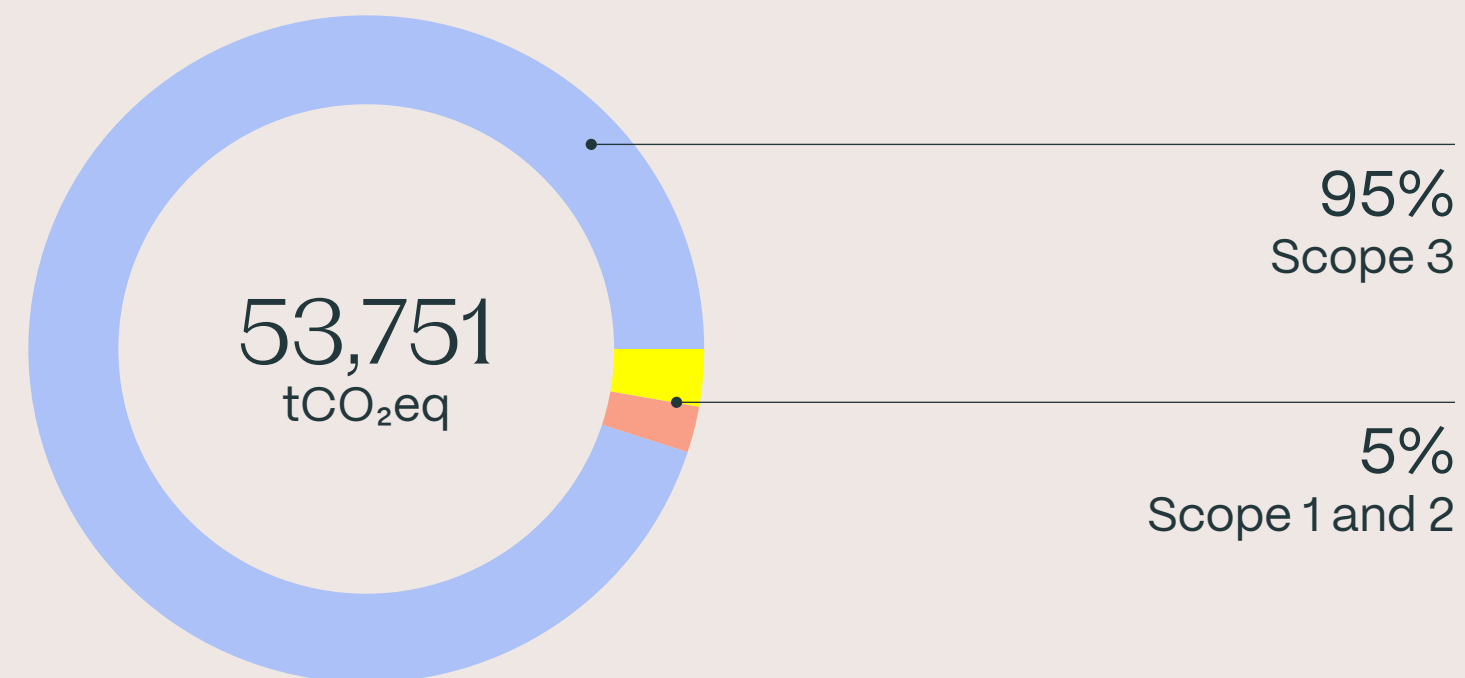
Energy Consumption

In 2024, the **total energy consumption** by our Group accounted for **10,409.09 MWh**. The energy mix consisted of **98%** from **fossil sources**, attributable to natural gas consumption for **heating (30%)**, fuel consumption of the **group vehicle fleet (40%)** and **electricity consumption (28%)**. The remaining **2%** came from **renewable sources**.

GHG emissions Management

Considering the characteristics of the industry in which we operate, it's undeniable that the **emissions generated along the value chain – Scope 3 – represent our main impact (95% of the total)**. Our hotspots include "Upstream transportation and distribution" and "Franchises" categories, which consider Scope 1 and 2 consumptions for all of our Group's franchises – approximately 3,040 locations across the globe as of the end of the reporting period.

Direct emissions attributable to activities under our control (**Scope 1 and 2**) account for only **5%** of our total emissions. The most significant sources of these aggregated scope 1 & 2 emissions are **electricity consumption (44%)** and the **Group fleet (37%)**. Emissions from **stationary plants and f-gas leakage** from air conditioning systems represent the remaining **19%**.



OUR MAIN PROJECTS

Transition of HQ fleet

Throughout 2024, we prepared and approved a plan to **convert the fleet** of our Milan headquarter to more **sustainable models**.

After the ESG team conducted a comprehensive analysis of more sustainable alternatives to gas or diesel models, the ESG Committee approved a detailed conversion plan aimed at achieving complete conversion by 2030.

Circular Economy

As we are not a manufacturing company, our primary focus is on securing packing materials purchased at the Group level and then resold through our Shopping Center to our Entrepreneurs for their shipping services or used by our own DOS.

