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Valid from: 15/07/2025

1. Background

The Sustainable Development Goals (SDGs) are 17 global goals for sustainable development that were adopted by the United Nations in 2015. They form a roadmap for a sustainable future - environmentally, socially and economically. The goals are aimed at governments, companies and civil society worldwide. They aim to combat poverty, protect the planet and promote prosperity for all - with a time horizon of 2030.

As a company, we bear responsibility for the impact of our actions. The SDGs provide us with a clear orientation framework to harmonize our business activities with global sustainability goals.

1.1. Why we are committed

Sustainability is not a trend - it is a need for long-term economic success and social acceptance. The expectations of employees, customers, partners and society for responsible behavior are constantly increasing.

By specifically committing to four SDGs, we are creating clarity, priorities and orientation for our organization. This commitment is an expression of our values-based corporate culture and our strategic ambition to actively shape positive changes.

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2. Our voluntary commitment to selected SDGs

After careful consideration, we have decided to focus our commitment on the following four goals. These are closely linked to our core business and our ability to achieve measurable impact.

SDG 8 – Decent work and economic growth



Background:

SDG 8 calls for inclusive, sustainable economic growth as well as full and productive employment and decent work for all. It is about fair wages, safe working conditions and the promotion of entrepreneurship and innovation.

Our contribution:

We promote a fair, inclusive and respectful working culture. We actively promote equal opportunities for all employees, create development prospects and invest in training and further education. We check our supply chain for humane working conditions and take measures to minimize risks. Our Code of Conduct and the Code of Conduct for Suppliers are important tools that support us in implementing these measures.

SDG 9 – Industry, Innovation and Infrastructure



Background:

This objective aims to build a resilient infrastructure, promote sustainable industrialization and support innovation. Technology and digitalization play a central role in a sustainable economy.

Our contribution:

We focus on sustainable innovation in our products, processes and business models. The topics of innovation and infrastructure play a direct role in the pillars of our sustainability strategy. With our business model, we offer technologies for more access to information and actively drive digital transformation.

SDG 12 – Responsible consumption and production



Background:

SDG 12 calls for sustainable consumption and production patterns. The aim is to use resources efficiently, avoid waste and take responsibility along the entire value chain.

Our contribution:

We calculate our ecological footprint annually and continuously improve our processes to reduce energy, materials and emissions. Our growing repair and refurbished business at mobilezone reload and our jusit brand confirm that there is more demand for refurbished devices and that the topic is becoming more of a focus for our customers. This is where we want to start and further expand our environmental management in this business area.

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SDG 17 – Partnerships for the goals



Background:

Global challenges can only be solved together. SDG 17 calls for strong partnerships between companies, governments, NGOs and civil society to implement the SDGs.

Our contribution:

We actively seek collaboration with partners who share our values. We strengthen our commitment to sustainability through knowledge sharing, joint projects and cross-sector initiatives. Internally, we promote cross-functional working and dialogue between departments to maximize our impact.

3. Anchoring and implementation

This commitment is backed by the Executive Board and supported by all managers in its implementation. The aim is to anchor the SDGs as a strategic framework in our day-to-day business and to regularly review and further develop specific measures. We will provide transparent information on our progress regarding the four prioritized SDGs in our annual sustainability report.