

Transa Backpacking AG

SUSTAINABILITY STRATEGY

Sustainability is strategically anchored at Transa and an important part of the company's positioning and differentiation. This is why we've decided to publish our strategic priorities. Our sustainability strategy ensures that we pursue our efforts systematically, transparently communicate our successes and failures, and maintain an open dialogue with our stakeholders and customers.

We've identified various topics where we consider Transa to have the most responsibility in terms of sustainability. These are the following areas:

- **Circular economy:** Transa's responsibility extends beyond the sale of new products. We share responsibility for making our products more durable and better recyclable. We also want to raise our customers' awareness of the future goal of achieving a circular economy.
- **Sustainably manufactured products:** As a retailer, we're responsible for how our range is positioned in terms of sustainability and which products and brands we sell.
- **Climate:** We want to take active action against climate change and do our part, which is why we've set ourselves the target of reducing our emissions by 42% by 2030.
- **Transparent sustainability communication:** We provide our customers with authentic and transparent information about sustainability and communicate relevant projects to them.

In each of these areas, we define specific targets and measures annually, which we continually adapt and develop. We want to be able to transparently show the sustainability issues we're working on and demonstrate our challenges and successes. We're convinced that Transa can pave the way for greater sustainability in the outdoor sector and we're always open to discussing this with people and organisations outside of Transa.

Our goals are based on the Sustainable Development Goals (SDGs) of the United Nations (UN). There are 17 SDGs in total. In line with the objectives of the STS, we focus on four SDGs:



SDG 13 'Climate action': take urgent measures to combat climate change and its effects.



SDG 15 'Life on land': protect, restore and sustainably use terrestrial ecosystems.



SDG 8 'Decent work and economic growth': promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work.



SDG 12 'Responsible consumption and production': ensure sustainable consumption and production patterns and address the need to fundamentally change the way we use resources and generate waste.

CIRCULAR ECONOMY

As a retailer, we are in direct contact with customers, which enables us to play a key role in the circular economy. We actively raise awareness of products' durability through dialogue with customers. Transa's services also go far beyond the sale of new products: we offer specific solutions in the areas of repair, care, rent, second-hand and upcycling. In 2025, we carried out 24,668 repair and care orders.

In January 2025, Transa became an official repair partner of Mammüt Switzerland. This partnership encompasses repairs and exchange through the circular economy. This allows us to share our repair experiences with Mammüt, where they're taken into account in product development.

We've been operating an online second-hand platform since spring 2024, allowing us to make a further contribution to promoting the circular economy. With this service, we give outdoor enthusiasts easy access to second-hand products, creating an attractive alternative to new purchases.

We're also beginning to connect the different circular flows: for example, we repair products from the shop that have defects and then put them up for sale on the second-hand platform.

We set ourselves the following goals for 2025:

- We will strive for growth in the areas of care, repair, rent, second-hand and upcycling. We will also continuously optimise these services. We will use the synergies between the different services even more consciously and efficiently.
- We will actively raise awareness among our customers of product longevity and offer easy access to circular economy services.
- We will start a dialogue with brands about repair and recyclability when procuring new products and use this to derive appropriate criteria.

2025 results:

- The number of repair & care orders increased by 12%. In 2025, the focus was on optimising work processes and professionalisation.
- The number of second-hand products sold increased by 21% in 2025 compared to 2024.
- The number of rented items increased by 40%.
- We had to put our upcycling project on hold in 2025 due to capacity constraints.
- In 2025, we once again conducted and developed various internal dialogue formats and training programmes. This enabled us to prepare our sales consultants for discussions with customers aimed at promoting sustainable consumption.
- In their current form, the brand dialogues have proven to be insufficiently effective and will be reviewed again based on the findings from the brand questionnaire that we intend to introduce in 2026.

In 2026, we want to implement the following:

- We will increase the cost coverage for repair and care to ensure that this service remains available in the long term.
- We will increase revenue from second-hand products by 15%.
- We will increase the visibility of repair and second-hand products.

SUSTAINABLY MANUFACTURED PRODUCTS

Transa does not have its own brands. Therefore, we have no direct influence on the production processes and supply chains for our product range. We are, however, responsible for the brands and products we carry in

our range. All the brands sold by Transa have committed to meeting minimum standards in terms of fair production, environment protection and animal welfare. Specifically, this means that we require manufacturers to comply with the ILO's core labour standards, protect the environment during their production processes and ensure that animals are treated appropriately. You can also find our requirements in our [Code of Conduct](#).