Currently, in our Shopping Center Mail Boxes Etc. Entrepreneurs can find **different products made with increasingly sustainable materials**, like paper tape,

wine boxes and boxes for general use in cardboard and envelopes (made with 60% recyclable material).

In our efforts to improve our environmental performance, we are also **collaborating with our suppliers** to explore **more sustainable options** and aim to progressively **increase the use** of packing materials from renewal materials (such as paper, cardboard, wood, or corn starch).

OUR MAIN PROJECTS

Signatory of the Australian Packaging Covenant Organization (APCO)

As a signatory of the APCO, **PACK & SEND** is committed to achieving Australia's 2025 National Packaging Targets:

- **100%** reusable, recyclable, or compostable packaging
- **70%** of plastic packaging recycled or composted
- **50%** average recycled content in packaging
- **Phasing out** problematic and unnecessary single-use plastic packaging

Additionally, PACK & SEND is a member of the **Carbon Reduction Institute**, an Australian carbon consulting company committed to helping businesses and individuals take real and effective action to eliminate their impact on the climate.

ESG comms for Wine Shipments to the U.S.

In 2024, we launched an initiative to increase **Customer awareness** about the possible reuse of polystyrene packaging used for shipping wine to the U.S. Involving an Italian MBE Directly Operated Store (DOS) in Tuscany, we inserted a **flyer** in each wine box, inviting Customers **to give new life to the included polystyrene packaging**. On the flyer, we also included a **QR code** directing each recipient to a landing page including tips for repurposing the boxes.

Partnership with Raja

Raja, leading distributor of packaging offering a vast range of sustainable solutions, has been our **strategic partner** for more than 10 years. We chose to work closely with Raja because we **share Raja's commitment to sustainability**, focusing on reducing the consumption of packaging materials, redesigning them to minimize environmental impact, and using materials.

Today, we have agreements with Raja in the **UK, Italy, Germany, France and Spain**, and we are working to strengthen our efforts in buying and promoting sustainable packing materials throughout our Group.

"Second life MBE"

In 2024, Mail Boxes Etc. in collaboration with **Raja and Artàporter** – a platform connecting artist and businesses – launched the second edition of **"Second Life MBE"** contest in Italy. This initiative invited 15 artists to **create artwork from discarded packing materials**, promoting sustainability by encouraging reuse, recycling and the transformation of waste into artistic creations.



SOCIAL

Empowering People around the world

At Fortidia, we power Business by **empowering People**, whether they are our **Corporate People**, our **Entrepreneurs**, or the **local communities in which our Entrepreneurs operate**.

We work with **passion** and **tenacity**, always maintaining **open dialogue** with everyone, being available to listen and **collaborate** with each other. These traits define us and fuel our sense of purpose.

A Diverse and Inclusive Group

Encouraging our Corporate People to **nurture** their **unique characteristics** is essential, as they are central to facing **future challenges** and thriving in the development of our Group.

Committed to Talents

We provide **education** and **training** activities for our Corporate People and Entrepreneurs to **enhance** their technical capabilities and managerial skills and their **personal and professional growth**.

Value for Communities

We strive to reach an increasingly wide audience through services. We strongly believe in building **solid** and **lasting trust** with our **partners** and **consumers** to create **long-term value**.



A Diverse and Inclusive Group



As a people-centric business, **Power of Perspectives** is one of our Core Values, and Cultural Integration is one of the pillars of our People Strategy.

With **over 1,000 Corporate People** with **diverse values, cultures, and backgrounds** across the globe, effective **integration** between teams on a human level is essential and contributes to a more **inclusive and supportive work environment**. For us, this means fostering international exchanges, connecting people to create cross-company bonds, creating opportunities for Corporate People to communicate and exchange views, and encouraging everyone to feel part of one unified Group.

D&I Program

To facilitate **cultural integration** and **promote inclusion**, in 2021 we established a **Diversity & Inclusion (D&I) Program** at Group level that serves as a guiding framework for implementing various initiatives and specific actions. This program is centered around **10 pillars**.

- 1. GLOBAL CORE VALUES**
Include Diversity & Inclusion in our Core Values.
- 2. CONTINUE TO LISTEN**
Rely on a secure line for reporting concerns.
Address D&I topics with a dedicated section in the quarterly People Surveys.
- 3. ADDRESS RECRUITMENT BARRIERS**
Be conscious of reaching a larger demographic (e.g., recruit through job boards with diverse applicants). Train to overcome unconscious bias through targeted education sessions.
- 4. REVIEW COMPANY WIDE BENEFITS**
Constantly review benefits plans and leave programs to guarantee equal access to care and leave
- 5. ENHANCE FRANCHISE DEVELOPMENT MARKETING EFFORTS**
Work to attract a diverse set of potential Entrepreneurs.
- 6. BUILD CULTURAL AWARENESS**
Celebrate Global dates and recognize existing diversity initiatives worldwide.
- 7. MULTICULTURAL WORKSHOPS**
Hosting workshops addressing D&I and Fortidia Core Values.
- 8. ENHANCE MARKETING**
Ensure all marketing materials appeal to a diverse audience.
Take into consideration dates of significance in marketing campaigns.
- 9. TAKING ACTION INTERNALLY**
Address any issue which may arise through education and additional action as needed.
- 10. PARTNERS WITH OUR COMMUNITIES**
Each country is encouraged to select a local Diversity focused organization to partner with and support, ensuring they align with our core values.

