

Jula AB

Sustainability Report 2024



Part of our unstoppable journey

2024 has been a year of significant progress and innovation for our operations in spite of the challenging business environment factors which have impacted us day-to-day. We have worked strategically to continue to strengthen our position as a low-cost actor by refining our customer offering and ensuring both attractiveness and relevance. All while we have continued to strive after high quality in everything we do.

We continue our investment in product quality and product safety which has further raised our standards. This is bringing results and we see that claims against our own brand products continue to fall in line with our goals. This year we launched our major investment in making spare parts more easily available which aims to promote a repair and reuse culture. Another focus area is becoming even more resource efficient and an important area is our packaging. We continue to focus on reducing the use of materials, including plastics, and optimising the size of packaging which leads to fewer transports and a lower environmental impact.

Our shared Group goal to produce the same amount of energy as we use has led us to invest in solar cells at several sites including the distribution centre (DC) in Skara and stores in Falköping and Skövde. We have also installed a large battery storage at the DC in Skara and charging posts for both cars and lorries. This work is ongoing and we have learnt a lot. This year, preparations have been made for upcoming installations of solar cells at more of our stores and we have invested in a large wind farm to strengthen our engagement in a green future.

Through our sister company, Jula Logistics, the Group continue to invest in the sustainable transport of the future and a new warehouse building in Falköping was opened this year. We have powerful electric trucks and lorries here, which is in line with our ambition to reduce our environmental impact and to create greener logistics solutions.

At the same time as we continue to combine innovation and sustainability with strategic investments which create long-term value, we have invested heavily in our staff. We call this our unstoppable journey and have invested in teamwork, an updated leadership programme and a smooth, efficient onboarding process for our new colleagues.

We always aim to develop solutions which work for both the Group, society in general and the individual.

“We always aim to develop solutions which work for both the Group, society in general and the individual.”



Johan Sjöhagra
President of Jula AB

Maria Ragnarsson
Sustainability Manager

Jula: the company

The story of Jula begins on the idyllic farm of Jultorp on the outskirts of Varaslättan in Västergötland. A success story characterised by curiosity, drive and a strong entrepreneurial spirit that has transformed the family business into an international group with presence in Sweden, Norway, Poland, Finland and Austria. Jula is in an intense phase of expansion and aims to inspire people to simplify their everyday life and make it active and fun. With an extensive range of products for the home, garden and leisure at bargain prices, Jula enables homeowners, DIYers, farmers, tradespeople and other business owners to find everything they need. Together we strive to awaken each individual's desire to take on their own projects and challenges and fix things themselves.

Jula AB is an important part of the Jula Holding Group, which has developed by creating new business opportunities within the original retail operations. The group focuses on effectively acquiring, starting and developing both new and existing businesses, with long-term sustainability as a guiding principle. The different lines of business in retail, logistics, hotels, real estate and energy, work and develop together. The group is based in Skara.

About the report

The Sustainability Report covers Jula AB and is prepared in accordance with the Annual Accounts Act, chap. 6. Jula AB has chosen to prepare the report as an appendix to the administration report, part of the annual report for Jula AB. This strategy reflects our wish to clearly and transparently communicate our actions towards sustainability and taking responsibility.

2024

A total of 9 new department stores were opened in 2024

FURENE
STRAUME

HAPARANDA

PORI
LOHJA

VETLANDA

GORZÓW WLKP.

MYSIADŁO

JASTRZĘBIE-ZDRÓJ

145 department stores

 70 Sweden

 43 Norway

 23 Poland

 9 Finland

 **E-commerce**
Austria

Our own brands

KAYOBA

Bright™

Burns & Barkles®

MEEC
TOOLS

anslut™

Hamron™

Menuett®

Hard
Head™

BLUEWEAR® 

EKVIP™

Hard facts



Turnover
10 556 SEK million



Solidity
61%



Product claims*
0.88%



20 857 MWh
Wind power
produced 2024



3 989 MWh
Solar power
produced 2024



Number of
DIYers
in JulaClub
5 100 000

*Number of product claims in relation to sales.

Stakeholders & material matters

As sustainability requirements increase, it is important that we continue to update and adapt our strategies. The introduction of Corporate Sustainability Reporting Directive (CSRD) and European Sustainability Reporting Standards (ESRS) presents us with new opportunities and challenges.

It is important to understand what our stakeholders consider to be of great significance. Our primary stakeholders include customers, employees, owners, suppliers, society and authorities. At Jula, we strive for active dialogues in order to gather information on what our stakeholders consider to be essential. We achieve this through regular customer surveys, open dialogue and cooperation. The information collected serves as a basis for focusing on relevant issues in our sustainability work.

Carefully assessing our scope of impact in the field of sustainability, and understanding how sustainability issues affect our business, are of key importance to us. Our sustainability work begins with the double materiality analysis. During the year we have mapped the consequential materialities our company has as well as analysed the financial materialities to better understand and determine the impacts on us of the world around us. The materialities have been assessed according to our updated model, adapted for the

new requirements. We have identified and prioritised materialities to understand that the following areas are our largest materialities:

- GHG emissions from energy use, transport and product manufacture
- Materials consumption
- Energy consumption
- Our own workforce
- Human rights

Jula's sustainability work is based on the issues that represent our greatest materialities. With this strategy, we aim for holistic and effective sustainability work that reflects the current and important aspects in the field. Our adaptation to the new standards means that we don't simply meet the legislation requirements but also strengthen our position as a sustainable and responsible company. We look forward to continuing our journey towards a more sustainable future and sharing our progress and challenges.

Risk management

At Jula we have a common model for handling operational risks. We work actively to monitor the business environment, risk management and prevention as well as exploring and developing opportunities. Our risk management policy describes principles, responsibility, processes and reporting requirements and we have a system which forms a framework for the management. We manage different national laws and directives as well as different operations within the group which is a natural part of daily operations.

Identification of risks

Risks are identified on a regular basis in tandem with business planning, projects or decisions. A risk management committee works actively to assess reported risks. All staff have a responsibility to ensure compliance with the risk management policy in our daily work. Company-affiliated managers for respective departments, functions or companies are responsible for following their company's risks, ensuring plans of action are in place, implementing measures and reporting on any risks on an ongoing basis. Risks are assessed based on the probability of the risk occurring and the consequences it would have for our business. Decisions are taken on which measures to take, scheduling them and appointing someone to be responsible for the measure. Ongoing risk assessment takes place in operations which is reported to the company leadership twice a year at Board meetings. As well as the likelihood and financial consequences, sustainability risks are also assessed from the following perspectives:
 Scope: How large a part of operations are impacted by the risk.
 Scale: How serious the impact on the business and stakeholders is.
 Irremediability: How easy or difficult it is to prevent or mitigate the risk.