We work closely with purchasing to develop sustainability criteria, so that more sustainably manufactured products (in the areas of environmental responsibility, social responsibility and animal welfare) are found in our range. We also keep track of developments and sustainability innovations on the market. Our aim is not only to meet minimum standards, but to promote and strengthen sustainability best practices for the brands and products in our range.

We set ourselves the following goals for 2025:

- We will further develop our supply chain policy and devise a comprehensive approach to implementing human rights due diligence.
- We will start a brand dialogue on the topics of living wage and transparency.
- We will offer transparency on the sustainability performance of the brands and products in our range.

2025 results:

- As described above, the brand dialogues in their current form have proven to be insufficiently effective. That's why we're planning to introduce a brand questionnaire in 2026 that will serve as a basis for future dialogue formats.
- In addition to the existing information on the commitment of our highest-selling brands in the area of living wages and supply chain transparency, our website now also includes an article on the topic of 'Countries of production of the Transa range'.

In 2026, we want to implement the following:

- In terms of goods sold, we want the volume of sustainably manufactured products to grow by 5%.
- Appropriate sustainability guidelines will be defined for the purchasing process.
- Supply chain risk management will be expanded.

CLIMATE

Since 2024, we have been carrying out carbon footprint analyses, which measure Transa's direct (for example, our premises) and indirect (our product range, among other things) greenhouse gas emissions. The results have shown that around 90% of our CO₂ emissions are generated in the supply chain, i.e. during product manufacturing. Our product range's production is very energy-intensive. In Asia, where the majority of our products are produced, coal is also a widely used energy source. This, too, has a negative impact on our emissions.

Our carbon footprint is assessed annually, helping us to stay on track in reducing our CO₂e emissions.

We set ourselves the following goals for 2025:

- We will define a reduction pathway for our emissions in line with the global net-zero target by 2050 and the SBTi requirements.
- We will start a regular dialogue with our brands and make their commitment to climate protection transparent to the outside world.

2025 results:

- We've defined the measures we want to use to reduce our emissions by 42% by 2030 and have published this reduction pathway on our website.
- Systematic dialogue with our brands on the topic of reducing emissions has not yet started.
- On our website, we've published which of our highest-selling brands have set themselves ambitious and externally validated climate targets.

In 2026, we want to implement the following:

- Gradual incorporation of climate criteria in purchasing processes. To this end, we want to introduce and implement specific material guidelines, such as defining minimum proportions of recycled materials in textiles or using natural fibres.
- We are considering including climate-specific data for our brands in our carbon footprint analysis. This would mean that our brands' emission reductions would be reflected in our carbon footprint analysis in future.

SUSTAINABILITY COMMUNICATION

As a retailer, we are the interface between brands and customers. In bricks-and-mortar retail, we attach great importance to professional and transparent customer advice. We also want to live up to this in terms of sustainability. We are committed to transparency. This means that we provide correct and important information for conscious consumption and the circular economy, and promote product longevity.

External sustainability communication is growing. We also provide information on topics such as living wage and transparency in the supply chain. External communication is just as important for us as internal communication. We maintain regular, lively dialogue with our sustainability ambassadors in sales, work with them to create a sustainability language and compile valuable information for our customers.

We set ourselves the following goals for 2025:

- We will communicate transparently and authentically about sustainability at Transa on our website. This includes, among other things, providing our customers with information about the sustainability of brands and products.

- Sustainability will become increasingly important in sales advice in bricks-and-mortar retail.
- We will prepare for non-financial reporting in accordance with Swiss law.

2025 results:

- Information on the countries in which our product range is manufactured has been added to the sustainability section of our website transa.ch. This also lists organisations and associations that we support financially or with which we collaborate that in turn are committed to sustainability.
- Internal training, dialogue formats and guidelines to ensure that customer advice in our stores is in line with the promotion of sustainable consumption have been refined and expanded.
- As part of the preparation for our non-financial reporting (sustainability reporting), we conducted a double materiality analysis for the first time.

In 2026, we want to implement the following:

- The sustainability section on our website will be expanded further.
- The results of our double materiality analysis will be incorporated into the objectives for the next strategy period.
- The circular economy will be made more visible in our stores.
- The topic of sustainability at Transa will be made more visible on all our communication channels.