A DIVERSE AND INCLUSIVE GROUP

Our Main Projects

OUR MAIN PROJECTS

Employee Resource Group

The opinions of our Corporate People are crucial for effectively managing impacts, risks, and opportunities within our Group.

In April 2024, at MBE Italy & Spain, we launched the Employee Resource Group (ERG) program. **Employee Resource Groups** are voluntary, employee-led communities that focus on **addressing relevant diversity issues** identified in the People Survey, gathering ideas from employees on perceived inclusion gaps and mitigation actions. ERGs provide a platform for employees to **connect, support** one another, and **advocate** for **inclusive practices** or initiatives to be launched at Fortidia. Participation is open to anyone interested, and currently, the ERGs consist of **16 members** from both Italy and Spain.

Diversity and Inclusion Training

Every year, we conduct Diversity and Inclusion-related training at our offices. We designed these sessions to **enhance our D&I commitment**, to **foster an inclusive workplace** and **ensure compliance** with applicable laws.

In 2024, we conducted such training in Fortidia U.S. and at PrestaShop.

Incidents, complaints, and severe human rights impacts

All Corporate People can report **incidents of discrimination** or seek additional information through our whistleblowing channel.

In 2024, we recorded a total of **9 work-related incidents**, of which 5 were related to discrimination and harassment (specifically, 2 incidents of gender discrimination and 3 incidents of harassment).

We **promptly investigated each issue**, leading to the formulation and implementation of appropriate action plans. All the issues within the reporting period are considered closed.

We are Committed to Talent Development

At Fortidia, each of us has a critical role to play in delivering an exceptional service level to our Entrepreneurs, and in turn, final customers. For this reason, we actively create opportunities for personal and professional growth, supported by

continuous feedback and open dialogue, and we encourage our Corporate People and Entrepreneurs to nurture their own characteristics while growing their technical capabilities and managerial skills.



Main Initiatives for Our Corporate People

PERFORMANCE AND CAREER DEVELOPMENT

People Value Impact — PVI

We developed and implemented the People Value Impact (PVI) model to **foster performance management** by evaluating Corporate People not only through quantitative performance metrics but also by **assessing individuals' skills** in alignment with our Company's values and **promoting favorable behaviors**, attitudes, and values as observed by managers in daily activities. Completion of the PVI process leads to development plans, which Corporate People complete throughout the year via both on-the-job and in-class training activities.



* The PVI process does not currently include DOS People

BENEFITS FOR THE CORPORATE PEOPLE

- **Clear understanding** of the company's and manager's **expectations**
- The ability to **actively participate** in one's own development
- A **well-defined development and career path**, shared with the line manager

BENEFITS FOR THE MANAGER

- **Greater team clarity of expectations**, leading to increased team success
- Enhanced **understanding** of team members' **potential, needs, and future aspirations**
- Improved ability for managers to **effectively lead their teams**

BENEFITS FOR OUR GROUP

- **Promotes** our Group **culture** and **Core Values**
- Establishes a reliable foundation for **feedback** and **career decisions**
- **Boosts engagement**
- **Maximizes performance** and enhances **business results**

PERFORMANCE AND CAREER DEVELOPMENT

Leadership Development Program

In our fast-paced and dynamic environment, we believe that **nurturing talent** is a **key competitive advantage**. With this belief in mind, we developed a **Leadership Development Program (LDP)** that offers recent University graduates a **fast-**

learning path. Over a period of slightly more than two years, participants work in various departments, aiming to discover their passions, develop their skills, observe different leadership styles, and build connections with numerous colleagues within the organization. In 2024, we had a total of **6 LDP associates** in the Group, located at our offices in the U.S. and Italy.

HANDS-ON EXPERIENCE

The starting point of the program is a comprehensive hands-on experience in one of our stores, getting first-hand experience with customers and products

TWO 12-MONTHS ROTATIONS

Discovering different functions and roles in the Group, acquiring depth and breadth of knowledge, exposure to leaders, to get a holistic understanding of our business

EXPOSURE

During each rotation, LDP Associates get the opportunity to shadow one senior leader in the company, to get exposed to different leadership styles and build up a broad network within the Group

TRAINING & PERSONAL DEVELOPMENT

Mentorship Program

Mentoring focuses on the **growth** and **development of individuals** through the sharing of experiences and perspectives, helping them **discover their abilities** and **reach their full potential**. The Mentorship Program is a two-way, active learning exchange where a junior employee (**mentee**) is paired with a senior figure (**mentor**) who **guides** and **supports** him/her development during him/her time at the Fortidia Group. The mentor provides a safe environment for the mentee to discuss **work-related issues** and **explore solutions to challenges**, while also sharing their own **personal experiences**.