Crisis management and continuity plans

There are well-established plans of action in the Jula Holding Group for crisis management. Day-to-day business activities have been thoroughly prepared and tested. Functions and systems are tested and revised on an ongoing basis to ensure robustness in the event of a crisis or extraordinary events in our business. Jula's action plans ensure that Jula is prepared to act over time and to provide security in the event of a crisis. It is important to act and implement the right measures in each individual situation in order to secure critical systems or activities for a rapid resumption of production, or to ensure that people and material property are taken care of. The geopolitical impact and current threats along with the geographical location of operations is risk assessed and measured taken as required.

Important questions for stakeholders concerning Sustainability

Stakeholder	What is important?	How are stakeholders involved?
Customer	Product quality and product safety Transparency Reduced climate impact Human rights	Customer searches Homepage Printed media Social media Customer reception
Colleagues	Working environment & health Development and career opportunities Reduced climate impact Business ethics Diversity & equality	Colleague discussion Dialogues Internal communication Training
Owner and Board	Reduced climate impact Long-term, sustainable development Business ethics Human rights Anticorruption Energy supply and use	Annual report Sustainability report Ongoing dialogue
Suppliers	Human rights Business ethics Product quality and product safety Long-term sustainable development	Supplier evaluations Audits Supplier portal Digital platforms Ongoing dialogue
Public authority & Society	Social commitments Working environment Recycling Laws, regulations and standards Reduced climate impact Circularity Energy supply and use	Ongoing dialogues Collaboration Trade associations External seminars Inspection visits Consultation
Nature	Reduced climate impact Resource efficiency	Reports
Future generations	Reduced climate impact Resource efficiency	Reports

Sustainability risks

Risk	Description of risk	Risk management
Material	Use of different materials in products and packaging, use of virgin/recycled raw materials can bring risks of increasing the company's climate impact and/or lowering the company's reputation. A lack of access to more climate-friendly materials can involve less sustainable choices.	We set requirements on product contents and aim to use a greater proportion of recycled or fossil free contents in our products and packaging. We work on products with longer life span and a greater degree of recyclability.
Chemicals	Risk of contamination in manufacture and use of our products. Also health risks in manufacturer, handling and use of products.	We conduct security checks and our own controls with regards to chemical handling and storage. We work continuously to phase out, replace and limit potentially dangerous chemicals. Our CRS audits at suppliers check chemicals and chemical use. We carry out tests in our test lab.
Impact on climate	Emissions from transport, energy use, product manufacture, product use are a risk of increased climate impact.	We place demands on carriers to actively reduce emissions from transport through efficient transport solutions and fossil free alternatives where possible. We develop the group's own logistics company with fossil free transport solutions. We place demands on our suppliers to make their manufacturing processes as efficient as possible. We choose green electricity contracts to be more energy efficient. Within Jula Holding we produce renewable energy.
Waste	Waste from manufacturing, packaging and expired products can form a risk if not handled correctly.	We work actively through our quality centre to ensure quality of products, longer lifespan and have ambitions to give products a second life. Through our pretreatment facility we can first give products a second life and secondly ensure recycling. We work with partners to ensure that the recycling grade of our leftover materials is high.
Colleagues, work environment and health	Working environment risks, working conditions, work injuries, stress-related health factors can be risks if regulations are not followed. Equality, diversity, discrimination are classed as risk areas. This could cause increased costs and a detrimental reputation.	We take responsibility as employers, follow regulations and ensure this through structured preventative work, policies which clearly show the company's position, regular security checks and good dialogue with colleagues, health and safety officer and unions. We operate a zero tolerance policy for discrimination. We also have an anonymous whistle blowing system.
Human rights	Manufacturing in high risk countries brings risks of human rights violations, union freedom, security, discrimination, lack of employment contracts, reasonable working hours and salary.	Our suppliers agree to follow our Code of Conduct, which is part of our agreement. Compliance is checked through CSR audits on site in factories as well as through monitoring suppliers. We have an anonymous whistle blower systems which can be used by suppliers.
Corruption	Risk of corruption and influence on decision makers.	Employees and suppliers are covered by our anti-corruption policy and our Code of Conduct which clearly demonstrates that distance ourselves from all forms of bribery and corruption. We have an anonymous whistle blower system.

We are on an unstoppable journey

We have set a clear, long-term goal at Julia to double our turnover by 2030. This is a robust ambition which makes all our operations bubble with curiosity and determination. We are on an exciting journey and will achieve this together. It will also take place in combination with our sustainability agenda. By bringing together our strengths and steering towards our shared goal, we become unstoppable.

During 2024 we have clarified our sustainability agenda. Partly due to our new turnover target, partly due to the new requirements on our business from the EU's CSRD, Corporate Sustainable Reporting Directive. Our long-term sustainability ambition has not changed significantly. This means that we feel secure in the direction we have chosen for our long-term goal. Julia shall continue to aim to reduce our climate impact and contribute to more sustainable development. Our focus is on the UN's global goals and have selected the goals where we see that our activities can contribute to a positive blueprint, albeit on a small scale in the big picture.

Julia wants to motivate people to do it themselves. We also want future generations to know how to DIY. Therefore we take our sustainability commitments seriously and continue to integrate the question into our operations and strategies. By making long-term, resource efficient and thorough choices, we will increase our sustainability commitments and reduce our climate impact - at the same time as offering a great range to our customers!

After the year's clarification of our sustainability agenda, we arrived at three main areas which we are focusing our work around.



GLOBAL GOALS
for sustainable development





OUR RESPONSIBILITY

We want to contribute to social justice

- 100% of our suppliers will comply with our Code of Conduct
- We have zero tolerance of all forms of corruption



OUR COLLEAGUES

We want to be a sustainable employer with engaged colleagues

- We want all our colleagues to be satisfied and proud
- Our workplaces should be safe and secure
- We work to increase diversity and inclusion
- We work actively on skills development



It can be a challenge to combine high volume retail, low prices and sustainability. But it isn't impossible.

Altogether, for us it's about reducing our climate impact and that everyone at Jula contributes and plays a part in long-term sustainable development by using resources efficiently and exercising due care in the choices we make.



OUR CLIMATE

We work actively to reduce our climate impact.

We are doing this while we expand.

- 100% fossil free transport by 2045. Our road transport shall be fossil free by 2035.
- The electricity we buy for all our operations shall be 100% renewable by 2030.
- We will improve our energy efficiency in our operations year on year.
- We will make smarter material choices through optimising packaging with reduced material usage, more recycled and fossil free plastic and sustainable cotton in our textiles.

