wepa | Together for a better life

WEPA SUSTAINABILITY REPORT 2024

SHORT EDITION

ABOUT WEPA

The WEPA Group

We are a future-oriented European family business specialising in the production and distribution of sustainable hygiene paper. We offer innovative hygiene solutions that provide a secure hygienic feeling and contribute daily to the well-being of millions of people throughout Europe. Sustainability is at the centre of our corporate strategy. On this basis, we continuously develop ourselves and our portfolio with the ambition of being number one in sustainability in our industry. We are among the three largest European manufacturers and the expert in the production of hygiene paper from recycled fibre.

25%

market share in Germany,
8% in Europe

100%
family business

Locations

5 x in Germany, 3 x in France,
2 x in Italy, 2 x in Great Britain,
1 x in Poland and 1 x in the Netherlands

Values

Since the founding of the company, family shareholders, executive managers and all employees have identified equally with our core values.
Respect | Sustainability | Commitment

Management Board

Martin Krengel (CEO),
Harm Bergmann-Kramer,
Ralph Dihlmann,
Andreas Krengel

Supervisory Board

Dr. Hans-Joachim Körber (Chairman),
Thomas Ingelfinger,
Dr. Dominik von Au

Sustainability Stakeholder Advisory Council

Dr. Inna Amesheva,
Stefanie Hauer,
Jakob Berndt,
Lubomila Jordanova

Technical Equipment

22 paper machines and more than 80 converting machines for rolled and folded hygiene paper

Products:

Toilet paper, kitchen towels, handkerchiefs, facial tissues, towel paper, napkins, centerfeed rolls, de-inked pulp, cleaning rolls, medical paper rolls, dispensers, soaps, toilet seat cleaners, sanitisers and air fresheners

> 4,300 employees

EVERY DAY FOR EVERYONE EVERYWHERE

Everyone uses hygiene paper products. From daily hygiene essentials to the napkin at mealtime and hygiene in public washrooms: WEPA serves this market with own brands tailored to specific applications, produces for private labels and develops comprehensive hygiene solutions for large-scale users and public facilities.

WEPA CONSUMER

Sustainable hygiene for everyday life. From supermarket shelves to bathroom cabinets: our products reach millions of households across Europe. In the WEPA Business Unit Consumer, we have built on over 75 years of experience to deliver best-in-class products and services to our European retailers, e-commerce partners and consumers. As Europe's leading private label specialist and first partner of choice for our customers, WEPA has been producing sustainable and innovative hygiene paper for the European food retail industry for decades. Our commitment to sustainability and innovation is also reflected in our brands – such as mach m!t, Comprami, Perla and Scala.

WEPA PROFESSIONAL

Trusted hygiene for the spaces we share. In offices, healthcare facilities and public spaces: hygiene plays a crucial role wherever people meet. As a specialist for high-quality, sustainable hygiene solutions in the commercial and public sector, WEPA Professional offers a wide range of fully comprehensive washroom concepts, sustainable hygiene papers, soaps and sanitisers, air fresheners, toilet seat cleaners and dispenser solutions with its brands Satino by WEPA and BlackSatino. In addition, we also produce hygiene papers for our specialist wholesalers' own brands.

WEPA CIRCULAR SOLUTIONS

Innovative circular solutions for ecological and economic resilience. We act today to ensure hygiene remains sustainable tomorrow. In the WEPA Business Unit Circular Solutions we expand our activities around our own value chain to make products, processes and business models more circular and ready for the future. This includes repurposing materials from our production process, exploring digital-based solutions, and investing in circular technologies through WEPA Ventures. In doing so, we create innovative growth opportunities that complement our core business and contribute clear ecological and social value.

RESPONSIBILITY IN EVERY FIBRE – DRIVING SUSTAINABLE HYGIENE FORWARD

WEPA'S SUSTAINABILITY APPROACH AND ACTIONS

HYGIENE AND RESOURCE USE – A GROWING, SOCIETAL CHALLENGE

At WEPA, our long-term, value-driven foundation shapes everything we do. As a family business, we think in generations – striving not only for business success, but for lasting societal impact. This mindset helps us to provide sustainable hygiene paper solutions to millions.

Hygiene paper ensures public health and well-being – but its production requires large amounts of resources, often for single use. Balancing its social benefits with environmental impact is a shared challenge – one WEPA is committed to address.

FRESH FIBRES – RENEWABLE, BUT NOT WITHOUT LIMITS

Each year, 100 million tons of hygiene paper are produced globally, 80% from wood-based fresh fibres. This requires 200 million tons of wood, affecting 30 million hectares, an area the size of Germany – for products usually discarded after one use.