To ensure confidentiality and offer fresh perspectives, **mentors** are typically **outside the mentee's immediate team and reporting line**. Additionally, mentorship relationships connect people from different geographies and brands,

facilitating the sharing of best practices in a more informal manner. In 2024, we established **23 mentor-mentee relationships**.

Power Up Program

The Power Up Program provides **newly promoted managers** with training in **essential People Management skills**. It also educates more experienced managers who are new to our Group on our People Management processes, while **fostering a sense of community** and connection among colleagues from different brands within our Group.

The 2024 Edition consisted of a **3-day training program** which took place in Castelldefels, Spain, involving **30 colleagues** from across the Group.

One Team Academy

This is an **online platform** that contains **thousands of courses**, which our Corporate People can use to improve both soft and hard competencies. Content is available in **multiple languages and formats**, making it adaptable to different learning styles.

Ad hoc initiatives

Depending on individual development needs, we organized **customized initiatives** internally or procured them externally. In 2024, we internally delivered a course on **negotiation skills**, which involved **more than 40 colleagues** across Europe. Also, we continued a successful course launched in 2023 on **Finance for Non-Finance** colleagues. Lastly, we assigned **coaches** to selected high-potential Corporate People in the Group to support their growth.

Main Initiatives for Our Entrepreneurs

OUR MAIN PROJECTS



Onboarding of new Entrepreneurs

The onboarding process is a crucial first step for new Entrepreneurs² to **build the foundational skills** needed to succeed in their business.

In 2024, we launched **Sales Accelerator**, an **onboarding path** that begins before and lasts for 18 months after the opening of the new Center. MBE Directly Operated Countries (DOCs), AlphaGraphics, PostNet and PACK & SEND adopted the general Sales Accelerator framework and have customized their modules based on priority and capacity.

MAIN STEPS

e-Learning

After registration on the Group LMS, iLearn, each new Entrepreneur is enrolled in an e-learning path including content representing the core skills needed to operate a business under the applicable brand.

We evaluate the successful completion of e-learning courses through assessments.

In-store training

Certified Training Centers (where available) provide 2 sessions of in-store training: in the first session (1 week in duration) the new Entrepreneur observes. The second session is very hands-on for the new Entrepreneur, experimenting with operations and commercial activities.

In person training

Where applicable, this training is delivered between the two in-store training sessions, has a duration of at least 1 week, and it covers the major brand-specific content as well as Sales Training and P&L content. The design of the in-person training is meant to increase the abilities thanks to role playing and live experiences.

Group Coaching

After the successful completion of the previous modules, the new Entrepreneur is often enrolled in the monthly group coaching sessions following BSC opening. Based on the peer-learning methodology, these group coaching sessions are focused on sales and committed to building and increasing the new Entrepreneur's Customer base.

² Franchisees, master franchisees/licensees and their related franchisees

OUR MAIN PROJECTS

iLearn — Learning Management System for the sharing of knowledge

For skill development, we created **iLearn**, a dedicated **online platform** to offer training courses for Group Franchised Partners.

This platform supports our Entrepreneurs in enhancing their **entrepreneurial, sales, and operational skills**, while keeping them informed about the latest industry developments. The iLearn platform undergoes regular maintenance and improvements to strengthen the dissemination of know-how and keep it **constantly updated**.

2024 HIGHLIGHTS

3,200+

courses offered on iLearn

86%

of our active centers reached

4,197

active users in all Countries with a franchisee network*

In 2024, for the second year, we hosted a gamification program called **iLeague**. The primary objective of iLeague is to **encourage learner engagement** and increase skills among Franchised entrepreneurs by incentivizing participation in training sessions and rewarding learners for completing courses. To support this initiative, we created new online courses and restructured the design and delivery of our existing ones. This effort successfully re-engaged many inactive users who hadn't logged in for at least 12 months and significantly boosted the number of active users on iLearn.

Training program on economic-financial and employee management & Training on sales skills

In our annual training plan, we include **specific programs** on the economic and financial management of franchisees, as well as employee management. We also offer training courses for the management of operations, tools, and processes. The goal of these courses is twofold: to **enhance business management** and **improve operational excellence**.

Specialized training program on key skills

Following the onboarding process, and within the framework of annual planning, each Group brand offers a **portfolio of content, materials, and training courses** to help Entrepreneurs develop new skills, enhance existing ones, and expand their business opportunities in line with evolving Customer needs.

This **lifelong learning program** includes content related to sales, soft skills, tools, operations, products, and services, to **improve** the franchisee's **commercial performance** by expanding the range of services offered and their ability to win and grow their Customer base.

