

INTERFLORA MYFLOWER GROUP

SUSTAINABILITY REPORT 2025

Our Sustainability **Commitments**

A WORD FROM OUR CEO	3
OUR SUSTAINABILITY COMMITMENTS	5
A WORD FROM OUR HEAD OF SUSTAINABILITY	6
OUR BUSINESS	8
HOW WE WORK WITH SUSTAINABILITY	10
ACHIEVEMENTS AND GOALS	12
THE YEAR OF SUSTAINABILITY 2025	14
OUR CO2 EMISSIONS	16
A MORE SUSTAINABLE WORKPLACE	18
COMMUNITY ENGAGEMENT	20
SUSTAINABILITY AREAS IN THE VALUE CHAIN	22
SUSTAINABILITY RISKS	24
Environment	25
Social Responsibility	26
Human Rights	27
Anti-corruption	28
Employees	29

Cover photo: Anne-Sophie Benoit



Strengthening Our **Sustainability Work**

At Interflora MyFlower Group, we understand that sustainability is closely linked to the long-term resilience of our business, the trust of our customers, and the strength of the florist network and supply chain on which we rely. As a flower gifting company operating across multiple European markets, we recognise that our environmental and social footprint extends well beyond our own offices and facilities. It includes cultivation, sourcing, transport, packaging, working conditions and the choices made throughout a fragmented value chain.

During 2025, we continued to strengthen the structure of our sustainability roadmap and have implemented its first milestones. We further developed our carbon accounting, refined the way we assess the footprint of different flower varieties, and continued to integrate sustainability considerations into bouquet design, sourcing dialogue and operational decision-making. We also advanced work on responsible sourcing, chemical use and employee engagement. At the same time, we remain transparent about the limitations of our influence and traceability which is improving, particularly in those parts of the value chain managed by independent actors.

This report describes our priorities, governance, progress and challenges during the year. It reflects our ambition to continue reducing our impact, strengthen responsible business practices and support a more sustainable development of the floral gifting sector. We do not consider this work complete. It is an ongoing process that requires discipline, transparency and collaboration across markets and across the value chain.

ERIC LEDROUX, CEO



Photo: Anne-Sophie Benoit

Our Sustainability **Commitments**

Interflora MyFlower Group's sustainability work is guided by a long-term ambition to reduce its environmental impact, strengthen responsible sourcing and promote a sustainable culture internally and externally. Our commitments are:

- Design and promote bouquets, plants and gifts with lower environmental impact.
- Co-build a more sustainable future with our florist network.
- Promote a sustainable culture internally and externally.

Some of our Ongoing Initiatives

COMBATING CLIMATE CHANGE

We work with experts to calculate our carbon inventory in accordance with the GHG Protocol and use this work to support our contribution to the objectives of the Paris Agreement. We estimate the carbon footprint of different flower varieties and the bouquets. This way we can support the design of new bouquets with lower estimated impact.

REDUCING THE USE OF HAZARDOUS SUBSTANCES

We want to contribute to a reduction in the use of harmful chemicals. By performing pesticide tests on our top-selling flowers from our French box business we can engage in conversation with the producers to reduce the use of harmful and banned substances.

SEASONAL FLOWERS

When designing bouquets, we seek to promote flowers that are seasonal. This could be anemones and ranunculi from Italy in spring, peonies from France in late spring, alchemilla in summer and sunflowers in early autumn.

RESPONSIBLE SOURCING AND TRACEABILITY

We want to improve transparency and traceability in our own operations and across the value chain. Suppliers working directly with Interflora MyFlower Group are expected to comply with our Code of Conduct. We also aim to support affiliated stores in responsible sourcing and more sustainable store operations.

‘Significant development **within the industry’**



What is Interflora MyFlower Group doing to reduce its environmental impact?

In Sweden, we work with growers that are actively transitioning away from fossil-based energy and reducing the use of hazardous pesticides. Through our own production facility in France, we source mainly from growers certified within the FSI basket of standards or from growers located in the south of France. We use seasonal flowers in our bouquets where possible and encourage affiliated florists to source flowers and plants certified within the FSI basket of standards.

How is the sector taking steps forward?