Impact through our value chain

To reduce our carbon footprint, we need to map and understand our value chain. Analysis of our processes and how they can impact and influence various parts of the chain allows us to take responsibility better. We are highly conscious of our great responsibility and are prepared to take it on.

SUBCONTRACTORS

The life cycle of a product is linked to the consumption of resources and environmental impact. Julia's ambition is to have an overall perspective in relation to the entire life cycle of the product. Decisions are taken already in the purchasing stage that influence how the product is handled in the rest of the chain. This goes for, as an example, the choice of materials and raw materials, which product testing is required for quality assurance of the product, whether it will be possible to repair the product, how the product will be handled after its end of life, and how the product will be packaged.



1

TRANSPORT TO THE DISTRIBUTION CENTRE

All Julia's sea transport goes slower than normal by using so-called "slow shipping", which means that the vessels consume less fuel. Goods go by rail from the port of Gothenburg to Falköping. On an annual basis this results in about 6,000 fewer transports by lorry between Gothenburg and the central warehouse in Skara. To further optimise incoming transport, Julia uses electric lorries between the dry port in Falköping and Skara. Goods from Europe are transported by rail from Italy, if possible. We do this to further reduce emissions.



3

SUPPLIERS AND MANUFACTURERS

Close cooperation with our suppliers is one prerequisite for the sustainable use of resources and good quality, and for satisfying the demands of our customers. Julia's own staff in Asia and Poland facilitate contact with our suppliers. We put requirements on suppliers on the basis of our values. Julia conducts audits and provides information on sustainability and our Code of Conduct. This creates understanding and continuous improvements.



2

ENERGY EFFICIENCY

Julia's distribution centre is one of northern Europe's largest warehouses. We have invested in geothermal heating as the main source of heating here. 96 bore holes supply our central warehouse with heating, and we also have motion sensor lighting and sealed connections. The group owns shares in 7.5 wind turbines that supply us with renewable energy. We have one of Sweden's largest rooftop solar parks with a capacity of 8 MW. In addition to this, the energy we purchase comes from renewable sources.

4



TRANSPORT FROM THE DISTRIBUTION CENTRE

Transport to department stores take place with external carriers to achieve effective groupage. We always strive to optimise our transport, for example, by extra-high pallet height to maximise loading in trucks. We also use rail transport, such as between Falköping and Umeå. Jula sets requirements for environmental development during transport procurement and has close collaboration with our transport suppliers.



6



9

RECYCLING

Jula cooperates with different partners when it comes to recycling. In our department stores, offices and warehouses, corrugated board, plastic, metal, wood and hazardous waste are separated at source. By paying fees for products that we have put on the market our customers can leave products that have reached their end of life at recycling centres throughout the country.

PREVENTING WASTE

Jula's product range makes it easier for our customers to repair and prolong the useful life of broken products or carry out their own repairs. Our service department, After Sales, takes care of any products that are returned. This contributes towards more sustainable development, with more wear and tear and less disposal. As far as possible, products that are returned are repaired and then sold in one of our outlets. There are also over 9,000 spare parts that can prolong the life of products that need to be repaired.

8



SATISFIED CUSTOMERS

Jula always strives to meet customers' expectations. Ensuring that Jula is always easily accessible as a department store and for e-commerce is key to this. We work hard to guarantee safe products of good quality that comply with legal requirements and customer expectations. Various customer surveys are carried out every year to find out what customers think about Jula.

7



5

COMMITTED STAFF

Our committed staff are a crucial factor for our future development and expansion. The company values promote good leadership that strives for diversity and equality. Our commitment to our customers, to each other and to the company is a basic requirement to allow us to comply with our basic values. The spirit of Jula is about us being genuine and honest, we take responsibility, have drive and ambition and we are committed. The objective is to be an attractive employer that develops and maintains the right competence and attracts new talent.



7

We want to reduce our climate impact

As a retail company, we have great responsibility to reduce our climate impact. This is one of our most important questions and an area we have worked on actively for several years. During 2024 the climate question continued to be relevant with a focus on the energy crisis, electrification of transport and the transition to renewable sources of electricity. Our work to reduce our climate impact focuses on two central areas: energy and transport.

Sustainable energy - efficiency and renewable sources

Energy use is a central part of our sustainability work. We ensure that all the electricity we buy is from sustainable sources, mostly certified hydropower. In total, 91% of the electricity we used in 2024 was renewable, the same level as in 2023. The lowest proportion is in Poland where only 34% comes from renewable sources. Energy efficiency is another important part of our work. During 2024, we installed efficient LED lighting in a further 17 older stores as well as parts of our head office in Skara. Despite that, the total energy use increased by 4% compared to the previous year which is due to the fact that we have opened new stores. At our distribution centre usage has increased due to more shifts and charging electric vehicles. A big efficiency measure has been introduced at the same time, the installation of an AutoStore which reduced electricity use

in certain flows by 75%. Our key figure of kWh used in relation to turnover shows reduced usage (4.9 2024 versus 5.1 2023). Investments in solar energy continue. During 2024 we produced 3,989 MWh of solar power in total together with our sister companies. The largest solar park of 8 MW is at our distribution centre in Skara. Thanks to a 2 MW battery, we are able to manage energy spikes internally as well as supporting the electricity network if required. We also have charging stations there for both lorries and cars which were used for a total of 272,272 kWh of charging during the year.

To make our energy use more efficient we have engaged an energy specialist at our sister company G&K Blanks. This gives us even better conditions to make our energy use more efficient and reduce our climate impact.





Sustainable transport - electrifying and transition to rail

Transport is a central part of our operations and we work actively to find more sustainable and cost efficient solutions together with our sister company Jula Logistics. During 2024, Jula Holding group invested in more electric lorries through our partner ECO Link which created better conditions for electric transport within the group. Despite our investments, transport related emissions increased by 8% compared to the previous year. This is partly due to greater transport needs as we expand and partly due to the changed reduction obligations which have influenced the emission factors. Positive development at the same time. We continue to aim to move more transport to rail as it is possible and efficient. One of our largest carriers carried out 16.7% of transports with fossil free alternatives in 2024. In addition, 49% of fuel for our own vehicles was HVO. Thanks to our consistent efforts to reduce transport emissions despite our rapid expansion, our key figure of emissions to turnover fell from 2.89 to 2.86 from the previous year.