Fresh fibres are renewable, but not without impact. Trees take decades to grow and need vast land areas. Although WEPA uses 100% FSC (FSC-C016151) - or PEFC (PEFC/04-32-0775)-certified fibres, their cultivation often relies on managed forestry or plantations, impacting ecosystems, biodiversity, and land use. Unless recovered after use – as in certain towel paper collection systems – such fibres are too precious for single use products like hygiene paper. They should be reserved for applications with long-term value or multiple recycling cycles.

RECYCLING AND CASCADING USE – FIBRES DESERVE MORE THAN ONE LIFE

To preserve wood-based fresh fibres, WEPA focuses on recycled fibres – sourced from office paper, packaging, and cardboard. We follow the principle of cascading use – where fibres ideally serve multiple functions before becoming hygiene paper.

The ecological benefits are clear: Compared to our wood-based fresh fibres, our recycled fibres require up to 87% less water, 78% less energy, reduce pressure on biodiversity, and support regional value creation.

6,000x

Germans use an average of 12 kg toilet paper per person each year – enough to wrap the Earth at the equator almost 6,000 times.

DRIVING CIRCULAR ECONOMY – EXPANDING SUSTAINABILITY AROUND OUR VALUE CHAIN

Beyond fibre recycling, WEPA is also rethinking material sourcing. We invest in non-wood fresh fibres with a better sustainablity performance than wood-based fresh fibres. Our Business Unit WEPA Circular Solutions turns production side streams like paper sludge into scalable, circular solutions.

WATER AND ENERGY – SECURING THE FOUNDATION OF PRODUCTION

Producing hygiene paper is resource-intensive. That's why we focus on water efficiency and transforming our energy systems. Our strategy: electrification, defossilisation, and net zero by 2040 – supported by major investments in water-saving and innovative energy infrastructure.

MARKET AND CONSUMER – ENABLING CHANGE THROUGH CHOICE

Sustainable transformation only works if consumers join the journey. Since recycled hygiene paper isn't yet the norm, we launched "beige is better" – our first consumer campaign showing that recycled paper can be sustainable, soft and of high-quality.

Our actions today are part of a long-term transformation with a clear goal – making recycled hygiene paper the everyday choice.

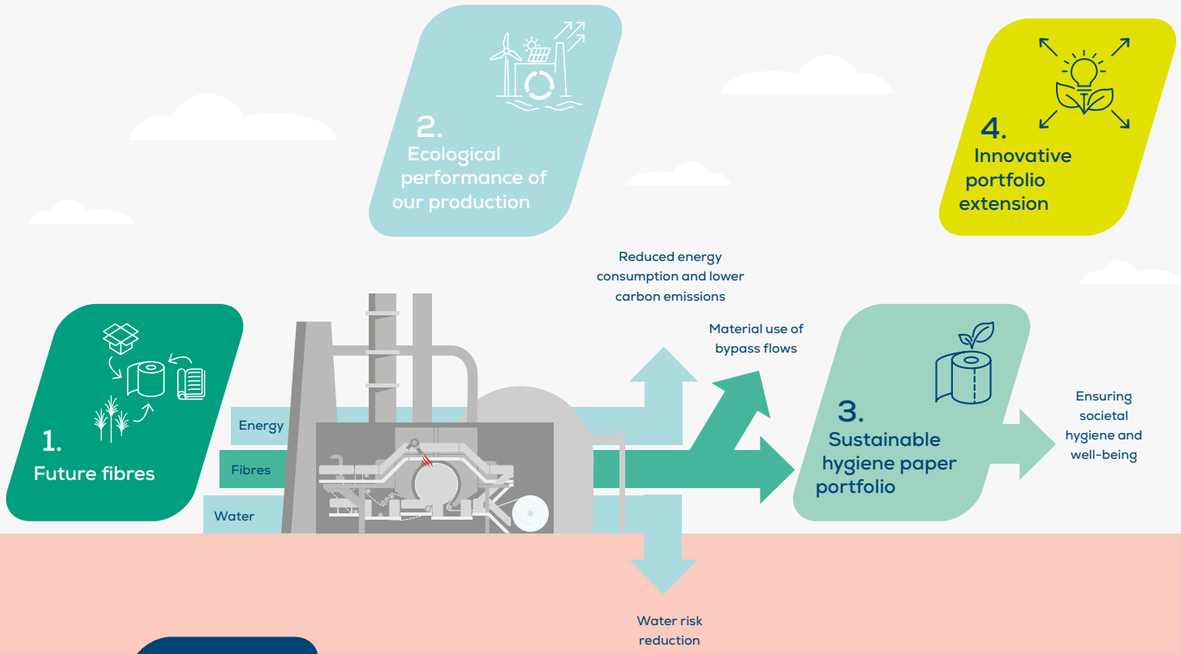
OUR 5 KEY TARGETS:

