

Adara Pakkaus Sustainability Report 2024

Based on the VSME Standard



Adara Pakkaus Sustainability report 2024

Adara Pakkaus Ltd sustainability report 2024 is based on the VSME reporting standard, which provides a clear and comparable structure for evaluating and developing our sustainability work.

This report highlights our key sustainability themes, defined targets, and presents our progress transparently and measurably.

OUR MAIN SUSTAINABILITY THEMES ARE:

- Long-term partnerships
- Well-being and motivated personnel
- Profitable business aligned with our values
- Environmentally friendly packaging

Sustainability is a key part of our operations - from material choices to production and customer co-operation.

This report is prepared by Adara's sustainability team together with communications specialist.

Reforest Finland Ltd supported the creation of this report.



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MESSAGE FROM THE SUSTAINABILITY DIRECTOR

Sustainability reporting is a strategic tool for Adara Pakkaus helping us to build sustainable growth and strengthen our reputation as a responsible company.

Since sustainability is concrete, measurable action, we are committed to scientifically set goals.

The sustainability assessment system Ecovadis forms the basis for developing Adara's sustainability work.

The 2024 Sustainability Report has been prepared in accordance with the European voluntary sustainability reporting standard VSME.

The VSME framework aims to harmonize sustainability reporting and provide useful basis as we respond to growing information requests regarding responsibility.

We aim to increase transparency and continuity in our reporting.

Respect for human rights is the foundation of Adara's sustainability.

It is reflected in how we lead, collaborate, and treat people — within our own community and throughout the supply chain.

We continuously develop practices that enhance the respect for human rights both at Adara and among our partners.

At Adara, responsible business is practiced daily — in every role, decision, and process.

Our progress is the result of the collective efforts of our entire staff.

True sustainability is built through everyday actions, continuous learning, and genuine co-operation both within and outside the organization.

At Adara, real action makes the difference!



Tanja Väisänen, Director of Services and Sustainability, Adara Pakkaus Ltd

SUSTAINABILITY HIGHLIGHTS 2024



Adara Pakkaus committed to the international Science Based Targets initiative (SBTi).

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

Occupational safety improved: the number of accidents leading to absences decreased by

42.9 % compared to 2023.

Transition to fossil-free electricity reduced purchased energy emissions by

73.6% from 2023

Employee satisfaction

38 NPS CIOBAL COMP

Joined the UN Global Compact, the world's largest corporate sustainability initiative.



Growth continued through the acquisition of ER-Pahvityö Ltd, enabling improved customer solutions.

ABOUT THE COMPANY ABOUT THE COMPANY ADARA* ADARA* ADARA* ADARA*

Adara Pakkaus Ltd is a Finnish manufacturer of corrugated board and corrugated packaging.

During the financial year, Adara Pakkaus Ltd acquired the business operations of ER-Pahvityö Ltd (September 2, 2024).

This report does not include data from the acquired company.

Result of the financial year Turnover (million€) (million€) 60 2,5 48,2 2,0 50 45,2 43,4 43,1 40 30 20 0,5 10 2020 2021 2022 2023 2024 2020 2021 2022 2023 2024 Legal form: **Limited company** Industry
Classification
C17.11
Manufacture of pulp,
paper and paperboard

Balance sheet total **20,8** M€

Turnover:

45,2 M€

Employees

105

Main country of operation **Finland**

SITE	ADDRESS	POSTAL CODE	СІТУ	COUNTRY	COORDINATES
Registered office	Radanvarsitie 9	37600	VALKEAKOSKI	SUOMI	61°16′00″N, 024°01′50″E
Warehouse	Tavara-aukio 1 Vanhantalontie 3	11130 39700	RIIHIMÄKI PARKANO	SUOMI	60.736737225°N, 24.775321449°E 62.010623403°N, 23.021041049°E
Subsidiary ER Pahvityö Ltd	Lemminkäisenkatu 5-7	15210	LAHTI	SUOMI	60° 58′ 49″ N, 25° 39′ 18″ E

LONG-TERM PARTNERSHIPS

At Adara, we value long, trust-based partnerships — both with customers and suppliers. High customer satisfaction is a top priority, driven by our genuine willingness to listen, understand, and develop together.

In the 2024 customer satisfaction survey, our Net Promoter Score (NPS) reached an excellent level of 53. Customers emphasized our high-quality and fast service, smooth collaboration, and reliable, flexible operations.