Looking forward

Our work to reduce our climate impact is an ongoing process. By continuing to invest in renewable energy, energy efficiency and sustainable transport alternatives we are going in the right direction. We are determined to continue our journey to a more sustainable future with long-term goals and concrete measures to reduce our climate impact.



Environmental data

Energy consumption in stores and warehouses

	2022	2023	2024
Electricity consumption in group-owned department stores, MWh	6 458	6 162	6 229
Electricity consumption kWh/m ²	121	114	108
Consumption of district heating in group-owned department stores, MWh	2 548	2 289	2 003
Electricity use in rented department stores, Sweden	15 520	14 918	15 737
Electricity consumption kWh/m ²	114	107	106
Electricity consumption central warehouse, MWh	6 531	6 610	7 169
Energy consumption department stores, Poland MWh	5 153	5 023	5 293
Energy consumption department stores Norway MWh	13 987	13 873	13 577
Energy consumption department stores Finland, MWh	67	725	1 693
Total energy consumption, MWh	50 264	49 600	51 701

Carbon dioxide footprint – from factory to department store (tonnes CO₂)

	2022	2023	2024
Total scope 1 (own emissions)	286	210	172
Business trips Julia flights	173	113	81
Business trips Julia cars	113	97	92
Total scope 2 (energy consumption)	4 575	3 043	2 638
Total for department stores	4 558	3 008	2 613
Sweden	663	715	776
Norway	102	0	0
Poland	3 793	2 293	1 837
Finland		0	0
Central warehouse and head office	17	35	25
Total scope 3 (indirect emissions)	41 575	24 669	27 423
Logistics	41 493	24 576	27 305
Business trips (flight and rail, hire cars)	82	93	118
Total carbon dioxide emissions	46 436	27 921	30 234

Carbon dioxide emissions – Logistics (ton CO₂)

Air	412	244	182
Sea	21 242	9 533	13 057
Road	19 720	14 693	13 794
Rail	91	106	84
Total (tonnes CO₂)	41 465	24 576	27 117

Key performance indicators

CO ₂ emissions by turnover (tonnes/million SEK)	4.81	2.89	2.86
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Electricity production from own shares in wind/solar power

Electricity production - own wind turbines MWh	19 357	21 075	20 857
Electricity production - own solar panels MWh	958	2 018	3 989





Quality and sustainability in focus

One of Julas mottos is “more wear and less waste” and this influences all our efforts from product quality and tests to compliance and spare parts. By means of systematic quality work, we ensure our produces meet high requirements for safety, sustainability and functionality. Julas quality centre is a central part of our product development and a key component in our work to ensure sustainable, durable products.

A growing test centre – new opportunities in Ningbo

Our quality centre in Skara is the heart of our test and development work. Experts in product safety, quality and testing work here to ensure that our own brands meet both national statutory requirements and the customers’ high expectations. In 2024, we decided to establish a new test centre in Ningbo, China, which opens in April 2025 to further consolidate this work. The new test centre will be a valuable complement to our Swedish lab and gives us the possibility to conduct test closer to our suppliers. This results in shorter lead times, reduced transport needs and more efficient product development. At the same time, our Swedish test centre remains an important part of our quality process and continues to steer and develop test methods and standards.

Increased focus on packaging and material efficiency

During 2024, we have continued work to improve our packaging from both a sustainability and efficiency perspective. We have produced a packaging policy which should guide the organisation to reduce unnecessary materials, replace less sustainable materials and better alternatives to ensure our packaging optimised for transport and management. As part of the work we have introduced specific management plans during the year for around 10% of our 15,000 items for which we examine and optimise packaging. A concrete result is that we have reduced the amount of plastic in our packaging by over 40 tonnes by replacing plastic with alternative materials. At the same time we continue to develop our user manuals to help customers to assembly, use and maintain their products in



Number of returns salvaged

PARTIER & FYND | OUTLET

2
0
2
4

35%

a way that extends their life. 400 manuals have been updated in 2024.

Spare parts – a key to sustainability

During 2024 we launched a new investment spare parts to strengthen our offering and give our customers a more secure purchasing experience. The aim is to make it easier for customers to purchase spare parts and consumables which extends the life span of our products and reduces the need for new production. By improving the availability of spare parts we have seen a clear impact on sales figures - an increase of 78% compared with the corresponding period in the previous year. This shows that our customers value the possibility to fix and maintain their products rather than replacing them, which is an important part of our circular thinking.

Increased circularity and reduced use of resources

Our quality centre doesn't just make preventative work possible but also smarter management of returns. Products which are returned to our stores are assessed in Skara where we determine whether they can be repaired or materials recycled. Those products which can be repaired are sold in our outlets in Sweden which gives them a second life. During the year, 35% of returned products could be sold on, a reduction on the previous year. The reduction is due in part to fewer returns and in part a greater proportion of returns have been on customer-owned products which were returned to the customer after repair. We view this as a positive outcome of our increased focus on spare parts and better product information.

Progress on sustainable material choices

We are working actively to increase the use of recycled and fossil free materials in our products. By influencing our suppliers and places higher demands on material choices we aim to reduce our climate impact.

Part of this work includes our packaging and during the year we have continued to eliminate unnecessary material and optimise our solutions. By training our employees and implementing a clear policy, we ensure that the work becomes a natural part of our product development.

“...our customers value the opportunity to repair and maintain their products rather than replacing them...”





A long-term responsibility

As a manufacturer and importer we take great responsibility for our products even after they leave our shelves. We are connected to manufacturer responsibility organisations which ensure that electronics, batteries and packaging can be recycled responsibly. This is an obvious part of our sustainability work and our responsibility towards both customers and the environment.

Waste and recycling

We are determined to reduce our climate impact and view resource efficiency as a key part of the work. Each part of our operations must contribute to long-term sustainable development. During 2024, the total amount of waste generated by our operations did not decrease compared to the previous year. However, waste in relation to turnover has decreased this year, from 41% in 2023 to 39% in 2024. We see this as a result of our structured work with resource efficiency and recycling, where we continue to expand our operations and open more department stores. Our waste categories are sorted for recycling in cooperation with our partners and we are in ongoing dialogue about the opportunities to sort further categories for material recycling instead of energy recovery.

Standardisations

Jula is engaged in several technical standardisation committees and networks to stay a step ahead of requirements and regulations.

By being prepared we can adapt our operations in a cost effective way and make well-founded decisions. Our participation is also part of our social engagement - we want to contribute to the development of standards which make trade easier and improve day-to-day life for our customers.