- → **Fibres:** Sales products from 60% recycled fibres and non-wood fresh fibres*
- → **Energy:** Reduction of carbon emissions by 52.5% CO2eq emissions/t* in Scopes 1 & 2 and Scope 3 by 2030 (base year: 2019)
- → **Water:** Minimise risks related to water use for the company, the environment and society
- → **Products & Markets:** Increase market share of recycled-based hygiene paper through strategic partnerships
- → **Circular Solutions:** Expand businesses in the circular economy around our value chain

* Reference value: finished goods + semi-finished goods sold + DIP sold

WEPA'S SUSTAINABILITY STRATEGY

We have consistently aligned our sustainability strategy with our value chain. Our foundation of responsible conduct as an employer, social engagement, compliance and product safety forms the basis for our business activities. The four further fields of action – future fibres, ecological performance of our production, our sustainable hygiene paper portfolio and innovative portfolio extension – are based on this.



Our foundation enables transformation from ESG Compliance to ESG Excellence, reflects company values and fosters future-oriented family entrepreneurship.

Members of WEPA's Sustainability Stakeholder Advisory Council: Lubomila Jordanova, Stefanie Hauer, Jakob Berndt, Dr. Inna Amesheva (from left to right).

OUR FOUNDATION

We act according to our values, take the interests of our stakeholders seriously and care for the well-being of people and the environment beyond legal requirements.

WEPA'S SUSTAINABILITY STAKEHOLDER ADVISORY COUNCIL

With the launch of the Sustainability Stakeholder Advisory Council, WEPA is entering a new phase of external dialogue and critical reflection - a major step on our path to becoming frontrunner in sustainability in our industry.

Appointed by the Supervisory Board, the Council:
→ annually reviews our goals,approach, and progress
→ shares independent insights and expertise
→ challenges and inspires our organization
→ fosters open, constructive dialogue

Each year, the Council meets with the Management Board to conduct a comprehensive review of our sustainability performance resulting in a single rating score - combining qualitative and quantitative evaluation. The four members bring diverse international expertise, each representing key aspects of our sustainability strategy.

In the Council's 2024 assessment, we aimed for a 3 out of 5 and exceeded with a 3.25/5.

OUR NETWORK AT A GLANCE

Trusted collaboration with external partners is fundamental to how we do business and understand our place in society. We partner with NGOs, industry groups, associations, and regional networks across our value chain and support environmental and social projects. Through this dialogue, we drive positive change in key areas such as climate action and resource efficiency. By learning and benefiting from each other, we create value for the people and the environment.

CRADLE TO CRADLE NGO

tomorrow

UPM | wepa
Biodiversity Renaturation of Finnish Moors

KLIMASCHUTZ UNTERNEHMEN
Climate Protection Companies Initiative

WE SUPPORT UN GLOBAL COMPACT

Gemeinsam umweltneutral handeln e.V.

SCIENCE BASED TARGETS
DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

FOUNDATION Development and Climate Alliance

Deep dive
Partnering for impact: WWF Germany and WEPA

After years of close collaboration, WEPA has extended its partnership with WWF Germany until 2030 – reaffirming our shared commitment to accelerating sustainable change.

With the extension of our WWF partnership, we're setting new priorities: promoting recycled hygiene paper as the everyday choice, raising awareness of recycling benefits, and encouraging conscious choices across society. Together, we advance innovations by exploring alternative fibres and promoting deforestation-free supply chains. A further focus is ecosystem restoration – such as our Middle Elbe project, which protects one of Central Europe's last intact floodplain forests through reforestation and natural flood zone restoration. The project is part of the "Blaues Band Deutschland" program, supported by the Federal Agency for Nature Conservation.

"From the supply chain to consumers and politics – our partnership with WEPA demonstrates what it means to implement sustainability holistically.

Heike Vesper,
Chief Executive Transformation & Policies at WWF Germany

Further Information on our partnership with WWF Germany:

OUR EMPLOYEES ARE AT THE CENTRE OF WHAT WE DO

At WEPA, our people are at the heart of everything we do. Their engagement, strength and skillset are key to our success and transformation. That's why our People & Culture strategy puts employees at the centre by creating a "Performance with Care" culture: combining high performance with genuine care.

Our goal? To be the best place to work – by offering an environment where people feel valued, engaged and empowered to grow.

LIFELONG LEARNING AND GROWTH OPPORTUNITIES FOR OUR EMPLOYEES

The WEPA Academy drives a strong learning culture through personalized development and tailored learning journeys – focused on enabling, inspiring and connecting. In 2024, we launched programmes to strengthen AI capabilities and expanded our Strength Coaching – particularly for production teams. Our Performance with Care Dialogues across WEPA enable structured feedback conversations that align goals, support development and foster growth.

BRINGING OUR LEADERSHIP CULTURE TO LIFE

We strengthen leadership through practical tools and shared learning. In 2024, we rolled out the **Leadership Performance Toolbox** and held our annual **Leadership & Culture Day** encouraging personal growth, reflection and skill-building. In 2025 we will expand these initiatives further – especially across our production sites.

DIVERSITY – A SUCCESS FACTOR FOR WEPA

With over 4,300 employees from more than 50 nations, WEPA is committed to equal opportunities and a culture of belonging. After signing the Diversity Charter, we have taken a strategic approach to diversity, equality and inclusion (DEI). A data dashboard tracks progress, while our DEI Sounding Board – diverse in age, background and department - guides our efforts with particular focus on age and gender. In 2024, employees launched the WOMEN CIRCLE, a company-wide network for women that encourages exchange, mutual growth, and empowerment.

OUR TARGETS & AMBITIONS

To 2026:
→ Employee engagement based on a survey with index > 4 (maximum value 5)*

To 2030:
→ Process of revising our strategic approach to DEI, focusing on an ageing workforce and gender diversity. Our aim is to constantly increase the proportion of women in our workforce and leadership roles.

* based on the assessment of an internationally recognised institute

WHERE WE ARE TODAY

Highlights 2024:
→ Sustainability Days hosted for first time
→ WEPA Academy launched tailor-made AI learning journeys
→ Roll-out of Leadership Performance Toolbox
→ DEI Sounding Board and program teams set up to guarantee strong streeting of DEI across WEPA

Status of target achievement:
→ Employee engagement index: 3.84

"In times of skilled labour shortage and demograpic change representing a risk, being the best place to work is of highest relevance for WEPA to enable, engage, retain and develop our employees and attract new colleagues.

Florian Schneemann,
Head of Talent Attractiveness & Acquisition

FUTURE FIBRES

We aim to use raw materials with the best ecological performance based on circular economy.

THREE FIBRE SOURCES

Wood-based fresh fibres from certified forestry and plantation management

Recycled fibres from recovered paper and recycled cardboard

Non-wood alternative fresh fibres, e.g. from Miscanthus

A FUTURE-READY FIBRE PORTFOLIO – RECYCLING AS TOP PRIORITY

WEPA aims to be a frontrunner in the use of recycled raw materials. For decades, we have focused on high-quality recycled fibres, convinced they are the most sustainable raw material for hygiene paper. Our approach follows the principle of cascade utilisation – reusing cellulose fibres from products like office paper and packaging for hygiene paper production. This helps to preserve valuable resources, reduce waste and avoid the single use of fresh fibres. Since 2022 we have taken fibre circularity to a new level by integrating not only high-quality paper for recycling but also lower grades, especially cardboard.

INNOVATIVE FRESH FIBRES FROM NON-WOOD SOURCES

Due to the ecological impact of wood-based fresh fibres we aim to increase the use of innovative, non-wood alternatives. Since 2022, Miscanthus has been part of our fibre portfolio. At our Swalmen site, we are building the world's first hygiene pulp facility based on Miscanthus – a zero-waste system that also makes use of by-products. Miscanthus yields more fibre than wood, can be harvested annually for up to 20 years and even matches the softness of wood-based fresh fibres, just with a smaller environmental footprint.

In parallel, we are developing fibres from paludiculture, using reeds from rewetted peatlands. This approach links raw material production with climate and biodiversity benefits.

RESPONSIBLE USE OF WOOD-BASED FRESH FIBRES

As the share of alternative fresh fibres in our portfolio is still limited, wood-based fresh fibres remain an essential part of our fibre mix. Due to their environmental impact, this valuable renewable resource is handled with particular care, with a strong focus on ecological sourcing conditions.

For further information see WEPA Sustainability Report 2024

OUR TARGETS & AMBITIONS

To 2030:

- → Sales products made from at least 60% recycled fibres and non-wood fresh fibres*
- → Reduction of the fibre portfolio ecological footprint by 25%**

* Reference value: finished goods + sold semi-finished goods + sold DIP
** calculated using the ecological scarcity method (FOEN 2021)

WHERE WE ARE TODAY

Highlights 2024:

- → Increasing recovered volumes through our customer return systems such as cardboard retrieval and towel paper recovery
- → Becoming a member of the tomorrow initiative Alliance of the Pioneers
- → WEPA as an active member of the German Industrial Bioeconomy Dialogue Platform

Status of target achievement:

- → 100% of our wood-based fresh fibres derived from FSC® (FSC®-C016151) and PEFC (PEFC /04-32-0775) certified sources

- → In 2024, 33% of our sales products were made from recycled and non-wood fresh fibres
- → No significant change in the footprint of our fibre portfolio compared to the base year