There is significant development within the industry, particularly in relation to carbon reduction. In the Netherlands, for example, growers are investing in alternatives to fossil-based heating in greenhouses. The use of LED lighting has helped reduce energy consumption, while lighting conditions can also be adapted to support the growth process.

What are you most proud of in 2025?

We estimate that we reduced the carbon footprint of flowers sold by 11% compared with 2023. This reflects both changes in the flower mix and developments in the industry. We have also initiated a few longer-term projects that will continue through 2026 and beyond.

What are the most important sustainability priorities going forward?

Our long-term ambition is to reduce our carbon footprint substantially by 2050. We will also continue our work to reduce chemical use in cultivation and strengthen sustainability work with the florist network, which is responsible for a large share of flower and plant sourcing.

What are the main challenges?

Because we do not own the florist network, and because the supply chain includes many distributors and wholesalers, it remains difficult to achieve full visibility across the value chain.



Photo: Jennifer Borge

Our **Business**



Interflora MyFlower Group runs Interflora's operations in nine European countries. The main markets are France, Sweden, Denmark, Spain and Italy, where we collaborate to share knowledge and continuously improve our operations.

Headquartered in Lyon, France, Interflora MyFlower Group delivers more than 4 million gifts each year through a network of over 6,000 independent florists.

Through this network-based model, we are connected to our value chain and have the opportunity to support more sustainable practices across sourcing, production and delivery. 25% of the business in France is managed through a wholly owned unit where bouquets and other gifts are sent by postal service

BUSINESS MODEL

Interflora MyFlower Group operates a digital gifting service under the licensed global Interflora brand, selling floral and gifting products online.

Interflora MyFlower Group does not own any stores but operates a shared commercial platform across markets. Orders are fulfilled by a network of independent local florists, who create the products and manage the final stage of delivery to the end customer. This model enables same-day delivery, often within a few hours of ordering.

The independent florists are compensated per order for producing and delivering the products. They source flowers from both local and international suppliers, while certain related products - such as packaging, greeting cards and complementary gifts - may be provided through Interflora's selected suppliers.

THE FLORISTS WHO DELIVER OUR PRODUCTS

Florists source flowers and related products either through locally negotiated purchasing channels, where available, or through their own sourcing channels. They purchase and own their stock themselves.

This is a dynamic business model that has existed for decades in several MyFlower Group markets. It also creates challenges, particularly in relation to traceability at product level. While Interflora MyFlower Group defines the online range, it cannot yet secure full traceability for the share of sourcing managed by the florist network.

INTERNATIONAL COOPERATION

Fleurop Interflora Global Flower Services (GFS)

Interflora MyFlower Group is part of Fleurop Interflora Global Flower Services (GFS), Interflora's global brand owner and organisation. Through GFS, the Group collaborates with other Interflora markets, including on sustainability topics.

Four Areas of Activity in Our Work

- Reducing the environmental impact of our own operations.
- Promoting responsible sourcing by developing an online flower catalogue with lower impact and supporting affiliated stores in making more informed purchasing decisions.
- Actively working to reduce waste.
- Being transparent and sharing targets, activities and experience.



Photo: Anne-Sophie Benoit

How We Work **with Sustainability**

MANAGEMENT AND GOVERNANCE ON SUSTAINABILITY

The overall responsibility for sustainability lies with the Board of Directors and the Group Executive Committee. Operational sustainability work is led by the Head of Sustainability. In addition, employees are expected to contribute within their respective areas of responsibility, based on the Group's plan and targets.

Within Fleurop Interflora Global Flower Services, the CEO of Interflora MyFlower Group, the Managing Director of Southern Europe and the Head of Sustainability are members of the GFS board, where international sustainability work is discussed. In addition, a global sustainability group with representatives from several countries meets annually.

Policy Documents Supporting the Sustainability Framework

- The international GFS framework,
- The MyFlower Group Sustainability Strategy 2025-2030,
- The Responsible Sourcing Policy
- The Supplier and Partner Code of Conduct
- The Code of Ethics
- The Group's corporate values and the whistleblower function.

ECOVADIS RATING FOR MYFLOWER GROUP

In 2024, MyFlower Group was awarded the EcoVadis Gold medal, placing the company among the top 5% of performers in sustainability within the category of mid-sized e-commerce companies. EcoVadis assesses governance practices, including policies, processes, awareness, monitoring and continuous improvement across environment, labour and human rights, ethics and sustainable procurement. This result refers to 2024.