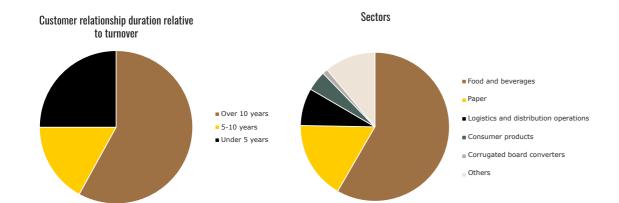
Our goal is to continuously improve customer experience and develop services that better meets our client needs — through partnership-based cooperation.

Partnership is not just a word for us - it's how we operate.

Customer engagement

A new communications and marketing plan was developed in 2024 to support our strategy. It has enhanced visibility across channels and strengthened our unique brand image, distinguishing us positively. Our LinkedIn followers grew

+28 % compared to 2023.





GOVERNANCE AND STRATEGY



OUR VALUES

Quality

Flexibility

Efficiency

Sustainability

Promotion of equality

Yn the best interest of Adara!



MISSION

To be the most profitable corrugated board company in Finland.



VISION

To manufacture high-quality corrugated board products for our customers — flexibly, efficiently, and sustainably, while maintaining the conditions for profitable business.



STRATEGY

Focusing on our core business by investing in key processes and a motivated personnel.

Adara is a family-owned company whose operations are based on strong governance that supports transparency, accountability, and long-term development.

We comply with laws, regulations, and good governance practices in all decision-making and business operations.

SUSTAINABILITY MANAGEMENT

Sustainability at Adara is led through a clear governance structure that ensures systematic, effective work and supports sustainable growth and stakeholder trust.

BOARD OF DIRECTORS

The Board approves key sustainability principles and ensures alignment with company values and longterm goals.

CEO

The CEO has overall responsibility for the implementation of sustainability. Sustainability is integrated into the business strategy and sufficient resources and competence are available for achieving sustainability goals.

EXECUTIVE MANAGEMENT TEAM

The management team regularly reviews sustainability matters and approves documents related to it, ensuring sustainability is embedded in daily decisions and processes.

DIRECTOR OF SUSTAINABILITY

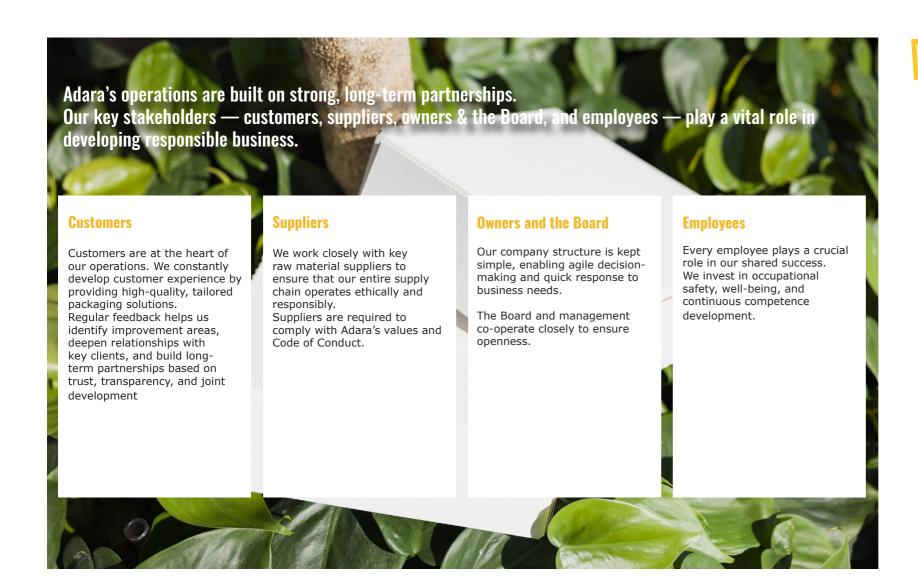
The Sustainability Director is a member of the management team. The Sustainability Director leads operational sustainability management. Sustainability Director is responsible also for its development.

SUSTAINABILITY SPECIALIST

Sustainability Specialist monitors sustainability metrics, goals, and achievements. Communicates with stakeholders, reports progress, and prepares analyses on sustainability areas as needed.

EMPLOYEES

STAKEHOLDERS



CODE OF CONDUCT FOR SUPPLIERS INCLUDES:





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BUSINESS



ENVIRONMENTAL RESPONSIBILITY

HUMAN AND LABOR RIGHTS

SUBCONTRACTING AND SUPPLY CHAIN





Our operations have impacts on both the environment and society while facing sustainability-related risks and opportunities.