Oversight by regulatory agencies

During 2024, the authorities continued to conduct product safety checks on our products in our markets. During the year 90 known market checks were carried out. Of these, 22 required a minor action while 5 required a larger action from us. We work continuously to ensure product safety through clear requirements, regular samples and thorough audits of verifications among suppliers. This is crucial to prevent products which do not meet requirements from reaching the market.

We look forward to continuing our work for a more sustainable future in which circularity and resource efficiency are central parts of our strategy.

Our proactive Customer Service

In our customer service department we work with sustainability by integrating environmental, social and economic aspects into our daily work.

Recycling in Sweden to 2024

	Hazardous waste	Iron	Metals	Paper	Plastic	Electronics	Other waste	Total	TURNOVER	In relation to turnover
2022	34	443	7	2 180	68	233	1 526	4 449	9 652	47
2023	29	331	8	2 016	54	213	1 226	3 877	9 472	42%
2024	41	343	8	2 218	58	313	1 132	4 113	10 556	39%

Environmental sustainability

We aim to minimise our environmental impact through digital solutions which reduce paper use and unnecessary mailings. We work actively so that the right information reaches the customer at the right time for the customer to make the right decision about which product to buy or how best to use it to extend its usable life and areas of use. Together with the customer, we also aim to find solutions to questions which often mean we can avoid unnecessary transport and increase the amount of reuse of products which may have certain defects or transport damage.

Social sustainability

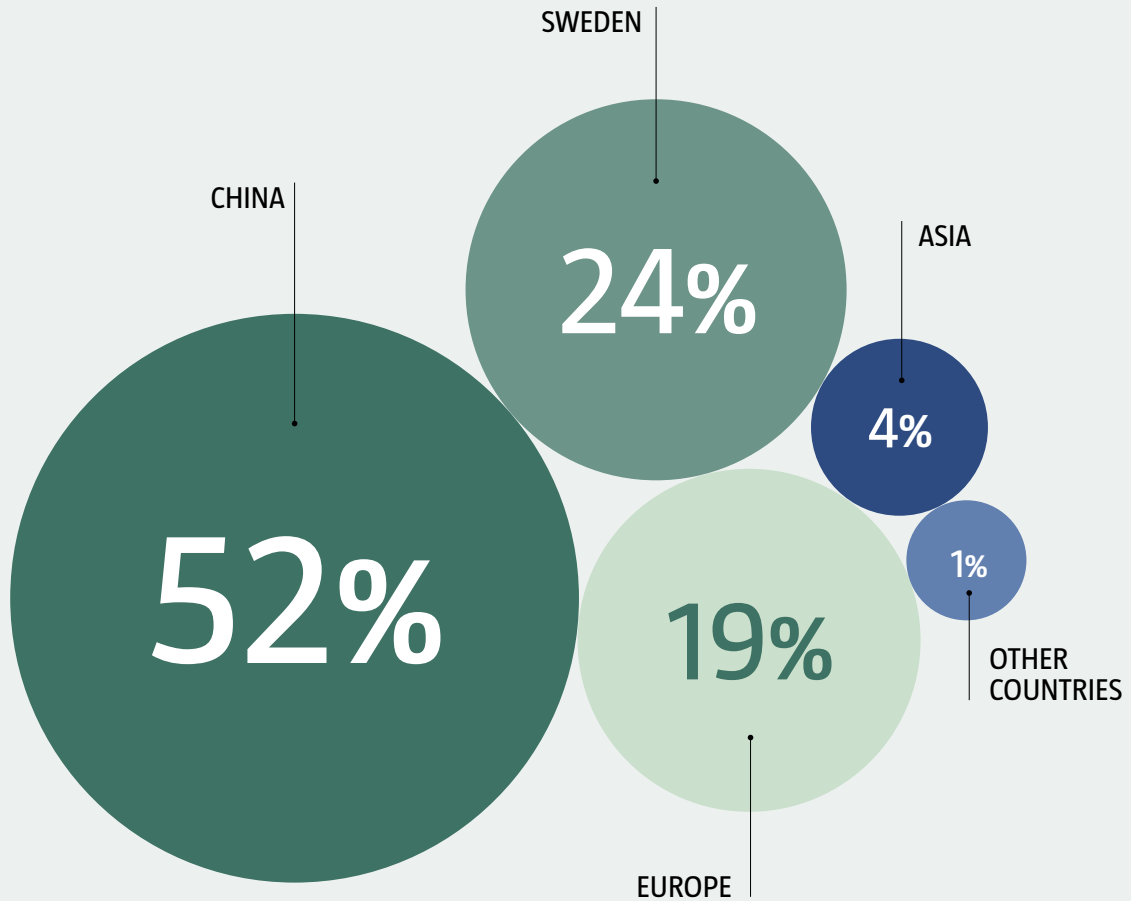
Accessibility is a central part of our customer service. We offer multilingual support through several communication channels to ensure that all customers receive the help they need. At the same time, we work for a sustainable work environment for our colleagues by promoting well-being, fair working conditions and a positive work culture.

Economic sustainability

We focus on long-term customer relations by providing honest and transparent information which reduces the risk of misunderstanding and unnecessary returns. By offering information on product care, repair and recycling we contribute to a more circular economy and a more sustainable consumption model.

By working actively with the questions above we strengthen our customer satisfaction and ensure responsibility and focus on a more sustainable future.





Jula carriers-cooperation and responsibility

Jula work with a global network of suppliers to manufacture products for our ten own brands. Although Jula does not manufacture itself, it is vital that each of our products meet the customers' expectation and that production is carried out in line with our code of conduct. Our suppliers are primarily in Asia and we work hard to ensure both quality and ethical production conditions.

Global presence and transparency

Presence and transparency are central factors in the choice of cooperation partners. Jula has its own purchasing offices in Sweden, Poland, China, Vietnam, India and Bangladesh. In our offices in Asia, over 60 colleagues work on sourcing products, carrying our quality control and ensure that manufacturing follows our code of conduct. When we purchase products manufactured in countries identified as high risk countries by amfori BSCI, for example, we carry out audits of these manufacturers based on economic, ethical and human factors before we enter a new cooperation. We also regularly conduct this type of audit on established suppliers.

