

SUSTAINABILITY REPORT

13-14



stadium[®]
Join the movement



A WORD FROM OUR CEO

Improvement is a part of every day at Stadium. Whatever we do, we ask ourselves: how can we do this even better?

Today, this question has a lot to do with the environment and human rights, something that has always been and will continue to be a top priority for us. So this, our first annual corporate social responsibility report, is another step in our ambition to become an even more sustainable company in the world of sports retail and following our vision – our passion – of activating the world, responsibly.

As active people, nature is part of our playground, and naturally we push ourselves to make sure

there are green forests to run in, clear waters to swim in and clean air for us all to catch our breath in. We believe that the path towards a sustainable future starts with people, and we will continue to screen, assess and ensure that all Stadium products are being made under fair conditions.

We know the world we compete in is a global one with many challenges, such as managing complex supply chains. But every day we learn new things that make it possible to improve conditions for both nature and the people inhabiting it.

Our customers' passion for sustainable fashion and sports products is growing at the same pace as our own. In response to this, we have set new

goals for our CSR work over the next five years. By doing so, we hope that we can achieve even more, meet your expectations and let you follow our progress along the way.

Creating a sustainable world is all about teamwork, and we invite everyone – customers, employees, competitors and communities – to share our energy and knowledge so that we can all work together for positive change in the future.



Gustaf Öhrn
CEO

WHAT THIS IS ALL ABOUT

In the competitive world of sports we always strive to be the best we can – and that goes for working towards a sustainable future as well. Equally important, we always stick to a golden rule: fair play. That means being a transparent company that shares both its strengths and weaknesses, listens to its surroundings and acts upon recommendations.

This is our first annual sustainability report. Based on the GRI G4 framework, it summarizes our performance from September 2013 to August 2014 and our strategy for working with sustainability issues in the future. It is self-declared to be at a core level.

The report focuses on the issues considered to be the most material regarding our economic, social and environmental performance. These issues were identified during a materiality analysis among our stakeholders in 2015.

Our sustainability report covers the parent company, Stadium AB, and Stadium Outlet. Unless otherwise stated, all information and data in this report pertain to activities from September 1st 2013 to August 31st 2014.

The employee-related calculations in this report use GRI scoping and all data is reported according to the metric system. These calculations do not cover Stadium Outlet in supply chain data and are partially included in environmental data.

If you have any questions about this report, feel free to contact us at: sustainability@stadium.com

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ACTIVATE THE WORLD

Whether you walk, run, train, lift, play, dance or kick a ball around - movement makes you healthier and happier. That is something worth encouraging everyone to do.

Stadium was founded by brothers Bo and Ulf Eklöf who had a vision: to activate the world. The belief that people are meant to move and that everyone should be able to afford an active lifestyle has been deeply rooted within the organization since the start - and it is still this passion that drives us to do what we do.

But activating the world is not just about offering the right gear and apparel at prices everyone can afford. To be able to live a healthy lifestyle we need a healthy planet, now and in the future.

As a major player in the sports retail business, we have a responsibility to ensure not only that our products leave a minimal environmental footprint, but that they are manufactured under fair conditions.

We always keep our vision in mind when we are working with our corporate social responsibilities. This way we are going to be able to activate the world - today and tomorrow.

HIGH 5!

We are proud to have a business culture driven by honest, hard-working values. Besides codes of conduct that apply to all of our employees and suppliers, we live each day according to High 5 - our value words. You could call them guidelines of sorts, but to us they are a natural part of being a Stadium team member.

By doing things the Stadium way - keeping things simple, working as a team and always improving what can be made better - we aim towards getting even better at working with a sustainable future in mind every day.

ENERGY

With the right mindset, you create energy - and energy creates success.

SIMPLICITY

If you make it simple, you make it right.

TEAM SPIRIT

We think, work and support one another as a team.

IMPROVEMENT

You can always make things better. Constant improvement is part of sustainable development.

COST CONSCIOUSNESS

Small savings enable big investments.

MEET THE TEAM

Gathering the best crew is a talent in itself. Stadium has the benefit of being an attractive employer, but there is always room for improvement.

We strive to be a truly global and equal workplace with steadfast roots in the reality of local needs. To achieve this, we understand that we always have to address and challenge gender equality in our organization. Our aim for the near future is to even out the ratio between women and men in our workforce to 52/48%, in either direction, to become more gender equal and better reflect our customer demographic.

It is important to Stadium to offer an equal culture with the same rights for everyone, regardless of gender, ethnical group or sexual orientation. A vital part of this is secured by the fact that all of our employees (100%) are covered by collective formal bargaining, health and safety agreements.

Innovation is the backbone of Stadium. To develop in a healthy way, we consistently introduce new and improved models and formations. In 2013, we initiated a new leadership program for all markets. During the first year our target group was top management in all parts of the organization. At the end of the year we had reached 3392 hours of training within this program.

We believe in an open work environment where we visit each other to share ideas, best practice and knowledge between stores and offices. To make sure we practice what we preach we conduct a major staff survey every year in which our employees are able to evaluate and give feedback in an honest and straightforward way. In November 2013, 83% stated they are proud to work at Stadium and every second employee would happily recommend joining our team to a friend.

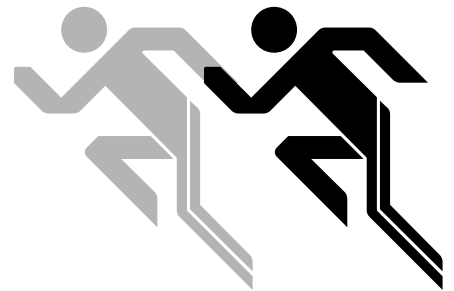
Through this survey, we also see where improvement is needed. In our high speed business we need to create processes to review and evaluate our work. A goal for 2015 is to make sure that all managers hold regular performance and career reviews with our employees.



WINNER OF THE STORA SÄKERHETSPRISET 2010

This shipping trade magazine award for good examples within the traffic safety sector and promoting a good working environment for commercial transport.

COME WORK WITH US!