1. IMPACTS

A ENVIRONMENTAL IMPACTS

Adara's products are based on renewable raw materials. All wood fiber material is sourced from responsible forests.

B RECYCLING, WASTE MANAGEMENT, AND MATERIAL **EFFICIENCY**

We minimize production waste and increase recycling. Chemical use is kept low to reduce waste load and support environmental goals.

C SOCIAL IMPACT

We employ locally and invest in employee well-being and safe working conditions.

2. RISK

A RAW MATERIAL MARKETS

Key risks include raw material availability and price changes. Global demand for renewable materials affects supply chain stability.

B CLIMATE CHANGE

Extreme weather conditions can disrupt raw material supply and production continuity.

C LEGISLATION AND REGULATION

Tightening EU sustainability directives and environmental regulations (e.g. recycling and emissions restrictions) require proactive compliance and adaptation.

Our company has existing sustainability practices as well as future initiatives that address the following sustainability issues:

- Climate change
- Pollution prevention
- Water and marine resources
- Biodiversity and ecosystems
- Circular economy
- Workforce and supply chain employees
- Local community impacts
- Consumers and end-users
- Business ethics and governance

3. OPPORTUNITIES

A RENEWABLE MATERIALS

Developing renewable materials offers ways to reduce environmental impact and meet growing customer expectations for sustainability.

B INNOVATION AND PRODUCT DEVELOPMENT

Circular economy and technology enable new innovations and more resource-efficient production.

C BRAND STRENGTHENING

Responsible actions strengthen Adara's brand and differentiate us from competitors. Transparency builds trust among stakeholders.

D GROWING RECYCLING MARKETS

Rising demand for recyclable and biodegradable packaging opens new product and market opportunities.

BUSINESS DEVELOPMENT OF SUSTAINABILITY

Practices, policies and initiatives for transitioning towards a more sustainable economy.

Sustainability Topic	What?	How?
Climate change	We offer lightweight, recyclable packaging made from renewable materials to reduce the carbon footprint throughout the supply chain.	Reporting in accordance with ISO 14001; use of 100% CO ₂ -free electricity; logistics optimization; ongoing carbon footprint monitoring.
Pollution prevention	Our packaging and raw materials contains no harmful substances and do not pollute the environment.	Dust and chemical filtration systems in use; strict waste management and recycling processes.
Water and marine resources	Water use is limited to social facilities and cooling of the production process.	No significant risks to aquatic ecosystems; water consumption monitored.
Biodiversity and ecosystems	Certified, responsibly sourced wood-based materials (FSC®)	Suppliers committed to certification and origin documentation (EUDR compliance).
Circular economy	All packaging is 100% recyclable and partially made from recycled fibers.	Utilization of side streams and reuse of printing inks; waste reduction.
Our workforce	A safe, equal, and supportive workplace for all employees.	Regular training, development discussions, and safety walks; a diverse and inclusive community.
Workers in the value chain	Suppliers must comply with Adara's responsibility principles.	Code of Conduct, supplier audits, and traceable sourcing.
Communities	Collaboration with local educational institutions and organizations.	Plant visits, transparent communication, community engagement.
Consumers and end users	Clear recycling instructions and information about product climate impacts.	Product safety standards and customer co-development.
Business practices	Environmental, social, and economic responsibility integrated in all decisions.	ISO 14001, Code of Ethics, sustainable sourcing, domestic production.



SUSTAINABLE DEVELOPMENT GOALS (SDGS) IN OUR WORK

UN member states adopted the Agenda 2030 action plan and its 17 Sustainable Development Goals (SDGs) in 2015.

Adara Pakkaus Ltd supports all 17 goals, but has identified five key SDGs most relevant to our business and integrated them into our sustainability work:



Decent work and economic growth

We support local employment in Pirkanmaa and provide fair, safe, and meaningful work for all employees.



Industry, innovation, and infrastructure

We continuously develop, innovate, and produce more responsibly building the packaging solutions of tomorrow.



7 PARTNERSHIPS FOR THE GOALS

Responsible consumption and production

We take responsibility for how our products are made and promote choices that support a more sustainable future.

Climate action

We take concrete steps to reduce emissions and contribute to a lowcarbon future.

The FSC® system supports biodiversity in our supply chain.



















Partnerships for the goals

Sustainable development requires cooperation. We build a sustainable future together with our customers, partners, and society.



















CERTIFIED SUSTAINABILITY



Key Flag Symbol (Avainlippu)

Awarded by the Association for Finnish Work for our corrugated board boxes, indicating Finnish origin and production.