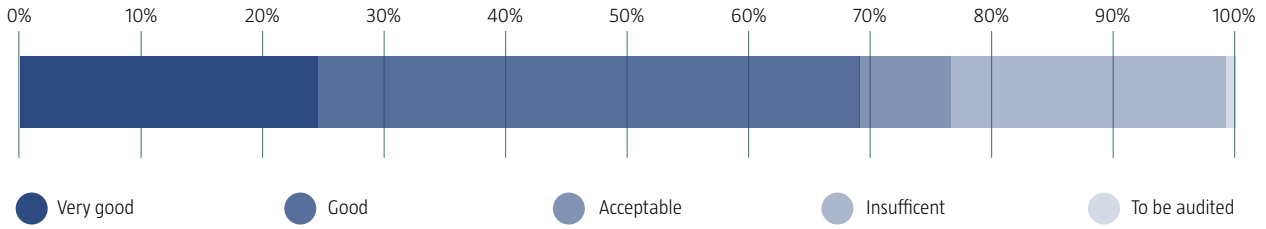
Code of conduct and responsibility

Jula's code of conduct is part of our cooperation agreement with our suppliers and is also available to suppliers on Jula's unique supplier portal.

The Code of Conduct cover five main areas:

Human rights & working conditions	Anti-corruption
Animal protection	Health & safety
Environmental protection	

Results for CSR audits carried out in 2024



All our suppliers must follow the code as a requirement for cooperation. We believe in close cooperation built on responsibility throughout the whole supply chain which contributes to high quality, sustainable resource use and competitive prices.

Challenges in the supply chain

Health, safety, working hours, salaries and environmental questions are among the areas which we can identify as challenges for suppliers in the countries we operate in. Transparent documentation of staff lists, working hours and salaries are vital for us to work together. Through open dialogue and shared action plans based on root cause analyses, we work to minimise the risk of discrepancies and to be able to undertake any improvements which may be needed. Our complex supplier chain makes it challenging to have control in all areas but our ambition is to take responsibility for the entire chain.

Inspections and long-term improvements

Our CSR audits are an important first step in work to ensure that the manufacturers we work with meet our requirements. The majority of audits are conducted by our own trained staff. 89.1% of audits in 2024 were conducted by our own staff. We use certified third-party actors for the remaining audits. During 2024, 355 factories which manufacture our own brand products were

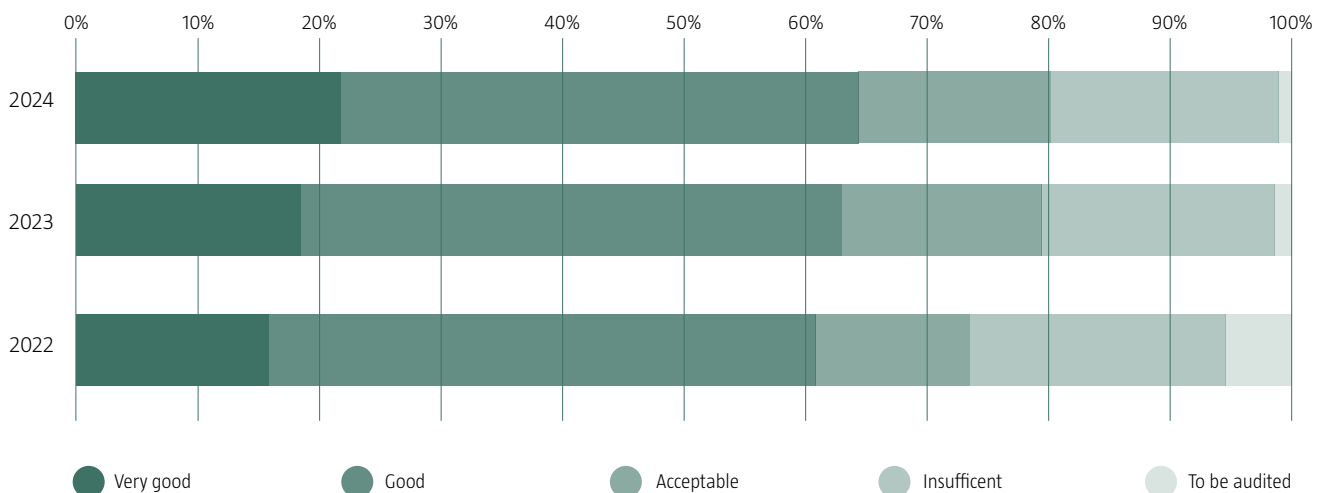
inspected, of which 98.9% received a positive outcome. Three proposed manufacturers failed and handled through our process. Our goal is to support improvements and continue cooperation but if this is not possible, the partnership is terminated. We believe that long-term improvements are created through increased knowledge, awareness and mutual trust. Our co-operations are built on trust and long-term perspectives, which contributes to economic, social and environmental development. The advantages include better quality, less sick leave, reduced staff turnover and lower costs.

Whistle blower system

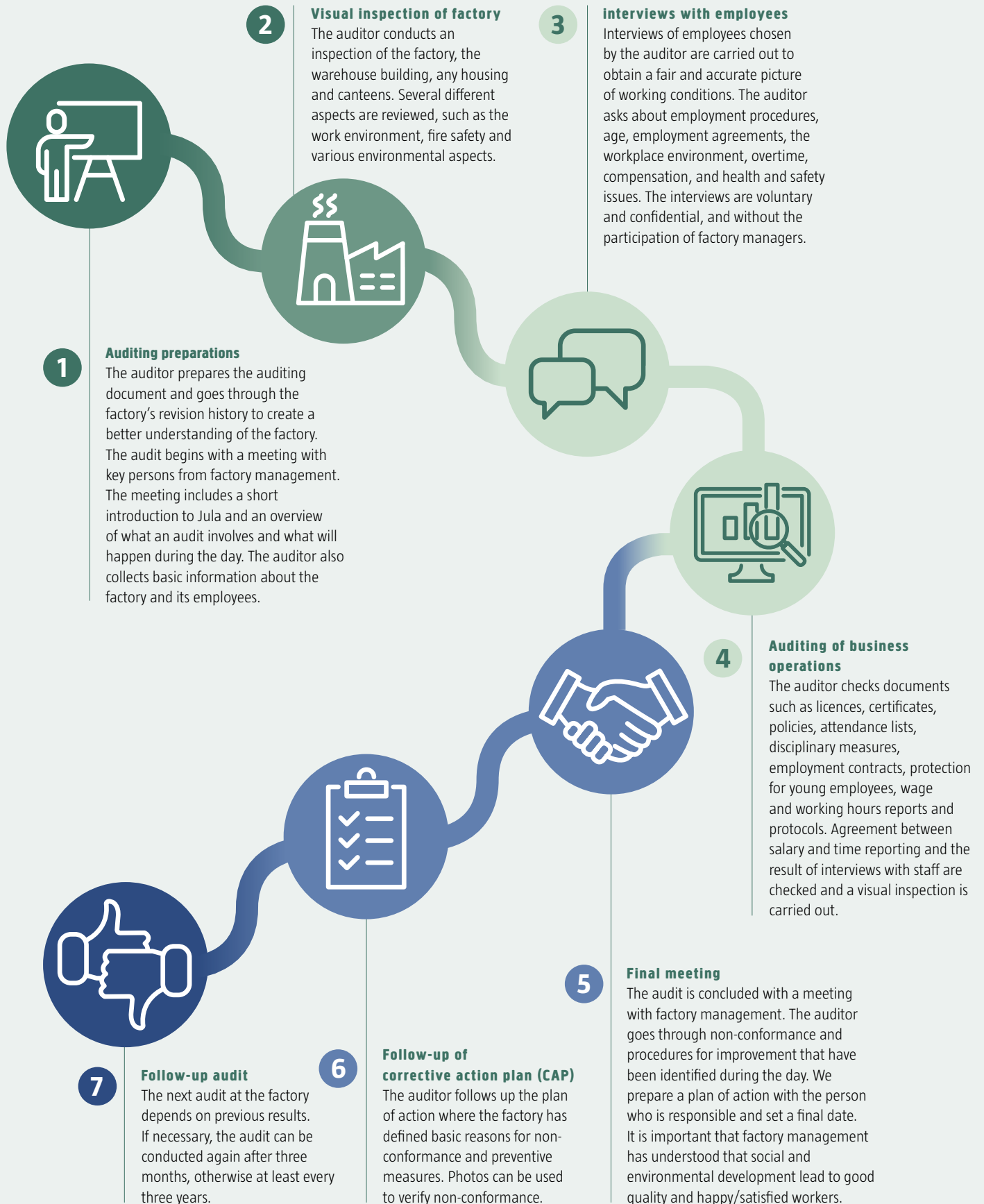
In addition to audits, Julia has a whistle blower system through which staff can report misbehaviour in terms of our code of conduct. No cases were received during the year. The system was tested. We continue to develop our work for a sustainable and responsible supplier chain.