NEW EMPLOYEE HIRES AND EMPLOYEE TURNOVER

TOTAL NUMBER OF PEOPLE THAT HAVE JOINED AND LEFT US

	NEW EMPLOYEE HIRES	EMPLOYEE TURNOVER
FEMALE	647 (56.3%)	721 (56.2%)
MALE	456 (39.7%)	561 (43.8%)
AGE <30	842 (73.3%)	1047 (81.7%)
AGE 30-50	4 (0.3%)	225 (17.6%)
AGE >50	105 (9.1%)	10 (0.8%)
SWEDEN	951 (82.8%)	1047 (81.7%)
FINLAND	152 (13.2%)	155 (12.1%)
DENMARK	46 (4%)	80 (6.2%)
TOTAL	1 149 (25.2%)	1 282 (28.6%)

COMPOSITION OF GOVERNANCE BODIES AND BREAKDOWN OF EMPLOYEES

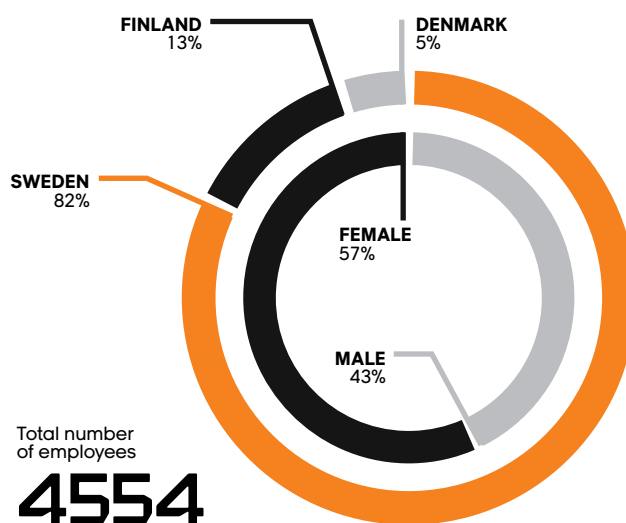
% OF INDIVIDUALS IN OUR ORGANIZATION

	MALE	FEMALE	AGE <30	AGE 30-50	AGE >50
BOARD OF DIRECTORS	77.8%	22.2%	0%	22.2%	77.8%
LEADERSHIP TEAM	87.5%	12.5%	0%	75%	25%
MANAGER	58.7%	41.3%	3.8%	89.8%	6.4%
EMPLOYEE	42.1%	57.9%	67.8%	30%	2.2%

83% OF OUR STAFF IS PROUD TO WORK AT STADIUM

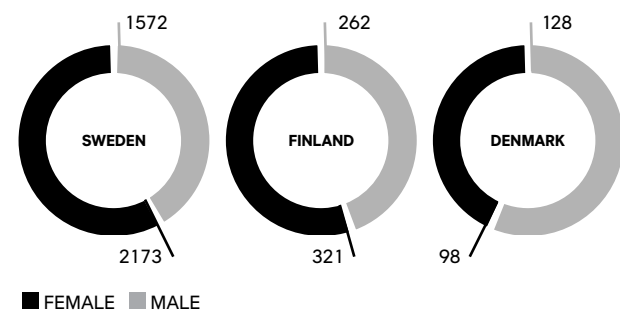


TOTAL WORKFORCE BY REGION AND GENDER

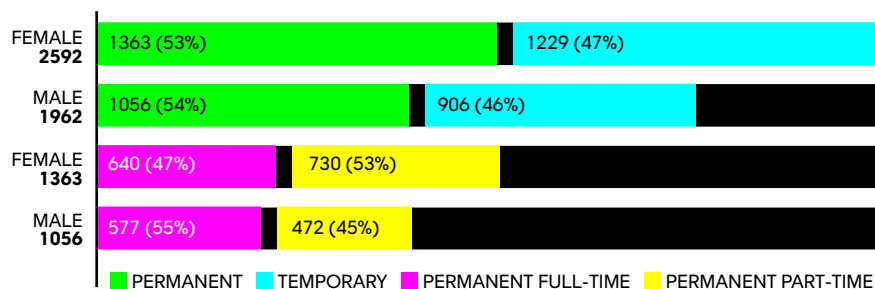


Total number of employees

4554



TOTAL NUMBER OF EMPLOYEES BY EMPLOYMENT CONTRACT AND GENDER



GOVERNANCE

We believe that a strong management is one where a sustainability mindset is present in all instances. And since High 5 is something everyone at Stadium follows, Simplicity is an important motto for effectively motivating everyone in the organization to work towards our vision to activate the world.

BOARD OF DIRECTORS

CHAIRMAN OF THE BOARD BIRGER LUND	BOARD MEMBER ULF EKLÖF	BOARD MEMBER HENRIK BUNGE	BOARD MEMBER OLA LINDELL
	BOARD MEMBER ARJA TAAVENIKU	BOARD MEMBER CHRISTEL KINNING	BOARD MEMBER HANS CHRISTIAN MADSEN
	BOARD MEMBER BO EKLÖF RESPONSIBLE FOR CSR	BOARD MEMBER KARL EKLÖF	

EXECUTIVE COMMITTEE

CEO GUSTAF ÖHRN RESPONSIBLE FOR CSR	SENIOR ADVISER BO EKLÖF	SALES DIRECTOR KAJSA CLAESSON	CFO PETER HJERN
	EXPANSION DIRECTOR KARL EKLÖF	HUMAN RESOURCES DIRECTOR KLAS WESTMAN	
	BUYING DIRECTOR JOAKIM STAHL	COUNTRY MANAGER SWEDEN MAGNUS WAHLANDER	

SUSTAINABILITY COUNCIL

CHAIRMAN OF THE SUSTAINABILITY COUNCIL + LOGISTICS DEPARTMENT/LOGISTICS MANAGER DANIEL JOHANSSON RESPONSIBLE FOR CSR			
BUYING DEPARTMENT /SUSTAINABILITY MANAGER CATRINE MARCHALL	HR DEPARTMENT /BUSINESS CULTURE SPECIALIST LINDA STENQVIST	SALES DEPARTMENT /SALES DIRECTOR KAJSA CLAESSON	MARKETING DEPARTMENT /PR MANAGER EBBA SEIDLITZ



Stadium has a simple ownership structure in which the Eklöf family owns 73% and Ikano 27% of Stadium AB.