² Franchisees, master franchisees/licensees and their related franchisees

Our Value for Communities

As a Group, we seek to have a **positive impact** not only by enhancing the entrepreneurship of our Network, thus creating positive economic impacts,

but also by implementing initiatives that can lead to a positive social impact **within the communities where we operate.**



OUR VALUE FOR COMMUNITIES

Our Main Projects

OUR MAIN PROJECTS

Mail Boxes Etc. Loyalty Program & 3Bee

The MBE Privilege Program is a **loyalty initiative** currently active in Italy, Spain, and Germany, designed to enhance the daily operations and activities of business Customers. The primary goal of the Program is to reward our most loyal business Customers with exclusive benefits and a variety of rewards. Additionally, through the Program, members can **support charitable and environmentally sustainable activities** promoted throughout the year.



In 2024, we partnered with **3Bee**. We activated on our platform **"Adopt a Hive" project**, which supports biodiversity by monitoring honeybee colonies using advanced technology that tracks bee health and pollination activity, offering insights into environmental conditions and helping beekeepers maintain healthy hives. We launched the MBE Corporate Hive and MBE Oasis initiatives, enabling us to make a tangible contribution, alongside our Customers, in monitoring bee activity and its related ecosystems.

Volunteering initiative

In 2024, we continued our "Volunteering Day" initiative as part of our Diversity & Inclusion pillar of contributing to local communities.

This initiative encourages Corporate People to dedicate one day per year to **volunteer within their community**. Employees are free to choose the date for their day off, which will be sponsored by the Company (not being deducted from their paid time off). They can participate in **local initiatives** organized by the Group or volunteer for a charity/non-profit organization of their choice. The primary objective of this initiative is to foster personal **development, well-being** and **community engagement**, while supporting our Group's Diversity and Inclusion (D&I) efforts, in line with the tenth point of our D&I Program.

In 2024, In Italy we collaborated with **Rise Against Hunger**, a non-profit organization focused on ending world hunger.

GOVERNANCE

Being a Trustworthy and Reliable Partner

We believe that **Ethics, Integrity** and **Compliance** with our values are fundamental in all interactions. We designed our compliance management system to promote ethical behavior and compliance with applicable laws.

Ethics and Compliance

Ethical decision making is a critical element in our **success**, and we expect Corporate People to uphold the **highest standards of professional conduct** and act with **integrity** every day.

Cybersecurity And Data Governance

Careful and **lawful management of personal data** collected throughout our diverse Group business activities is central to our **governance commitment**.

Ethics and Compliance

We have established a set of **policies** at both Company and regional levels to **ensure compliance** with applicable law in the countries where we operate. These policies and procedures cover areas such as People, Environment, Health & Safety, and Privacy. To

maintain **transparency**, each policy has been approved by the appropriate sub-group-level management or Supervisory Board, where required by law.

OUR MAIN POLICIES

Global Whistleblowing Policy

We foster an open culture and place significant emphasis on **encouraging** our Corporate People and other stakeholders to **voice** their **concerns**. The purpose of our **Whistleblowing Policy** is to provide both internal and external stakeholders with support and guidelines to speak up and report any **potential or actual, unethical, unlawful, unsafe or discriminatory conduct** involving colleagues, external providers, or members of our Group network, which violates any law, regulation or Fortidia Group or local policy, **without risking being subject to retaliation**.

The Whistleblowing **channel** is built on the principles of **accessibility, anonymity** and **confidentiality**. Reports can be made by contacting the channel hotline via the website, mobile, or landline. The hotline is available 24/7 with national contact numbers for Australia, France, Germany, Italy, the Netherlands, Poland, Spain, the United Kingdom, and the United States.

Whistleblowing reports are analyzed and escalated in accordance with local laws and regulations. The People department **routinely investigates** reports it receives regarding violations of company policy or applicable law, in conjunction with the Legal Department.

Global Code of Ethics

Implemented in 2024, the **Global Code of Ethics** formalizes our dedication to ethical, responsible, and legally compliant behavior, reflecting our **commitment** to achieving peak standards of **professionalism and ethical conduct** in all our operations and activities.

The Code addresses various topics, including Integrity (business integrity, dealings with Customers and business partners, confidential information, fair competition, slavery, human trafficking, forced labor, and conflicts of interest), Health and Safety

(mutual respect, workplace harassment and violence prevention, equal opportunity, and fair treatment), and our commitment to Environmental and Social Responsibility. **Concerns** can be reported through the **Whistleblowing channels**.

To reinforce our values and commitments, at the end of 2024 we launched a **training program** related to the Code through our One Team Academy platform. The course is available in multiple languages in every country where we operate.

Ethics and Compliance

OUR MAIN POLICIES

Global Supplier Code of Conduct

In 2024, we implemented a **Global Supplier Code of Conduct** to reflect our commitment to **responsible sourcing** and the safety and well-being of workers across the global supply chain. It applies to any company, partnership, or individual providing goods or services to any Group company, as well as their associates (including suppliers, vendors, agents, and subcontractors involved in our supply chain). The Supplier Code sets **minimum standards** for any business or entity supplying products or services to us, covering **workforce issues**

(such as slavery, human trafficking, forced labor, human rights, equal opportunities, freedom of association and collective bargaining, working environment, wages, and remuneration), **information security and data protection, environmental responsibility, bribery and corruption, unfair business practices**, and the **sourcing** and management of Corporate People. Violations of the Supplier Code by suppliers may result in the **termination** of the business relationship.