Status CSR audits active suppliers



How a CSR audit works



Colleagues – make us unstoppable

By 2030, Jula AB is set to double in size. As well as a great ambition with clear goals, a strong company culture with high employee engagement is required. Jula's company culture is the core of everything we do and influences how successful we will be.



With the launch of The Unstoppable Journey in 2024, we've created a kind of philosophy that should imbue the company, motivate our staff and show our customers that we really care about what we do. The aim is that all our colleagues feel unstoppable. Therefore we have worked this year on how we can strengthen curiosity and innovation, teamwork, how we do better business and release our inner entrepreneur. During the entire journey, our colleagues should have fun at work, feel secure, know what is expected of them and receive the support they require. A strong company culture makes it easier to both attract and retain staff, staff who are happy and engaged are our best ambassadors.

Lead and develop unstoppable teams

Strong teamwork and bringing every colleague with us is important on our unstoppable journey. Clear and engaging leadership is a decisive factor for us to achieve our goals.

Our leaders should have the right ability and tools to be able to develop and maintain strong teams and staff. Our updated leadership expectation should guide and support our leaders. A strong team consists of colleagues with different skills, strengths and background who use their drive and engagement to care about each other, customers and our outcomes.

During 2024, we continued investments in leadership development. By analysing and further developing our leadership philosophy and our leader programme, we ensure we have the leadership we need to achieve success. The training concept is based on weaving together theories, conversations about leadership and practical training everyday. At the end of the year we started a "pilot" with participants from different countries. During 2025, the plan is to roll out the programme more widely to ensure that our existing and new leaders are able to undertake leadership training. In the future, our leaders will be offered this training alongside other areas of leadership development.

Attractive employer

To achieve the goal of doubling our size by 2030 we must attract and retain key talent. Therefore we need to further strengthen our employer brand. To start with we launched an employer branding concept in all Jula's markets during the year.

The new concept aims to make Jula a more well-known and attractive employer. The main message is clear and inspiring. Jula is the most successful Nordic DIY chain - and our journey has only just begun. We want both current and future colleagues to feel proud to be a part of Jula where the unstoppable journey opens up exciting career prospects and a chance to make an impact.



We want to show that we are a company which is always moving forwards.

The physical and mental wellbeing of our staff is fundamental for us and we work with our established systematic occupational health work and offer our employees access to health care. For example, we have an indoor and outdoor gym in Skara. During the year we also introduced a step competition where we challenged all our staff to "step it up" together. Our combined efforts took us round the world more than four times!

Dedicated start with digital pre- and onboarding

During the year, Jula launched a digital pre- and onboarding for new store colleagues in all our markets. The aim was to create a dedicated start so people feel welcomed, a sense of security and that they can quickly start to get going and learn their job. This way, our staff quickly provide good customer service and reception. Every year, we introduce a large number of staff and want to ensure all our colleagues get a good onboarding wherever they start their journey. This new tool allows new staff to find information about Jula, our values, procedures and policies themselves. With the help of managers and colleagues, knowledge is then consolidated with training on practical elements. The tool gives us the opportunity to follow up on our staff as they go through the programmed and that onboarding happens at the right time. The onboarding programme receives a lot of good reviews from participant surveys. For Jula this is an important step in strengthening staff experiences and being an attractive employer.

Staff survey

The wellbeing of our staff is obviously central for us. We want to become even better at picking up signs, trends and indications of our staff wellbeing and have therefore set a goal to find a tool to measure the pulse better than before. Jula has entered into talks with a well-established actor and aims to launch an updated staff survey in 2025.

We want to use quantitative pulse surveys to better understand what our staff and team need to feel good, stay loyal and feel engaged and motivated. The result should give us better conditions to be proactive and help our leaders to stay up to date, proactively support their team and prevent unwanted absence. The tool should promote dialogue, development and improvements in our various teams. The survey will be voluntary and anonymous and carried out several times in one year.



Diversity, equality and discrimination

All our workplaces shall have staff with various backgrounds, skills and experience. As part of proactively further strengthening and enriching diversity work, in autumn 2024 the JulaGrow concept started at the central warehouse in Skara together with the labour market unit, Connect. The aim is to act as a springboard for people who need to develop their Swedish language by working in a Swedish place of work.

The first round of JulaGrow included candidates and a supervisor who supported both the candidates and Jula as a company. In Connect's experience, companies often want support to create favourable conditions for good integration, both linguistically and in terms of corporate culture, which Jula has grasped. This will involve candidates receiving a more thorough introduction to the Swedish labour market, truck training and our Jula spirit as well as clear mentorship to rely on.