DOUBLE MATERIALITY ASSESSMENT

In 2023 and 2024, we conducted a double materiality assessment to better understand sustainability topics from the perspective of internal and external stakeholders, as well as the related risks and opportunities for the Group. A total of 32 topics were assessed based on financial materiality and impact materiality. The results formed the basis of our sustainability strategy and commitment framework for 2025-2030.

Climate change mitigation and adaptation were identified as highly material topics, together with energy use, biodiversity, working conditions and value-chain related social topics.

RISK ANALYSIS

Interflora MyFlower Group works to identify business risks in planning, implementation and decision-making. Sustainability risk analysis includes environmental impact, social responsibility, employees, human rights and anti-corruption. Since 2023, the Group has been conducting sustainability assessments at selected supplier level.

SUSTAINABILITY STRATEGY AND COMMITMENTS

Interflora MyFlower Group works with a long-term ambition to achieve net zero by 2050, in line with the Paris Agreement. To support direction and prioritisation, the Group works according to a five-year sustainability plan. In 2024, implementation of the updated 2025-2030 plan began. Our commitments are:

- Design and promote bouquets, plants and gifts with lower environmental impact, including by taking carbon footprint into account in bouquet design and by contributing to the reduction of harmful substances in flower and plant cultivation.
- Co-build a more sustainable future with the florist network by increasing awareness of sustainability topics in floriculture and by working jointly to identify practical solutions.
- Promote a sustainable culture internally and externally through cross-cultural activities, employee surveys, increased transparency and support for charitable initiatives.

Achievements **and Goals**

2023

Hiring a Group Head of Sustainability.

Performing a Double Materiality Assessment.

2024

Sustainability Strategy and Commitment pyramid in place.

Our first full 2023 CO2 emission inventory acc. to GHG protocol.

EcoVadis Gold rating.

2025

Identifying the main decarbonisation levers and starting our decarbonisation actions.

Pesticide testing of top flowers with selected growers.

2026

Based on the 2025 CO2 emission inventory we are designing a quantified and actionable decarbonisation plan 2023 – 2033.

Increase the share of FSI certified flowers where we influence the supply chain.

2030 GOALS

Reduce our CO2 footprint in Scope 3 by 10%.

Have 95% of the flowers from FSI compliant growers, where we influence the supply chain.



Photo: Anne-Sophie Benoit

The Year of Sustainability 2025

- We reduced our Scope 1 and Scope 2 carbon footprint by 34% compared with 2024.
- We estimate that the carbon footprint of flowers was reduced by 11% compared with 2023, partly due to efficiencies in Dutch greenhouses and changes in the flower mix. Despite more efficient air transport, upstream transportation emissions increased, but the overall result was still a reduction.
- We reduced energy consumption in our offices by 11% compared with 2024 by moving to more energy-efficient premises and increasing the share of renewable electricity in office operations.
- We reduced plastic packaging by 17% and water usage by 35% in box deliveries in France compared to 2024, partly by removing the water container from a selection of rose bouquets.
- We conducted our first group-wide employee satisfaction survey.
- Together with customers and employees, we raised almost EUR 300,000 for charities.
- 71% of the flowers sourced for our production facility in France came from growers with certifications within the FSI basket of standards.
- In our French production facility, sourcing from French growers increased from 7.5% in 2024 to 11% in 2025.



Our Co_2 **Emissions**

In 2023, we began measuring our carbon emissions using the Greenhouse Gas Protocol methodology. The model is applied across the value chain.

SCOPE 1 — emissions from vehicles and heating in our own operations.

SCOPE 2 — electricity and heating consumption in offices and warehouses.

SCOPE 3 — emissions linked to other activities in the value chain, such as cultivation and transport from growers, transport from store to consumer, other gifting products, packaging, business travel and employee commuting.

In 2025, Scope 1 and Scope 2 accounted for 0.2% of the total carbon footprint. Scope 3 accounted for 99.8%. Of this, about 64% is estimated to come from flower cultivation and transportation from growers to florist shops.