FINANCIAL DATA 2013/2014

BASIC DATA

Country

Sweden, Finland
and Denmark

COMPONENT

SEK

DIRECT ECONOMIC VALUE GENERATED

Revenues

5 101 776 000

DIRECT ECONOMIC VALUE DISTRIBUTED

Operating costs

3 947 375 000

Employee wages and benefits

936 737 000

Payments to providers of capital

117 958 000

Payments to governments

45 585 000

Community Investments

5 640 575

TOTAL DIRECT ECONOMIC VALUE DISTRIBUTED

5 007 710 575

ECONOMIC VALUE RETAINED

48 480 425

Direct economic
value generated
and distributed

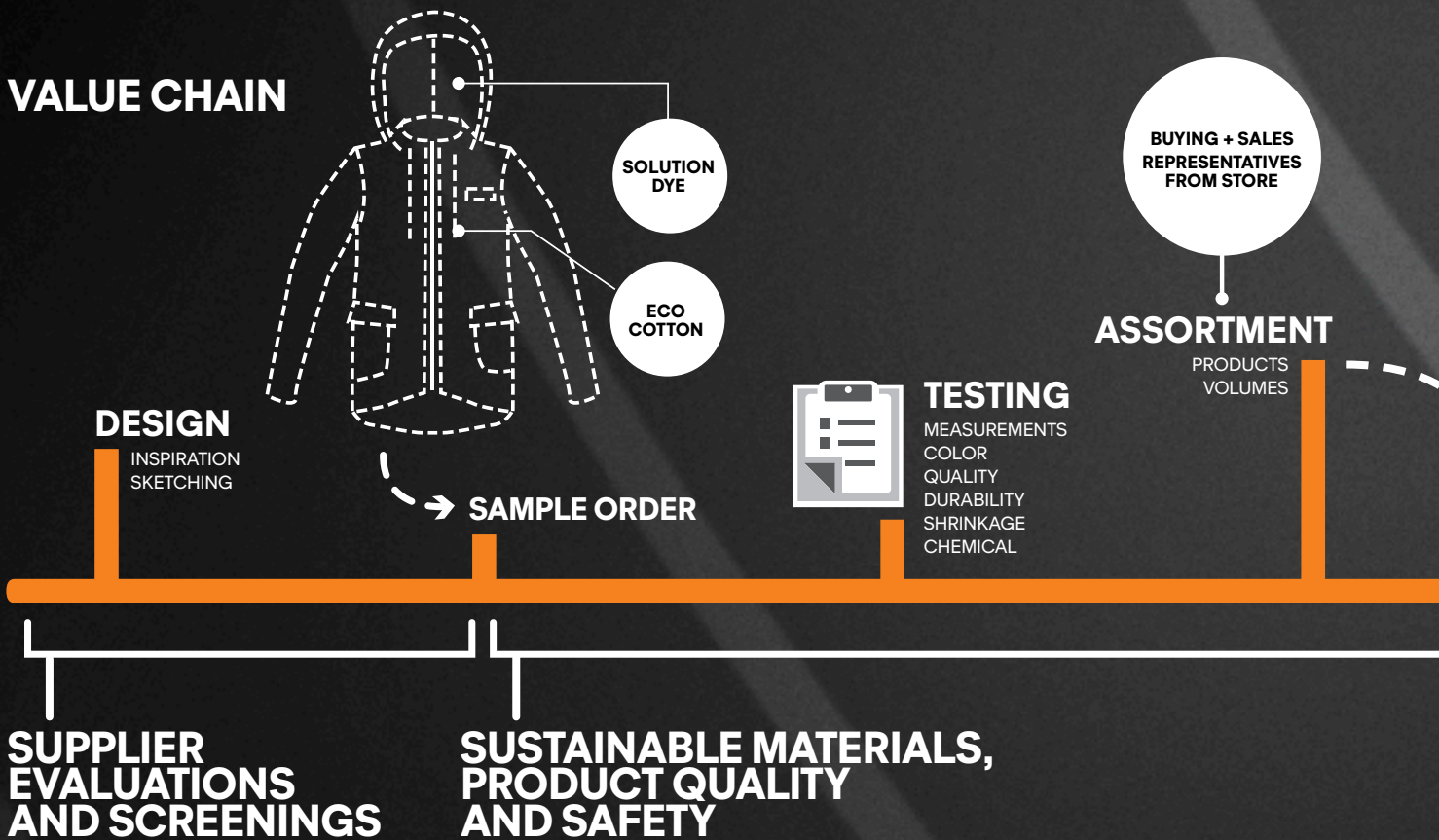


500 DAYS: RESPONSIBILITY FROM THOUGHT TO FINISH

500 days. That is about how long it takes for a jacket to go through the process of being a design idea to ending up in the hands of our customer.

The process of manufacturing one of our exclusive brand jackets involves many steps, and it is a good way to illustrate how our value chain works and the sustainability challenges and issues that are raised along the way.

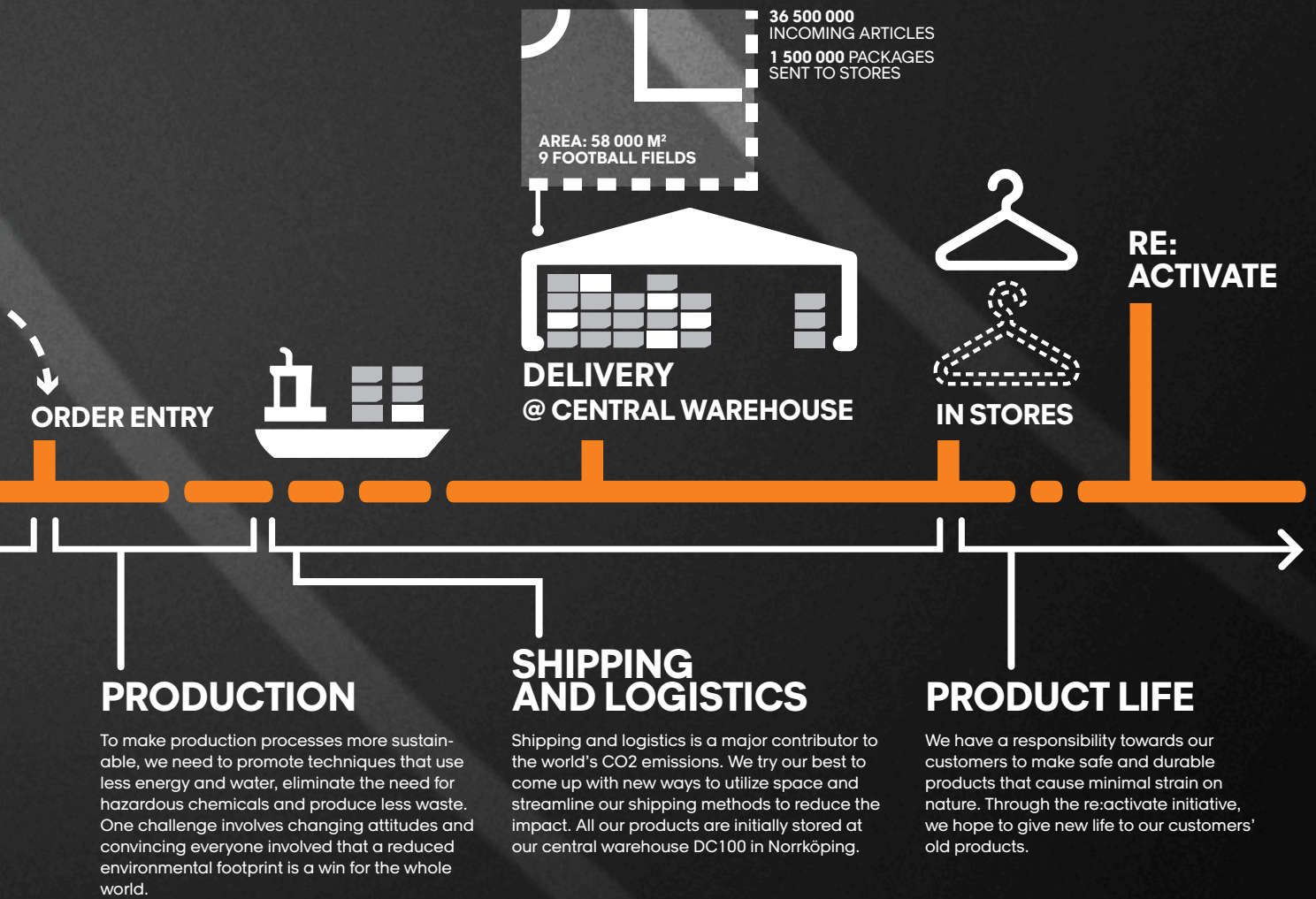
From designing products with durable and environmentally friendly fabrics and materials, to managing a complex production process and supply chain, we try our best to see to it that our customers end up with products that are manufactured in a fair and responsible way with as little impact on the environment as possible.