Anti-corruption and Bribery policies

We take a **zero-tolerance approach** to **bribery** and **corruption**. We are committed to **acting professionally, fairly** and **with integrity** in all our business dealings and relationships wherever we operate, implementing effective systems to counter bribery and corruption.

To that end, in 2024 we adopted additional **policies** regarding corruption and bribery, including policies specific to and/or addressing legal requirements applicable to our UK, U.S. and PrestaShop operations.

The implementation of these policies is also designed to promote adherence and compliance with local standards.

Cybersecurity and Data Governance

Cybersecurity is a vital component of our sustainability pledge. Cyberattacks and security breaches could **disrupt** our **core operations** and cause significant **harm**, including the destruction, modification, or unauthorized disclosure of personal data. We employ management strategies and **technologies**, modern practices, and processes designed to protect our business and sensitive data, often taking into account the criticality of each system and the sensitivity of the data stored.

OUR MAIN POLICIES

Generative Artificial Intelligence Use Policy

Today, **artificial intelligence** has become a **powerful** and **widely used tool**, capable of transforming work methods. While adopting new technologies can lead to increased productivity and innovation, it is crucial to be **diligent** in the **use** of all technology to **mitigate** the **risks** associated with misuse. The use of artificial intelligence tools can lead to issues related to intellectual property, confidentiality, and ethics.

In this context, in 2024, we implemented a **Generative Artificial Intelligence Use Policy** at Group level. The policy aims to guide Corporate People in adopting a **responsible approach** to AI use, adhering to **ethical principles** and contributing to the creation of an innovative, respectful, and forward-looking work environment. To this end, over the course of 2024 we have offered our Corporate People various **training programs** focused on the use of Artificial Intelligence.

Policies and practices related to Privacy

Ensuring vigilant **management of personal data** gathered across our various business operations is a key commitment to our Customers. By adopting stringent measures, we strive to **enhance protection and security**, minimize the risk of data breaches, and **safeguard the privacy** of all individuals whose data we collect and process.

To identify and mitigate data security risks, we routinely conduct **security assessments**, including vulnerability scans of our most critical systems, to detect and address **potential weaknesses**. Additionally, we perform **informal**

internal reviews of our processes, operational procedures, authorizations, disaster recovery plans, business continuity strategies, and backup plans. We also carry out **penetration testing** and continuous **vulnerability monitoring** for specific systems and environments within our technology infrastructure.

We also aim to **prevent human errors** and **challenge cognitive biases** that can lead to vulnerabilities. We are dedicated to enhancing the security risk awareness of our employees through initiatives such as simulated phishing attacks, malware installation exercises, and targeted digital training sessions. These training sessions are triggered by incidents such as clicking on links in phishing simulations, helping to reinforce prudent practices and promote vigilance.

User Privacy

We are dedicated to the responsible management of personal data in accordance with relevant laws, including the EU General Data Protection Regulation, the Data Protection Act 2018, the Privacy Act 1988, and other applicable data protection regulations in the countries where our Group operates.

To maintain a high standard of data protection, Corporate People responsible for privacy compliance participate in regular **data protection and privacy training** sessions and receive updates to ensure they are well-informed and knowledgeable about best practices.

Over the years, we launched several initiatives to reinforce our commitment to user privacy.

EU REGION

In Europe, we maintain the **Group Data Protection Policy** that governs all privacy aspects in line with European compliance obligations. The policy applies to all Group companies operating in European territory (except for PrestaShop, which has implemented its own data Privacy Policy).

To manage data retention effectively, we previously established a **Business Records Retention Policy** that addresses the retention of both personal and non-personal data. We conduct **regular training and updates** on data protection and privacy topics, supporting Corporate People in understanding prudent privacy practices. We also provide **dedicated channels for users** to exercise their rights, empowering them to manage their personal data. We also perform various assessments for any processing activities that may pose significant risks to the rights and freedoms of data subjects. These assessments enable us to identify and mitigate potential risks effectively.

U.S. REGION

Our U.S.-based companies collect personal information of Corporate People to administer benefits and compensation. This information may be disclosed to third-party services providers, government and law agencies. For this reason, internal procedures and controls have been implemented to help protect data against loss, misuse, accidental destruction, or unauthorized access in respect of the Applicable U.S. State Laws.

AlphaGraphics and PostNet maintain **Privacy Policies** aimed to inform consumers about how we handle their personal data when they visit our websites. Specifically, the policies detail how personal data is collected, how it is used, and the purpose of data collection. Additionally, both companies explain how this data is also used for commercial purposes to provide more personalized customer experience and to promote commercial initiatives aligned with our Customers' preferences.