Our 2025 carbon inventory is estimated to be 2% lower than in 2023. Some categories decreased while others increased. The main drivers of the reduction are changes in the bouquet flower mix, transformation of the energy grid in the Netherlands, more efficient greenhouse management and airfreight efficiencies.

HOW DO WE REDUCE THE CO2 FOOTPRINT FROM OUR FLOWERS?

Flower cultivation requires heat and light to varying degrees depending on flower type and geography. Flowers grown in greenhouses and transported through the supply chain require energy and generate emissions.

We work with a carbon calculation expert to estimate the carbon footprint of a large number of flowers based on heating and lighting requirements during cultivation, average yield, assumed country of origin and means of transportation.

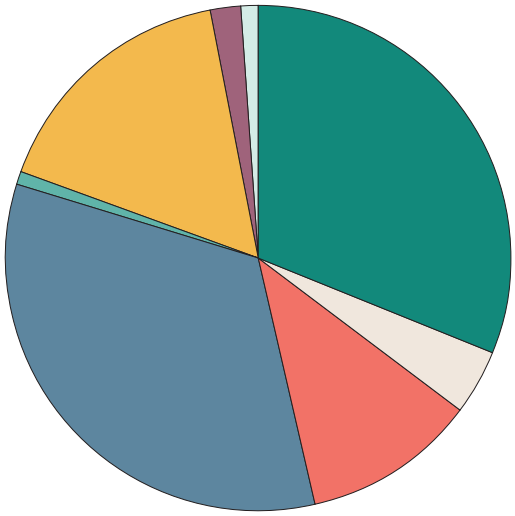
We know that some flowers, such as tulips, chrysanthemums and carnations, generally require less heat and light to develop than roses and lisianthus. Energy sources also vary by cultivation country.

In 2025 we started calculating the estimated CO2 footprint of every bouquet we design, by the end of 2026 we should have a complete inventory. This supports bouquet design choices aimed at lower impact and is one of the ways we seek to reduce the Scope 3 emissions.

GHG PROTOCOL	2023	2024	2025	CHANGE 2024 - 2025
SCOPE 1 (CAR AND NATURAL GAS COMBUSTION)	35,659	38,223	31,680	-17%
SCOPE 2 (ENERGY & ELECTRICITY)	55,186	58,970	32,906	-44%
TOTAL SCOPE 1 & 2	90,845	97,193	64,587	-34%
TOTAL SCOPE 1 & 2 TONNES CO_2E	91	97	65	-34%

The Scope 1 calculations are based on actual consumption and location-based conversion factors. For Scope 2, heating is estimated based on office size. Variance in Scope 1 mainly reflects improved data accuracy and the transfer to electric vehicles. The reduction in Scope 2 between 2024 and 2025 is mainly explained by reduced office space in Denmark and Spain together with improved data accuracy.

SCOPE 3 VISUALIZATION



- 31%: Purchased goods and services - flowers and plants for resale
- 4%: Purchased goods and services - add-ons for resale
- 11%: Purchased goods and services - internal use
- 33%: Upstream transportation and distribution
- 1%: Business travel
- 16%: Downstream transportation and distribution
- 2%: Processing of sold products
- 1%: End-of-life treatment of sold products
- 0%: Employee commuting
- 0%: Other

A More Sustainable **Workplace**

People are central to the Group's development. Interflora MyFlower Group recognises that employees are key to the transition toward a more sustainable business and has therefore chosen to invest in employee health, wellbeing and engagement.

In 2022, hybrid office arrangements were introduced. While details vary by market, a general model of approximately 60% office-based work and 40% home-based work is applied. The purpose is to support work-life balance and reduce commuting-related emissions.

Across the Group, each country complies with local social regulations, including union representation, workers' councils and collective bargaining arrangements where applicable. These systems are adapted to local legal and cultural conditions and support constructive social dialogue.

KPI	2023	2024	2025
NUMBER OF FULL-TIME EQUIVALENTS (FTE) AT YEAR END	282,91	285	263
% PERMANENT CONTRACTS	96%	94%	97%
STAFF TURNOVER %	12%	8%	11,6%
% WOMEN IN COMPANY	65%	64%	65%
% WOMEN ON C-LEVEL	50%	50%	50%
EMPLOYEE SATISFACTION*	NA	NA	6/10

PEOPLE KPIS

* Employee satisfaction refers to the question "Can you recommend your workplace?"