RECYCLING FIBRES: ECOLOGICAL TOP PERFORMER

78% less energy*

Up to 80% lower ecological footprint**

87% less water*

* Figures refer to the comparison between recycled fibres at WEPA and wood-based fresh fibres used at WEPA.
** The ecological footprint is calculated as part of a Life Cycle Assessment. We calculate the Life Cycle Assessment of our virgin fibres and recycled fibres based on ISO 14040 and ISO 14044, and using the Ecological Scarcity Method published by the Swiss Federal Office for the Environment (FOEN) in 2021. The eco-points (UBP) per unit of volume are used in the calculation. The calculated key figure in UBP is the ecological footprint. For the calculation, the environmental impact of the fibres used by us is assessed from raw material extraction to shipment (cradle-to-gate), taking into account aspects such as land use (the biggest driver of reduction), water resources, utilisation of resources and emissions (e.g. climate change and depletion of ozone layer). These environmental impacts are set in relation to a tolerated target quantity (e.g. from environmental quality targets and limit values anchored in international agreements).

FROM CUSTOMER TO PRODUCTION – HOW WEPA RETRIEVES CARDBOARD FOR RECYCLING

Retail and industrial operations generate large volumes of cardboard – a valuable resource for our products. To recover this potential, we launched an initiative for retrieving board packaging, developed in close cooperation with our partners.

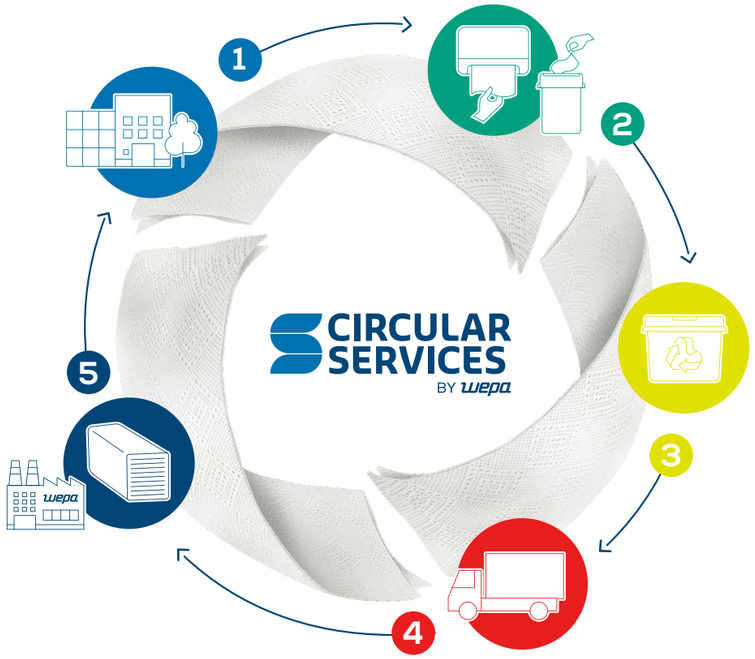
Cardboard collected from our customers is directly returned to WEPA. It is then processed in our stock preparation and turned into new hygiene paper products – which then go back to our customers. This significantly shortens the value chain and reduces transport distances. In some cases, our delivery trucks even collect used cardboard on their return trips to our sites.

In 2024, we expanded the initiative with a volume of 3,300 tonnes, including major retail chains such as Müller Drogerie, Albert Heijn, dm and Lidl. Looking ahead to 2025, we expect to more than double the volume of returned cardboard. For WEPA, this initiative is a key step in promoting circular material flows and a growing part of our raw material diversification strategy – delivering value to customers and consumers alike.

CLOSING THE LOOP WITH TOWEL PAPER

Used towel paper doesn't have to be waste. Our collection concept helps make washrooms more sustainable and circular: instead of mostly ending up as residual waste at our customers, the material is collected and becomes a raw material for recycled hygiene paper – which then returns to our customer's washrooms. This loop reduces the use of primary raw materials and supports a more resource-efficient hygiene system.

In Germany, we significantly expanded collection volumes in 2024 – made possible by targeted marketing and sales activities. In 2025, we aim to expand our presence in the Benelux region and launch operations in France.



Collected towel papers in 2024:

60.84t
DACH & Benelux

ECOLOGICAL PERFORMANCE OF OUR PRODUCTION

We aim for a carbon-neutral, zero-waste production and a sustainable water footprint.

72%
of electricity mix from renewables

POWERING THE FUTURE – EVERY STEP COUNTS

Our hygiene paper production is energy-intensive – which makes the energy transformation essential for securing long-term supply of vital hygiene products and future viability of our European business. Electrification is the central pillar of our energy transformation. In 2021 WEPA launched a company-wide European transformation programme, involving all our sites. The programme focuses on energy efficiency increase, expanding on-site electricity generation, and the implementation of large-scale electrification projects. Since 2021, we have invested more than € 30 million to date – € 8.7 million in 2024 alone.

To turn ambition into action, WEPA is driving targeted initiatives across four key areas to achieve WEPA's goal of reducing our relative Scope 1, 2 and 3 emissions by 52.5.% by 2030 – and reaching net zero by 2040.

100%
use of renewable electricity for the production of our recycled fibres.

The extended project team and the WEPA Management Board at the biomass steam plant in Müschede.

WEPA commits to 100% renewable grid electricity by **2030**

1. REDUCING ENERGY CONSUMPTION

In 2024, WEPA's Bridgend site began planning the installation of two new energy-efficient steam boilers dedicated for steam production to replace its previous heat and power plant. Steam is essential for paper production, playing a critical role in heating raw materials and drying the paper. Set for completion by spring 2025, the upgrade will reduce emissions by 11,000 tonnes of CO2 equivalents.

2. FROM ROOFTOPS TO SOLAR PARKS: SCALING RENEWABLES

Our approach combines investments in wind energy, on-site solar power and long-term Power Purchase Agreements (PPAs): Photovoltaic systems are already operating or being installed at sites such as Lucca, Troyes, Leuna, and Müschede. By 2025, WEPA's total rooftop capacity will exceed 3 MWp to cover the demand of almost 1,000 average households. On-site generation reduces grid dependency – but cannot cover our entire demand. To close this gap, we choose high-quality PPAs from newly built plants that add new green power capacity to the market and often depend on our fixed-price commitment for their implementation.

3. FUEL SHIFT

Fuel-shift measures refer to replacing fossil energy sources with more sustainable alternatives. At our site in Müschede, for instance, a new biomass steam plant will go into operation in 2025. It will be powered by regional waste wood. By using this biomass, we can replace natural gas, previously used for steam generation, at this site by 60%.

4. ENABLING PIONEERING TECHNOLOGIES

As a founding partner of the Model Factory Paper, WEPA actively contributes to shaping a low-emission future for the paper industry. Together with research partners, we develop breakthrough innovations to reduce energy consumption by up to 80% in stock preparation and paper machine operations.

OUR TARGETS & AMBITIONS

Climate neutrality 2040: according to the SBTi net-zero standard

To 2030: SBTi 1.5 °C target

→ Reduction of carbon emissions (compared to base year 2019)
- 52.5% CO_2eq emissions/t* in Scopes 1 & 2
- 52.5% CO_2eq emissions/t* in Scope 3

→ Target achievement is supported by: + 10% energy efficiency**

WHERE WE ARE TODAY

Highlights 2024:

→ Successful implementation of 29 transformation projects with a total investment volume of more than € 8.7 million
→ Increase in the share of renewable electrical energy to 72%
→ WEPA commits to 100% renewable grid electricity by 2030

Status of target achievements (compared to 2019):

→ Reduction of relative Scope 1 & 2* emissions by 28.64%
→ Reduction of relative Scope 3* emissions by 12.41%

12.41% reduction due to measures such as improvement of our pulp suppliers or use of materials with lower carbon emissions and 6.28% changes due to methodological adjustments in the area of transport data basis and waste water treatment.

→ WEPA direct and indirect greenhouse gases 2024

Scopes 1 & 2: 39%
459,264 t CO_2 eq
0.54 t CO_2eq/t*

Scope 3: 61%
709,182 t CO_2 eq
0.84 t CO_2eq/t**

* Reference value: finished goods + semi-finished goods sold + DIP sold
** Total energy consumption in MWh/t of semi-finished goods produced

WATER: MANAGING A VITAL RESOURCE RESPONSIBLY

As part of a water-intensive industry, water plays a vital role in our production – such as for disintegration of waste paper and virgin pulp. We are committed to Water Stewardship across our value chain, considering not only our production sites but also at surrounding water basins. Using a customized system based on the WWF Water Risk Filter, we systematically assess risks such as water scarcity, water quality and flooding.

Our goal is clear: to use water efficiently and responsibly, without compromising availability or quality of local water resources.

In 2024, we conducted a group-wide review of water management practices. Building on these insights, we will develop tailored improvement plans for each site in 2025 – ensuring further reductions in freshwater consumption and targeted mitigation of local water risks.

OUR TARGETS & AMBITIONS

→ Reduction of corporate water risks to a nominally low water risk by 2030
→ Addressing water risks along our value chain and advocating for the establishment of water stewardship
→ Raise awareness of biodiversity protection with partners

WHERE WE ARE TODAY

→ The WEPA Group has an average medium risk.

FUTURE-ORIENTED MANAGEMENT OF RESOURCES

For WEPA, keeping raw materials in the loop goes beyond using recycled fibres. We actively work on improving material cycles, turning waste into valuable resources and exploring new applications, both within and beyond our core business. In 2024, we developed a Zero Waste and Secondary Raw Materials Strategy for all our sites to optimise recycling streams and keep materials longer in circulation. By the end of 2025, we will have defined site-specific measures and finalised sub-strategies for our key by-products, including paper sludge and ash. Through this targeted approach, we are not only reducing waste but also unlocking new value creation potential for products made from secondary raw materials.

For further information see WEPA Sustainability Report 2024

OUR TARGETS & AMBITIONS

→ 100% material or energy recovery from production waste by 2025
→ Reduction of corporate waste risk score to level 3 (medium risk) by 2026*
→ Reduction of corporate waste risk score level 2 (average low waste risk) by 2030*

WHERE WE ARE TODAY

→ WEPA Group has a waste risk score level of 4*

*(waste risk score categories from low risk (1) to high risk (6))

SUSTAINABLE HYGIENE PAPER PORTFOLIO

We aspire to offer the most sustainable hygiene paper portfolio in our industry to make our customers successful.

WINNER
German Sustainability Award Companies 2025

Hygiene paper is an essential part of everyday life – used everywhere, every day, by everyone. As a key provider of sustainable hygiene solutions, our Business Units WEPA Consumer and WEPA Professional continuously develop both: our product portfolio and our role as a concept supplier. Our goal is to meet modern hygiene standards while reducing environmental impact.

Together with our partners and customers, we expand the presence of our fibre innovations – recycled hygiene paper made from cardboard and packaging, and non-wood fresh fibres from Miscanthus. Both innovations are included in our own brands, such as Satino PureSoft, BlackSatino GreenGrow, and mach mIt PURE, as well as in private labels in the consumer sector.

Making recycled hygiene paper the norm takes more than innovation – it requires strong, trusted partnerships. Our customers play a key role by including our products in their assortments, actively supporting WEPA's mission and expanding their own sustainable product offerings.

A major milestone in 2024 was our consumer-facing campaign "Beige ist besser" – a first for WEPA and our industry. Since introducing beige hygiene paper is still considered disruptive, the campaign aimed to reframe the narrative – demonstrating that hygiene paper made from cardboard matches the quality of wood-based fresh-fibre products while significantly reducing environmental impact.

OUR TARGETS & AMBITIONS

To 2026:
- → 60% of packaging material made from recycled material*
- → Increase to 8,000 tonnes of primary plastic savings per year in packaging**

To 2030:
- → 60% of turnover generated with products in leading sustainability segments

WHERE WE ARE TODAY

- → German Sustainability Award in the Corporate Category 2025
- → European Cleaning & Hygiene Award for Satino PureSoft
- → In collaboration with Goldeimer: German Packaging Award in the Sustainability category
- → 39% of turnover is generated with products in leading sustainability segments
- → 29.4% of material** for plastic packaging has been converted to recycled material
- → Savings of over 4,400 tonnes of primary plastic in packaging**

EUROPEAN CLEANING & HYGIENE AWARDS 2024 WINNER

GERMAN PACKAGING AWARD 2024

* based on total weight of primary packaging
**packaging: sales packaging, outer film and stretch film

Highlights from 2024 – the best moments of the softest campaign.

142,165,691
IMPRESSIONS GENERATED ONLINE

345,316
CLICKS GENERATED

5
CHANNELS

It started with a roll. Now it's a movement.

In 2022, WEPA started a revolution with beige hygiene paper: a product that is not only especially environmentally friendly, but also sets new standards in terms of softness. Made from recycled cardboard, unbleached and produced to protect resources, beige hygiene paper brings together high environmental standards with a pleasant user experience – and even with a colour: beige.

But what makes beige hygiene paper technically and ecologically a winning solution often still needs to be explained in day-to-day life. The reason for this is that many consumers initially associate the colour beige with the rough recycled paper of the days of old. This is exactly where our Germany-wide "Beige ist besser" campaign came in: with a wink of the eye, clear messages and a bold design – hygiene paper had never been advertised like this before.

The product itself was the centre of attention. The colour and benefits were marketed intensively – supplemented by highly noticeable headlines, a surprising tonality and a claim that sticks in people's minds: "Beige ist besser" (beige is better). Attention was generated across a variety of media, throughout Germany and for specific target groups.

Activities included out-of-home posters, adverts, social media, programmatic ads, POS materials and much more. Together with retailers and supported by touchpoints such as **beige-ist-besser.de** and **@beigeistbesser** on Instagram, we were able to fuel people's enthusiasm across multiple channels.

The campaign was also strongly expanded on social media: wide-reaching influencers, all.is.pretty.interior, Casa Carlo, Kiki do you love me and Charlotte Schüler created authentic content for the specific target groups. The mix of everyday life, humour and product proximity inspired followers and led to many interactions, and the campaign was a complete success: with over 140 million impressions on five channels and more than 345,000 clicks, the campaign exceeded the set benchmarks many times over. The campaign concept itself was also honoured with the German Brand Award in two categories:

Excellence in Brand Strategy and Creation – 360° Campaign

Excellence in Brand Strategy and Creation – Circular Brand of the Year

german brand award 25 winner

INNOVATIVE PORTFOLIO EXTENSION

We are expanding our existing portfolio through innovation and circular economy principles to boost resource efficiency across our value chain.