ASIA-PACIFIC REGION

The **Privacy Policies** of PACK & SEND and Print Speak outline the collection and protection of personal information, including contact details and transaction history, to deliver services, enhance the customer experience, and meet legal obligations. Both companies use cookies to improve website functionality and implement security measures to protect data. They do not sell personal information and ensure that third parties comply with confidentiality requirements. Customers have the right to access and correct their personal data and can opt out of marketing communications.

Methodological Note

Reporting period and perimeter in scope

The report has an annual basis and covers the time horizon from 1 January 2024 to 31 December 2024.

The reporting scope includes all companies belonging to the Fortidia Group following the scope of the MBE Worldwide S.p.A. consolidated Financial Statements. More specifically, in this sustainability report are included the following entities:

- MBE Corporate: MBE Deutschland GmbH, MBE France sarl, MBE Poland Sp.z.o.o., MBE Spain 2000 S.L., MBE Worldwide S.p.A., Sistema Italia 93 Srl, and Eurocubia Srl;
- Multicopy, meaning MultiCopy Netherlands B.V.;
- PACK & SEND, meaning Aus Business Holdings Co. Pty Ltd, PACK & SEND Holdings Pty Ltd, PACK & SEND Systems Pty Ltd, PACK & SEND Online Pty Ltd, and BF Maro Investments Ltd;
- PrestaShop, meaning PrestaShop SA;

- UKBH, meaning Mail Boxes Etc. (UK) Limited, World Options Holdings Limited, World Options Limited, World Options Systems Limited, World Options (Franchise) Limited, World Options, Inc., Pack & Send UK Limited, and Pack and Send Trading Limited;
- USBH, meaning U.S. Business Holdings, Inc., Print Speak Pty Ltd, AlphaGraphics, Inc., AGI Direct, Inc., PostNet International Franchise Corporation;
- Mail Boxes Etc. DOS in Italy;
- Mail Boxes Etc. DOS in Spain.

Where possible, we also provide information regarding the Group's value chain, including an assessment of impacts, risks, and opportunities along the upstream and downstream value chain. The activities carried out by the Group's Entrepreneurs and Master Franchisees/Licensees not directly operated are, therefore, not included within the reporting boundary. Data reporting is provided on an annual basis. Estimates have been kept to a minimum to depict performance accurately and

ensure the validity of the data. Where estimates are used, they are identified as such, and the reasoning behind them is explicit. Exceptions in data collection for specific indicators are clearly noted through footnotes, within the text of the document, or highlighted in the Methodological Note.

Social Data

The data related to our workforce represent the situation as of December 31, 2024. The data about our workforce includes employees and apprentice workers. Currently, we have data available for non-employees in Italy, Spain, France, and Poland. The most common types of non-employees in our Group include consultants, independent contractors (Co.Co.Co.), agency/temporary workers, and interns. All numbers are collected and compiled on a headcount basis via our HRIS tool, based on the values indicated for full-time and part-time status.

³ DOS stands for Directly Operated Stores. The legal entities operating DOS are partially or fully owned by subsidiaries of one or more Fortidia Corporate entities. The abbreviation "DOS" includes all these subsidiaries and operating companies

Environmental data

For the year 2024, the calculation of Scope 1, 2, and 3 emissions marks the first comprehensive attempt at reporting Greenhouse Gas (GHG) emissions. This process was developed with the intention of creating a unique methodology to improve the consistency and accuracy of the Fortidia Group emissions analysis.

To understand the impact and guide of the Fortidia Group future improvement efforts in alignment with the Paris Agreement Goals, the methodology employed for the Scope 1, 2 and 3 emissions is reported below. This involves calculating the Group's greenhouse gas emissions (GHG) in terms of CO2 equivalent (CO2e).

Scope 1 and 2 emissions have been calculated considering the whole perimeter of the Fortidia Group, divided into the following entities:

- MBE Worldwide
- MBE Italy
- DOS Italy
- MBE France
- MBE Germany
- MBE Poland
- MBE Spain
- DOS Spain
- UKBH
- Multicopy
- PACK & SEND (Australia and New Zealand)
- PrestaShop
- USBH (including AlphaGraphics and PostNet)

SCOPE 1

The approach used to calculate the Scope 1 emissions, known as "direct emissions," was based on the effective consumption data received for most of the Group entities. Due to unavailability of data, it should be noted that the consumption data for MBE Germany was estimated based on historical data from 2023, given that no significant changes in boundaries have occurred.

For the first part of Scope 1 – Stationary combustion – the data considered was collected from the natural gas consumption expressed in kWh/MWh or square meter (sqm). To calculate the emissions, the data was multiplied for its relative Emission Factor provided by DEFRA 2024.

The second part of Scope 1 – Mobile combustion – is related to the Fortidia Group's vehicle fleet, considering fuel consumption expressed in liters, or km travelled by cars and trucks. To calculate these emissions, the collected data was multiplied by its relative Emission Factor provided by DEFRA 2024⁴.