The decrease in FTE reflects the Group's strategic transformation towards a more integrated and consolidated European organisation. Employee turnover remains at a managed level, while the high share of permanent contracts reflects a commitment to stable employment. Gender diversity is well represented across the workforce, and gender balance at senior management level remained at 50%. The deployment of a group-wide employee survey strengthens the Group's ability to monitor and improve engagement over time.



Photo: Anne-Sophie Benoit

Working at Interflora MyFlower Group

OUR WAY OF WORKING IS GUIDED BY SHARED VALUES

We aim to maintain a working environment where collaboration, agility and commitment support day-to-day execution. Teams based in Lyon, Copenhagen, Madrid, Rome, Milan, Stockholm and Orléans share common values intended to support consistent direction across the Group.

CULTIVATING TALENT AND NURTURING AMBITIONS

We are committed to supporting employees' professional development across their journey within the Group. All employees have the opportunity to discuss career development and are reviewed twice a year. Objectives are set in collaboration with managers and aligned with corporate objectives. A group-wide satisfaction survey has been conducted annually since 2025.

SELECTED EMPLOYEE BENEFITS

- Hybrid work (combination of on-site work and home office) in all office locations.
- Subsidised meal benefits in Denmark, Italy and Spain.
- Public transportation reimbursement in Spain and France, with reimbursement of up to 60% of the cost of public transport pass.
- Health and wellbeing allowance in Sweden.

Community **Engagement**

Interflora MyFlower Group supports a number of social initiatives involving employees and customers.

In France, Interflora partnered with Keep a Breast Europe during Pink October. Five per cent of every order from the Pink October bouquet selection was donated, reaching a total of EUR 5,000. Through Microdon, employees can donate part of their salary each month and Interflora matches the contribution. In 2025, a total of EUR 3,120 was donated to Oceanoplastic and the Women's Foundation. Interflora also participated in the charity event La Scintillante, with 25 employees taking part and an additional donation of EUR 1,000.

In Sweden, Interflora is a main partner of Médecins Sans Frontières and has worked with the Swedish Cancer Society since 2018. Since 2022, Interflora has also worked with Majblomman. In 2025, about EUR 258,000 was raised for these organisations.

In Spain and Italy, the company collaborated with AECC and AIRC respectively through the Pink October campaign. The 2025 mechanism was EUR 1 donated per product sold from the Pink October collection during October, capped at EUR 5,000 per country, which was reached in both markets.

In Denmark just over EUR 20,000 was raised for the Danish Breast Cancer Foundation through the same campaign.



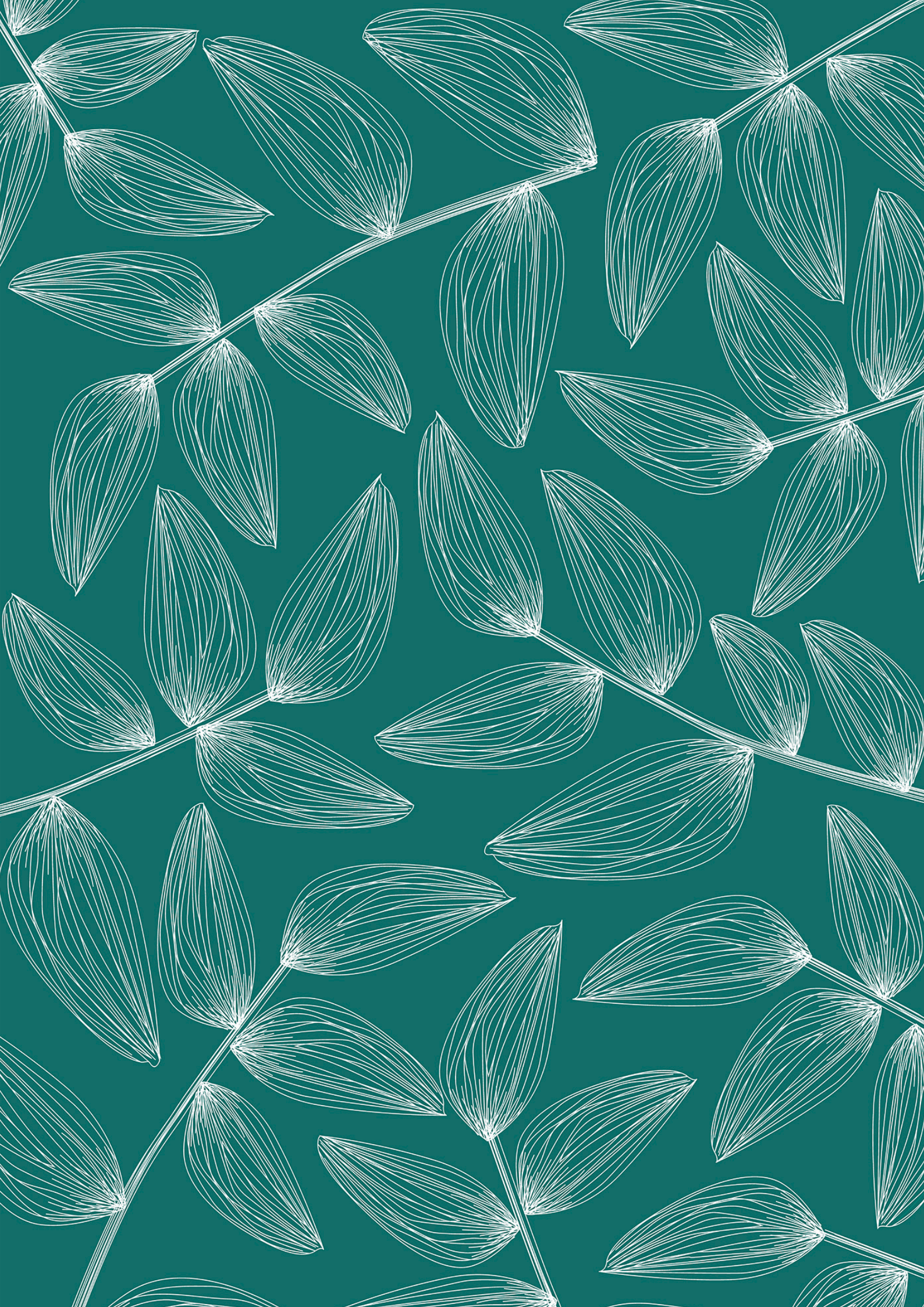


Photo: Anne-Sophie Benoit

Sustainability Areas **in the Value Chain**

The Group's business model means that sustainability topics arise across multiple stages of the value chain. The sections below describe the main roles and the sustainability topics most closely associated with each stage.

VALUE CHAIN STAGE	ROLE IN THE VALUE CHAIN	SUSTAINABILITY INFLUENCE
Interflora	Owner of the licence for the Interflora brand in the French, Swedish, Danish, Spanish, Italian and Portuguese markets, and owner of the e-commerce platform.	• We influence through product range and assortment decisions. • Environmental topics in own operations, including energy and waste management. • Social topics relating to employees, health, wellbeing, diversity and inclusion. • Governance topics, including policy tools, training and information towards some parts of the value chain
Direct Suppliers	Suppliers providing services related to the business and platform, including insurance, technology infrastructure, data storage, marketing, acquisition and customer care services.	• Environmental topics linked to energy-consuming services • Social and governance topics such as data privacy and GDPR compliance. • Application of the MyFlower Group Supplier and Partner Code of Conduct.
Growers and Manufacturers	A large number of flower and plant growers from Europe, East Africa and South America, as well as manufacturers of packaging, pots and vases.	• Environmental topics including energy use in greenhouses and factories, transport, chemical use and water efficiency. • Social topics including working conditions, human rights and anti-corruption. • Operational topics such as waste management.
Flower and Plant Distributors and Wholesalers	Importers and distributors offering flowers to affiliated florists. They may source directly from growers, from importers or through the Dutch auction system. In most markets, florists select the distributor or wholesaler that best meets their needs. Interflora MyFlower Group has limited influence over this part of the supply chain. For the French production facility, the Group has direct partnerships with distributors, representing approximately 20% of volume in France. In Sweden, a third-party agreement with a distributor serving around 50% of florists provides some influence over grower selection from a sustainability perspective.	• Environmental topics including warehouse energy use, transport fill rates, fuels, transport packaging and waste management. • Social topics including working conditions, human rights and anti-corruption. • Governance topics including claims and follow-up relating to growers and subcontractors.
Affiliated Shops	More than 6,000 affiliated shops producing bouquets and handling delivery to the recipient. These are independent businesses.	• Environmental topics including energy use in store operations, last-mile delivery, purchase of certified flowers and plants, responsible sourcing of add-on products and waste management. • Social topics including working conditions in retail operations.
Customer	Buyer and receiver of products.	• Customer guidance to support more informed purchasing decisions. • Product care guidance intended to support longer vase life and plant longevity. • Information on packaging recycling and general awareness.
After Market	End-of-life management of products, including reuse, waste management and recycling.	• Composting of plants and flowers. • Reuse of flowers where relevant. • Recycling of packaging materials.



Sustainability **Risks**

This section is intended to provide transparency on key sustainability topics by describing selected risks across five areas: environment, social responsibility, human rights, anti-corruption and own workforce.

ENVIRONMENT

DEFINITION

Our impact on air, water, soil, ecosystems, biodiversity and climate across the value chain.

RISKS

The main environmental risks arise at cultivation stage through greenhouse energy use and in transport from cultivation to florist shop through carbon emissions. Another important factor is pesticide use, which may affect biodiversity and groundwater. Water availability is also material, as many flower varieties require significant volumes of water during cultivation.

There is also a trade-off between cultivation with fewer inputs and more energy use in Europe, and cultivation near the equator with natural heat and light but air transport to preserve freshness. Transport from store to customer also contributes to emissions. This area is difficult to calculate precisely, but we estimate it represents around 10% of total carbon emissions. Biodiversity impacts linked to pesticide use are relevant, although we do not yet have tools to measure changes in biodiversity directly.

RISKS FOR INTERFLORA

Based on 2023 calculations, around 75% of value-chain emissions were linked to flower cultivation and transport from grower to store. These topics are therefore central to the Group's environmental risk profile.

GOVERNANCE

Certifications such as MPS and GLOBALG.A.P. are used as tools to support reductions in harmful chemical use. The GHG Protocol is used to calculate the carbon footprint of operations. The Supplier and Partner Code of Conduct and the Florist Sustainability Manual support work with the value chain. Sustainability assessments are conducted for key suppliers and, where identifiable, key growers used by the main distributor.

ACTIVITIES

In our own operations, we are transferring electricity contracts towards renewable energy sources, switching to electric cars where company cars are used, and measuring emissions using the GHG Protocol methodology on a biennially basis. In cooperation with the main distributor in Sweden and for the box business in France, we work to increase the share of flowers certified within the FSI 2030 basket of standards, identify growers that are reducing environmental impact and support higher transport fill rates. In assortment work, we seek to use seasonal flowers and varieties with longer vase life, and where relevant, locally grown flowers.

Through GFS, we participate in FSI 2030 and continue testing flowers to understand chemical use in cultivation.

OUTCOME

We are gradually increasing our knowledge of the value chain in a fragmented industry. Our carbon calculations have improved over time, and we estimate that Scope 1 and 2 emissions in our own operations were reduced by 29% between 2023 and 2025. Employee and florist engagement on sustainability topics is also increasing.

SOCIAL RESPONSIBILITY

DEFINITION

Promoting fair labour conditions, supporting communities and ethical business principles in order to contribute to sustainable and inclusive development, including in relation to affiliated shops and throughout the value chain.

KEY RISKS

Outside our own operations, the main risks are in retail and the supply chain. In retail, long working hours, repetitive strain injuries, allergies and sensitivity related to flower handling may be relevant risks. The sector also faces difficulties in recruiting trained florists. In the supply chain, multiple intermediaries and limited transparency increase risk exposure. Peaks and troughs in cultivation and distribution may also increase the use of temporary labour, leading to less stable employment conditions.

GOVERNANCE

Governance tools include the Florist Manual for Sustainability, internal tools and training for affiliated shops, the Code of Conduct for affiliated shops in Sweden, the Supplier and Partner Code of Conduct across all countries, and sustainability assessments of key suppliers and selected growers in cooperation with the main distributor in Sweden and for the box business in France.