DRIVING THE CIRCULAR TRANSFORMATION

As a frontrunner in sustainability, we have prioritised the sustainable development of our corporate portfolio in our strategy. Our aim: to actively shape the transition towards circular economy – not only within our existing business, but beyond.

To take this ambition further, we established WEPA Circular Solutions: a business unit that concentrates our expertise, resources and innovation efforts around strategic areas such as the recovery of valuable materials from waste streams, closing of industrial water cycles with innovative technologies and exploring the use of renewable raw materials in entirely new applications. With a holistic view on value creation, WEPA Circular Solutions drives the transformation of our processes, materials and systems – with the clear goal of achieving zero waste.

In close alignment, WEPA Ventures expands our reach by investing in European start-ups that pioneer circular technologies in fields such as green & cleantech, sustainable materials and industrial innovation. By doing so, we provide WEPA with early access to transformative technologies, supporting our diversification strategy in the circular economy. Since the founding of WEPA Ventures, we have invested in over 20 start-ups. Examples include Resourcify (digital waste management platform), Cirplus (B2B platform for circular plastics), Wase (wastewater treatment) and Encosa (industrial energy infrastructure). Through these collaborations, we combine entrepreneurial drive with industrial scale – and create tangible impact across and beyond our value chain.

FIELDS FOR SCALING CIRCULARITY

To drive the circular transformation of our business, WEPA Circular Solutions concentrates on strategic areas. Each addresses key challenges in sustainability and resource use – laying the foundation for scalable solutions across fibres, water, energy, technology and residual materials.

CIRCULAR INDUSTRIAL WATER TREATMENT

Water is essential to our production processes. We work on improving efficiency, reducing emissions and using smart treatment technologies to recover valuable materials from wastewater streams.

Since hygiene paper is typically a single-use product, we are particularly driven by the question of whether it is possible to recover fibres after they have entered the wastewater system. Instead of directing toilet paper solely to energy recovery or disposal, we explore how such fibres could be brought back into use – particularly in innovative, non-hygiene applications such as construction materials.

Focus areas:
→ Materials recovery from waste streams
→ Water risk management and emissions analytics software
→ Membrane and filtering technologies

CIRCULAR ECONOMY ENABLER TECHNOLOGIES

We invest in technologies that scale circularity – digitally and physically – across products, processes and data flows.

Focus areas:
→ Recycling and sorting innovations
→ Cradle-to-cradle tracking and tracing
→ Circular product design tools and product lifecycle optimisation

SIDE STREAMS TO VALUE

At WEPA, we generate substantial waste streams – around 40% of our waste comes from side streams in production. We aim to reduce waste by developing scalable solutions that turn by-products into valuable resources. Across more than 60 waste categories, we explore new uses through internal innovation and targeted investments via WEPA Ventures. A key focus is on our largest waste stream: paper sludge. While it is already recycled, for example in the brick industry, we are on the verge of innovative applications that unlock even greater value.

Focus areas:
→ Upcycling of paper sludge and other residuals
→ Zero-waste strategies and full circularity
→ Smart waste analytics and valorisation

OUR TARGETS & AMBITIONS

→ 100% of investment decisions are evaluated through a mandatory sustainability assessment.
→ 100% of investments* create positive value for society and have either no significant or exclusively managed ESG risks.

* For M&A, joint ventures and venture activities, the capital invested is considered for achievement of the objective. For in-house developments for portfolio extension, development budgets are considered for achievement of the objective.

WHERE WE ARE TODAY

→ 100% of WEPA Ventures activities have been evaluated and meet our targets for investment decisions.
→ In 2024 the following investments were made, among others: Ronja, Southern Lights, WASE and Encosa.

Follow the link to WEPA Ventures:

About this short edition

As a future-oriented, European family business with the fundamental values of sustainability, commitment and respect, the WEPA Group has always stood for sustainable corporate management. In this Sustainability Report 2024 - Short Edition, we provide an overview of our sustainability strategy and our ambitious goals and objectives, and inform you about our current sustainability measures in 2024. More detailed information on our sustainability measures and key figures can be found in our **Sustainability Report 2024, in our Sustainability Statement or on our website wepa.eu.**

If you have any questions or suggestions regarding this brochure, please contact Dr. Stefan Gräter, Director Group Sustainability, Anja Rohr, Head of Operational Sustainability & ESG Compliance or Anja Lorenz, Sustainability Manager Communication & Engagement, at sustainability@wepa.eu.

More about WEPA on our website:

wepa.eu

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