Ecovadis

Adara was awarded a Bronze rating in December 2024 for its sustainability performance.

EcoVadis evaluates companies in four areas: environment, labor & human rights, ethics, and sustainable procurement.



FSC®

Ensures that wood raw materials come from responsibly managed forests.







ISO Certifications

ISO 22000:2018 & ISO/TS 22002-4 (Food Safety System, including FSSC 22000:2019 requirements)

ISO 9001:2015 (Quality Management)

ISO 14001:2015 (Environmental Management)



RINKI

Promotes recycling and reuse of packaging materials.

Implements producer responsibility for companies placing packaging on the market.





UNGC

Adara joined the UN Global Compact in September 2024.

Our operations are guided by its ten principles on human rights, labor, environment, and anticorruption.



SBTi

Adara Pakkaus Ltd climate targets are aligned with the Paris Agreement. Commitment granted in December 2024.

RESPONSIBLE SUPPLY CHAIN

ENVIRONMENTALLY FRIENDLY PACKAGING

Responsible supply chain

We choose responsibly produced materials and use only sustainable raw materials. Adara maintains a continuous and standardized supply chain for its most important raw materials.

"In 2024, 100% of the corrugated fibers we used came from responsible sources."

Environmentally friendly packaging

We strive for material efficiency by reducing production waste. We continuously improve our processes and ensure product quality by recording even minor quality feedback in our system.

"We have successfully reduced avoidable scrap by 12.4% compared to the year 2021."

Recycling and reuse

We use recycled materials for new products, extending their lifecycle and supporting biodiversity.

"Corrugated board is 100% recyclable."

100% recyclable packaging

Water consumption is very low at Adara



CARBON FOOTPRINT

Adara Pakkaus Ltd has been calculating its carbon footprint since 2020. The calculation is based on the GHG Protocol guidelines and covers emissions according to Scope 1–3. Based on the results, we have identified the most significant emission sources, which have guided our own emission reduction actions and improved transparency for our stakeholders.

In our total operational emissions were to 16,189.9 tonnes of CO₂e 2024. The calculation included a broader range of value chain emissions than before, as we added category 3.1 (purchased goods and services). This covered our largest raw material suppliers: paper and starch. Procurement accounted for 81.7% of total emissions. These indirect emissions have a significant impact on the climate footprint of the entire value chain. Since they have not been previously reported, there is no comparison data from earlier years.

Including Scope 3 emissions is an essential part of the development of our sustainability reporting. The Scope 3 emissions included in the calculation are: category 3.1 (purchased goods and services), 3.4 (upstream transportation and distribution), 3.7 (employee commuting), 3.5 (waste and water), and 3.6 (business travel). This enables more accurate targeting of emission reductions, more responsible supply chain management, and the setting of concrete reduction targets for indirect emissions as well.

Energy consumption	Renewable [MWh]	Non-renewable [MWh]	Total [MWh]
Electrity (according to bilss)	5084.6	0	5084.6
Heat (according to bilss)	5907.3	3117.0	9024.3
Fuels	0	572	572
Total	10991.9	3689	14680.9

Greenhouse emissions	Emissions t CO2e	Additional info
Scope 1	140.4	В3
Scope 2, location-based	1491.3	В3
Scope 2, market-based	625.9	
Scope 3, value chain emissions	15423.6	C3: Relevant categories from 15 total
Total, location-based	17055.3	
Yhteensä, market-based	16189.9	

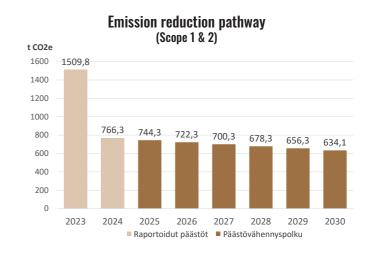




Aspects considered according to the VSME standard:

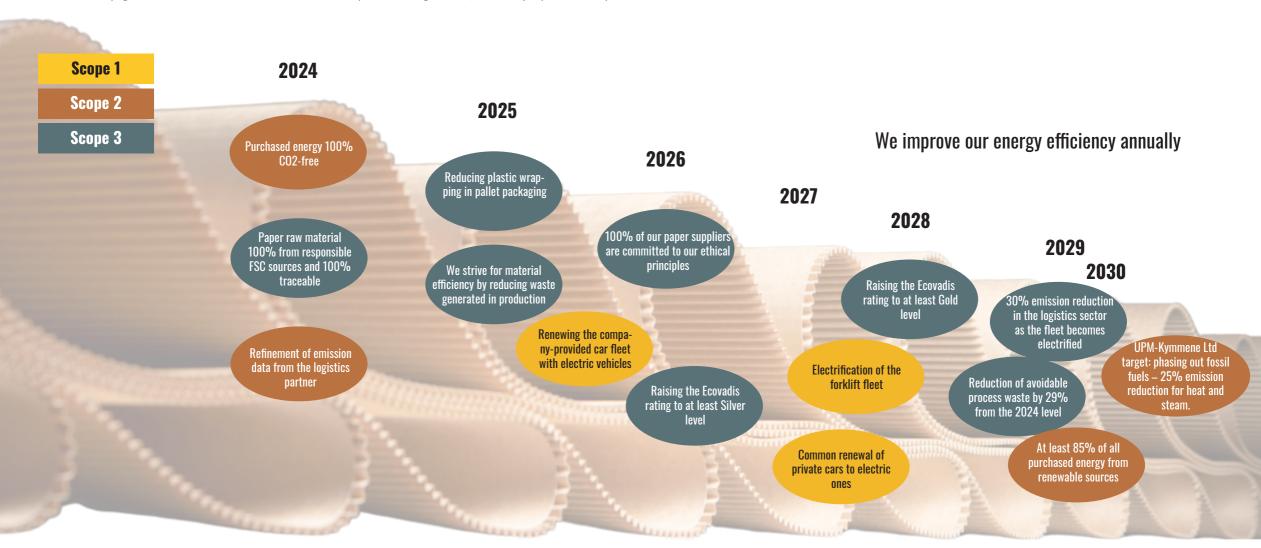
Greenhouse Gas Emission Reduction Targets (C3) in Absolute Values and Units:

- a. Target year and target values: -> By 2030, a 42% reduction in Scope 1 and 2 emissions. Scope 1 target: 77.95 tCO2e and Scope 2 target: 875.68 tCO2e
- b. Base year and base values: -> 2023 (scope 1 134.4 tCO2e and scope 2 1509.8 tCO2e)
- c. TUnits used in targets: -> Percentage (%) and tonnes of CO2 equivalent (tCO2e)
- d. The target covers emissions from Scope 1, Scope 2, and Scope 3.
- e. Key actions we aim to implement to reduce greenhouse gas emissions:
 - Transition to renewable fuels such as biodiesel
 - Replacement of combustion engine vehicles with electric vehicles
 - 100% certified emission-free electricity (emission reduction from 2023 to 2024: 2,821 tCO2e)



ENVIRONMENTAL ROADMAP

The roadmap guides us toward a smaller carbon footprint through clear, annually updated steps.





COMPANY CLIMATE COMMITMENT

SBTi

Adara Pakkaus Ltd has committed to the Science Based Targets initiative (SBTi), setting emission reduction targets aligned with the Paris Agreement.

We aim to reduce our Scope 1 and 2 greenhouse gas emissions by 42% by 2030 and to measure and reduce Scope 3 emissions.





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WELL-BEING AND MOTIVATED PERSONNEL

At Adara, employee well-being, resilience, and safety are the foundation of our operations. We placed special emphasis on improving occupational safety 2024. We organized several occupational safety card trainings and first aid courses to ensure that everyone has the skills to work safely and help others when needed. At Adara, all employees have completed the occupational safety card training.

We have implemented new occupational safety rules and started building a stronger safety culture together with our personnel. Our goal is to create a work environment where everyone feels safe and valued.

We also support well-being with a wide range of employee benefits that promote work-life balance and overall resilience.

Aspects considered according to the VSME standard:

- Employees are paid according to prevailing agreements.
- 100% of factory workers are covered by a collective labour agreement. Applicable agreement: Adara Paperiliitto (1 January 2024 – 28 February 2026)
- Average annual training hours per employee: 5.17 h/employee
- Accident frequency rate: 9.8 (Number of lost-time injuries per one million working hours)
- Number of fatalities due to occupational accidents or work-related illnesses: 0

Additional information regarding our own personnel

Human rights policies and processes

The company has implemented the following policies for its own personnel:

- Child labour
- Forced labour
- Human trafficking
- Non-discrimination
- Accident prevention

The company also has an anonymous reporting channel in place.

Employee satisfaction **38**

NPS

Serious adverse human rights cases

The company has not confirmed any cases within its own personnel related to:

- Child labour
- Forced labour
- