

# SUSTAINABILITY REPORT

**EMAG**

Our responsibility never stops

## Preface

The following Sustainability Report (hereinafter referred to as the Report) covers the developments, activities and operations of the entities that are part of the eMAG Group. The content included in the Report at hand addresses environmental, social and governance topics material to the eMAG Group. Performance on material topics is quantified in accordance with specifications laid out by the Global Reporting Initiative (GRI) standard and is featured in adjacent Annexes.

By virtue of publishing this Report, the eMAG Group fulfils its legal obligations as set out by national law as well as the reporting framework of the GRI standard. Furthermore, the Report also features the new requirements of the European Union taxonomy, according to which entities must report information on how and to what extent the company's activities are associated with economic activities that qualify as environmentally sustainable. The report covers not only financial year 2022, but highlights sustainability activities carried out by eMAG Group until the end of the calendar year 2022.





# Contents

Preface / 2

Message from our CEO / 4

eMAG Ecosystem: Innovation and responsibility for a sustainable development / 5

eMAG: A recipe for scalability and sustainability / 16

Fashion Days: Social awareness is the new vogue / 45

Flip: Innovation for sustainability – making circularity the norm / 56

Freshful: An e-taste for locally sourced products / 65

Sameday: Delivering sustainability on time / 73

Tazz: Tehnology and digitisation - Ingredients for sustainable “food mobility” / 82

Annexes / 92

# Message from our CEO

Dear Reader,

At this very moment in time we all stand on the edge of an environmental precipice. There is no going back and the path of our collective actions is what led us to this tipping point. This is not the end of our journey, not by far, but it is an opportunity for all of us to be better and do better for ourselves and for everyone standing alongside us on this ledge. While we can not restart our journey we can correct the path for future generations to take. Mind you, this is not a leap of faith and nor should it be. It is, however, a conscientious decision we have to make so that we can reach the pinnacle of our collective potential in harmony with nature.

Climate change is no longer an umbrella concept covering fringe events, it is a practical reality unfolding before our eyes and thus leaving no space for further delay. The era of competition as we used to know it is dusk for achieving the Sustainable Development Goals and the objectives set by the Paris Agreement require now, more than ever, an unprecedented level of cooperation and collaboration.

In light of this paradigm shift we launched Angajament pentru Mediu (Environmental Pledge), the first initiative to bring together the Romanian business environment in a collective fight towards achieving a more sustainable future. The dedication and commitment to decarbonising their operations and adjacent industries shown by the 60 participants to date have been nothing short of impressive. Sustainability transgresses social, economical and geopolitical borders and Angajament pentru Mediu is just the example for that. As of this year the Romanian Government's Department for Sustainable Development became an institutional partner and participant to Angajament pentru Mediu and its mission. All together we continue to lay brick after brick, the foundation of a long-lasting best-practice example of collaboration.

The journey towards becoming a sustainable business is a long and challenging one. Within eMAG, our actions, activities and operations are guided by the principle of responsibility. „Our responsibility never stops” is a daily commitment we make to ourselves, our colleagues, customers, partners, the environment, society and markets within which we operate. We want to serve as best-practice example and showcase that success and resilience are results of the connection between environmental health, social well-being, technology, innovation and growth.

At eMAG, all of our actions are an extension of our core business pillars, namely environment, technology, entrepreneurship and education. For that reason, our portfolio of measures stretches from energy efficient and sustainable warehousing all the way to supporting remedial education and vocational studies. The following chapters and pages are both an invitation to join and discover our journey towards becoming a sustainable business as well as a thank you for standing alongside us and sharing our vision

**Tudor Manea**  
CEO eMAG



## Chapter 1

# eMAGE Ecosystem

Innovation and responsibility  
for a sustainable development

- ▶ The what and why behind the eMAGE Ecosystem / 6
- ▶ An ecosystem of services / 7
- ▶ A logistics' ecosystem / 8
- ▶ An entrepreneurial ecosystem / 9
- ▶ A regional ecosystem / 10
- ▶ eMAGE ecosystem's responsibility for sustainable development / 11
- ▶ Materiality test and stakeholder engagement / 12
- ▶ What is important to our stakeholders? / 13
- ▶ Materiality Matrix / 14
- ▶ Material topics / 15

# The what and why behind the eMAG Ecosystem

At eMAG, we consider that a company is as much a business as it is a mindset. For more than 20 years, we grew our business and our mindsets into becoming, as of this year, the most valuable Romanian brand and first e-commerce company to lead the Brand Finance ranking. This achievement comes as an acknowledgement to our journey towards better serving our customers, partners, and ultimately the society within which we operate.

Our wish is that of continuously enhancing our customers' shopping experiences through our platforms and services. It is for this reason that, by means of technology and innovation we are creating a large regional e-commerce ecosystem. In the reporting period, we started implementing an extensive investment program that facilitated our transition from a group of companies towards a fully functional regional ecosystem.



## 42,000 partners on eMAG Marketplace

Results are already visible for both eMAG customers, that can now enjoy an integrated online shopping experience allowing them to browse and choose from an extended and diverse product offer, and for our 42,000 partners present on eMAG Marketplace.



## 66% revenue growth

Within the last two years we managed to achieve a 66% revenue growth, which prompted us into continuing our investment plan and earmarking **2.2 billion RON** for further advancing our status as the convenient, fast and accessible shopping solution with an extensive offer.



# An ecosystem of services

In the reporting period, investments in technology amounted to 128 million RON further contributing to optimising our application and online services. Customers continue to have at their disposal an online application that promises to fulfil all their expectations pertaining to a straightforward and all-engulfing shopping experience. It provides them with product diversity, flexibility and timely delivery.



5 million users in eMAG application



325,000 Genius subscribers

Not only did the eMAG application reach 5 million users but two years after its launch, Genius subscription is in use by 325,000 clients and trialed by an additional 55,000.

Genius is now available in 4 applications namely, eMAG, Fashion Days, Freshful and Tazz, allowing customers the option of benefiting from free delivery and special offers for an even larger product offer.

# A logistics' ecosystem

2022 marked the completion of our second warehouse in Joița county. The construction is part of a logistics' master plan that began in 2018.



## 735 million RON in investments for warehousing and automation technologies

Thus far, total investments account for 735 million RON, sum dedicated to the construction of two warehouses spanning on 250,000 squared meters as well as the implementation of state-of-the-art automation technologies, that became operational in the autumn of 2022. What this means in practice is increased productivity, faster deliveries, and less packaging waste.



## 493 million RON in investments for digital infrastructure and processes

What is more, on account of a 493 million RON investment in logistics for digital infrastructure and a simplified delivery-return process, at present, one out of two customer orders reaches easybox.



The easybox network, developed by Sameday for Romania, Hungary and Bulgaria, numbers to date 4,121 lockers. Moreover, when coupled with the Genius fast and free delivery, customers can now save an estimate of four days a year from their personal time that otherwise would have been spent in either traffic or searching for their desired products<sup>1</sup>.



# An entrepreneurial ecosystem

We think of our ecosystem as a living being and thus continued investing in technology companies in order to nurture our approach.

More than 260 million RON were invested in the development of our newest platforms namely Tazz and e-groceries shop, Freshful. Moreover, by means of eMAG Ventures, we invested a total amount of 41.6 million RON in Flip, an innovative circular economy company, and Atlas, a medical services platform focusing on telemedicine.



# A regional ecosystem

We export innovative solutions and know-how and for that reason we are earmarking 785 million RON in investments over the course of two years, to ensure a systematic development of our regional ecosystem.



As part of this plan, we began the construction of a new warehouse in Dunaharaszti, in the proximity of Budapest. The project totals an investment of approximately 490 million RON and it is going to reach its maturity in 2023. With this new warehouse handy, customers will be able to benefit from accelerated delivery services and have access to a larger and more diverse product offer.

We are also focusing on accelerating the international development and scaling of our Marketplace partners' businesses. In the reporting period, investments in eMAG Marketplace rose to 72 million RON, facilitating the entry of our Marketplace sellers on the Romanian, Hungarian and Bulgarian markets.

eMAG is currently adopting a cross-border approach in the form of launching a centralised automated management system for all three countries. The system promises to offer a set of services among which we number translations for product specifications and a set of management tools granting sellers easy access and business overview on multiple platforms simultaneously.

# eMAG ecosystem's responsibility for sustainable development

Besides being grounded in and triggered by innovation, eMAG's development is guided by responsibility. In order to ensure that our ecosystem is capable of offering the best services to both our partners and customers, at the core of our operations stands sustainability.

We continued to examine our strategic directions and objectives while accounting for our environmental impact, business context and the society within which we operate. It is this analysis that prompted us into defining a new business philosophy to guide our everyday activities: our responsibility never stops. Under the umbrella of our philosophy and within the framework of our sustainability plan we continue to seek and implement the best solutions and practices to tackle climate change. We do so with respect towards the Sustainable Development Goals and bearing in mind the objectives of the Paris Agreement. The success of our ecosystem and business is dependent on our ability to adapt and overcome global challenges all while making sure that future generations will have access to fair living standards in harmony with nature.

We want to understand our real impact and thus, we continued to improve our processes and analyse our operations in-depth in order to be able to implement targeted measures and make data informed decisions. All companies within our ecosystem measure their energy consumption and calculate their carbon footprint.

Based on the results of this exercise, we identify and implement measures destined to both reduce current emissions and prevent future ones. Adopted solutions vary in type and nature depending on the needs of each company but require the effort of all entities and departments as well as the cooperation of our partners.



## Materiality test and stakeholder engagement

Sustainability thrives through strong partnerships. However, real change starts from within and it is for this reason that we make a point out of consistently seeking the feedback of our stakeholders pertaining to our results, strategic directions and future developments in the area of sustainability.

Over the past 2 years we learned that we do not stand alone in our journey towards internalising the Sustainable Development Goals into our business strategy. This would not have been possible without our employees and external stakeholders who aided us in defining and further developing our approach towards achieving sustainable milestones. We have a responsibility towards them, and in light of that we decided to expand our materiality analysis and include our customers as a stakeholder group.

Gathering data points and inputs from customers is neither a customary process nor is it a simple one. However, customers are core to our business strategy making it imperative to carry out an in-depth analysis in order to understand how we can contribute to addressing their views and priorities pertaining to sustainability.



### Household customers and their view on sustainability

In our current materiality test, we included data points derived from 803 eMAG household clients and re-evaluated our reporting approach so that it too reflects their concerns.

We found that the input offered by our internal and external stakeholders is today just as relevant in the eyes of our customers who nothing short but reiterated many of the topics highlighted by other stakeholder groups.

Consequently, it became apparent that there is a need of continuing to report on the material topics addressed in last years' report.

Our entryway into the perception of our customers was the database collected by Kantar<sup>2</sup> for the study<sup>3</sup> "Sustainability as perceived in Romania".

The study in question offered us an unique insight into our household customers' perception of sustainability as some of its main research objectives covered their understanding, attitude and behaviour towards sustainability as well as the importance they allocate to sustainable actions undertaken by companies. Moreover, it helped us understand those aspects that they consider matters of major interest as well as what role eMAG and its partners should play in this.



# What is important to our stakeholders?

Following the integration of our household customers' feedback into the materiality test, primary issues of concern remain the reduction of greenhouse gas emissions, as well as waste and packaging management.

For example, in what concerns reduction of greenhouse gas emissions, 72% qualify it as the most important measure to be implemented by a company. Moreover, 46.1% of respondents relayed that they pay attention to a product's packaging as it plays an important role in their decision to purchase.

All stakeholders share a keen interest in measures implemented to encourage sustainable consumption with 69.7% of eMAG customers ranking it primordial for ensuring a sustainable development at both company and social levels.

Of equal importance remains the addressability of social problems herein mentioning our impact on communities and support offered to local producers.

Furthermore, respondents directed their attention towards topics related to the technological dimension of our operations. Finally, our stakeholders also showed an interest for topics concerning our development within the Romanian economy as well as regarding the occupational environment we create for our employees.



## What it important to our household customers?





-  **72%**  
reducing GHG emissions
-  **69.7%**  
sustainable consumption
-  **46.1%**  
product packaging

# Materiality Matrix

Branching out our stakeholder engagement process, we uncovered the need of addressing 9 sustainability categories expressed in 17 material topics, out of a total of 24.

## Materiality weighting

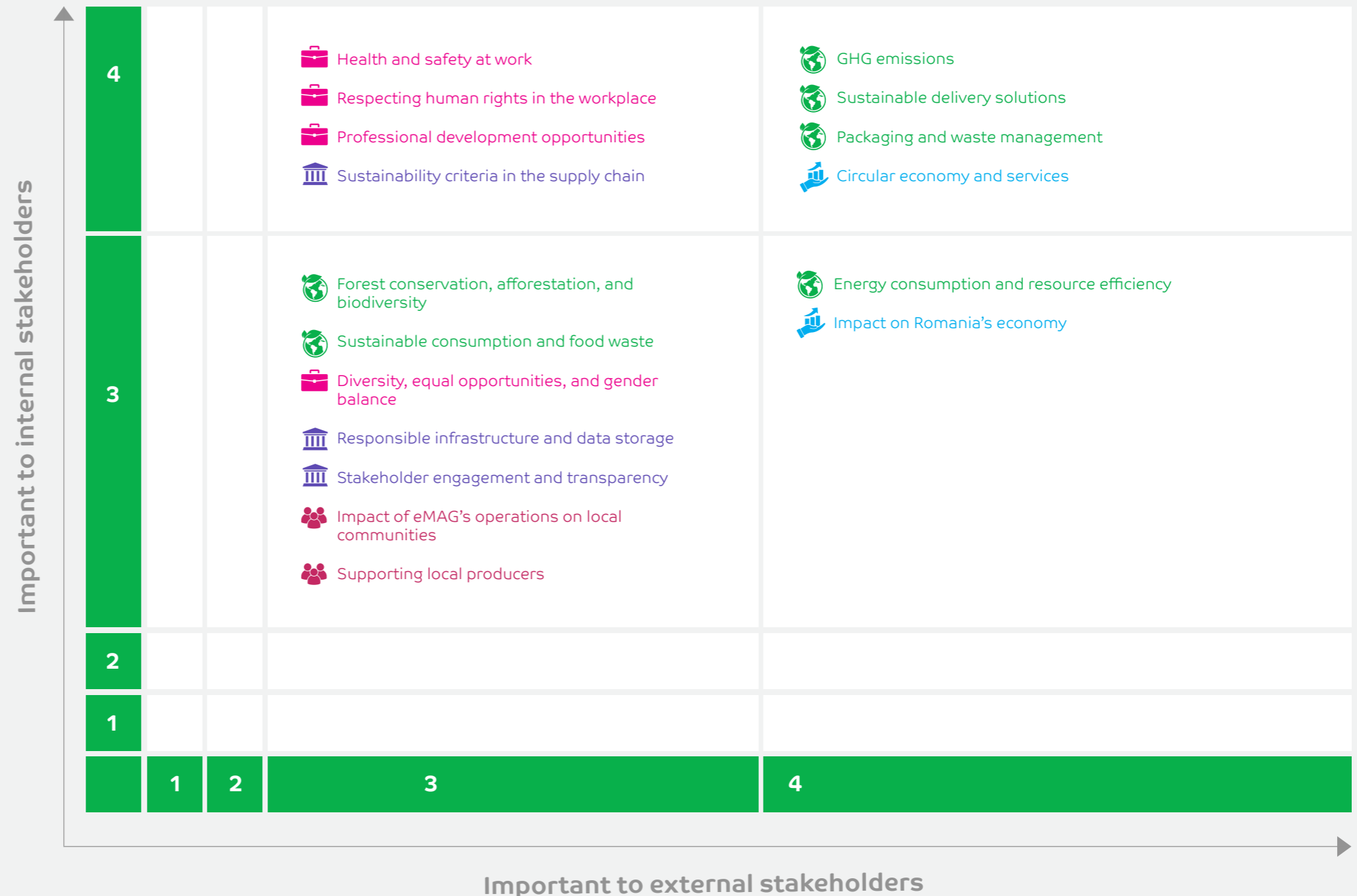
Each topic was assigned a relevance level, as follows:

-  1: **0-35%** - Unimportant;
-  2: **35-55%** - Slightly important, I consider it additional information;
-  3: **56-85%** - Important, I will read the information if it is available in the report;
-  4: **86%-100%** - Very important, I expect to be provided with more information;

The topics rated at relevance levels 3 and 4 were included in this report.

## Dimensions

-  Environment
-  Employees
-  Governance
-  Society
-  Economy



# Material topics

eMAG’s material topics are divided among 5 dimensions, addressing the most crucial issues that the companies and brands of eMAG Group are dealing with in the light of their transformation towards sustainable businesses.

## Reducing GHG emissions

- GHG emissions
- Sustainable delivery solutions

## Environmental protection

- Forest conservation, afforestation and biodiversity
- Packaging and waste management

## Responsible consumption

- Energy consumption and resource efficiency
- Sustainable consumption and food waste

## Our social impact

- Impact of eMAG operations on local communities
- Supporting local producers

## Data governance

- Responsible infrastructure and data storage

## Supply chain governance

- Sustainability criteria in the supply chain

## Stakeholder management

- Stakeholder engagement and transparency

## Employee well-being

- Diversity, equal opportunities and gender balance
- Health and safety at work
- Respecting human rights in the workplace
- Professional development opportunities


## Sustainable growth

- Impact on Romania’s economy
- Circular economy and services

## Dimensions

 Environment

 Employees

 Governance

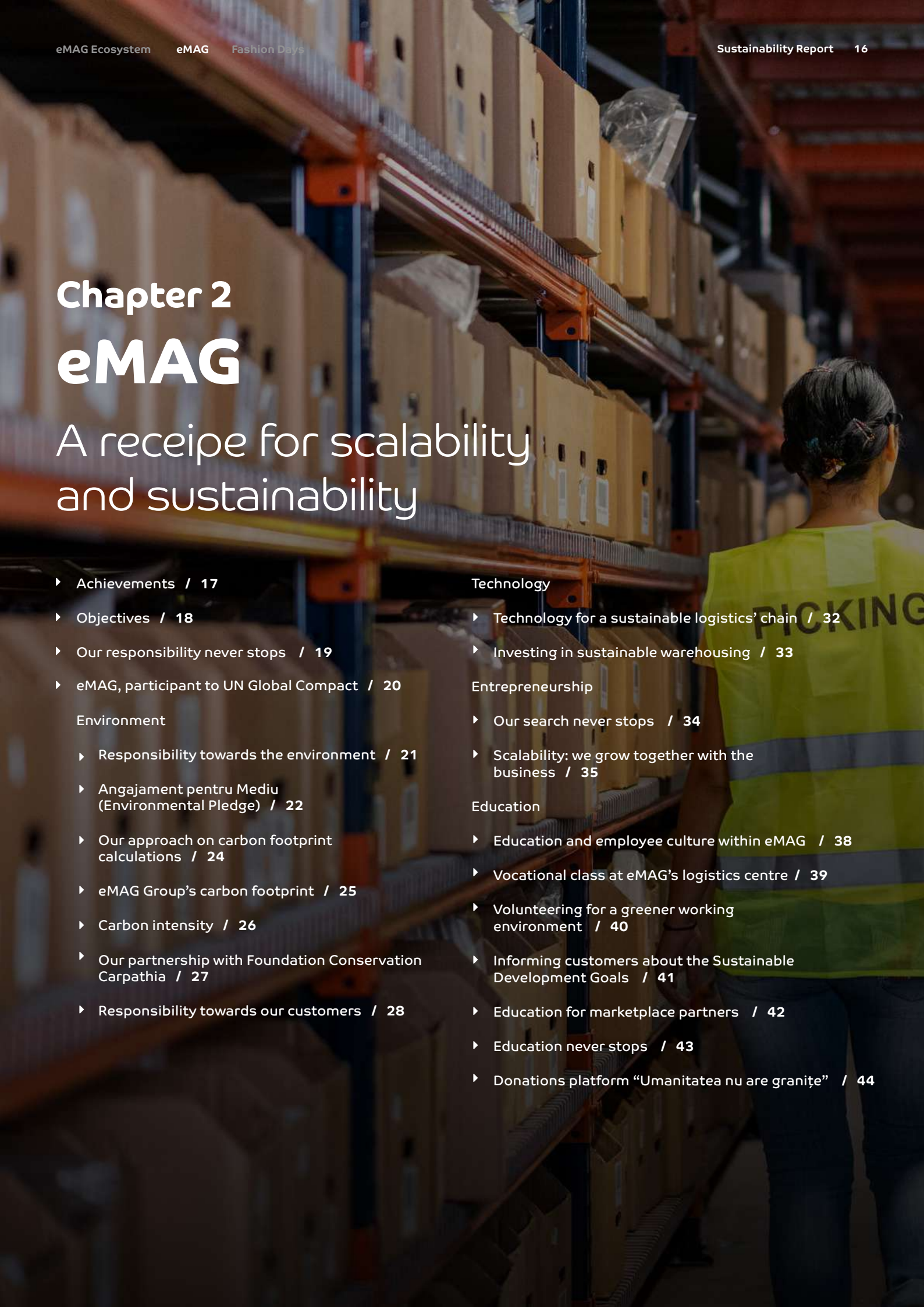
 Society

 Economy

## Chapter 2

# eMAG

## A recipe for scalability and sustainability

- ▶ Achievements / 17
  - ▶ Objectives / 18
  - ▶ Our responsibility never stops / 19
  - ▶ eMAG, participant to UN Global Compact / 20
- ### Environment
- ▶ Responsibility towards the environment / 21
  - ▶ Angajament pentru Mediu (Environmental Pledge) / 22
  - ▶ Our approach on carbon footprint calculations / 24
  - ▶ eMAG Group's carbon footprint / 25
  - ▶ Carbon intensity / 26
  - ▶ Our partnership with Foundation Conservation Carpathia / 27
  - ▶ Responsibility towards our customers / 28
- ### Technology
- ▶ Technology for a sustainable logistics' chain / 32
  - ▶ Investing in sustainable warehousing / 33
- ### Entrepreneurship
- ▶ Our search never stops / 34
  - ▶ Scalability: we grow together with the business / 35
- ### Education
- ▶ Education and employee culture within eMAG / 38
  - ▶ Vocational class at eMAG's logistics centre / 39
  - ▶ Volunteering for a greener working environment / 40
  - ▶ Informing customers about the Sustainable Development Goals / 41
  - ▶ Education for marketplace partners / 42
  - ▶ Education never stops / 43
  - ▶ Donations platform "Umanitatea nu are granițe" / 44
- 





# Achievements



60 Romanian companies, NGOs and public institutions joined Angajament pentru Mediu

95 out of 100 returned products are resealed and reintroduced on the eMAG platform

Our Buy-Back program led to the recovery of 93,756 units of electric and electronic waste

2MW installed power via a network of 4,394 photovoltaic panels in DC2 logistics' center

We offered for conservation 462 hectares of forest in Făgăraș and Leaota regions

Nouă ne Pasă program reaches 90 schools in 31 counties



4,200 tree seedlings planted by volunteering colleagues at DC2 logistics' center



4,466 employees enrolled in learning programs, 10,550 courses attended, and 67,940 learning hours

35% less plastic packaging and 20% less packaging volume thanks to logistics' automation

22,679 marketplace sellers have opened an account on eMAG Academy, visiting featured material more than 218,000 times



First vocational class at eMAG's logistics' center



# Objectives



Monitoring and systematising our carbon footprint

Promoting circular economy and extending the life-cycle of our products



Implementing data informed carbon reduction measures

Strengthening Angajament pentru Mediu and work towards fulfilling the objectives set by the initiative



Strengthening our partnership with Foundation Conservation Carpathia for protecting and conserving forests and natural habitats

Enabling access for our Marketplace partners in regional markets



Promoting sustainable packaging solutions and informing our customers about recycling

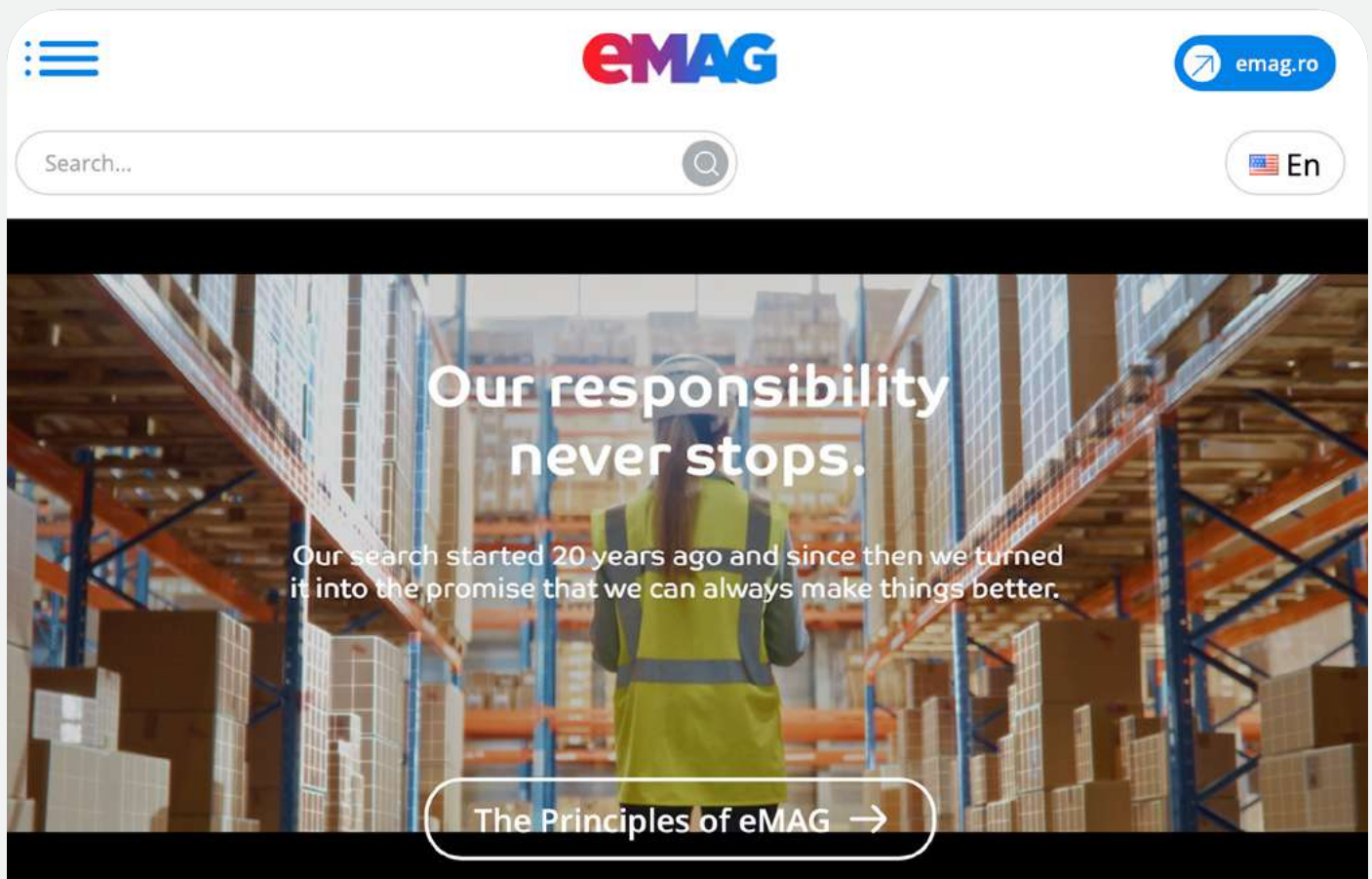
Creating opportunities and the proper environment towards achieving universal access to education



# Our responsibility never stops

eMAG swiftly became one of the largest and most relevant e-commerce platforms in the Central and Eastern European region. For this reason, it is our responsibility to be pioneers and serve as a best practice example when it comes to sustainable development. We bear this responsibility towards all of our stakeholders as well as the markets within which we operate.

As a conscientious brand, we make a commitment both to ourselves and our partners. We expressed this commitment in the form of a new brand motto, summarising in brief terms the following: „our responsibility never stops”.



# eMAG, participant to UN Global Compact

On 12 July 2021, eMAG became participant to the UN Global Compact. This step reiterated both our principles pertaining to sustainable development and our firm commitment to implement measures aimed at reducing our impact and limiting global warming at 1.5 °C in accordance with the Paris Agreement.

On 1 September 2022, we submitted our second communication on progress, reaffirming our support for the ten principles of the United Nations Global Compact in the areas of human rights, labour, environment and anti-corruption. This annual communication relays our progress and actions aimed at continuously improving the integration of UNGC's principles into our business strategy, culture, and daily operations. By means of this communication we also expressed our commitment to sharing this information with our stakeholders by all means at our disposal.



**WE SUPPORT**



# Environment

## Our responsibility towards the environment

Our efforts are based on the objective of decoupling economic growth from carbon emissions, as it is a key process in decarbonising our economic activities in the long run. We continue to perfect the tools we developed to aid us in this endeavour and implement new measures to complement our ambition. All of these represent an extension of our core pillars namely, environment, technology, entrepreneurship and education.

Our journey towards becoming a sustainable business began with the acknowledgement that climate change is a borderless issue. We strongly believe that sustainability and sustainable development are universal goals, towards which we should all cooperate to reach, irrespective of country, industry or company size.



**85.6%**

of eMAG customers consider that measures focused on reducing a company's negative impact on the environment are primordial in the process of becoming a sustainable business.

For these reasons, we view our business' success as being directly correlated with our capacity of adapting to global challenges and overcoming them to ensure a better future for generations to come.

„Angajament pentru Mediu” is the initiative that stands witness to our mission and belief that cooperation is key to achieving economic and social prosperity in harmony with nature.



# Angajament pentru Mediu (Environmental Pledge)

The impact of our activities goes beyond the size of our company, group or ecosystem and we are aware of the responsibility we have to support real change in the business environment. For this reason, we respected our commitment to responsibility and launched, together with our partners GreenTech and Foundation Conservation Carpathia, Angajament pentru Mediu (Environmental Pledge). Our goal of achieving carbon neutrality across our supply chain is ambitious but necessary and the change the planet needs can only be achieved together with our partners from all economic sectors. By the end of 2022, participant to the Environmental Pledge were 60 Romanian companies, NGOs and governmental organizations.

## What is Angajament pentru Mediu?

Angajament pentru Mediu is the first initiative to bring the Romanian business community together in an effort to protect the environment and combat climate change. It builds on the objectives set by the Paris Agreement, and encourages participants to understand, calculate, monitor and reduce their carbon footprint.

By reducing their carbon footprint, participant companies make a concrete contribution to combating climate change, one of the greatest threats to humanity.

## Who can sign and what are the criteria for participation?

The pledge can be signed by any company wishing to advance its knowledge, understand and tackle its operational carbon footprint. Furthermore, companies from all sectors can join Angajament pentru Mediu.

After joining, participants can benefit from the know-how and tools provided on the initiative's dedicated platform to calculate their carbon footprint, and respectively define and operationalise targeted measures to reduce their CO<sub>2</sub> emissions. In addition, companies are recommended and by means of participating pledge to join an international initiative to strengthen their commitment and publish an annual sustainability report.

## Why are we in need of limiting global warming to 1.50C?

Scientists agree that the most important task we have as a global community is to limit global warming by stopping the emission of greenhouse gases.

Adopted in 2015, the Paris Agreement is the first legally binding document that sets out the goal of limiting the global average temperature increase to below 2 °C above pre-industrial (1990) levels, with further efforts to limit it to 1.5 °C. The agreement has been ratified by 196 parties, including the EU and its member states.

Limiting global warming to 1.5 °C is the only way to prevent climate change, the disastrous effects of which we have already witnessed in recent years. Floods, droughts and other natural disasters such as hurricanes and tsunamis are the consequences of rising temperatures and threaten global population and ecosystems alike. We must act urgently to prevent the destruction of our livelihoods, and the only solution is to reduce, and even stop, the emission of greenhouse gases resulting from human activities.

## Signatories

- 17

**micro-enterprises**  
(1-9 employees)
- 14

**small enterprises**  
(<50 employees)
- 9

**9 medium enterprises**  
(<250 employees)
- 17

**17 large enterprises**  
(>250 employees)
- 2

**NGOs**
- 1

**governmental organization**



# Angajament pentru Mediu



“By reducing their carbon footprint, participant companies will contribute in a pragmatic way towards the fight against climate change, one of the greatest threats to humanity. Together we can achieve a paradigm shift and contribute to the establishment of a sustainable society, determined to develop on a solid, equitable basis, while in harmony with the environment.”

**Iulian Stanciu**  
Executive President eMAG



“Climate change has become a tangible issue and we all know that we are in need of major systemic changes in our society and thinking in order to address this threat and create a better future.

The business sector can spearhead this movement, one in which we have to act collectively and find real solutions.”

**Barbara Promberger**  
CEO Foundation Conservation Carpathia



“The European institutions have recognised the essential role played by the circular economy in achieving the goal of neutralising emissions on the continent in the fight against global warming.

The Green Deal objective can not be achieved without the involvement of key market players in a strong environmental approach. We therefore invite you to join the Angajament Pentru Mediu (Environmental Pledge) so that together we can share best practices and solutions to reduce and offset our carbon footprint. “

**Alina Genes**  
CEO GreenTech | GreenFiber

## Our approach on carbon footprint calculations



eMAG Group is a dynamic ecosystem that seeks to expand its operations and areas of activity. Understanding and tackling our carbon footprint is core to our sustainability mission. An inclusive analysis of our carbon emissions is heavily reliant on quality data and methodologies to account for the completeness of our datasets. For this reason, the continuous development of our ecosystem also has an impact on the process of calculating our carbon footprint.

Our aim is that of having a grass-root analysis pertaining to our carbon footprint so that all of our measures and decisions are data based. Thus, a priority in the reporting period was of perfecting our data collection processes and calibrating our carbon footprint calculation methodology. Given the robust results following these efforts, we decided that utilising this reporting period as a baseline year thoroughly reflects our environmental impact and consequently best informs our approach on carbon reduction measures.



## eMAG Group's carbon footprint

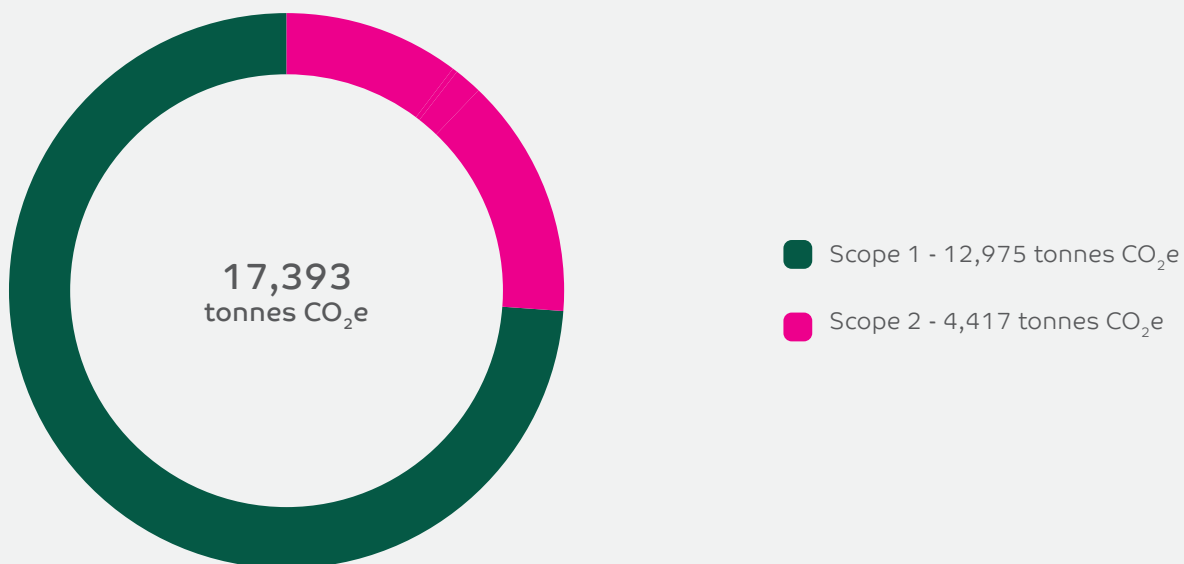
Scope 1 encompasses the consumption of fuel, natural gas and refrigerants for all of our locations and represents our direct carbon emissions. Overall, our Scope 1 carbon footprint amounted to 12,975 tonnes CO<sub>2</sub>e.

Scope 2 accounts for electricity consumption translating into eMAG Group's indirect carbon emissions. Green electricity accounts for 18.8% of the total consumption of electricity and, as per the GHG Protocol is not included in the calculation of our carbon footprint. This leads to

total Scope 2 carbon emissions of 4,417 tonnes CO<sub>2</sub>e.

In order for us to have a grass-root understanding of our environmental impact, we are undergoing a process of defining and tailoring our Scope 3 methodology with the finite goal of concluding a robust calculation of said emissions.

[More about eMAG Group's carbon footprint](#)



## Carbon intensity

Carbon intensity quantifies total carbon emissions expressed in grams of CO<sub>2</sub>e per dollar of a company's revenue.

In practice, eMAG Groups' registered carbon intensity in the reporting period was of 7.7g CO<sub>2</sub>e per 1\$ of revenue. For contextual purposes, when considering pre-pandemic calculations, due to carbon reduction measures we applied throughout all entities, carbon intensity increased by 5%, whereas revenues registered a growth of 66% ever since.



## Our partnership with Foundation Conservation Carpathia

In order to strengthen our commitment towards the environment and the objectives of Angajament pentru Mediu we extended our partnership with Foundation Conservation Carpathia. Foundation Conservation Carpathia is a Romanian non-governmental organisation whose mission is to conserve and restore the natural ecosystem of the Carpathian mountains by means of purchasing, protecting, and administrating forests and natural grasslands. The organisation ensures that the project benefits both biodiversity and local communities.

The creation of Leaota National Park is the smaller sister project to that of Făgăraş National Park in the framework of projects carried out by Foundation Conservation Carpathia. Leaota Mountain is a rather lesser-known mountain range to the southeast of the Făgăraş mountains, with lower altitudes (up to 2,133 meters), but an abundant biodiversity: several studies executed by expert teams show that Leaota is actually by no means inferior from a conservation point of view to neighbouring Piatra Craiului National Park with its abundance of native species

Leaota can be sub-divided into three main altitudinal zones with their specific vegetation composition: montane (represented by beech forests in the lower altitudes and interspersed sycamore maple, spruce, and fir as altitude increases), sub-alpine (characterised by spruce with interspersed rowan and willow), and alpine (characterised by blueberry, lingonberry, spike heath, dwarf pine, juniper and rhododendron in the shrubzone and primary grasslands dominated by Alpine Sedge, Alpine Fescue, Alpine Bluegrass and cold-adapted scrubs of Alpine Azalea).

At national level, Leaota Mountain is a very important site for plant species: According to the “Red List of vascular plants of Romania”, 102

important species (86 endangered, 9 vulnerable and 7 protected but not threatened) were recorded, out of which 19 species of wild orchids in the forests. Among the endangered species we mention Serrate Bellflowers (*Campanula serrata*), Carpathian Tozzia (*Tozzia carpatica*), or Leafless Iris (*Iris aphylla* ssp. *hungarica*).

The area is very important for Brown Bear (*Ursus arctos*), Wolf (*Canis lupus*) and Lynx (*Lynx lynx*), representing both a refuge and a crossing corridor between Piatra Craiului and Bucegi mountains. Among the large herbivores, Roe Deer (*Capreolus capreolus*) and Red Deer (*Cervus elaphus*) are found in the forests from the foot of the mountain. The alpine meadows and the rocky areas are also populated by a small number of Chamois (*Rupicapra rupicapra*).

Other species recorded in Leaota area are Wild Boar (*Sus scrofa*), Badger (*Meles meles*), Pine Marten (*Martes martes*), Stone Marten (*Martes foina*), Wild Cat (*Felix silvestris*), and Otter (*Lutra lutra*). Moreover, Leaota is a region where more than 100 bird species are found, representing around 30% of all known bird species of Romania.



**We purchased 462 hectares of forest**

eMAG purchased 462 hectares of forest in Făgăraş and Leaota regions. Our owned land is destined for conservation use exclusively. This initiative is complementary to the grander scope of our collaboration with the Foundation. Currently, Foundation Conservation Carpathia is in the process of accrediting a compensation project under the Verified Carbon Standard.

## Responsibility towards our customers

We have the responsibility to ensure a more sustainable future for our customers and markets within which we operate.

53.5% of eMAG customers declare that they are personally affected by environmental problems while 44.6% also agree that their choice for sustainable products and services is a statement for who they are and what they believe in. These perceptions reinforce our efforts directed towards sustaining and promoting a circular economy model.



**53.5%**

...that they are affected by environmental problems

eMAG customers say



**44.6%**

...that sustainable products are a statement for who they are



## Study case Resealed products

Our first step in the direction of offering circular services was the introduction of the resealed products category. By means of this initiative, we have been able to prolong the life-cycle of returned products and diminish the amount of waste otherwise generated should these products have been disposed of.

Currently, 95% of the products returned by customers that are eligible for the resealed category are being reintroduced on the market at a lower price. Our customers' interest for resealed products has been constantly increasing leading to the purchase of 348,925 resealed products in the reporting period. This translates into an increase of 48% resealed products sold as compared to the previous reporting period. Our long term objective is that of reintroducing all eligible returned products on the market.



**48% increased sale  
of resealed products  
compared to previous year**



## Study case Buy-Back

We want to offer a best-practice example and partake in global efforts for improving energy efficiency and reducing waste. For this reason we launched our in-house buy-back program that started in July of 2021.

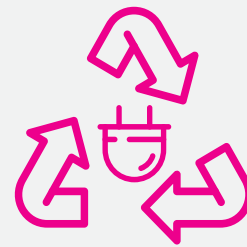
By means of this program, customers can opt for having their old appliances picked-up by our couriers. This request can be made both via our marketplace platform or in any eMAG showroom in Romania. Once this option is selected, old appliances are picked up and customers receive a voucher for the purchase of a product. All of the customers' old appliances are directed towards electronic waste collection

and recovery centers. Appliances eligible for buy-back are fridges, washing machines and dishwashers.

In less than a year since the start of the program, 82,204 customers requested the pick-up of their appliances leading to the recovery of 93,756 units of electronic waste.



82,204 customers



93,756 units of electronic waste



Study case

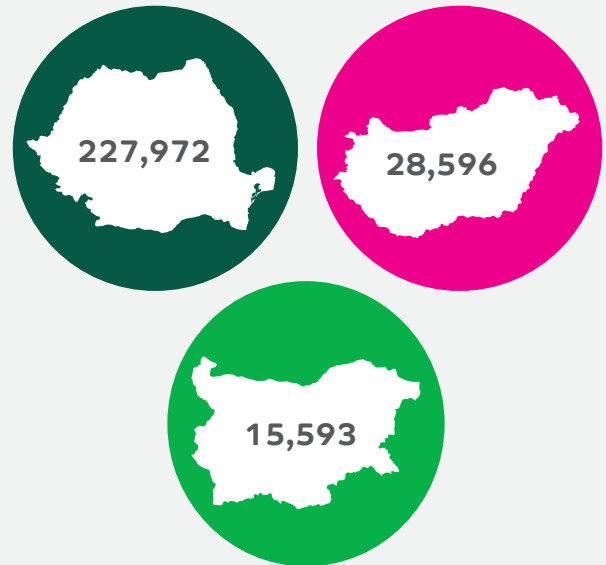
# Depanero's repair services

Together with Depanero we expand our efforts in promoting repairing as a circular service, thus reducing pollution from electric and electronic waste and extending the life cycle of electronics.

Depanero responds to clients needs and offers a wide range of services including diagnosis, repair, mounting and installation of a variety of home appliances. In the reporting period, Depanero serviced and restored the functionality of 272,161 electronic units received from eMAG customers, ranging from small appliances all the way to air conditioners.

## Total repairs executed by Depanero in the reporting period

- Romania
- Hungary
- Bulgaria



# Technology

## Technology for a sustainable logistics' chain

As we work to decarbonise our operations, our ecosystem steadily grows. We have scaled our business both nationally and regionally to help meet all of our customer's needs during the pandemic years. Besides scaling our existent operations we also expanded our area of expertise and industry niche by developing the e-groceries shop Freshful, and adding to our portofolio brands such as Flip – refurbished phones sales platform and Atlas, a telemedicine platform.

All of these developments translated into a revenue growth of 66%. Consequently, our sustainability measures were scaled proportionally to our business operations, so that our customers can benefit from the highest quality of services with a reduced impact on the environment.





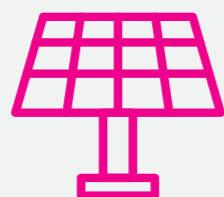
## Investing in sustainable warehousing

Warehouses are essential to our everyday business. Therefore, we further expanded our warehousing and fulfilment capacities in Romania and Hungary, destined both to ensure customer satisfaction and reduce our operational carbon footprint.

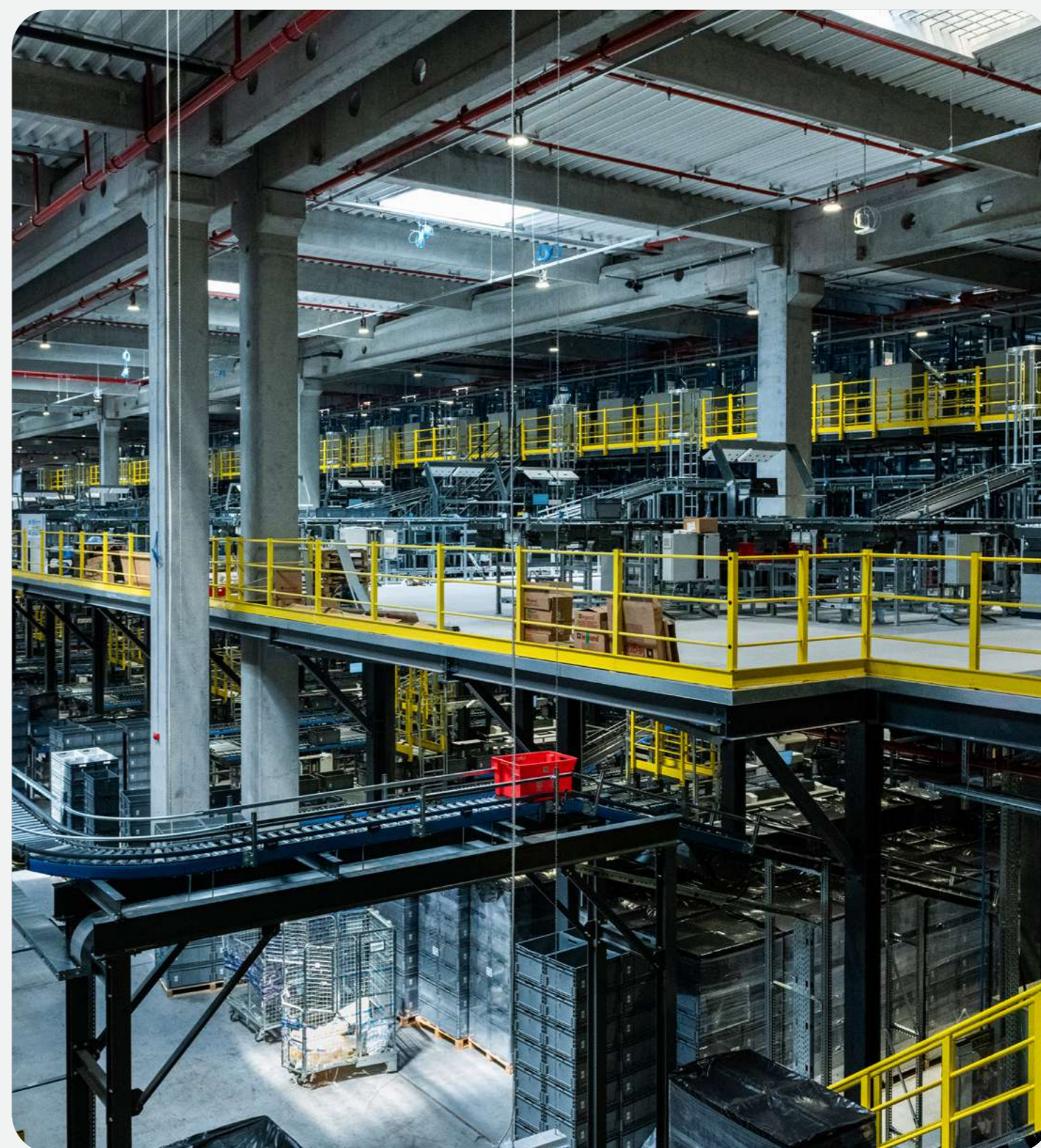
The two warehouses in Romania, DC1 and DC2, stretch on a surface of 250.000 squared meters and are BREEAM accredited, fulfilling thus the highest standards in terms of energy efficiency and safety. DC2 became fully operational in November 2022 and is equipped with state-of-the-art stocking, sorting and consolidating technology. The latter helps increase efficiency and order consolidation contributing substantially to the reduction of packaging and packaging waste. Since its

commissioning in the autumn of 2022, the new automation technology helped us decrease the total packaging volume by 20%, while reducing plastic packaging by even 35% compared to the prior year. Moreover, DC2 is powered by photovoltaic energy generated on site. The warehouse benefits from 2MW installed power via a network of 4,394 photovoltaic panels.

In what concerns Hungary, we began the construction of a warehouse with a surface of over 110,000 squared meters that is currently in the process of obtaining the BREEAM certification. As part of our commitment to sustainability the area around the new warehouse base will be surrounded by a windbreak, project that kicked-off with the plantation of 150 trees.



**2MV installed solar PV capacity**  
produced via 4,394 photovoltaic panels



# Entrepreneurship

## Our search never stops

We are constantly seeking out solutions to develop our business and operations and do so in harmony with nature and society. Fundamental to our growth and sustainable development are all of our employees that through their day-to-day activities have shaped eMAG into a successful business and a best-practice example.



**6,038 employees in Romania, Bulgaria and Hungary**

Starting as a start up in 2001, we are now 6,038 employees in Romania, Bulgaria and Hungary. We encourage our employees to think like entrepreneurs and this mindset helped us scale our operations regionally and achieve new milestones.



## Scalability: we grow together with the business

### Study case eMAG Hungary



#### More than 2 million customers in Hungary

This reporting period marked the completion of the merger between eMAG and Extreme Digital in Hungary. During this year of activity in the Hungarian market, we reached more than 2 million customers, who are shopping online and via our offline network of 12 showrooms in Budapest and all around the country.

Hungarian customers now have at their disposal an offer comprising of more than 4 million products that they can access via both our website and application. In addition to simplifying the shopping experience, eMAG customers in Hungary benefit from access to more products, advantageous prices, greater convenience through easybox delivery and return. The marketplace platform also serves more than 4,000 Hungarian sellers, thus facilitating their growth and access to new markets. Moreover, together with Sameday, we have expanded the easybox network in Hungary.

eMAG's aim is to become a universal shopping destination for all needs customers have. Our key strategic priorities are those of offering superior services adapted to the local environment, while leveraging technology and ensuring a sustainable development of our operations.



## Scalability: we grow together with the business

### Study case

## eMAG Bulgaria



34% growth

**Our operations in Bulgaria reached new highs in the reporting period, translating into a growth of 34% when compared to the year prior. Moreover, we achieved new milestones especially in the areas of last-mile delivery infrastructure and digitisation.**

In the area of last-mile delivery, together with Sameday we launched the easybox delivery service for our customers in Bulgaria who can now use the lockers for both receiving and returning products ordered via the eMAG website or application.

In what concerns digitisation, we diversified our payment methods by offering Bulgarian customers the possibility of accessing an instant e-Credit option for orders placed in Marketplace. In the first month of launching this option more than 5% of our marketplace partners' sales were concluded via this payment method.

We are currently working on developing and launching a cross-border project that would enable Marketplace partners to sell their products in all markets in which eMAG is present. Sellers would benefit from automatic translations for their product listings across all of eMAG platforms as well as an automated integration of their offer cross-platform. In practice, the project will grant sellers the possibility of selling their products regionally.

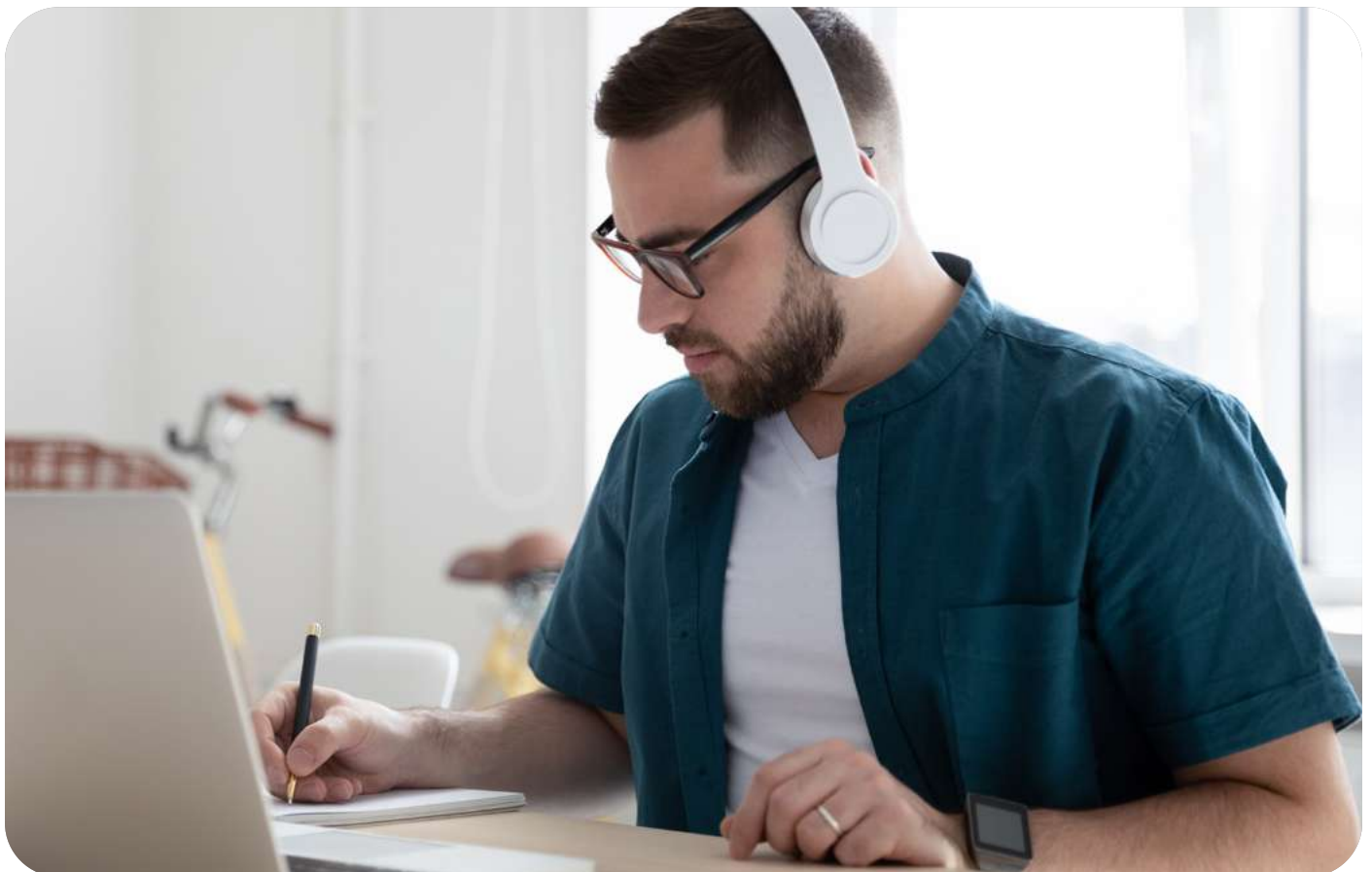


## Education

We invest in the development and formation of our employees but also in creating a proper environment and education opportunities for generations to come. We strongly believe that education is the foundation of a strong and resilient society as well as a fundamental right.

Our objective is also aimed at addressing the concerns of our customers, with a staggering 57.6% of declaring that they are negatively and personally affected by social issues such as lack of social equality. For these reasons, we fight towards promoting the principle of a universal and unrestricted access to education.

**57.6% of eMAG customers are personally affected by social issues**



## Education and employee culture within eMAG

Education helps us extend both our knowledge and professional horizons. Starting with this principle, in 2018, we framed the concepts of professional formation and up-skilling into a permanent strategy within eMAG. We want to continue to offer our partners, industry and society reliable information and know-how and set best-practice solutions and examples. In order for that to happen we intend to stay on a path of continuous learning.



**4,466** employees enrolled in learning programs



**10,550** courses attended



**67,940** learning hours

Each year we allocate, on average, 7 million RON towards up-skilling and educational programs for our employees. In the reporting period, 4,466 employees were enrolled in learning programs, translating into 10,550 courses attended and 67,940 learning hours. At present, there are 13 learning programs active within our organisation, targeting all business areas and levels of experience.

However, on our educational journey we continue to explore new areas. We want to support our colleagues so that we can grow together with the business. This means we need to continue to create and develop new programs and learning methods to help them further their expertise in their daily activity.

Within eMAG we believe social learning to be one of the most efficient hands-on methods for expanding our knowledge. For that reason, we are working on a mentorship project aimed at maximising internal learning potential and development. This project would encourage our colleagues to share their skills and expertise.

## Vocational class at eMAG's logistics centre

Starting in 2022, 24 students are training for the receptionist-distributor job in the vocational class created at the “Pamfil Şeicaru” Technological High School in Ciorogârla. The class is newly established and, with eMAG's support, students will receive a qualification diploma after 3 years.

For us this is another step in our journey of supporting education. We want to increase the quality of life and offer better opportunities to the communities in which we operate. Vocational learning brings schools, companies and authorities together, with each of them investing its most valuable resources in students. In practice, schools offer the teaching environment and staff, companies ensure internship opportunities, and authorities provide scholarships for these students.



In addition to offering students the possibility to learn about the receptionist-distributor profession during an internship in our warehouse, we will also provide students with a monthly scholarship, which they will receive as long as they are not absent from school. Moreover, we will provide them with all the necessary school supplies throughout the school year.

The project is set to continue in the next school year, period in which students will spend 50 to 80% of their schooling time in warehouses in order to acquire as much valuable practical knowledge as possible. Moreover, starting 2024 we would like to continue to invest and expand our project so that it covers two new dual education classes in partnership with other educational institutions near our logistics center.

## Volunteering for a greener working environment

We wanted to offer our colleagues the opportunity to learn about sustainability and the environment through a memorable experience. That is why, in the spring of 2022, we organised Ziu Verde by eMAG, a plantation day at our DC2 logistics centre in Joița. With the help of 300 volunteering colleagues and our partners from Mai Mult Verde Association we planted 4,200 tree seedlings that will become a forest in years to come.

The objectives of this collective action were to contribute to a cleaner environment, improve the air quality and biodiversity of the area, all while also enhancing the working environment for our colleagues working in the two warehouses in Joița. Meanwhile, volunteers had the opportunity to learn about the process of planting, soil and tree characteristics and the role forests play in air quality and carbon capturing.





## Informing customers about the Sustainable Development Goals

By means of a common information campaign with the Romanian Department for Sustainable Development, we initiated a series of measures to inform customers about the 17 Sustainable Development Goals (SDGs) and how eMAG contributes towards achieving them.



Besides on a dedicated section on the eMAG help website, we provide information about the SDG's and services that help achieving those goals via the Sameday's easybox network<sup>4</sup>. Moreover, specific information

promoting **SDG 7** (clean energy), **SDG 11** (sustainable cities and communities) and **SDG 13** (climate action) can be found on a selection of the newly installed autonomous lockers that are powered by solar energy.



The easybox information campaign has been rolled out in collaboration with eMAG, Sameday and the Romanian Department for Sustainable Development in 5 large Romanian cities.



## Education for marketplace partners

New partners join our marketplace community every day, and we want to put at their disposal all the necessary tools for them to grow and scale their businesses.

eMAG Academy is a resource platform by means of which our marketplace partners can access over 650 tutorials and articles as well as 350 pieces of video material. In 2022, more than half of our marketplace sellers consulted eMAG Academy.

In addition to constantly revising and adding new materials to the platform, we organise thematic webinars and conferences for our marketplace partners. In 2022, we organised 15 webinars, dedicated to eMAG Marketplace programs and services. We presented facts and answered questions related to eMAG Ads, IMN, Fulfilment by eMAG, Black Friday and campaigns strategies. We plan on continuing the series of webinars tackling more issues relevant to marketplace activity such as cross-border expansion.

eMAG Connect is a series of hybrid of conferences where we invite marketplace partners to explore in depth a specific topic and discuss improvement suggestions for developing the eMAG Marketplace ecosystem. In 2022 we concluded 2 editions that were well received by our marketplace community. In the first two editions we discussed about how sellers can promote their business and the process of establishing a cross-border logistics chain.

We aim to remain constantly connected to our partners and for that reason our main communication channel for daily updates is in the format of a newsletter. In 2022 we provided our marketplace community with an average of 450 informational newsletters relaying all the information relevant for a seamless functioning of their business and the opportunities to grow in eMAG Marketplace.

### More than 50% of sellers consulted eMAG Academy in 2022



**50** newsletters



**650** tutorials



**15** webinars



**2** eMAG Connect conferences

## Education never stops

In 2022, together with Fundatia Nouă ne pasă, eMAG launched the „Educația nu se oprește niciodată” (“Education never stops”) campaign bringing to the public eye a stringent issue that affects our country’s economic and social development – school dropout among children in rural communities. In Romania, one out of four children from rural communities drops out of school before the end of secondary school. Among the most common reasons for increasing school dropout rates we name lack of financial resources and unsatisfactory school results. Each year, more than 45,000 children in Romania drop out of school and 44.3% of children in rural areas are on the verge of poverty and social exclusion.

The campaign was carried out on the span of 2 months, period in which eMAG customers had the opportunity to donate and hence contribute to lowering school drop-out rates in Romania. All donations were directed towards the „Nouă ne pasă” program. 64.7% of eMAG customers consider that they can make a difference to the world surrounding them through the choices they make and actions they take. Their beliefs were reflected during the 2 months in which eMAG customers made 16,500 donations via the platform and application.

Their donations will ensure 5,900 hours of remedial education for the 2,422 children enrolled in the Foundation’s program in the 2021-2022 school year.



**67,940** hours of remedial education



**2,422** children enrolled



### „Orarul clasei care nu se lasă” campaign

Given the encouraging results registered during our first collaborative campaign, in September 2022, we launched a new awareness campaign aimed at raising donations - “Orarul clasei care nu se lasă” (Schedule of the class that never gives up). Donations were open to anyone, either directly in the app or from the eMAG website. The main objective of the campaign was that of counteracting their incentives and reasons to miss school by means of hours of remedial education.

### 47,222 RON raised

The campaign ended in October and raised 47,222 RON in donations made by eMAG customers.



### „Nouă ne pasă” program

With an extra help from teachers, children enrolled in „Nouă ne pasă” program can devote more time to understanding and catching up with school lessons to continue their education. Classes enrolled in the program are comprised of a maximum of 10 children who can participate in the program for at least 3 years. During this period they can benefit from additional help in form of remedial hours of education from teachers and receive a cooked meal at least 3 times a week.

Participation in the program is open to teams of teachers from rural areas who can apply with project proposals. Following an evaluation, the best proposals are selected to enter the program. Each selected school receives financial support and the amount provided covers the cost of the children’s school meals, teaching materials and teachers’ pay.

### 3,000 children enrolled

Ever since 2016, the program grew to reach the most vulnerable communities. Starting with six schools in five counties, the program reaches at present 90 schools in 31 counties. There are 3,000 children enrolled that benefit from hours of remedial education taught by 470 teachers. In order to make all of this possible, the Foundation allocates a budget of 5.51 million RON.

## Study case

# Donations platform

## Umanitatea nu are granițe

In February 2022, we launched the donations platform in support of the Ukrainian population under the umbrella of “Umanitatea nu are granițe” (Humanity has no borders) campaign.



**21,000 people used the eMAG platform**

**During the campaign 21,000 people used the eMAG platform as a platform of solidarity and donated 1.1 million RON. These funds were directed towards the Romanian Red Cross, which purchased the necessary food and sanitary products for the Ukrainian civilian population.**

Since the outbreak of the military conflict in Ukraine, eMAG has donated 550,000 RON worth of food and basic necessity products, which were distributed to the civilian population in Ukraine with the first humanitarian convoy organized by the Romanian Red Cross.

Moreover, together with Banca Transilvania, Mobexpert and Mastercard, eMAG donated through the General Inspectorate for Emergency Situations products worth 1.1 million RON, including personal hygiene products, bed linen, mattresses, blankets, coolers, external batteries or flashlights for Ukrainian refugees in Romania.



**Oamenii ajută oameni**  
Umanitatea nu are granițe.

Susținem Crucea Roșie Română în misiunea de a oferi sprijin umanitar refugiaților ucraineni.

**Donează acum**

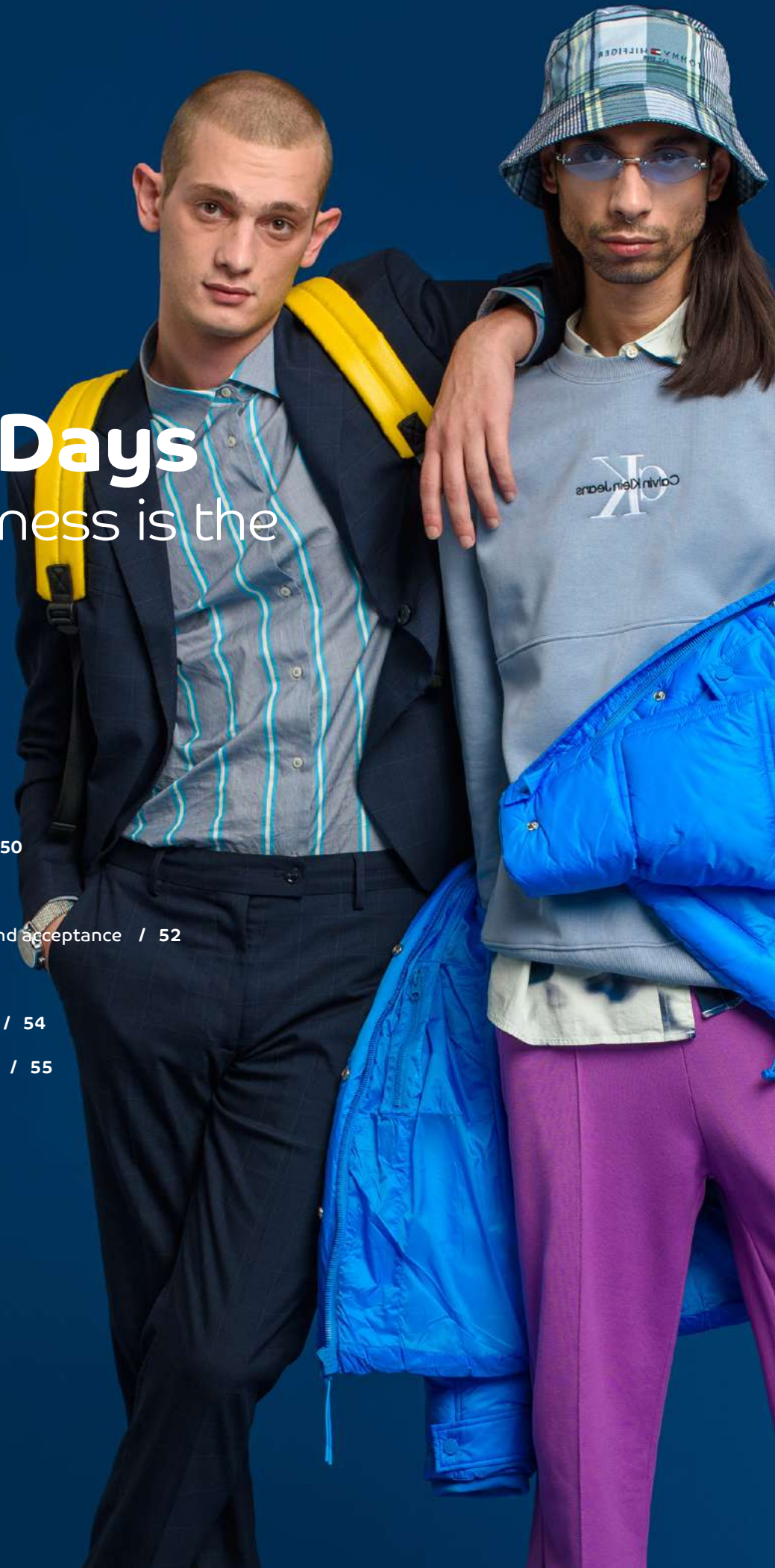


## Chapter 3

# Fashion Days

Social awareness is the new vogue

- ▶ Achievements / 46
- ▶ Objectives / 47
- ▶ The sustainability filter / 49
- ▶ Sustainability: a timeless trend / 50
- ▶ Recycling campaign / 51
- ▶ Unlocking the powers of equality and acceptance / 52
- ▶ Equal opportunities / 53
- ▶ Human Rights bear no exceptions / 54
- ▶ Domestic violence and child abuse / 55





# Achievements



Sustainable fashion products accounted for 15.2% of total sales




Products fulfilling sustainability criteria account for 11.1% of the total product offer

Fashion Days' campaign addressing prejudices and stereotypes reached 14 million accounts






# Objectives



Encouraging responsible behaviour and consumption by means of sustainability filter and informative campaigns



Promoting fairly manufactured fashion products



Addressing social issues and raising awareness on the importance of equality, tolerance and inclusion

“

**For Fashion Days sustainability is a core strategic direction.**

**We acknowledge the importance of internalising its aspects within our everyday activity and see it as both a long-term investment and goal.**

”

**ROBERT BERZA**  
General Manager Fashion Days



### Study case

## The sustainability filter

Sustainable products can be more easily identified on Fashion Days' platform, due to a special label associated with them.



**15.2% sustainable products out of total sales**

Fashion Days introduced a dedicated filter, so that customers can easily find sustainable products from any category. At present products fulfilling the sustainability criteria and thus, found by virtue of the filter account for 11.1% of the total product offer. In the reporting period, sustainable products accounted for **15.2% of total sales**, a percentage 3 times higher compared to the year prior.



## Sustainability: a timeless trend

Given the defining role sustainability plays in shaping their mindset, Fashion Days launched a series of dedicated campaigns with the aim of bringing social and environmental topics closer to its customers.

[“Totul despre Sustenabilitate”](#) (Everything about Sustainability) is an on-going communication campaign that acts as a conversation enabler as well as an informative source. It is a long-term and complex project that aims at creating a know-how bridge between the company and its customers. It covers topics ranging from the company’s initiatives to practical examples of sustainable fashion collections and brands. By means of the campaign, Fashion Days both raises awareness and offers advice on how to approach the relationship between fashion and sustainability. Each social media post created in that sense by Fashion Days reaches, on average, 30,000 accounts.

Carrying out a sustainability campaign, especially one aiming to break down information into clear concepts and attainable goals is no easy task. It is for this reason that, under the umbrella of “Totul despre Sustenabilitate”, Fashion Days approaches a variety of complex subjects and transforms them into digestible pieces of information. Moreover, besides acting as an information enabler, Fashion Days offers practical steps customers can follow into transitioning towards a sustainable lifestyle.



## Study case

# Recycling campaign **What do you do with worn out clothes?**

Fashion Days took it to Instagram to ask its audience a crucial question: what do they do with clothes they deem worn out or cannot use anymore? Together with the Romanian influencer, Stefana Teodoroiu, Fashion Days offered an alternative solution to that of disposing of old clothes.

By means of a series of tutorials, they showcased all of the items consumers can make themselves from recycled clothes. The goal was that of raising awareness over the importance of reducing society's impact on the environment. Moreover, the "do-it-yourself" series of videos relayed in simple, creative and practical steps how approachable and, at times, effortless the concept of recycling can be.



**350,000** accounts



**250,000** views per video

The Instagram campaign reached 350,000 accounts with an average of 250,000 views per each educational video.

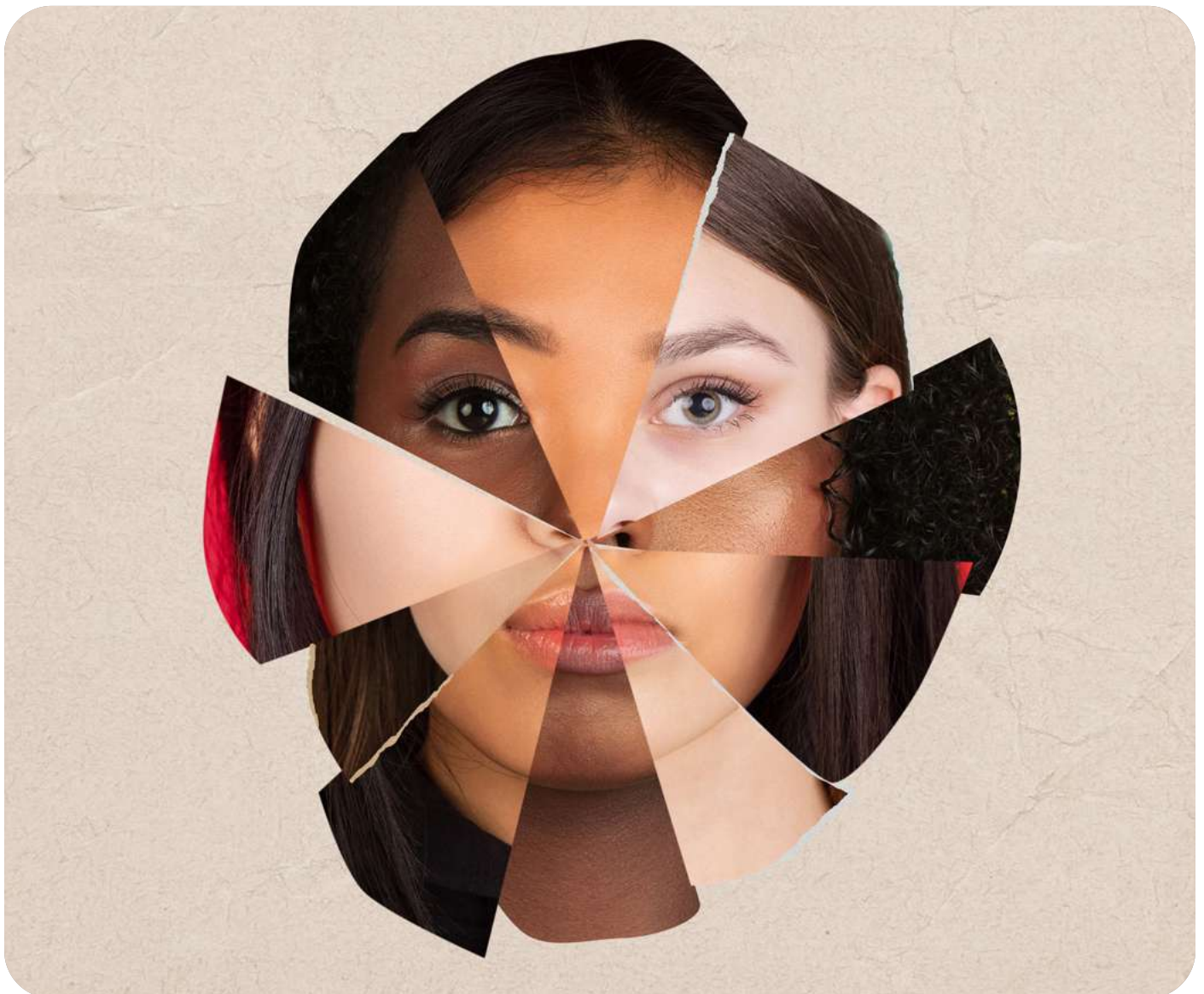


## Unlocking the powers of equality and acceptance

Fashion Days already has a strong voice and presence online, positioning itself as a brand that promotes responsibility in all its forms. In today's society, prejudices and stereotypes are still present in a variety of forms, may it be regarding

the jobs we have, the way we look, dress, define our gender or behave. Irrespective of which aspect of our life, there is still a strong tendency to benchmark people and behaviours in accordance with well-rooted norms.

Thus, in a society where representation lags behind and prejudices are still strongly rooted in the collective mind, Fashion Days set out to be a pioneer in opening up conversations that did not yet make it into mainstream perception.



## Study case

# Equal opportunities Dress for Progress Campaign

The campaign encourages people to succumb to their authenticity and uniqueness and make conscious choices in accordance with their needs and personal desires as opposed to giving in to societal pressures. It underlines the fact that, when it comes to clothes, style and fashion there is no right or wrong, there are just different personalities.

For better emphasising the campaigns' message, Fashion Days decided to debut its series of TV spots by addressing one of the most common prejudices pertaining to gender specificity in job choice. Therefore, the protagonist of the spot was a female pilot, representative of little over 3% of pilot women in line flights. Following, the communication focused on a variety of topics aiming to put a stop to perpetuating stereotypes and prejudices. The campaign addressed issues ranging from the portrayal of plus size models and perception over body tattoo displays, to inclusion, or lack there-of, of minorities, the elderly and people with disabilities.



14 million accounts



100,000 reactions

**Dress for progress was a well received campaign given its pragmatic content and emotional resonance. The campaign's messages reached 14 million accounts and generated more than 100,000 reactions in social media.**



Study case

# Human Rights bear no exceptions Fashion Days Asks Campaign

Fashion Days Asks is a content campaign in show format that was created and developed in its entirety within the company. Episode three of the show decided to address and open a conversation about the concept of “coming-out” and the importance it bears to the LGBTQIA+ community.

The Fashion Days team unanimously decided that, in accordance to their principles and values, it is their responsibility to address subjects still viewed as being taboo within the Romanian Society. Therefore, in partnership with Accept Association, Fashion Days shot a manifest video, filmed during the Bucharest Pride week. After launching the episode, Fashion Days extended the goal of the campaign aiming to raise awareness on the topic and better inform its online community. The company has even set an emotional KPI, that of changing the perception of at least one of its followers on social media.



2 million views

**Fashion Days Asks benefits from two unique elements: the diversity of participants and authentic answers. None of the episodes’ contents are scripted, participants only finding out the question they have to answer once the camera is already rolling. In the episode dedicated to the rights of the LGBTQIA+ community participants were asked “What does coming-out mean to you and why is visibility important?”. The episode registered 2 million views.**



## Study case

# Addressing domestic violence and child abuse **Bataia e rupta din rai**<sup>5</sup> Campaign

International Child's Day is a cause for celebration, but also an appropriate moment to focus on more serious issues. In 2022, Fashion Days chose to address the topic of domestic violence against children. A survey conducted in Romania by Salvati Copiii (Save the Children) in 2021 studied people's perception on corrective violence and concluded that 21% of parents agree with beating as a way of sanctioning children's undesirable behaviour.

"Beating is broken from heaven" is one of the trending expressions society became accustomed to. Fashion Days believes that the most beautiful way to celebrate a child is on a daily basis, without physical or mental distress. Within the campaign, Fashion Days decided to show a normal, desirable family, with understanding parents and carefree children and puts it in contrast with a family that, unfortunately, embodies the reality of many children in Romania, namely, a family where the father holds a belt, the mother a slipper, and the child poses in visible distress.

The campaign bears a tough message and acts as an emotional trigger. However displeasing the portrayal may appear, the goals behind Fashion Days' campaign were that of sparking a conversation and encouraging the alienation of harmful practices, such as that of corrective violence especially against children.



## Chapter 4

# Flip

## Innovation for sustainability - making circularity the norm

- ▶ Achievements / 57
- ▶ Objectives / 58
- ▶ Accelerated growth – a best-practice example / 60
- ▶ A sustainable business model / 61
- ▶ Environmental impact / 63
- ▶ Carbon savings of refurbished mobile phones / 64



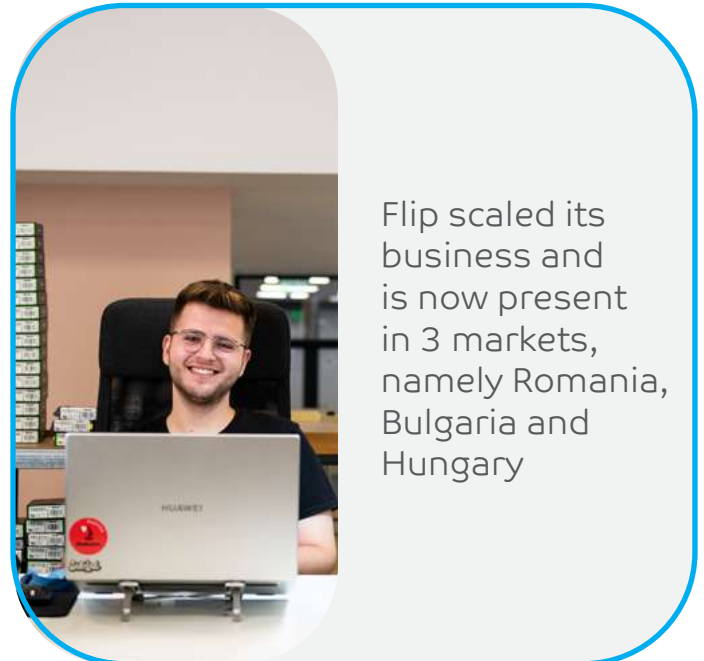




# Achievements



Flip is the 6th most valuable start-up in Romania



Flip scaled its business and is now present in 3 markets, namely Romania, Bulgaria and Hungary



Flip reached carbon savings of 2,016 t CO<sub>2</sub>e in the reporting period



111% increase in refurbished products sold



# Objectives

Becoming the lead player in Central Eastern Europe creating best in class services for buyers and sellers and leveraging the synergies within eMAG group



Expanding the offer to cover other categories of electronics such as laptops, tablets, wearable devices (smartwatches, fitness trackers, etc.)



"

**Promoting a more responsible consumption is core to Flip's mission of democratising access to technology. We strongly believe in innovation as a main enabler in transforming circularity into a norm. With Flip we want to make a positive difference in peoples' lives and thus, we spend every day seeking out innovative solutions allowing us to contribute towards making our planet a better place.**

"

**GEORGE MOROIANU**  
Co-founder Flip

# Accelerated growth – a best-practice example

Flip is a high growth start-up that was founded in 2019 by 3 young Romanian entrepreneurs with the sole purpose of democratising the circular economy for electronic devices. At the moment, the business focuses on refurbishing mobile phones all while aiming to remove the barriers of selling and buying previously owned devices.

In 2022, Flip is the 6th most valuable start-up in Romania<sup>6</sup> and was awarded a special distinction for accelerated growth during an event organised by the Romanian news outlet Ziarul Financiar. The ranking was established by Ziarul Financiar by means of analysing the amount of investments start-ups managed to attract in the timeframe between 2017 and 2022. Ever since its launch Flip managed to secure investments amounting to 8.3 million EUR.

In less than 3 years, Flip managed to emerge as a medium sized business numbering a team

of 160 employees. As of 2022, Flip scaled its business model and is present in 3 markets, namely Romania, Bulgaria and Hungary.



**8.3 million EUR** investments



**160** employees



**3** countries



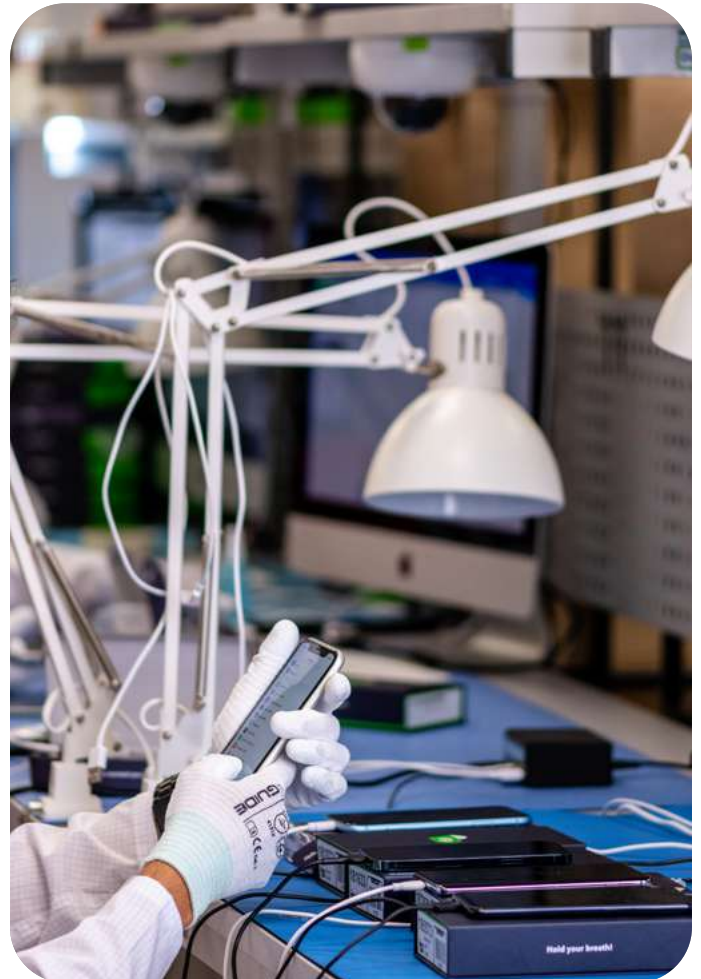
## A sustainable business model

Flip entered the Romanian start-up landscape addressing and offering innovative solutions for 2 major pitfalls in the buy and sell processes occurring on the second-hand mobile phone market.

On the one hand, people attempting to sell their phone on their own would frequently lose a significant amount of time when engaging potential interested parties as well as have difficulties in selling it for the appropriate market value. This translates into an overall loss of time and value for the seller. Flip's online platform helps sellers obtain an instant price offer for their phone and offers them an easy selling process, online: Flip handles the entire selling process while sellers receive their money in their bank accounts.

On the other, second-hand phones purchased via privately posted ads are prone to displaying hidden defects and come with no warranty. Flip addressed this issue by virtue of an in-house service department that checks and repairs every phone sold on the platform. Moreover, phones that are up for sale come with a 12 month warranty and an extended 30 days right to return.

One of Flip's main business drivers is sustainability and it addresses 3 pillars, namely technological expertise, consumer value equation and model perpetuity.



## Technological expertise



Flip developed its in-house expertise, and thus manages to repair any type of mobile phone irrespective of its apparent or underlying defects. This, in turn, increases the range of products that can be repaired and refurbished. Offering products of the highest quality not only helps promote the entire refurbishment industry but also informs the consumers and helps shape the second-hand market as a reliable and trustworthy alternative.

---

## Consumer value equation



Unlike other areas in which more sustainable alternatives might come at higher prices for the consumer, refurbished phones cost significantly less than new ones. A decision to purchase a pre-owned product can save the consumer up to 40% of the price of a new phone.

---

## Model perpetuity



Flip encourages consumers to revert to them should they consider upgrading their refurbished phones bought via the platform. By continuously repurchasing from consumer, the lifetime of a product can be well extended beyond a 2nd cycle. Flip joined efforts with various other stakeholders and contributes towards promoting and ensuring that the right to repair becomes a priority for manufacturers.

# Environmental impact

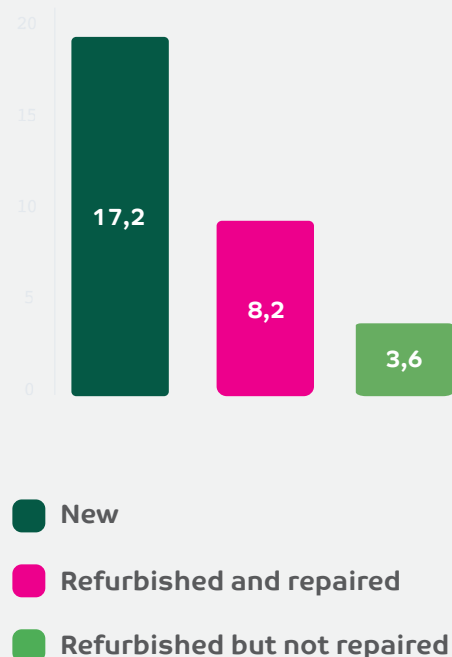
Commonly, in the process of producing a new smartphone are involved in and around 70 chemical elements among which, to just number a few, we find gold, silver, copper, platinum, and aluminium<sup>7</sup>. The extraction of these elements involves a practice named open-pit mining. This process exposes vast areas of land and, as direct consequences, it destroys natural habitats and contributes significantly to land and water pollution. Despite of the growing awareness over the damaging impact it has as well as the fact that these resources are finite, the number of new mobile phones produced is on a steady increase.

## Good to know

According to a study conducted by Mauro Cordella et al. in 2021<sup>8</sup>, 1:1 displacement of new smartphones by used devices could decrease the carbon footprint by 52–79%.

The analysis concludes that major contribution to the carbon footprint of smartphones is due to extraction and processing of materials as well as that of manufacturing of parts when assuming a 2 year replacement cycle for a mobile phone. Conversely, when accounting for manufacturing and usage, a new mobile phone produces an average of 17.2 kg CO<sub>2</sub>e per year. When considering the purchase of a refurbished device, the carbon footprint decreases by around 52%, placing the average emissions at 8.2 kg CO<sub>2</sub>e per year. This decrease is due to the fact that impacts associated with the manufacture of additional parts are compensated by the benefits of using smartphone devices longer. The carbon footprint could decrease even further (by about 79%) when repairing is not needed for refurbishment before putting a second-hand device back on the market - placing the average emissions at 3.6 kg CO<sub>2</sub>e.

**New vs. refurbished**  
mobile phone carbon footprint  
in kg CO<sub>2</sub>e per year

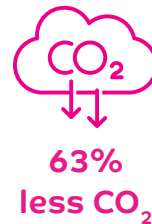


# Carbon savings of refurbished mobile phones

In 2022, the number of products sold by Flip increased by 111% when compared to the previous year. What this means in practice is that around 100,000 consumers opted for purchasing a used mobile phone instead of a new one.

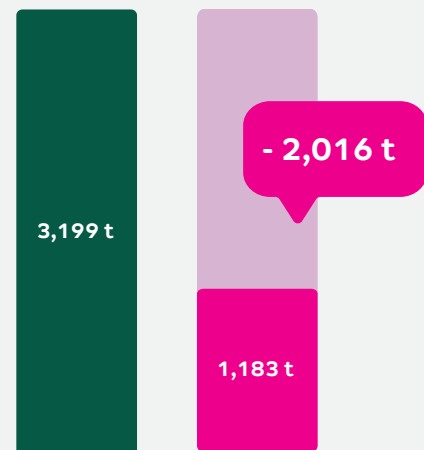
A scenario assuming a 1 on 1 displacement of new mobile phones for reused ones shows that purchasing just as many units of new mobile phones would have produced 3,199 tonnes CO<sub>2</sub>e. By offering the alternative to purchase a used mobile phone, Flip helped avoiding at least 2,016 tonnes CO<sub>2</sub>e in 2022, translating in a decrease in emissions by 63%. Breaking down to a single mobile phone sold by Flip, this ensures a carbon saving of 63% when compared to a new one. In practice, carbon savings are even higher when the replacement cycle extends beyond the average of 2 years and respectively when the lifetime of a phone is extended beyond a 2nd cycle.

Overall, Flip promotes the idea that refurbished phones are a smarter acquisition for both customers and the environment when compared to new ones. Consumers can save up to 40% on the cost of a device that presents itself and functions like a new one, benefit from a 12 months warranty and do so all while making a positive impact on the environment.



## Flip's CO<sub>2</sub> savings in 2022

- Impact new mobile phones
- Impact refurbished mobile phones
- Carbon saving



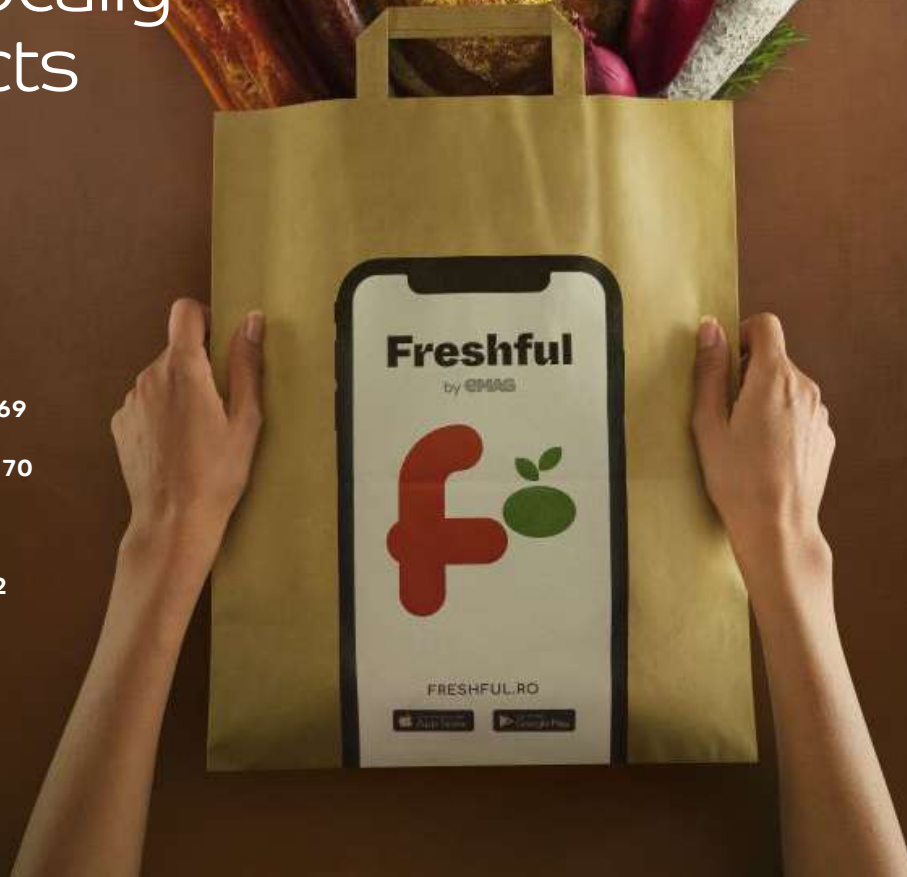


## Chapter 5

# Freshful


An e-taste for locally sourced products

- ▶ Achievements / 66
- ▶ Objectives / 67
- ▶ An e-taste for locally sourced products / 69
- ▶ Moving towards sustainable operations / 70
- ▶ Promoting food education / 71
- ▶ Food security and improved nutrition / 72





# Achievements



In 2022, Freshful recycled 17,200 kg of grocery paper bags



120,398 products saved from disposal by means of the „Save me” product category

Freshful donated a total amount of 203,487 products to vulnerable communities



Locally sourced products through 350 local suppliers and 43 types of fruit and vegetables from “Din grădină by Freshful” and “Din livadă by Freshful”





# Objectives

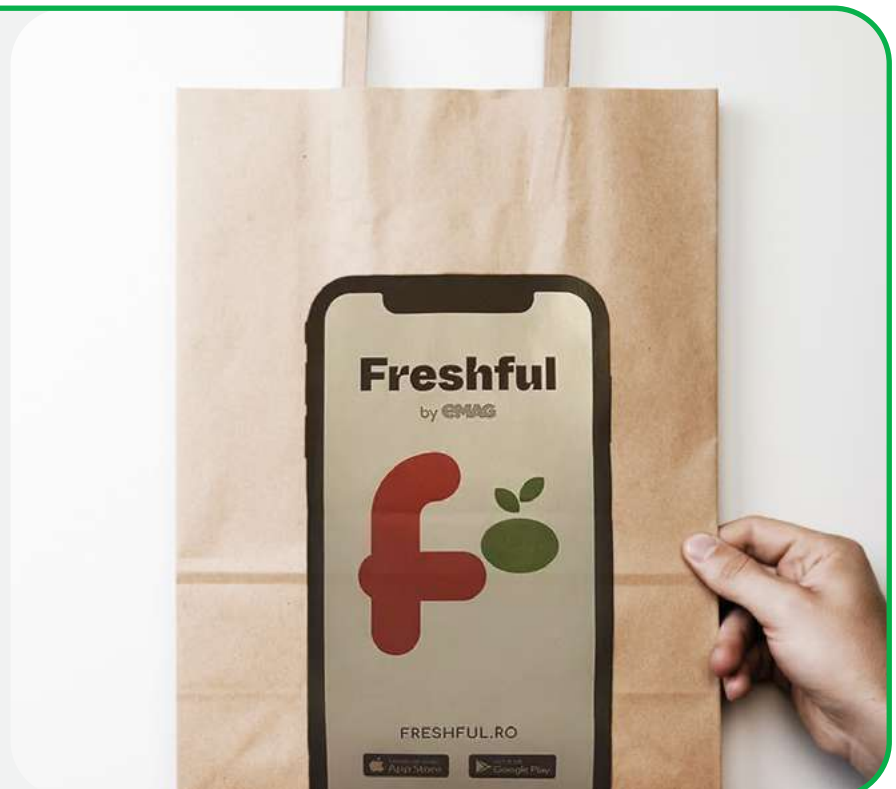


Continuing to promote and raise awareness on responsible consumption



Expanding the portofolio of local producers under „Din Gradina by Freshful”

Reducing the use of paper bags by 12% by means of optimising the process of order consolidation





**Our operations are functioning in harmony with the environment, community and business sectors. Freshful's sustainability strategy is a core component to the 5 million euro investment earmarked to launching the brand in Romania in 2021. Our promise to deliver goodness, quality and free time is a commitment we reiterate daily towards our communities in Bucharest and Ilfov county. Our aim is to make our customers feel and understand that Freshful's prompt deliveries, ensured confort and quality of products are all in alignment with our utmost respect for resources and the environment.**



**ANDREI POPESCU**  
General Manager Freshful by eMAG

## An e-taste for locally sourced products

Freshful by eMAG was launched in the autumn of 2021 and is an integrated e-grocery shop promising to promptly deliver a variety of FMCG products right at the customers' door.



**70,254 unique customers**

**In the first year of activity, Freshful reached the homes of 55,000 unique customers, delivering more than 10 million products.**

With a desire for setting a new standard for the e-grocery industry, Freshful aims to provide its customers with a solution for eating healthy without compromising important time resources. There is a strong emphasis on quality in all of Freshful's processes, herein including the utmost attention dedicated to safekeeping the refrigeration chain starting with the producer and ending at the customer's door. This allows for creating an easy and pleasant delivery experience for customers from the moment they place the order.

Customer satisfaction and optimising the internal processes are top priorities for Freshful. For this reason, the entirety of its day-to-day business is anchored in technology. Freshful is constantly adding new features to its platform in order to help consumers reinvent their shopping habits. For example, customers can find their favourite products faster by means of the „scan bar code” feature which can be accessed in the mobile app. This allows customers to use their phone's camera to scan a product's barcode. If the product is available on the platform, it will automatically open the product page, making it even easier to add it to their cart. Moreover, customers can use the „repeat order” feature and enjoy their favourite products in just one click.



**Sustainability**



**Education**



**Reducing food waste**

**At the core of Freshful's activity stands corporate responsibility. Thus, apart from constantly improving and developing its services, Freshful channels its efforts on 3 strategic dimensions: sustainability, education and reducing food waste.**

# Moving towards sustainable operations

Freshful strongly believes in the importance of responsible consumption. Consequently, it implements measures all along its supply chain in order to ensure a positive impact both on the environment and its customers.

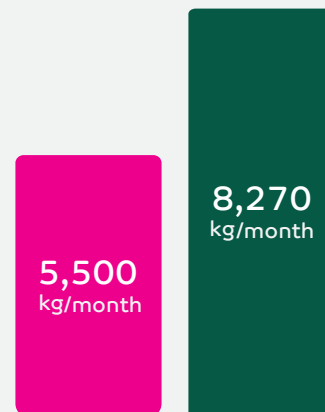
The warehouse is powered with green electricity while all refrigeration systems within are calibrated and optimised for both ensuring product quality and energy efficiency. All orders are loaded in reusable boxes for transportation and delivered in paper bags. Customers can return the paper bags at their next order so that they are recycled .

Paper bags recycled quantities

### Study case

## Freshful paper bags are made of recycled and recyclable paper

In between April and December of 2022, Freshful managed to recycle 17,200 kg of paper bags and estimates an increase in recycled quantities up to 2,700 kg per month. In the upcoming period, Freshful is working on further optimising its order consolidation process with the objective of reducing the use of paper bags by 12%.



April 2022

December 2022

# Promoting food education

Ever since its launch, Freshful continues to raise awareness and provide information over the importance of following a healthy and balanced diet as well as that of choosing bio and locally sourced products.

Moreover, it helps customers refine their shopping habits by providing guidance on how to optimise their shopping carts in terms of quantities. One of the objectives is that of creating and developing a culture for fruit and vegetable consumption especially among children and teenagers.

## Study case

### Locally-sourced products

At the beginning of the reporting period, Freshful had over 550 suppliers out of which more than 350 local and small producers providing Freshful customers with about 20,000 products. To further its mission of supporting and promoting local producers, Freshful launched the vegetables category „Din Grădină by Freshful” and the fruit category “Din livadă by Freshful”. These categories feature sustainably grown fruits and vegetables and are a collaboration between Freshful and local producers from Dâmbovița county. At present, there are 449 active products in the vegetables and fruits categories in the platform, out of which 43 types belong to „Din Grădină by Freshful” and “Din livadă by Freshful”. In 3 months since their launch, 18,066 orders featured at least 1 product from these categories accounting for 15% of total orders.



**580 suppliers**

out of which

**350 local and small producers**



**43 types of fruits and vegetables**

are products from “Din grădină by Freshful” and “Din livadă by Freshful”

# Food security and improved nutrition

At the core of Freshful’s business model stands the principle of diminishing food waste. Thus, Freshful joined this fight by means of efficient planning and proper management of product inventory, careful handling, storage, and delivery of products – monitored temperatures for perishable products, quality control standards and transport vans with temperature control equipment.

## Study case

### “Save me” Category

To further strengthen its role in combating food waste, in May 2022, Freshful launched the “Save me” product category on its platform, allowing customers to purchase products approaching their expiration date at discounted prices. In 6 months since opening this category, Freshful managed to save 120,398 products from disposal. At least 12% of customers’ orders feature an average of 3 products from this category.



**120,398 products** saved from disposal due to “Save me” category



## Study case

### #AcțiunideBine powered by Freshful

Troubled times call for systematic actions, thus Freshful sought to understand peoples’ needs and struggles and developed, together with its trusted partners [#ActiunideBine](#) – a medium and long-term aid plan. Under the umbrella of the plan, together with Banca pentru Colectarea si Distributia Alimentelor (Bank for food collection and distribution), Freshful supplied Ukrainian refugees with baby food and hygiene products. Moreover, together with Banca de Bine (Bank for Good) they distributed packages with unperishable food products to all Ukrainian refugees passing through the train station in Bucharest. Ever since the creation of the aid plan, Freshful donated a total amount of 174,075 products to vulnerable communities.



**203,487 products** donated to vulnerable communities



## Chapter 6

# Sameday

## Delivering sustainability on time

- ▶ Achievements / 74
- ▶ Objectives / 75
- ▶ Delivering sustainability on time / 77
- ▶ Sustainability delivered in a locker / 78
- ▶ Easybox's environmental impact / 79
- ▶ Reducing carbon emissions by means of easybox / 80
- ▶ Photovoltaic powered lockers / 81





# Achievements



Sameday expanded the easybox network to Bulgaria



Easybox numbers 4,519 lockers in Romania, Hungary and Bulgaria

31 easybox lockers powered by solar energy



50% of total orders are delivered to easybox



5,060 tonnes of CO2 saved thanks to easybox



# Objectives

Reducing the operational carbon footprint



Expanding the PV powered easybox network to reach a quantum of at least 10% of the newly installed lockers





**For us sustainable development is about the value we create as an organisation, with accountability and ownership of the future impact our actions of today carry. Our responsibility starts with improving those aspects on which we have a direct and immediate impact and evolves to the economic and social issues we can improve through our work. Our immediate actions are focused on the green dimension of sustainability and the area that defines Sameday, the people in our teams. It is my belief that by continuously innovating and ambitiously moving forward towards our goals we will succeed in creating a better future for generations to come.**



**LUCIAN BALTARU**  
CEO Sameday

## Delivering sustainability on time

Sameday set its paths towards a sustainable development by focusing on three strategic directions namely, a cleaner environment, sustainable communities and entrepreneurship. These three directions also became the main pillars for Sameday's sustainable approach.

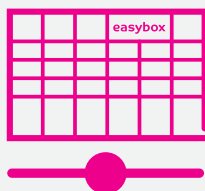
Ever since the introduction of easybox service on the Romanian market, Sameday's focus is directed towards the environmental dimension on its journey towards a sustainable development. The main objective is that of minimising their impact on the environment by means of reducing its carbon footprint through measures such as the easybox network.



## Sustainability delivered in a locker

Studies show that the largest quantum of the CO<sub>2</sub> emissions generated by an online order is associated with last-mile delivery<sup>10</sup>. More specifically, the carbon footprint of an order purchased online is generated by three main components, namely last-mile delivery (42%), packaging (27%) and energy consumption in buildings (19%).

In answering the need of reducing its last-mile delivery carbon footprint, Sameday launched the easybox delivery service in 2018. At present, the easybox network numbers 4,519<sup>11</sup> lockers in Romania, Hungary and, as of October 2022, Bulgaria. The continuous expansion of the easybox network, both nationally and cross-border contributes to reducing urban traffic all while contributing to reducing emissions generated on the last mile.



**29 million orders delivered to easybox, translating into 50% of total orders**

Easybox is steadily becoming the first choice among Sameday's present and prospective partners given its innovative nature and low environmental impact. Popularity among customers is also on an ascending curve. In this reporting period alone, **Sameday delivered 29 million orders via easybox representing no less than 50% of total delivered orders.**

## Study case Easybox's environmental impact

Easybox is a last-mile delivery solution used in all of the served markets, namely, Romania, Hungary and Bulgaria.

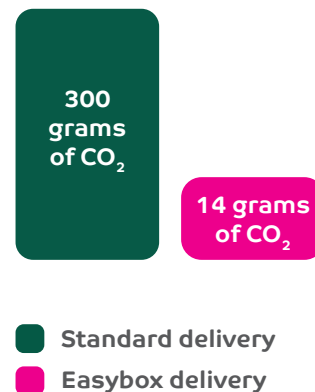
When comparing easybox with other delivery services – courier, post-office, or showroom - we see a rapid increase in the easybox adoption rate among our customers. In this reporting period, 37% of customer orders were delivered via easybox as compared to 19% in the year prior. This growth also translates into a net decrease in carbon emissions generated by last-mile delivery.

A standard courier service which delivers the parcel at any address indicated by the customer, generates an average carbon

footprint of 300 grams of CO<sub>2</sub>. This footprint is dependant on travelled distance between warehouse and customer, vehicle load and number of delivery attempts should there be the case.

Showroom or post-office deliveries generate 3 to 6 time more carbon emissions than deliveries to easybox. The carbon emissions' increase ratio is associated with the fact that customers are obliged to travel (generally by personal car) to collect their parcel.

### Carbon footprint of a Sameday delivery



Meanwhile, easybox is an innovative and environmentally friendly solution considering that delivering a parcel to easybox only generates 14 grams of CO<sub>2</sub>. In Bucharest-Ilfov urban area a customer can find a locker within a 4 minutes walking distance from its house or other location. Moreover, within the national easybox network, the average walking distance a customer has travel to collect its parcel from easybox is 7 minutes.

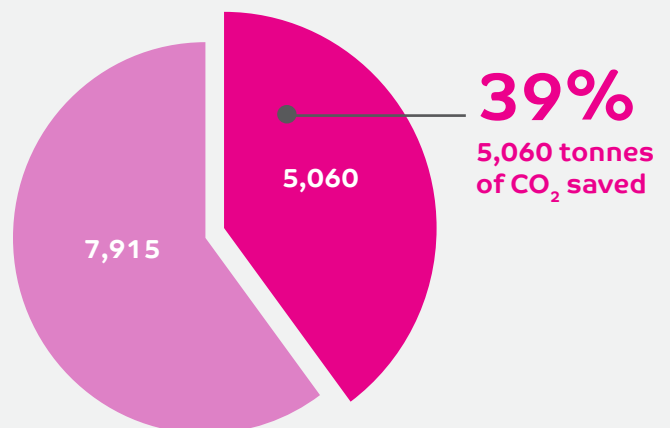
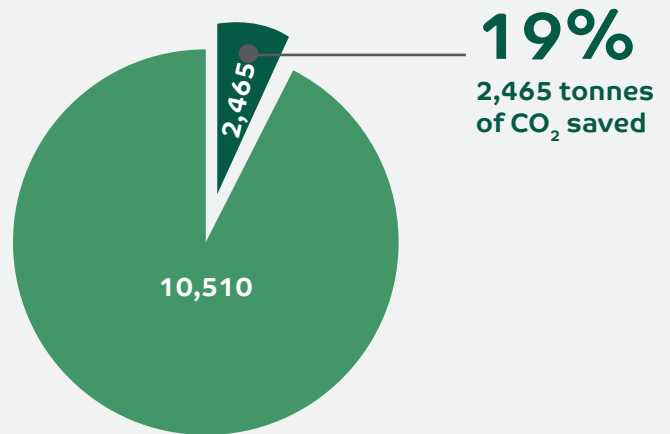
# Reducing carbon emissions by means of easybox

By means of utilising the easybox service, eMAG Group managed to reduce its direct carbon emissions generated through fuel consumption significantly. Moreover, the number of parcels delivered via easybox was six times higher in the current reporting period when compared to the year prior.

This increase aided us in avoiding the generation of 2,522 tonnes of CO<sub>2</sub>e translating into a Scope 1 reduction of 19%. However, by virtue of comparing the present situation to that of a scenario in which the easybox service would not exist, we find out that the Scope 1 carbon saving raises to 39% meaning the avoidance of 5,121 tonnes of CO<sub>2</sub>e.

## Carbon savings (in tonnes of CO<sub>2</sub>) due to easybox service

- eMAG Group Scope 1 carbon savings with current easybox service in place
- eMAG Group Scope 1 carbon savings without easybox service in place





## Photovoltaic powered easybox lockers

In order to further reduce the carbon footprint associated with last-mile deliveries, in October 2021, Sameday launched its first locker powered by electricity from photovoltaic panels. The aim is of scaling the technology nationally and working towards significantly reducing carbon emissions. To date, there are 31 PV powered lockers in the easybox network. Sameday's objective is that of increasing the number of autonomous lockers, and concentrates its efforts so that at least 10% of newly installed lockers will be PV powered.

Reducing electricity consumption of easybox lockers has a significant impact on the environment a by derivation on the carbon footprint associated with last-mile deliveries. A single PV powered locker saves 50 kWh a month, amounting thus, to 600 kWh in a year. Consequently, the network of PV powered easybox lockers, currently contributes to saving 18,600 kWh a year. This translates into avoiding the generation of 4.9 tonnes CO<sub>2</sub>e.



## Chapter 7

# Tazz

Tehnology and digitisation -  
Ingredients for sustainable  
“food mobility”

- ▶ Achievements / 83
- ▶ Objectives / 84
- ▶ Tehnology and digitisation, ingredients for sustainable “food mobility” / 86
- ▶ Reducing plastic consumption / 87
- ▶ Pick-up deliveries / 88
- ▶ Offsetting carbon emissions from deliveries / 90
- ▶ Digitisation: Cuisine without borders / 91



# Achievements



28% decrease in cutlery consumption



Less than 10% of customers request cutlery with their Tazz order



More than 30% of orders are being delivered through low carbon solutions - by bike and electric vehicles



By virtue of voluntary carbon offsets, Tazz deliveries are carbon neutral by the end of 2022



Low carbon mobility helps Tazz save 70 grams of carbon per order



# Objectives

Continuing to encourage low carbon mobility, such as bikes and electric vehicles among Tazz riders



Leveraging strong partnerships with the objective of diminishing food waste



Supporting local food industry and contribute to scaling local restaurants by means of digitisation





**As a food delivery business, we witnessed a paradigm shift in what concerns the role of sustainability in our industry. This resulted in changes bearing a positive impact on the environment and the services we offer. That's why we take concrete actions that help us scale up continuously as the business develops over the coming years. Sustainability moves up on the agenda of the HoReCa sector and we see our business as a crucial part of the transition towards a sustainable and decarbonized economy. We want to take this opportunity to innovate and streamline our services.**




**ALIN SERBAN**  
CEO Tazz by eMAG

## Tazz: Tehnology and digitisation, ingredients for sustainable “food mobility”

Tazz is a young food delivery company with focus on a diverse product offer. Their platform includes some of the most appreciated restaurants as well as an extensive selection of groceries.

By means of tehnology, Tazz plans on becoming a best-practice example to the food delivery industry in Romania, bringing not only food but an innovative and sustainable business concept at the customers' door.

-  Reducing plastic consumption
-  Diminishing food waste
-  Optimizing the delivery process

**Tazz focuses on 3 strategic directions: reducing plastic consumption, diminishing food waste, and optimising the delivery process.**

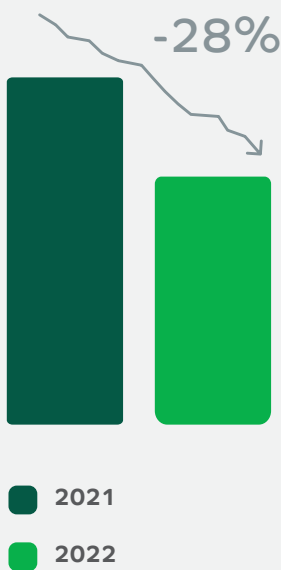


# Reducing plastic consumption

In what concerns plastic consumption, Tazz has taken a first step by raising awareness and promoting responsible consumption among its customers. Consequently, cutlery is, at present, only included in the order should the customer specifically require it. Even though it appears to be more of a small step than a jump, it yielded a significant impact.

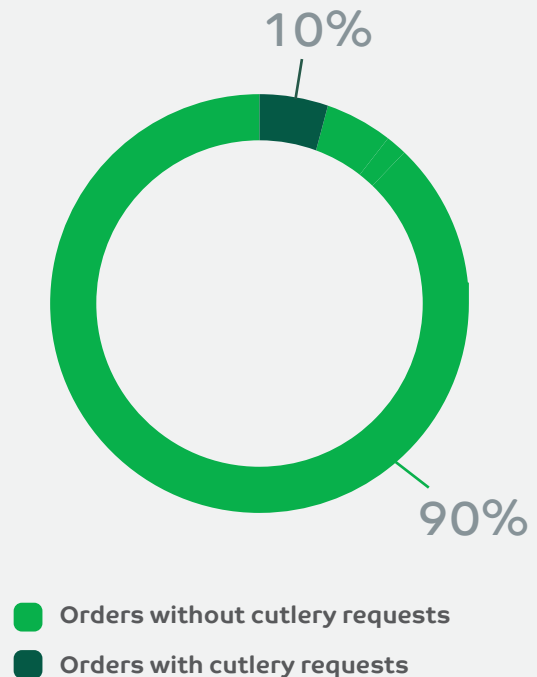
## Use of plastic cutlery

The implementation of this measure resulted in a 28% decrease in the consumption of cutlery and its respective packaging, in all cities in which Tazz operates.



## Client requests for plastic cutlery

Up to date, more than 90% of customers choose to not request cutlery with their order.



## Pick-up deliveries

Complementary to measures aimed at optimising deliveries, Tazz wishes to further incentivise customer pick-up deliveries. In order to do so, Tazz encouraged all restaurants in its portfolio to offer said delivery option. Currently, 75% of restaurants at national level offer customers the possibility of picking up their order all the while Tazz offers a 5 RON discount to all customers opting for it.



**75% of restaurants with pick up option**



**5 RON discount for client pick up**





# Alternative transportation

Tazz is encouraging alternative transportation methods for food delivery and invests in expanding its fleet of electric scooters.

Tazz is currently developing a program for its riders by means of which its can consistently encourage the use of alternative transportation, namely bikes and electric scooters.

Tazz's ultimate objective is that of substantially reducing its carbon footprint by means of tangible actions with an immediat impact. Their first step towards this goals was that of expading their fleet of bikes and e-scooters so as to generate as little carbon as possible. Tazz riders deliver over 30% of

customers' orders by bikes and electric vehicles. For example, Tazz riders currently deliver by bike an average of 200,000 orders a month, a 35% increase as compared to the year prior.

In a scenario in which instead of bikes and electric vehicles, Tazz only delivered by means of a conventional fleet, the amount of emissions per order would amount to an average of 235 grams of CO<sub>2</sub>. However, at present, a delivery made by Tazz only generates, on average, 165 grams of CO<sub>2</sub>. This translates into an average carbon saving of 70 grams per delivery meaning a carbon saving of 42%.

Carbon footprint per delivery



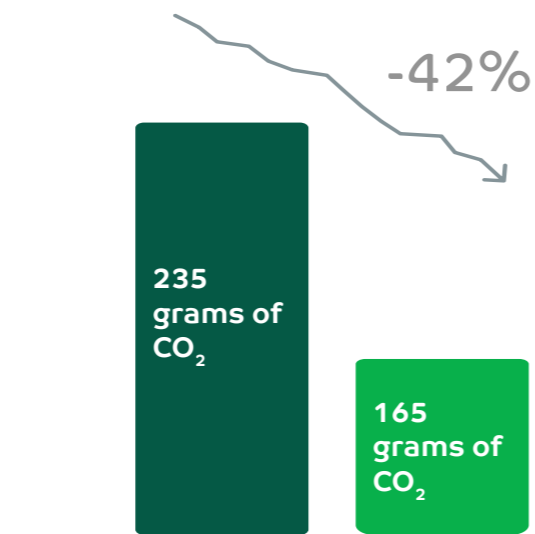
30% of orders delivered by bikes and electric vehicles



35% increase of bike deliveries compared to last year



70 g CO<sub>2</sub> carbon saving per delivery



- If Tazz would deliver by car only fleet
- Present Tazz fleet



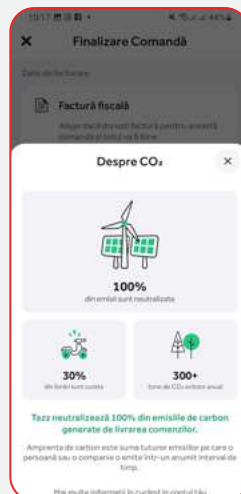
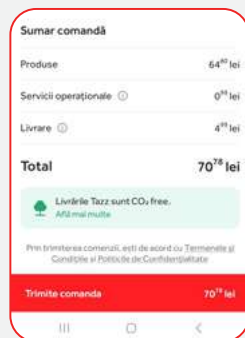
# Offsetting carbon emissions from deliveries

By the end of 2022, Tazz started compensating the carbon emissions generated through its deliveries by offsetting them with voluntary carbon credits.

The [project](#) Tazz supports is located in Bulgaria and reduces carbon emissions through methane gas capture and in-house electricity generation. The project is certified by Gold Standard and serves SDGs 6, 11 and 13.



  
188 t CO<sub>2</sub> compensated in 2022



More information about carbon emissions of Tazz deliveries, reduction measures and offsets can be accessed during the order process and on a dedicated [Landing page](#).

**tazz**



Alege locația ta



**Tazz neutralizează 100% din emisiile de carbon generate**

# Digitisation: Cuisine without borders

Tazz understood the importance a restaurant’s outreach plays in its journey towards a sustainable development. For this reason, in the spring of 2022, Tazz launched the „Tazz Republic” program.

## Study case

### Tazz Republic

By means of this program, Tazz aims at bringing the best local foods at the customers’ doors throughout the country. Tazz Republic takes the format of a digital facilitator and is carried out in three stages.

In the first stage, Tazz identifies local restaurants in its portfolio whose recipes and specialities have the potential to be successful in other cities of the country. It then selects those partners that meet the conditions to operate successfully in other locations, guaranteeing at the same time the highest quality standards. Finally, Tazz launches these successful brands on

its app in several cities across the country, transforming them into virtual brands with a new expansion strategy stretching beyond their hometown.

To date, Tazz Republic supports 8 virtual brands which have been scaled by virtue of the Tazz application in a total of 9 cities in Romania.

**8**

**8 new brands supported**



**brands are scaled in 8 cities**



# Annexes

- ▶ Annex 1: List of GRI disclosures / 93
- ▶ Annex 2: Quantitative reporting / 96
- ▶ Annex 3: List of tables / 117
- ▶ Annex 4: Footnotes / 118
- ▶ Annex 5: Terms and abbreviations / 120

## Annex 1

# List of GRI disclosures

Table 1. List of GRI disclosures included in the sustainability report

Standard	Disclosure	Location and additional information
GRI 2: General Disclosures	2-1 Organizational details	Annex 2
	2-2 Entities included in the organization's sustainability reporting	Annex 2
	2-3 Reporting period, frequency and contact point	31 March 2021 – 1 April 2022, yearly, sustainability@emag.ro
	2-4 Restatements of information	n/a
	2-5 External assurance	GHG inventory done under guidance of PwC
	2-6 Activities, value chain and other business relationships	eMAG Ecosystem
	2-7 Employees	Annex 2
	2-8 Workers who are not employees	Annex 2
	2-9 Governance structure and composition	Annex 2
	2-22 Statement on sustainable development strategy	Message from our CEO
	2-23 Policy commitments	Annex 2
	2-28 Membership associations	Annex 2
	2-29 Approach to stakeholder engagement	eMAG Ecosystem, Annex 2
GRI 3: Material Topics	3-1 Process to determine material topics	eMAG Ecosystem
	3-2 List of material topics	eMAG Ecosystem
	3-3 Management of material topics	eMAG Ecosystem

## Annex 1

# List of GRI disclosures

Standard	Disclosure	Location and additional information
<b>GRI 203: Indirect Economic Impacts</b>	203-2 Significant indirect economic impacts	eMAG Ecosystem, eMAG, Flip, Freshful, Sameday, Tazz
<b>GRI 302: Energy</b>	302-1 Energy consumption within the organization	eMAG, Sameday, Annex 2
	302-5 Reductions in energy requirements of products and services	eMAG, Flip, Sameday, Tazz
<b>GRI 304: Biodiversity</b>	304-2 Significant impacts of activities, products and services on biodiversity	eMAG, ApM
	304-3 Habitats protected or restored	eMAG
	304-4 IUCN Red List species and national conservation list species with habitats in areas affected by operations	eMAG
<b>GRI 305: Emissions</b>	305-1 Direct (Scope 1) GHG emissions	eMAG, Annex 2
	305-2 Energy indirect (Scope 2) GHG emissions	eMAG, Annex 2
	305-4 GHG emissions intensity	eMAG
	305-5 Reduction of GHG emissions	eMAG, Flip, Sameday, Tazz, Tazz
<b>GRI 306: Waste</b>	306-1 Waste generation and significant waste-related impacts	eMAG
	306-2 Management of significant waste-related impacts	eMAG, Fashion Days, Flip, Freshful, Tazz
	306-3 Waste generated	Annex 2
	306-4 Waste diverted from disposal	Annex 2
	306-5 Waste directed to disposal	Annex 2

## Annex 1

# List of GRI disclosures

Standard	Disclosure	Location and additional information
GRI 308: Supplier Environmental Assessment	308-2 Negative environmental impacts in the supply chain and actions taken	eMAG, Fashion Days, Flip, Freshful, Sameday, Tazz
GRI 403: Occupational Health and Safety	403-2 Hazard identification, risk assessment, and incident investigation	Annex 2
	403-3 Occupational health services	Annex 2
	403-5 Worker training on occupational health and safety	Annex 2
	403-7 Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	Annex 2
GRI 404: Training and Education	404-1 Average hours of training per year per employee	eMAG
	404-2 Programs for upgrading employee skills and transition assistance programs	eMAG
GRI 405: Diversity and Equal Opportunity	405-2 Ratio of basic salary and remuneration of women to men	Annex 2
GRI 413: Local Communities 2016	413-1 Operations with local community engagement, impact assessments, and development programs	eMAG, eMAG, eMAG, Fashion Days, Fashion Days, Fashion Days, Fashion Days, Freshful, Freshful, Tazz, Tazz

## Annex 2

# Quantitative reporting

Table 2. Certifications, Global Reporting Initiative 3-3

Certification	Scope	Society	Term
BREEAM International New Construction 2016	DC2 logistics centre, design phase, rated Excellent	Dante International SA	/
BREEAM International In-Use: Commercial Version 6	DC1 Logistics Centre, rated Excellent	Dante International SA	2021- 2024
BREEAM International In-Use: Commercial Version 6	Sameday Logistics Park, rated Very Good	Dante International SA	2022- 2025
ISO 9001	Quality management system	Dante International SA	2022 - 2024
ISO 14001	Environmental management system	Dante International SA	2022 - 2024

Table 3. Associations in which eMAG is member, Global Reporting Initiative 2-28

Associations and organisations in which eMAG is a member
American Chamber of Commerce (AmCham)
Romanian Association of Online Shops (ARMO)
Employers' Association of the Software and Services Industry (ANIS)
Foreign Investors Council (FIC)
UN Global Compact



## Annex 2

# Quantitative reporting

Table 4. Governance structure Dante International SA, Global Reporting Initiative 2-9

Structure	Description
General Meeting of Shareholders	The main corporate body, which has the power to decide on the most important matters relating to the company
Board of Directors	It is responsible for the general supervision, direction and control of the company's business policy, management and general course of business. It consists of five members and is headed by Iulian Stanciu
Chief Executive Officer	The management of the company is delegated to the Managing Director. He has the right to represent the company in its relations with third parties.

\*Similar corporate governance principles are implemented at the level of Dante International SA subsidiaries.

Table 5. Shareholding structure Dante International SA as of 31 March 2022, Global Reporting Initiative 2-1

MIH B2C Holdings	Iulian Stanciu
79.57%	20.43%

## Annex 2

# Quantitative reporting

Table 6. List of eMAG Group companies and share of Dante International SA, Global Reporting Initiative 2-1, 2-2

Membership, Legal Nature and Governance Structure	
Agito SP zO.O.	Owned by Dante International SA (99.99%)
Depanero SRL	Owned by Dante International SA (99.9997%)
Extreme Digital eMAG KFT	Owned by Dante International SA (54.1%)
eMAG International OOD	Owned by Dante International SA (99%)
eMAG Retail SRL	Owned by Dante International SA (100%)
eMAG Operations SRL	Owned by Dante International SA (99.98%)
eMAG IT Research SRL	Owned by Dante International SA (99.98%)
Conversion Marketing SRL	Owned by Dante International SA (90%)
PC Garage SRL	Owned by Dante International SA (100%)
Delivery Solutions SA	Owned by Dante International SA (92.7493%)
eMAG Logistică SRL	Owned by Dante International SA (99.99%)
HCL Online Advertising SRL	Owned by Dante International SA (97.401%)
eMAG International Single Member SA	Owned by Dante International SA (100%)
Atlas Integrated Technologies SRL	Owned by Dante International SA (12.5%)
Flip Technologies SRL	Owned by Dante International SA (46.26%)
Zitec Com SRL	Owned by Dante International SA (24.9061%)
International Marketplace Network B.V.	Owned by Dante International SA (25%)

## Annex 2

# Quantitative reporting

Table 7. List of eMAG Group headquarters and operating centres, Global Reporting Initiative 2-1

Company	Headquarters	Country
Agito SP z.O.O	Inflancka 4a, Warsaw	Poland
Atlas Integrated Technologies SRL	Av. Popișteanu Street, no. 54 A, Bucharest	Romania
Atlas Integrated Technologies SRL	Swan Office Park, Bucuresti Nord 15-25, Voluntari	Romania
Conversion Marketing SRL	Swan Office Park, Bucuresti Nord 15-25, Voluntari	Romania
Conversion Marketing OOD	18 Sheynovo Str., 1504 Sofia	Bulgaria
Dante International SA	Swan Office Park, Bucuresti Nord 15-23, Voluntari	Romania
Depanero SRL	27-29 Orchids Street, Bucharest	Romania
Depanero SRL	Virtuții way, no. 148, Bucharest	Romania
Depanero SRL	19A Port Street, Galati	Romania
Depanero SRL	Ciorogârlei Street, no. 214A, Bâcu village, Giurgiu	Romania
Delivery Solutions SA	Gara Herăstrău Street, no. 6, Bucharest	Romania
Extreme Digital eMAG ZRT	70-72 Rákóczi Street, Budapest	Hungary
eMAG International OOD	Tsarigradsko Avenue 40, Sofia	Bulgaria
eMAG Logistic KFT	70-72 Rákóczi Street, Budapest	Hungary
eMAG Facility SRL	Swan Office Park, Bucuresti Nord 15-25, Voluntari	Romania
eMAG Operations SRL	Swan Office Park, Bucuresti Nord 15-25, Voluntari	Romania
eMAG Logistică SRL	Swan Office Park, Bucuresti Nord 15-25, Voluntari	Romania

## Annex 2

# Quantitative reporting

Table 7. List of eMAG Group headquarters and operating centres, Global Reporting Initiative 2-1

Company	Headquarters	Country
eMAG Retail SRL	Swan Office Park, Bucuresti Nord 15-25, Voluntari	Romania
eMAG IT Research SRL	Swan Office Park, Bucuresti Nord 15-23, Voluntari	Romania
Flip Technologies SRL	Ștefan cel Mare Street, no. 549, Brăila	Romania
Flip Technologies SRL	Splaiul Independenței, no. 319L, Bucharest	Romania
HCL Online Advertising SRL	Proclamația de la Timișoara Street, no. 5, Timișoara	Romania
HCL Online Advertising SRL	Swan Office Park, Bucuresti Nord 15-25, Voluntari	Romania
HCL Online Advertising SRL	Brașov Street, no. 2-4, Cluj	Romania
PC Garage SRL	PC Garage SRL 68A Logofat Tautu Street, Bucharest, Romania	Romania
Zitec COM SRL	Splaiul Unirii, no. 165, Bucharest	Romania
Zitec COM SRL	13 Decembrie Street, no. 31, Brașov	Romania
Delivery Solutions International SRL	Splaiul Independenței, no. 319, Bucharest	Romania
Sameday Technology SRL	Gara Herăstrău Street, no. 6, Bucharest	Romania
Delivery Solutions eOOD	Mladost District, Tzarigradsko Shosse Blvd. 40, 2nd floor, Sofia 1750	Bulgaria
Parcel Delivery LTD	Tzarigradsko Shose Blvd. 40, 2nd floor, Sofia 1113	Bulgaria
Delivery Solutions ZRT	1033 Budapest, Szentendrei út 89-95. X. ép.	Hungary
Easybox Factory SRL	Splaiul Independenței 319, Bucharest, Romania	Romania

## Annex 2

# Quantitative reporting

Table 7. List of eMAG Group headquarters and operating centres, Global Reporting Initiative 2-1

Company	Operations Centre	Country
Dante International SA	Call Center, Ploiesti	Romania
Dante International SA	Warehouse DC1 - Ciorlogârlei Street 214, Bâcu village, Giurgiu	Romania
Dante International SA	Warehouse DC2 - Ciorlogârlei Street 214, Bâcu village, Giurgiu	Romania
Dante International SA	Warehouse W10- Chiajna, Ilfov	Romania
Dante International SA	Showroom – Unirii Boulevard, no 22, Suceava	Romania
Dante International SA	Showroom - Council of Europe Square 2, Timisoara	Romania
Dante International SA	Showroom - 6A Liviu Rebreanu Street, Bucharest, Romania	Romania
Dante International SA	Showroom - Bucharest-Ploiesti Road 44C, Băneasa	Romania
Dante International SA	Showroom – Virtuții Road 148, Bucharest, Romania	Romania
Dante International SA	Showroom - 1-3A Lector Street, Sibiu	Romania
Dante International SA	Showroom - 251 George Coșbuc Boulevard, Galati	Romania
Dante International SA	Showroom - 218 Tomis Boulevard, Constanta	Romania
Dante International SA	Showroom - Calomfirescu Street 2, Ploiesti	Romania
Dante International SA	Showroom – Severinului Way 15, Craiova	Romania
Dante International SA	Showroom - Mănăștur Way 2-6, Cluj-Napoca	Romania

## Annex 2

# Quantitative reporting

Table 7. List of eMAG Group headquarters and operating centres, Global Reporting Initiative 2-1

Company	Operations Centre	Country
Dante International SA	Showroom - Piața Cetății Street 1, Oradea	Romania
Dante International SA	Showroom - 58 Nicolae Titulescu Street, Brasov	Romania
Dante International SA	Showroom – Tudor Vladimirescu Boulevard, Iași	Romania
Dante International SA	Showroom – Unirii Boulevard 232, Buzău	Romania
Dante International SA	Showroom – Ștefan cel Mare Street 28, Bacău	Romania
Dante International SA	Showroom – Careiului Street 17, Satu Mare	Romania
Dante International SA	Showroom - Geamăna village, DN65B, Argeș	Romania
Dante International SA	Showroom – 1 Decembrie Boulevard, no. 242, Mureș	Romania
Dante International SA	Showroom – George Ranetti Street, no. 28, Timișoara	Romania
Dante International SA	Warehouse – Mărgelelor Street, no. 13, Bucharest	Romania
Dante International SA	Warehouse – Mărășești Street, no. 16, Bucharest	Romania
eMAG IT Research SRL	Office - Craiova	Romania
eMAG IT Research SRL	Office - Iasi	Romania
eMAG Operations SRL	Warehouse - Ciorogârlei Street, Băcu Village, no. 214, Giurgiu	Romania
eMAG Logistică SRL	Warehouse – DNCB, Rudeni village, Ilfov	Romania
eMAG Logistică SRL	Warehouse – Băcu village	Romania
eMAG Logistică SRL	Office - Swan Office Park, Bucuresti Nord 15-25, Voluntari	Romania
eMAG Retail SRL	Warehouse – Sinaia Street, no. 53-53B, Ștefăneștii de Jos	Romania
Extreme Digital eMAG KFT	Showroom - Ezred Street 1-3, Budapest	Hungary

## Annex 2

# Quantitative reporting

Table 7. List of eMAG Group headquarters and operating centres, Global Reporting Initiative 2-1

Company	Operations Centre	Country
Extreme Digital eMAG KFT	Showroom - Mammut, Lövház Street 2-6, Budapest	Hungary
Extreme Digital eMAG KFT	Showroom - Szentmihályi Street 131, Budapest	Hungary
Extreme Digital eMAG KFT	Showroom - 1237 Bevásárló u. 6, Budapest	Hungary
Extreme Digital eMAG KFT	Showroom - 5 Kinizsi Street, Budaörs	Hungary
Extreme Digital eMAG KFT	Showroom - 56 Piac Street, Debrecen	Hungary
Extreme Digital eMAG KFT	Showroom - 1 Vasvári Pál Street, Győr	Hungary
Extreme Digital eMAG KFT	Showroom - 4 Petőfi Sándor Street, Kecskemét	Hungary
Extreme Digital eMAG KFT	Showroom - Corvin Street 2, Miskolc	Hungary
Extreme Digital eMAG KFT	Showroom - 13 Szarvas Street, Nyíregyháza	Hungary
Extreme Digital eMAG KFT	Showroom - Nagy Lajos király 16, Pécs	Hungary
Extreme Digital eMAG KFT	Showroom - 60 Tisza Lajos Boulevard, Szeged	Hungary
Extreme Digital eMAG KFT	Showroom - 1106 Bp., Őrs vezér tere 25. (Árkád)	Hungary
Extreme Digital eMAG KFT	Showroom - 1115 Budapest, Etele út 68. (Etele Pláza)	Hungary
Extreme Digital eMAG KFT	Showroom - 1062 Budapest, Váci út 1-3/a (Westend City Center)	Hungary
Extreme Digital eMAG KFT	Warehouse - Zöldmező Street, Üllő ULL2	Hungary
Extreme Digital eMAG KFT	Warehouse - Zöldmező Street, Üllő ULL3	Hungary
Extreme Digital eMAG KFT	Warehouse – Dunaharaszti	Hungary
eMAG International OOD	Showroom - Sitnyakovo Boulevard 48, Sofia	Bulgaria
eMAG International OOD	Showroom - Cherni vrah Boulevard 100, Sofia	Bulgaria
eMAG International OOD	Showroom - Plovdiv – Mall of Plovdiv, 8 Perushtitsa Str., Mladezhki halm Region, Plovdiv 4002	Bulgaria

## Annex 2

# Quantitative reporting

Table 7. List of eMAG Group headquarters and operating centres, Global Reporting Initiative 2-1

Company	Operations Centre	Country
Delivery Solutions SA	Warehouse - Village Rudeni, Ilfov	Romania
Delivery Solutions SA	Warehouse - Stefan Cel Mare Street, 197ASibiu	Romania
Delivery Solutions SA	Warehouse - Sesului Street, Apahida, Cluj-Napoca	Romania
Delivery Solutions SA	Warehouse – DN CB, 2-8, Bragadiru	Romania
Delivery Solutions SA	Agency - Intrarea Oxigenului 1A, Cernica, Ilfov	Romania
Delivery Solutions SA	Agency - Aurel Vlaicu Boulevard 125, Constanta	Romania
Delivery Solutions SA	Agency – Ficusului Street, no. 3, Mogoşoaia, Ilfov	Romania
Delivery Solutions SA	Agency – Balastierei Street, no. 1S, Cluj	Romania
Delivery Solutions SA	Agency – Afumaţi, Business Park Stefăneşti, Ilfov	Romania
Delivery Solutions SA	Agency – Gara Herăstrău Street, no. 6	Romania
Delivery Solutions ZRT	Warehouse - 2220 Vecsés, Lőrinci út 59-61 building "A" , gate 18	Hungary
Delivery Solutions ZRT	HUB - Üllő, Zöldmező utca, zip code 2225	Hungary
Delivery Solutions SA	Agency - A. I. Cuza, Tunari, Ilfov	Romania
Delivery Solutions SA	Agency - 39 Ana Ipatescu Street, Jilava, Ilfov	Romania
Delivery Solutions SA	Agency - Calea Aviatorilor 4, Ghiroda, Timis	Hungary
Delivery Solutions SA	Agency - Strada Dacia 1B, Chiajna, Ilfov	Hungary
Delivery Solutions SA	Agency - Splaiul Independenței 319, Bucharest, Romania	Romania
Delivery Solutions SA	Agency - Strada Industriilor 10, Chiajna, Ilfov	Romania
Delivery Solutions SA Easybox Factory SRL	Warehouse – Ciorogârlei Street, Bâcu Village, no. 214, Giurgiu	Romania
PC Garage SRL	Warehouse – Ciorogârlei Street, Bâcu Village, no. 214, Giurgiu	Romania



## Annex 2

# Quantitative reporting

Table 8. List of stakeholder groups included in the consultation process, Global Reporting Initiative 2-29

Stakeholders
Top-Management and managers of eMAG departments
eMAG Group employees
Suppliers of goods
Suppliers of services
Commercial customers
Household customers
Representatives of public institutions
Local government
Non-Governmental Organisations
Media representatives
Romanian professional associations in the e-commerce sector
European trade associations in the e-commerce sector
Representatives of Romanian academia

## Annex 2

# Quantitative reporting

Table 9. eMAG Group regulations, codes and policies, Global Reporting Initiative 2-23, 3-3

Regulation, Code, Policy	Content
Internal Regulation	Among the provisions of the internal rules are the rights and obligations of employees and the employer as well as the measures in place to ensure health and safety at work. The rules contain clear provisions on work ethics and integrate the principles of gender equality and equal opportunities in the workplace.
Code of business ethics and conduct	The Code of Ethics and Business Conduct sets out the values and measures required to integrate ethical standards into the Group's business, strategies and operations. The core principles of the code include: fair employment, occupational health and safety, environmental protection, integrity and business responsibility.
eMAG Group Anti-Corruption Policy	The Anti-Corruption Policy sets out the internal anti-corruption standards applied across the eMAG Group. The objective is to protect the Group and its employees from involvement in corruption. The commitment is to comply with the legal provisions for combating corruption, to develop internal rules for their implementation and to apply them in the relationship with any third party.
Procedure for dealing with conflicts of interest	The main objectives of the Conflict of Interest Procedure are to promote honesty, integrity and a fair management culture and to support the fairness of decisions made by eMAG Group employees in the performance of their duties.
Legal compliance policy	The Legal Compliance Policy reflects eMAG Group's commitment to conduct its business in compliance with applicable laws, rules and regulations. This policy also sets out the requirements for legal compliance programs within the eMAG Group. The objective is to protect the Group and its employees from conduct that does not comply with applicable laws and regulations.
Sanctions and export control policy	The objective of the sanctions and export control policy is to ensure that eMAG Group employees understand the importance of and comply with international sanctions concerning restrictions adopted by the UN Security Council, the European Union, other international organizations or by unilateral decisions of Romania or other states, for the purpose of maintaining international peace and security, preventing and combating terrorism, ensuring respect for human rights and fundamental freedoms, etc. All eMAG Group companies must comply with these standards.
Declaration on Human Rights	The Universal Declaration of Human Rights sets out a series of standards necessary for the recognition of the inherent dignity of all human beings. In the eMAG Group declaration we commit ourselves to respect these rights and standards and to contribute to their development.
Speak up policy	This policy explains why it is important for employees to raise concerns about possible misconduct or violations in good faith. The policy provides details of the conditions under which employees can raise these concerns without fear of retaliation. The policy can be used by all those working for or on behalf of the Group, including contractors, job applicants and former employees.

## Annex 2

# Quantitative reporting

Table 10. Energy consumption, eMAG group operations, Global Reporting Initiative **302-1**

Scope 1	
Energy from non-renewable sources	
Car fuel [GJ]	82,143
Natural gas [GJ]	115,265
Fugitive [kg]	167
Scope 2	
Energy from non-renewable sources	
Electricity [MWh]	16,429
Energy from renewable sources	
Electricity [MWh]	3,809

Table 11. Greenhouse gas emissions [t CO<sub>2</sub>e], eMAG group operations, Global Reporting Initiative **305-1, 305-2**

Scope 1	
Car fuel	6,362.1
Natural gas	6,498.6
Fugitive	114.8
Scope 2	
Electricity	4,417.1
Operational carbon footprint	
<b>Total</b>	<b>17,392.6</b>

## Annex 2

# Quantitative reporting

Table 12. Waste generated, [t], eMAG group operations, Global Reporting Initiative 306-3

Type of Waste	Quantity of Waste (tonnes)
General waste	3.1
Municipal waste	3,571.8
Plastic	682.5
Composites	1,138.2
WEEE (electrical)	56.9
Metal	3.5
Cardboard	2,242.4
Wood	2,771.7
<b>Total Waste Generated</b>	<b>8,469.6</b>

Table 13. Waste diverted from landfill, [t], eMAG group operations, Global Reporting Initiative 306-4

Non-hazardous waste diverted from landfill	
Waste management process	Quantity (tonnes)
Recycling	2,918.4
Preparation for re-use	770.2
Other recovery processes	1,141.1
<b>Total waste diverted</b>	<b>4,829.7</b>

Hazardous waste diverted from landfill	
Waste management process	Quantity
Recycling	56.9
<b>Total waste diverted</b>	<b>56.9</b>

Waste diverted from landfill	
Type of storage	Quantity
Onsite	3,725.8
Offsite	1,160.6

## Annex 2

# Quantitative reporting

Table 14. Landfilled waste, [t], eMAG group operations, Global Reporting Initiative **306-5**

Non-perishable waste landfilled		
Type of waste	Quantity (tonnes)	Waste management process
Municipal waste	3,572	Landfill disposal (onsite)
Plastic	0.51	Landfill disposal (offsite)
Cardboard	7.07	Landfill disposal (offsite)
Wood	1.67	Landfill disposal (offsite)
<b>Total landfilled waste</b>	<b>3,581.25</b>	

Table 15. Dante International SA occupational health and safety standards, beneficiaries of OHS training sessions, Global Reporting Initiative **403-5**

Categories of beneficiaries	
Employees in warehouses	1,176
Employees in showrooms	395
Employees in office premises	2,045

## Annex 2

# Quantitative reporting

Table 16. Dante International SA occupational health and safety standards, employee training procedure, Global Reporting Initiative 403-5

eMAG occupational health and safety training
Implementation procedure
<p>1. At the time of hiring, the occupational health examination is carried out with the help of the occupational risk factor identification sheet, drawn up by the occupational health and safety inspector for each job, where the employee is given the fitness for work sheet.</p>
<p>2. We are taking appropriate measures to ensure that, in high and specific risk areas, access is only allowed to workers who have received and understood the appropriate instructions.</p>
<p>3. We run training programmes in accordance with the training-testing themes/programmes that we approve as an employer in accordance with Romanian law. These comprise 3 phases: general introductory training, on-the-job training, periodic training.</p>
<p>4. Regular training aims to refresh and update knowledge in the field of occupational safety and health. The interval between two periodic training sessions and the periodicity of the training check are determined by the training-testing programme drawn up at unit level, depending on the conditions of the workplace and/or workstation.</p>
<p><b>In showrooms, the interval between two regular trainings is no more than 6 months and in office premises no more than 12 months. In warehouses, periodic training takes place every 3 months at most.</b></p>

## Annex 2

# Quantitative reporting

Table 17. Dante International SA occupational health and safety standards, measures implemented, Global Reporting Initiative 403-2, 402-3, 403-7

eMAG occupational health and safety training standards	
Measures	
Prevention	In collaboration with an external prevention and protection service, we assess the risks to workers' health and safety, including the choice of work equipment, the chemical substances or preparations used and the layout of workplaces.
	Following the assessment, we draw up work and production methods specific to each workstation.
	We purchase both work equipment and high-performance individual and collective protective equipment that meets the compliance requirements regulated by the legislation in force.
Protection	On hiring, staff are subject to a strict assessment based on: health check, psychological testing, period of verification of physical and professional capabilities at work.
	The future employee's qualifications and experience are checked and assessed.
	Staff are informed and trained on the legal requirements in force, the risks to which they are exposed, their consequences/urges as well as the measures to be taken and observed, specific to each workplace.
	We hold all staff hierarchically accountable for Occupational Safety and Health in Emergency Situations according to their involvement.
Evaluation	We reassess the risks associated with each job when the initial conditions have changed due to the advent of better technologies, new activities, change of location, modernisation of technological processes, etc.
	We periodically evaluate the Occupational Safety and Health and Emergency Situations knowledge assimilated following the periodic training and how it is applied in practice.
	We evaluate how practical first aid exercises are carried out.

## Annex 2

# Quantitative reporting

Tabel 18. Total number of internal and outsourced employees in the eMAG group by gender, Global Reporting Initiative 2-7, 2-8

Number of employees as of 31 March 2022							
Company	Outsourced employees		Total number of outsourced employees	Internal employees		Total number of internal employees	Total
	Women	Men		Women	Men		
Agito SP z.O.O				12	28	40	40
Conversion Marketing SRL				15	17	32	32
Dante International SA	68	195	263	2,037	1,716	3,753	4,016
Depanero SRL		1	1	87	170	257	258
eMAG IT Research SRL				249	609	858	858
eMAG Logistică SRL				2	2	4	4
eMAG Operations SRL				5	2	7	7
eMAG Retail SRL				171	247	418	418
Extreme Digital eMAG KFT				307	418	725	725
HCL Online Advertising SRL	9	148	157	109	104	213	370
PC Garage SRL				27	51	78	78
eMAG International OOD				166	92	258	258
Delivery Solutions SA	23	64	87	521	804	1,325	1,412
Easybox Factory SRL				2	16	18	18
Extreme Digital ZRT				70	111	181	181
<b>Total</b>	<b>100</b>	<b>408</b>	<b>508</b>	<b>3,780</b>	<b>4,387</b>	<b>8,167</b>	<b>8,675</b>



## Annex 2

# Quantitative reporting

Table 19. Total number of eMAG group employees by type of employment contract, Global Reporting Initiative 2-7

Company	Employees on permanent contracts	Fixed-term employees	Total
Agito SP z.O.O	38	2	40
Conversion Marketing SRL	30	2	32
Dante International SA	3,566	450	4,016
Depanero SRL	258	0	258
eMAG IT Research SRL	858	0	858
eMAG Logistică SRL	0	4	4
eMAG Operations SRL	1	6	7
eMAG Retail SRL	418	0	418
Extreme Digital eMAG KFT	712	13	725
HCL Online Advertising SRL	370	0	370
PC Garage SRL	78	0	78
eMAG International OOD	254	4	258
Delivery Solutions SA	1,412	0	1,412
Easybox Factory SRL	16	2	18
Extreme Digital ZRT	164	17	181
<b>Total</b>	<b>8,175</b>	<b>500</b>	<b>8,675</b>

## Annex 2

# Quantitative reporting

Table 20. Structure of eMAG Group employees by age group

Company	Baby Boomer	Generation X	Generation Z	Millenials	Xennials	Total
Agito SP z.O.O	0	2	6	18	14	40
Extreme Digital eMAG KFT	9	46	214	310	146	725
Dante International SA	16	270	1,555	1,611	564	4,016
Delivery Solutions SA	31	172	357	581	271	1,412
eMAG International OOD	3	9	87	126	33	258
eMAG IT Research SRL	0	5	153	589	111	858
HCL Online Advertising SRL	0	8	94	236	32	370
eMAG Retail SRL	2	40	150	152	74	418
<b>Total</b>	<b>61</b>	<b>552</b>	<b>2,616</b>	<b>3,623</b>	<b>1,245</b>	<b>8,097</b>

## Legend

Generations
Baby Boomers (1946-1964)
Generation X (1965-1974)
Xennials (1975-1983)
Millenials (1984-1994)
Generation Z (1995-2012)

## Annex 2

# Quantitative reporting

Table 21. Gender balance, ratio of female to male employees in eMAG Teams

Business Unit eMAG Romania	Women	Men	Total	% Women	% Men
Commercial	233	211	444	52%	48%
Customer Care	405	190	595	68%	32%
Fashion Days	139	83	222	63%	37%
Finance	129	65	194	66%	34%
Legal & Public Policy	14	9	23	61%	39%
Logistics	826	945	1,771	47%	53%
Marketplace	127	98	225	56%	44%
People & SM	78	23	101	77%	23%
Platforms&Technology	234	559	793	30%	70%
Retail	145	315	460	32%	68%
Business Development	24	22	46	52%	48%
<b>Total</b>	<b>2,354</b>	<b>2,520</b>	<b>4,874</b>	<b>48%</b>	<b>52%</b>

Table 22. Ratio of women's and men's basic pay in the eMAG group, Global Reporting Initiative 405-2

		Senior Management	Employees	Middle Management
Company	Location	Ratio of basic pay for women to men	Ratio of basic pay for women to men	Ratio of basic pay for women to men
Conversion Marketing SRL	Romania		106%	
Dante International SA	Romania	101%	99%	110%
eMAG IT Research SRL	Romania		85%	88%
Extreme Digital eMAG KFT	Hungary		97%	
eMAG International OOD	Bulgaria		98%	

\* blank spaces mark missing related data at the time of reporting

## Annex 2

# Quantitative reporting

Table 23. Reporting according to EU Taxonomy, CapEx, eligible activities of eMAG Group in USD

Categories	Description	CAPEX (\$)
Transport	Transport by motorcycles, passenger cars and light commercial vehicles	1,891,865.82
Construction and real estate activities	Installation, maintenance and repair of instruments and devices for measuring, regulating and controlling the energy performance of buildings	1,812,425.55
Forestry	Conservation forestry	1,905,371

Table 24. Reporting according to the European Union Taxonomy, CapEx, OpEx, eligible activities of the eMAG Group in USD

Indicator	Eligible activities	Ineligible activities
CapEx	4.15%	95.85%
OpEx	0%	100%

## Annex 3

# List of Tables

Table 1. List of GRI disclosures included in the sustainability report / 93

Table 2. Certifications, Global Reporting Initiative 3-3 / 96

Table 3. Associations in which eMAG is member, Global Reporting Initiative 2-28 / 96

Table 4. Governance structure Dante International SA, Global Reporting Initiative 2-9 / 97

Table 5. Shareholding structure Dante International SA, Global Reporting Initiative 2-1 / 97

Table 6. List of eMAG Group companies and their shareholders, Global Reporting Initiative 2-1, 2-2 / 98

Table 7. List of eMAG Group headquarters and operating centres, Global Reporting Initiative 2-1 / 99

Table 8. List of stakeholder groups included in the consultation process, Global Reporting Initiative 2-29 / 105

Table 9. eMAG Group regulations, codes and policies, Global Reporting Initiative 2-23, 3-3 / 106

Table 10. Energy consumption, eMAG group operations, Global Reporting Initiative 302-1 / 107

Table 11. Greenhouse gas emissions [t CO<sub>2</sub>e], eMAG group operations, Global Reporting Initiative 305-1, 305-2 / 107

Table 12. Waste generated, [t], eMAG group operations, Global Reporting Initiative 306-3 / 108

Table 13. Waste diverted from landfill, [t], eMAG group operations, Global Reporting Initiative 306-4 / 108

Table 14. Landfilled waste, [t], eMAG group operations, Global Reporting Initiative 306-5 / 109

Table 15. Dante International SA occupational health and safety standards, beneficiaries of OHS training sessions, Global Reporting Initiative 403-5 / 109

Table 16. Dante International SA occupational health and safety standards, employee training procedure, Global Reporting Initiative 403-5 / 110

Table 17. Dante International SA occupational health and safety standards, measures implemented, Global Reporting Initiative 403-2, 402-3, 403-7 / 111

Table 18. Total number of internal and outsourced employees in the eMAG group by gender, Global Reporting Initiative 2-7, 2-8 / 112

Table 19. Total number of eMAG group employees by type of employment contract, Global Reporting Initiative 2-7 / 113

Table 20. Structure of eMAG Group employees by age group / 114

Table 21. Gender balance, ratio of female to male employees in eMAG Teams / 115

Table 22. Ratio of women's and men's basic pay in the eMAG group, Global Reporting Initiative 405-2 / 115

Table 23. Reporting according to EU Taxonomy, CapEx, OpEx, eligible activities of eMAG Group in USD / 116

Table 24. Reporting according to the European Union Taxonomy, CapEx, OpEx, eligible activities of the eMAG Group in USD / 116

## Annex 4

# Footnotes

Page	Number	
8	1	<a href="https://about.emag.ro/2022/05/03/emag-simplifica-si-mai-mult-livrea-la-easybox/">https://about.emag.ro/2022/05/03/emag-simplifica-si-mai-mult-livrea-la-easybox/</a>
12	2	Kantar is the world's leading marketing data and analytics company. Kantar has a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets, including Romania. By combining the deep expertise of its people, the data resources and benchmarks and its innovative analytics and technology, Kantar helps their clients to understand people and inspire growth. <a href="http://www.kantar.com">www.kantar.com</a>
12	3	The study was conducted online, in October 2021, on the national population aged between 18-55 years old. Selection of respondents was made using a stratified random sampling procedure. The final sample used for the herein report is 803 respondents, eMAG shoppers within the last 12 months. The statistical margin of error for the analyzed sample is +/-4%, for a level of confidence p=95%
41	4	The easybox information campaign has been rolled out in collaboration with eMAG, Sameday and the Romanian Department for Sustainable Development in 5 large Romanian cities.
55	5	“Beating is broken from heaven” Equivalent translation to english expression “spare the rod, spoil the child”
60	6	<a href="https://www.zf.ro/special/zf-most-valuable-tech-start-ups-ro-mania-2022-cele-valoroase-start-up-21008912">https://www.zf.ro/special/zf-most-valuable-tech-start-ups-ro-mania-2022-cele-valoroase-start-up-21008912</a>
63	7	<a href="https://www.upcyclerslab.com/blogs/upcyclers-lab-blog/what-a-smartphone-is-made-of-by-kim-preshoff">https://www.upcyclerslab.com/blogs/upcyclers-lab-blog/what-a-smartphone-is-made-of-by-kim-preshoff</a>
63	8	Cordella, M, Alfieri, F, Sanfelix, J. Reducing the carbon footprint of ICT products through material efficiency strategies: A life cycle analysis of smartphones. J Ind Ecol. 2021; 25: 448 - 464. - <a href="https://onlinelibrary.wiley.com/doi/10.1111/jiec.13119">https://onlinelibrary.wiley.com/doi/10.1111/jiec.13119</a>

## Annex 4

# Footnotes

Page	Number	
64	9	Assuming an average life cycle of 2 years.
78	10	Is E-Commerce good for Europe? Oliver Wyman, 2021. is-ecommerce-good-for-europe.pdf (oliverwyman.com)
78	11	number of easybox lockers as of 31 December 2022; the network expands on a weekly basis.

## Annex 5

# Terms and abbreviations

### Abbreviations list

<b>BREEAM</b>	Building Research Establishment Environmental Assessment Method - an internationally recognized green building certification system
<b>CO<sub>2</sub></b>	Carbon dioxide
<b>CO<sub>2</sub>e</b>	Carbon dioxide equivalent
<b>ESG</b>	Environmental, Social and Governance
<b>GHG</b>	Greenhouse gas
<b>GJ</b>	Gigajoule
<b>GRI</b>	Global Reporting Initiative
<b>HR</b>	Human Resources
<b>KWh</b>	Kilowatt hour
<b>last-mile delivery</b>	Delivery of a parcel from the warehouse to the customer
<b>MJ</b>	Megajoule
<b>MW</b>	Megawatt
<b>MWh</b>	Megawatt hour
<b>OHS</b>	Occupational Health and Safety
<b>SDG</b>	Sustainable Development Goals
<b>t CO<sub>2</sub></b>	Tonnes of carbon dioxide





**EMAG**