Before choosing a supplier, we need to make sure they are fit for the job, meaning they can manufacture our products in a fair way in terms of caring for both workers and the environment. Auditing all suppliers and following up on the results is a big challenge – but a necessary one.

We consistently search for new and better ways to provide our customers with safe and environmentally friendly products. We follow the strict EU regulations of REACH, and work hard with our suppliers to further minimize the use of hazardous chemicals. In accordance with this, reducing the usage of any chemicals that are carcinogenic, allergenic or harmful to the environment is a top priority.

In 2014, we tested 55% of our products to ensure that they meet to safety and quality standards, both those governed by law and our own high requirements. 90% of all tested products were approved. Safety is extremely important when it comes to children, and it is always key when designing products for them.





SUPPLIERS

WE HAVE 144 SUPPLIERS
IN 12 COUNTRIES.

OUR SUPPLIERS

We promote an active lifestyle for everyone, and we see it as our responsibility to provide the necessary tools for it – produced in a fair way. Since sustainable production starts with people, we always go as far as we possibly can to ensure that all human rights are being respected in the process.

We are involved and present all the way down to the factory floor, no matter where in the world it may be located. This allows us to make sure there is no forced labor or child labor, that no animals are harmed and that the environment is protected at all stages of the manufacture of all of Stadium's exclusive brands.

Several of the markets we operate in are what you would call high-risk areas viewed from a sustainability perspective, with significant risks for incidents of child labor, young workers being exposed to hazardous risks and forced labor.

To minimize these risks and to ensure our exclusive brand suppliers uphold high ethical

standards and practices, we have a due process for selecting, screening and evaluating them and their compliance with our supplier code of conduct. We ask all of our suppliers to stand by our values and convey the need for continuous improvement – just like in all instances of our organization.

Between 2013 and 2014, we took on 15 new suppliers for our exclusive brands manufacturing. All new suppliers must go through an initial screening before we go ahead and place orders. In this case, all of them fulfilled the necessary requirements when screened.

During the year we audited all new suppliers – 16 audits in total with one supplier running two factories. All but one supplier met our requirements regarding human rights, environmental care and labor rights.

The suppliers' breaches found during the audit involved illicit piece rate calculations and major breaches of local legislation. Since the non-conformities were so significant and we

did not see a sufficient desire to improve on the part of the supplier, we decided to terminate the contract immediately.

A current risk that we have identified, and which we are working on by raising our suppliers' awareness of, is the need to ensure that purchased social insurance covers the whole workforce – seasonal, temporary and permanent. We have further noted that the understanding and knowledge of occupational health and safety practices is low and must be increased. To aid our strategic suppliers in improving these conditions, we provide them with the issues to address and the necessary paths to do it through.

We are humbly aware of the fact that the world is large and supply chains are complex. But we believe that keeping an open mind and a transparent dialog with our stakeholders and communities will be a great support in upholding ethical production and sourcing practices around the globe in the future.

THE AIM OF OUR SCREENING PROCESS

ANALYSIS

- MAPPING OF SUPPLY CHAIN
- INDUSTRY AND COUNTRY RISK ANALYSIS
- EVALUATION CRITERIA

REQUIREMENTS DEFINITION

- SUPPLIER CODE OF CONDUCT AND OTHER DEMANDS
- IMPLEMENTATION OF CSR CLAUSES IN SUPPLIER CONTRACTS

SCREENING

- SELF-ASSESSMENT
- EVALUATION OF RESULTS
- ESCALATION CRITERIA

AUDIT

- ANNOUNCED AND UNANNOUNCED INSPECTION BY INDEPENDENT EXTERNAL ACTOR
- BRIEFING SUPPLIER ON INSPECTION RESULTS
- ESCALATION CRITERIA

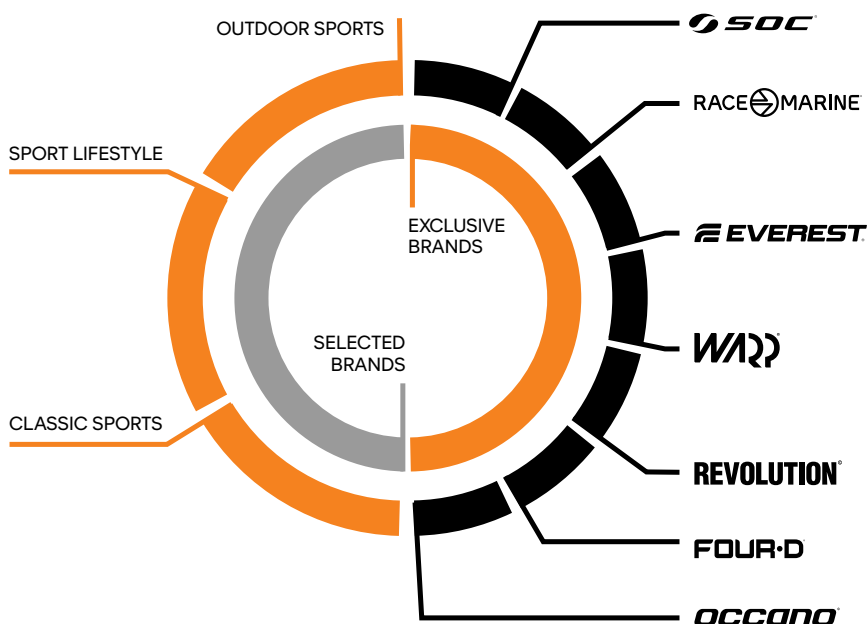
CORRECTIVE ACTIONS

- SUPPLIER PROVIDES A CAP, CORRECTIVE ACTION PLAN
- ESCALATION CRITERIA
- ACTIONS



ON-SITE. CEO GUSTAF ÖHRN AND FOUNDERS ULF AND BO EKLÖF VISITING SUPPLIER FACTORIES IN INDONESIA AND CHINA.

OUR BRANDS & DIVISIONS



NEW SUPPLIERS 2013/2014

	Total number (%)
Number of new suppliers	15
Number of new suppliers screened on sustainability criteria	15 (100%)
Number of suppliers having significant negative sustainability impact*	1 (6.7%)
Number of CAP	0
Number of audits**	16
Number of terminated contracts	1 (6.7%)

* Including environmental, human rights, labor rights and anticorruption impact

** One supplier with two factories

THE BANGLADESH ACCORD



In 2014, Stadium signed the Accord, an initiative for the purpose of creating safer and better work environments for textile factory workers in Bangladesh.

The Accord on Fire and Building Safety in Bangladesh (the Accord) is an independent, legally binding agreement between global brands designed to enable a working environment in which no worker needs to fear building collapses, fires or other accidents that can be prevented with the right safety measures.

All factories are audited by independent inspectors, and all inspection reports and corrective action plans are open to the public. If a safety breach is found, the company in question commits to funding sufficient improvements and repairs, while factory employees receive their wages throughout the process.

We have been actively working to improve fire and building safety together with our suppliers for a long time, and this is another natural step in the right direction towards helping development in third world countries in a responsible way. So far, over 190 brands have signed the agreement - thus creating a safer work environment for roughly 2 million workers in 1600 factories.

STWI SAVING WATER TOGETHER



Reducing water usage in textile production is one of the biggest challenges for the retail industry. That is why Stadium is a member of STWI - Sweden Textile Water Initiative. It is a unique cooperation between 34 Swedish textile and leather businesses and the Stockholm International Water Institute which focuses on new solutions and technologies to minimize water and chemical use in production.

In 2012, strategies and guidelines were drawn up for all members to work together with their suppliers, and this has resulted in saving 284 million liters of water and 402 tons of chemicals a year. A key factor in the success of this project is education: increasing knowledge and changing suppliers' attitudes about the importance of sustainable production. The project is going to be expanded to include more countries in Asia and Africa in the future.

ENVIRONMENTAL CARE

An active world is a clean world. Environmental care is a top priority for us and, to do our part, we focus on using less water, less energy and better chemicals. And to be climate smart we apply a precautionary principle to all our decisions. Because energy saved is energy we can spend on activating people instead.

ENERGY AND EMISSIONS

Energy is core for us. It is what we thrive on and what we need to perform well. The key is to use energy at the right times for the right action. We relentlessly work to reduce the energy needed for transportation, consumption in our distribution headquarters, and lighting and heating in our stores. Through retrofitting of lighting consoles, efficient shipping and managing of goods, we have made a lot of progress. Between 2012/2013 and 2013/2014 Stadium saved a total of 4.2 million kilowatt hours of energy - in our stores alone. This is the same amount of energy required for 1.7 million golf swings or over 5000 marathon runs completed in less than 4 hours!



WINNER OF THE E-PRIZE AWARDS 2011

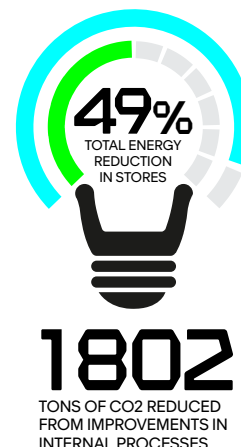
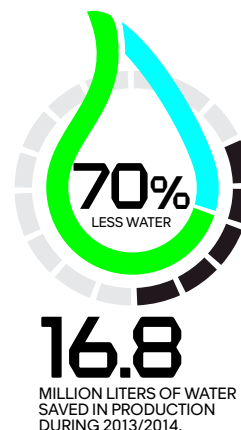
The Veckans Affärer and E-ON award to major companies for smart energy solutions.

WATER AND CHEMICALS

Over the last 10 years, Stadium AB has been using a production process called Solution Dye. This is a water-saving process in which we color the threads before they are made into fabric for our products. By doing this, we eliminate the need for cloths to be dyed after the weaving process. Using this method instead of traditional dyeing has enormous environmental benefits considering it halves the amount of chemicals needed and dramatically decreases water usage. Solution Dye is used for a majority of colors in the outer fabrics and linings in our exclusive brands SOC, Everest, Race Marine, Warp and Stadium products.

When it comes to chemicals specifically, both Stadium AB and Stadium Outlet of course follow the European chemical legislation REACH. For the perfluorinated substance PFOA, we have chosen to follow Norwegian legislation group-wide because it is more stringent and we simply do not want any toxic chemicals in our products.

The topic of PFC-free waterproofing is not as straightforward. Most alternatives to PFC do not match the quality that we and our customers require in our products. The coating comes loose after a wash or two, and that simply will not do - especially when it comes to raincoats. This is of course an issue we are working hard to resolve, and we do have solutions in the pipeline. By the end of 2015, we hope to have functional and durable PFC-free fabrics that cover 80% of relevant products in Stadium stores.

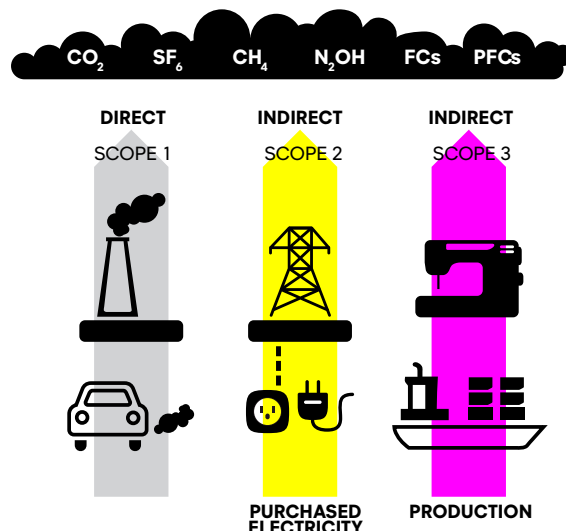


ENERGY & EMISSION NUMBERS

SCOPE 2	STORES
TOTAL USE (kWh) 2012-2013	8 635 463
TOTAL USE (kWh) 2013-2014	4 385 509
TOTAL CO2 EMISSION (TONS) 2012-2013	3 661
TOTAL CO2 EMISSION (TONS) 2013-2014	1 859
SAVING CO2 KG/YEAR	1 802

SCOPE 3	TRANSPORT
TOTAL CO2 EMISSION (TONS) 2012-2013	1 941
TOTAL CO2 EMISSION (TONS) 2013-2014	2 047
EMISSION (TONS) PER CBM 2012-2013	0.033
EMISSION (TONS) PER CBM 2013-2014	0.033

THERE IS AN INCREASE IN EMISSION DUE TO INCREASE IN VOLUME. EMISSION PER CUBIC METER IS THE SAME FOR BOTH YEARS.



WORKING TOGETHER

Activating the world and creating a more sustainable future in the retail business is a big challenge, and we realize that this is a team effort. That is why we collaborate with others who want to make future change a possibility.

We have teamed up with our competitors, supporters and NGOs to develop and improve sustainability agendas in areas in which we have the opportunity to make a difference. Water, chemicals and textiles are all aspects that are material and important to us in our daily work, so we naturally want to push forward in enabling everyone to produce sports products in a more responsible way.

As of 2014, we are voluntary contributing members of the Better Cotton Initiative (BCI), the Bangladesh Accord, the Chemicals Group at SWEREA IVF and STWI – the Sweden Textile Water Initiative. Through our membership of these groups, we hope to both share and acquire new knowledge in meeting tomorrow's sustainability challenges and opportunities together.

We always stay vigilant when it comes to listening to our stakeholders and communities and which key issues they want us to commit to. Therefore, we are proud to support and fund the good and vital work of NGOs such as Fair Trade, SOS Children's Villages, Idrott Utan Gränser (Sports Without Borders) and En Frisk Generation (A Healthy Generation).







SOUTH AFRICA.



ROMANIA.

90

tons of clothes, shoes and sport articles found new use in 2014.

“ re:activate is Stadium’s way of contributing to a more sustainable, equal and active world. And you can tell it’s something our customers are passionate about.”

GUSTAF ÖHRN, CEO



IRAQ/ERBIL AREA



IRAQ.

RE:ACTIVATING THE WORLD

What happens to your old sporting goods, clothes and shoes when you buy new ones? Most products either get thrown away or stuffed into storage, never to be used again – even though they are perfectly usable. This is where we saw an opportunity to help those less fortunate and activate the world a little bit more.

A product that you no longer find useful can be invaluable to someone in need. And by giving something new life, you also reduce the impact it would have had on the environment as trash.

2011 saw the start of the re:activate initiative, a non-profit charity drive where we collect our customers’ old clothes, shoes and sporting goods and send them to people in need around the world – whether they are on the run from war, suffering economic crises or simply don’t have the access to or the means to afford them.

In this project, we work in close cooperation with Human Bridge, a non-governmental organization that mainly collects medical supplies for assistance in third world countries. They help us with sorting the donations and ultimately get the shipments to where they are needed the most. The products that are no longer deemed to be fit for continued use are, of course, properly recycled.

Although we have had several dedicated re:activate campaigns, our customers are always welcome to donate old products using the re:activate containers that you will find in our stores all year round.

Over the years, our customers have donated hundreds of thousands of warm jackets, clothes, shoes and soccer cleats that have been distributed among people in a number of countries such as Romania, Iraq and countries in eastern Africa.

STADIUM SPORTS CAMP

THE BEST WEEK OF SUMMER

Every summer since 1995, thousands of children have gathered together for an unforgettable week full of sports, fun and new friends.

During four weeks of the summer we give children aged 11-15 the chance to spend a week at the biggest sports camp in Sweden and Finland. Here, they can choose from 17 different sports to practice, including everything from soccer and hockey, to dance and shooting sports. But, more importantly: it is a chance for children from all over to have fun and form

friendships for life in a safe environment. This is something we want every child to be able to be a part of – regardless of background. Since 2013, we have been working together with Paralympics gold medalist Jonas Jacobsson to enable children with disabilities to participate. As the interest from these children is growing, we plan on doing everything we can to make the camp accessible to everyone.

The camp is run in cooperation with local municipalities and sports clubs. Together, we recruit nearly 1000 camp leaders among

local youth and sports club members each year – providing them with summer jobs and valuable work experience. We also work closely with the organization Friends, who train all of our camp leaders on how to prevent bullying and assist us in creating a secure and comfortable environment for the children.

Over the last 20 years we have activated nearly 70 000 children from all over the world – and our ambition is to be able to give every child an experience that will last a lifetime.



25%

STADIUM SPORTS CAMP IS A NON-PROFIT GOOD CITIZEN PROJECT, IN WHICH 25% OF THE TURNOVER IS RE-INVESTED IN LOCAL SPORTS CLUBS AND THEIR WORK.



Stadium Sports Camp's most important mission is to be a safe experience where everyone feels welcome – and everyone can have fun."

MARCUS GRAPNE
STRATEGIC & OPERATIONS MANAGER
STADIUM SPORTS CAMP



RE:CAP

OUR GOALS FOR 2020

We know there are things we are good at – and areas where we need to improve. Simply acknowledging the issues at hand is not enough. Therefore, we have set a number of goals to work towards in becoming an even more responsible and sustainable company.

Our stakeholder dialogs have shown us which material issues we should focus on in the future, and we have identified the areas that need improving. These goals will be the guidelines for our sustainability work until 2020, and our progress will of course be reviewed in following annual reports.

HUMAN RESOURCES

EQUALITY

- Harmonize data and introduce digital systems for monitoring
- Create a more even, 52/48% gender ratio (in either direction) throughout the organization

DIVERSITY

- Educate managers with hiring responsibilities about the benefits of a diverse workforce
- Match our workforce to our customer base demographic

HUMAN RIGHTS

RISK SCREENING

- 100% of new suppliers
- 50% of suppliers in high risk areas
- 30% of strategic and unique suppliers

SELF-ASSESSMENT

- 100% of new suppliers
- 50% of suppliers in high risk areas
- 30% of strategic and unique suppliers

AUDITS

- 100% of new suppliers
- 100% of suppliers in high risk areas

DIALOG WITH SELECTED BRANDS

- Sustainability dialogs to increase co-operation with six of our Selected Brands

ENVIRONMENT

HAZARDOUS CHEMICALS

- Exclude all hazardous chemicals in production
- Support suppliers in the phasing-out process

PACKAGING MATERIALS

- Demand minimized use of packaging materials from suppliers
- Demand environmentally friendly packaging materials from suppliers

STORE AND DISPLAY MATERIALS

- Define environmental requirements for suppliers of store and display materials
- Choose environmentally certified suppliers of store and display materials

ENVIRONMENTAL IMPACT*

- Expand use of the Solution Dye process
- Demand minimized energy consumption from suppliers (directly/indirectly through partnerships)
- Aim to use only sustainable materials in production of soft goods

*** THESE GOALS APPLY TO STADIUM AB ONLY**

OUR SUSTAINABILITY VISION

Our vision is to activate the world – today and tomorrow. This is why we are actively contributing to a more sustainable world. By acting in a socially, financially and environmentally conscious manner, we promote a healthy lifestyle today and for future generations.

As part of this ambition, our values are the compass that guides our work.

THEY INCLUDE:

TEAM SPIRIT

We play on the same team – customers, suppliers and employees. If we all pull together, we can make a difference.

IMPROVEMENT

We continuously strive to be more innovative and to improve our products and processes from a sustainability perspective.

ENERGY

Action, not words, produces results. Energy and initiative are two of our key resources for achieving success.



THE KEY ISSUES

How do you figure out what to focus on? To us it's simple. We ask the people who are directly affected by our day-to-day work – our customers, employees, sports clubs, partners, NGOs and selected brands – what they think.

The content aspect boundaries in this report were defined in a materiality workshop as the result of a series of stakeholder dialogs. These dialogs were conducted via online questionnaires with both open and closed questions, where all groups had the opportunity to give their own input on material

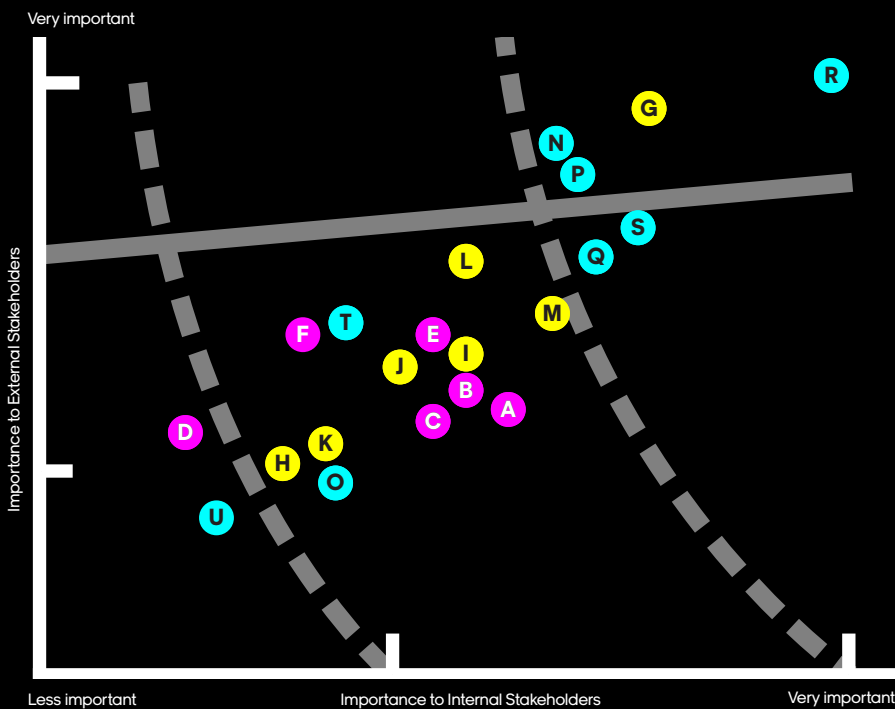
issues as well as suggesting new aspects. All groups that are close to us and share their input with us are defined as our stakeholders. These groups may change over time, but for the time span that this report covers they are as shown in the charts.

The aspects identified were evaluated on the basis of their impact in our value chain. As a result, we see that environmental aspects are key to the production, shops and end-user perspective. In the supply chain, human rights are valued highest and, in our shop and distribution center, labor rights are the most important aspects.

STAKEHOLDER	TYPE OF INVOLVEMENT	ISSUE RAISED
EMPLOYEES	Web* Activoice**	Equality and diversity Health and safety
CUSTOMERS	Web*	Labor rights Product safety
SELECTED BRANDS	Web*	Chemical usage in production Products free of toxic materials
SPORT ASSOCIATIONS	Web*	Child labor Labor rights
PARTNERS	Web*	Chemical usage Ethical labeled products
NGOS	Web*	Environmental impact Employee health and safety

* Web-based dialog for this sustainability report
** Yearly Employee Survey

MATERIALITY



STRAIGHT LINE: Threshold for report content. **DOTTED LINE (LEFT):** Boundary for report aspects which are considered baseline aspects. **DOTTED LINE (RIGHT):** Boundary for report aspects which are considered focus aspects

OUR OPERATIONS

A: We maintain high security for staff and customers in our stores. **B:** We maintain an equal and diverse workplace. **C:** We are committed to the community and voluntary associations. **D:** We work proactively to prevent corruption. **E:** We choose materials for packaging and interiors with respect for the environment. **F:** We reduce our CO2 emissions from our stores and transports.

CUSTOMERS

G: We sell safe, toxin-free products. **H:** Our stores are accessible for all customers. **I:** We treat all customers equally. **J:** We protect customer data and respect our the integrity of our customers. **K:** We give our customers the opportunity to return clothes to our stores for recycling. **L:** We have ethically and environmentally labeled products in our range. **M:** We do not mislead our clients in the marketing of our products.

SUPPLIERS

N: We exclude toxic chemicals from our production. **O:** We minimize water usage in our production. **P:** We minimize negative environmental impact in our production (waste, emissions and effluents, energy, etc.). **Q:** We check that staff in our factories have decent working conditions. **R:** We check that there is no child labor or forced labor in our factories. **S:** We check that factories producing our goods provide a safe environment for their employees. **T:** We check that our suppliers' work with animal products is ethical (wool, down, leather, fur). **U:** We check that our suppliers use ethically and environmentally labeled cotton.

GRI INDEX

GLOBAL REPORTING INITIATIVE INDEX

The Global Reporting Initiative's Sustainability Reporting Guidelines (GRI G4) are a set of internationally recognized indicators covering a company's governance, economic, labor, human rights, society and environmental impacts.

The GRI's mission is to make sustainability reporting standard practice for all companies and organizations. Its framework is a reporting system that provides metrics and methods for measuring and reporting sustainability-related impacts and performance.

General Standard disclosures

STANDARD DISCLOSURE	TITLE	PAGE NUMBER	●	COMMENT
STRATEGY AND ANALYSIS				
G4-1	Statement from the most senior decision-maker of the organization	Page 3	●	
ORGANIZATIONAL PROFILE				
G4-3	Name of the organization	Page 4, 10	●	
G4-4	Primary brands, products and services	Page 15	●	
G4-5	Location of the organization's headquarters	Page 14	●	
G4-6	Countries where the organization operates	Page 14	●	
G4-7	Nature of ownership and legal form	Page 10	●	
G4-8	Markets served	Page 14	●	
G4-9	Scale of the reporting organization	Page 9-10	●	
G4-10	Workforce	Page 8-9	●	
G4-11	Percentage of employees covered by collective bargaining agreements	Page 8	●	
G4-12	Organization's supply chain	Page 12-15	●	
G4-13	Significant changes during the reporting period regarding the organization's size, structure, ownership, or its supply chain		●	No changes during reporting year
G4-14	Whether and how the precautionary approach or principle is addressed by the organization	Page 17	●	
G4-15	List of externally developed economic, environmental and social charters, principles, or other initiatives	Page 16, 18	●	
G4-16	List of memberships of associations (such as industry associations) and national or international advocacy organizations	Page 16, 18	●	

LEVEL OF COMPLETION: ● FULLY REPORTED ● PARTIALLY REPORTED ● NOT REPORTED

STANDARD DISCLOSURE	TITLE	PAGE NUMBER	●	COMMENT
IDENTIFIED MATERIAL ASPECTS AND BOUNDARIES				
G4-17	List of entities included	Page 4	●	
G4-18	The process for defining the report content and the Aspect Boundaries	Page 24	●	
G4-19	All the material Aspects identified in the process for defining report content	Page 24	●	Please note comment on page 24
G4-20	Aspect Boundary within the organization for each material Aspect	Page 24	●	
G4-21	Aspect Boundary outside the organization for each material Aspect	Page 24	●	
G4-22	The effect of any restatements of information provided in previous reports, and the reasons for such restatements	n/a	●	First report
G4-23	Significant changes from previous reporting periods in the Scope and Aspect Boundaries	n/a	●	First report
STAKEHOLDER ENGAGEMENT				
G4-24	A list of stakeholder groups engaged by the organization	Page 24	●	
G4-25	The basis for identification and selection of stakeholders with whom to engage	Page 24	●	
G4-26	The organization's approach to stakeholder engagement	Page 24	●	
G4-27	Key topics and concerns that have been raised through stakeholder engagement	Page 24	●	
REPORT PROFILE				
G4-28	Reporting period	Page 4	●	
G4-29	Date of most recent previous report	Page 4	●	
G4-30	Reporting cycle	Page 4	●	
G4-31	Contact point for questions regarding the report or its contents	Page 4	●	
G4-32	GRI Content Index for Accordance 'Core'	Page 25-27	●	
G4-33	Report assurance procedures	n/a	●	Self-declared report
GOVERNANCE				
G4-34	Governance structure of the organization	Page 10	●	
ETHICS AND INTEGRITY				
G4-56	The organization's values, principles, standards and norms of behavior	Page 7	●	

Specific Standard disclosures

DMA AND INDICATOR	TITLE	PAGE NUMBER	●	COMMENT
G4-DMA	Generic Disclosures on Management Approach	Page 7, 10, 14, 16, 18, 22, 24	●	
MATERIAL ASPECT: ECONOMIC PERFORMANCE				
EC-1	Direct economic value generated and distributed	Page 10	●	
MATERIAL ASPECT: ENERGY				
EN-3	Energy consumption within the organization	Page 17	●	
MATERIAL ASPECT: EMISSIONS				
EN-16	Energy indirect greenhouse gas emissions (Scope 2)	Page 17	●	
EN-17	Other indirect greenhouse gas emissions (Scope 3)	Page 17	●	
EN-19	Reduction of greenhouse gas emissions	Page 17	●	Scope 1 emissions stands for a insignificant share of total amount of emissions. Therefore not presented.

DMA AND INDICATOR	TITLE	PAGE NUMBER	●	COMMENT
MATERIAL ASPECT: SUPPLIER ENVIRONMENTAL ASSESSMENT				
EN-32	Environmental screening of new suppliers	Page 14-15	●	
EN-33	Significant actual and potential negative environmental impacts in the supply chain	Page 14-15	●	Solution dye and PFC currently introduced at Stadium AB
MATERIAL ASPECT: EMPLOYMENT				
LA-1	New employee hires and employee turnover	Page 8	●	Breakdown on new hires by gender is based on data from Sweden and Finland and by age category it is based on data from Sweden only due to limitations in our reporting systems.
MATERIAL ASPECT: OCCUPATIONAL HEALTH AND SAFETY				
LA-8	Health and safety topics covered in formal agreements	Page 8	●	
MATERIAL ASPECT: TRAINING				
LA-9	Average hours of training	Page 8	●	
LA-11	Employees receiving regular performance and career development reviews	Page 8	●	
MATERIAL ASPECT: DIVERSITY AND EQUAL OPPORTUNITIES				
LA-12	Composition of governance bodies and breakdown of employees per employee category	Page 9	●	
MATERIAL ASPECT: SUPPLIER ASSESSMENT FOR LABOR PRACTICES				
LA-14	Labor practices screening of new suppliers	Page 14-15	●	
LA-15	Significant actual and potential negative impacts for labor practices in the supply chain	Page 14-15	●	
MATERIAL ASPECT: CHILD AND COMPULSORY LABOR				
HR-5	Operations and suppliers identified as being at significant risk of incidents involving child labor	Page 14-15	●	
HR-6	Operations and suppliers identified as being at significant risk of incidents involving compulsory labor	Page 14-15	●	
MATERIAL ASPECT: SUPPLIER HUMAN RIGHTS ASSESSMENTS				
HR-10	Human rights screening of new suppliers	Page 14-15	●	
HR-11	Significant actual and potential negative human rights impacts in the supply chain	Page 14-15	●	
MATERIAL ASPECT: CUSTOMER HEALTH AND SAFETY				
PR-1	Product and service categories for which health and safety impacts are assessed for improvement	Page 12	●	