In 2024, we collected data related to refrigerant gases, specifically for MBE Poland. Such gases cause emissions resulting from the manufacturing process, leakage over the operational life of the equipment, and from disposal at the end of the useful life of the equipment's employed.

SCOPE 2

The calculation of Scope 2 emissions, categorized as "indirect emissions" since they derive from the electricity purchased by the Group, was conducted using both methodological approaches outlined in the GHG Protocol: the location-based method and the market-based method. In 2024, the reporting boundary for Scope 2 encompassed all Group entities. The calculation was primarily based on actual consumption data obtained from energy bills for most of the Group's entities. It should be noted that the consumption data for MBE Germany was estimated based on historical data from 2023, given that no significant changes in its boundary have occurred.

The data for the Italian Directed Operating Stores (DOS), which account for 13% of Fortidia Group's total consumption, were estimated based on surface area using the following approach. Specifically, the estimation was conducted by considering the surface area of the DOS (expressed in sqm) and the average energy consumption based on geographical location (expressed in kWh/sqm). This factor was analyzed using the CURB Database, published by the World Bank, which provides energy consumption per square meter for retail stores in 491 major cities worldwide.

For the Location-based method, the emission factor used was provided by International Energy Agency (IEA 2024) for both non-EU countries and for EU countries.

For the Market-based method, the emission factor used was provided by IEA 2024 for non-EU countries and the AIB (Residual Mix, 2023) for EU countries.

⁴ DEFRA is a database developed by the UK Department for Environment, Food and Rural Affairs which provides environmental policy guidance and greenhouse gas emission factors

SCOPE 3

As for Scope 3 emissions, the whole perimeter of Fortidia Group entities was considered. However, as for Scope 1 and 2, the emissions of MBE Germany were estimated on 2023 MBE Germany data due to non-availability of data for 2024.

For the calculation of Scope 3 emissions, the main phases of the project were: Identifying relevant categories for the Group based on a Significance analysis, which also considers benchmarking against key peers; the feasibility of data collection with direct involvement of data owners; evaluating the methodologies proposed by the GHG Protocol; and finally, selecting the most appropriate methodological approaches based on available data, following the technical report "Technical Guidance for Calculating Scope 3 Emissions." The categories of Scope 3 reported by Fortidia Group are shown in the table below:

| SCOPE 3 CATEGORY | METHODOLOGY | DATABASE OF EMISSION FACTOR |
|--|---|-----------------------------|
| 1. Purchased Goods and Services | Spend-based method | DEFRA 2024 SIC |
| 2. Capital Goods | Spend-based method | DEFRA 2024 SIC |
| 3. Fuel and Energy-related Activities not included in Scope 1 or 2 | Average-data method | DEFRA 2024 + IEA 2024 |
| 4. Upstream Transportation and Distribution | Hybrid method (Distance-based method + Spend based) | GLEC 2024 |
| 5. Waste Generated in Operations | Average-data method | DEFRA 2024 |
| 6. Business Travel | Spend-based method | DEFRA 2024 SIC |
| 7. Employee Commuting | Distance-based method | DEFRA 2024 |
| 14. Franchises | Average-data method | CURB |

Such categories were selected as relevant and applicable following a Benchmark Analysis of Fortidia Group peers and a Significance Analysis of all the categories. This last analysis was based on certain aspects such as magnitude, level of influence, business sector, stakeholder engagement and data accessibility.

Regarding the two most impactful categories, Category 4 and Category 14, the following provides a detailed description of the methodological approaches applied. For Category 4, a hybrid method was used, combining an activity-based approach with a spend-based approach. The activity-based approach relied on a sample comprising multiple suppliers of the Group. The tCO2e emissions were calculated by considering factors such as distance traveled, weight transported, and the different modes of transportation (air or ground vehicles) used by the considered suppliers. Based on this analysis, emission intensity was estimated using economic values for each specific supplier. Following, such emission intensity factors were integrated into the spend-based approach to extrapolate the results. This methodology was then extended to the Group's total expenses related to the transportation and distribution activities carried out by all its suppliers.

As for category 14, the energy consumption of each shop was calculated considering the specific square meter area, the Country energy mix and the fuel and electricity consumption based on the geographical proximity of the center, based on a sample of franchises accounting for 72% of the total number. The results of the sampled Centers were extended to the rest of the Fortidia brands Entrepreneurs across the Countries where the Group operates.

⁵ The GHG Protocol is a framework developed by WRI and WBCSD, which provides the world's most used greenhouse gas accounting standards and guidance

⁶ The IEA is a database developed by the International Energy Agency which provides annual GHG emission factors for World countries including energy mix, electricity and heat generation

⁷ Association of Issuing Bodies (AIB) is an international organization which ensures the reliable and standardized

issuance of Guarantees of Origins (GOs) for electricity and other energy carriers. When calculating Scope 2 emissions, it is used for the Market-based method because it reflects the impact of GOs within the reporting company.

⁸ The Global Logistics Emissions Council (GLEC) Framework is a globally recognized method for calculating and reporting logistics-related greenhouse gas emissions