ACTIVITIES

We are starting to offer activities, courses and workshops for affiliated shops to support a better and more sustainable workplace. In Sweden and Denmark, some affiliated shops have unmanned opening hours supported by digital safety solutions. We visit growers where possible to discuss sustainability and labour issues. In Sweden, we also work to connect affiliated stores with local wildflower growers.

OUTCOME

The supplier assessment process gives us a clearer view of certifications and governance frameworks among larger suppliers. Smaller operators and growers more often lack formal frameworks, which remains an area for continued dialogue and improvement.

HUMAN RIGHTS

DEFINITION

Respecting the principle that all people are born free and equal in dignity and rights throughout the value chain.

KEY RISKS

The main human rights risks are considered to be in the supply chain, especially in countries assessed as higher risk. Apart from the Atelier business, Interflora MyFlower Group does not purchase flowers directly and cannot control store-level purchases.

The number of intermediaries makes this area difficult to monitor and influence fully.

GOVERNANCE

Our Code of Conduct, based on the ILO core conventions, is the primary tool used in relation to suppliers and growers.

Most suppliers have committed to comply. In Sweden, Interflora works with a preferred flower and plant supplier and encourages affiliated stores to prioritise this purchasing channel.

Sustainability assessments are used to better understand how major suppliers and growers work with ethics and equal treatment. Internally, we also work with an equality plan.

ACTIVITIES

Follow-up of the Code of Conduct takes place through dialogue with suppliers, who in turn work with subcontractors. Farm visits are conducted when possible, mainly in the Netherlands.

In Sweden, work has started to steer purchases by affiliated stores towards selected growers that are considered more advanced on environmental and working-condition topics.

OUTCOME

Sustainability assessments indicate that most major suppliers work with human rights topics internally and in the value chain, particularly where direct commercial agreements exist.

Smaller operators and growers often have less developed frameworks and therefore require further engagement. There are no clear measurable outcomes at this stage, but the issue remains part of our ongoing supplier dialogue.

ANTI-CORRUPTION

DEFINITION

Working against corruption and fraud throughout the value chain.

KEY RISKS

The risk of corruption and fraud exists across the value chain and is difficult to assess fully because of the number of links between Interflora and growers. Corruption can undermine decision-making, pricing, product quality and fair compensation. There is also a risk within our own organisation, which could affect business integrity.

GOVERNANCE

The Supplier and Partner Code of Conduct has been in place for five years. A whistleblower function is available for reporting misconduct, including anonymously. The internal Code of Ethics also addresses anti-corruption and fraud.

ACTIVITIES

The topic is included in supplier assessments, where most suppliers state that they work actively against corruption and fraud, although documentation often remains limited.

OUTCOME

Supplier assessments indicate a gap between stated ambition and documented governance in this area. Larger suppliers generally have formal codes of conduct, while smaller actors and growers often cannot demonstrate equivalent governance tools. Further work is needed to understand industry mechanisms and strengthen follow-up.

EMPLOYEES

DEFINITION

Health, safety and the working environment within our own organisation.

KEY RISKS

Internal risks include perceived stress, high workloads, sedentary work and screen-related strain. A period of efficiency measures and reorganisations has also contributed to stress and uncertainty, which may affect satisfaction and turnover.

GOVERNANCE

The employee handbook and intranet describe policies, agreements and benefits. The internal Code of Ethics applies to all employees. A group-wide satisfaction survey was launched in 2025. Annual objective setting and mid-term reviews have been in place since 2024.

ACTIVITIES

Activities vary by country. In France, a workers' council meets with HR and the CEO every two months. In Sweden, a union club meets management regularly. Cross-cultural workshops have been carried out to support collaboration across the European organisation. A Health Week with lectures and activities was organised to promote healthy lifestyles. The employee survey was followed by team discussions and information sessions from the Executive Committee and key contributors. Additional activities include wellness offerings, annual health checks in Sweden, subsidised lunches in some countries and hybrid work arrangements.

OUTCOME

These activities support dialogue, wellbeing and engagement, although the employee survey also highlighted areas for improvement that will need continued follow-up.