We have zero tolerance of all forms discrimination and harassment. All colleagues have the same rights, opportunities and responsibility and there are clear policies and guidelines around bribes, alcohol, drugs and discrimination, for example. Each year these are reviewed to ensure they are up-to-date and accessible to all staff. We trust our staff and allow everyone to take great personal responsibility. At the same time we believe that the values and rules of the game offer much-needed support.

Anticorruption and business ethics

Jula has rules and regulations concerning good business ethics to avoid being affected by undue pressure or gifts from suppliers or other partners. No pressure that is, or could be perceived as, a bribe shall be accepted or offered. Our anticorruption policy follows the Swedish Anti-Corruption Institute's code against corruption in the business sector. The policy and code is available to all our staff.

Whistle blower system

Jula has two whistle blower systems, one for employees and one for suppliers. Both systems aim to capture any irregularities and increase transparency. Legal security for the employee is important, and therefore reports can be submitted anonymously. The whistleblowing system for capturing any irregularities at the workplace has been up and running since 2015. In 2024, no whistleblowing cases were received, but the system was tested to ensure functionality. If a whistleblowing incident occurs, it is handled in accordance with our regulations.

Key figures employees

Number of employees	0-29 years old	30-49 years old	50+ years old	Men	Women
Staff - Head office	42	158	97	416	244
Staff – Central warehouse	88	191	84		
Company management, number	0	3	4	5	2
Board members, number (Jula AB)	0	1	9	8	2

Number of full time equivalent employees

	2022	2023	2024
Number of employees	3031	2954	3281
Sweden	1689	1516	1638
Norway	840	856	972
Poland	411	392	432
Finland	29	134	178
Asia and CEE	62	56	61
Staff turnover %	10%	17%	6%
Average age	35	35	34

Gender distribution %

Men	55	57	52
Women	45	43	48

Absence due to illness %

Jula AB	5.2	5.7	5.2
Jula Sverige AB	7.1	6.0	5.0
Norway	8.5	8.5	8.5
Poland	8.0	8.4	5.6
Finland	7.6	4.9	5.9

Reporting of incidents

Sweden	137	114	109
Norway	18	18	13
Poland	2	3	6
Finland	1	1	5



Jula Foundations first awards 2024 at Skara Konsthottell

Jula Foundation

The Jula Foundation was founded in 2022 by Karl-Johan Blank and his family. The aim of the foundation is to financially support projects and initiatives which promote social development and support individuals and organisations in areas which are close to the family's hearts. Karl-Johan is heavily involved in Skara and Skaraborg opportunities for support in several important areas have been created in West Götaland primarily. The foundation's support covers several areas such as business operations and entrepreneurship, sport, culture and non-profits, training and research, charity and conservation of cultural heritage in Skaraborg.

During 2024, the first donations from the foundations were made in the pleasant surroundings of the Skara Konsthottell, part of Jula Holding.

- "It is a source of great pleasure and pride that, through the Jula Foundation, we can contribute to supporting important activities and initiatives, especially in Skara and Skaraborg," says Karl-Johan Blank.

A total of SEK 363,000 will be allocated to organisations selected for their involvement in youth, community, charity and heritage conservation.

- "Our hope is that these funds will make a tangible difference and inspire more people to contribute to social development," says Karl-Johan.

Young entrepreneurship

Jula's passion for entrepreneurship involves continued support for Ung Företagsamhet (Young Enterprise) Skaraborg. This organisation allows upper secondary students to run companies

for one academic year and concludes the year with a fair where various prizes are awarded. Jula continues to support this organisation that is close to our hearts and, for the seventh year in a row, we sponsored the Product of the Year category. The prize was awarded to Schlättafrågan UF.

Cancerfonden (Swedish Cancer Society)

Cancer affects one in three people, a terrible disease that affects both the victim and those around them. Jula continues to support the fight against cancer.

NyföretagarCentrum Skaraborg

Nyföretagarcentrum Skaraborg is an expert in entrepreneurship and helps aspiring and start-up entrepreneurs. In cooperation with the business community and municipalities, the aim is to create optimal conditions and a favourable business environment to promote entrepreneurship. Jula has been supporting Nyföretagarcentrum Skaraborg for many years.

The Perfect World Foundation

The Perfect World Foundation is a Swedish-founded non-profit organisation that works with wild animals and nature in crisis, across the globe. By raising awareness and knowledge the organisation wants to create the courage and conditions for change, one step at a time. The mission is to save the world. Jula is a sponsor company for The Perfect World Foundation.

Local youth activities

We sponsor club activities, with the focus on team sports and youth activities in Skara and the surrounding municipalities.



Photo: MNAB Productions



Photo: Skara HF

Board of Directors' statement about the report

The sustainability report is published by Jula AB's Board of Directors and covers Jula AB with CIN 556250–6252. The report is an appendix to Jula AB's administration report. The content in the report reflects the issues that are important for Jula, based on how our business affects people and the environment, financial materiality outside of the company and based on the approved requirements and expectations of our stakeholders. Significant sustainability aspects have been updated for the year prior to the preparation of this report. Jula works actively with sustainability issues and the sustainability report is part of this work. The report itself has intrinsic value and serves as a clear annual summary and status check for the sustainability work. It forms a joint status report and also acts as motivation for our continuous improvement work. The report is Jula's way of meeting the reporting requirements concerning the sustainability work.

Skara, 26 March 2025



Karl-Johan Blank
*Group owner &
Board member*

Peder Larsson
Chair

Hans-Åke Persson
Board member

Thomas Evertsson
Board member

Christian Blank
Board member



Kajsa Claesson
Board member

Lennart Karlsson
Board member

Magnus Kristoferson
Board member

Patrik Ragnar
Employee representative

Jenny Sundmark
Employee representative

Statement by the auditor concerning the statutory sustainability report

To the Annual General Meeting of Jula AB, CIN 556250-6252



Assignment and allocation of responsibility

The Board of Directors is responsible for the sustainability report for 2024 and that it has been prepared in accordance with the Annual Accounts Act.

Scope and direction of the audit

Our audit has taken place in accordance with FAR's recommendation RevR 12 Auditor's statement on the statutory sustainability report. This means that our review of the sustainability report has a different focus and a significantly smaller scope in comparison with the focus and scope of an audit in accordance with International Standards on Auditing and generally accepted accounting principles in Sweden. We believe that this audit gives us a sufficient basis for our opinion.

Opinion

A Sustainability Report has been prepared.

Borås, 26 March 2025
Öhrlings PricewaterhouseCoopers AB

Mattias Palmqvist
Authorised public accountant

“We always aim
to develop solutions
which work for both the
Group, society in general
and the individual.”

Johan Sjöhagra
CEO, Jula AB

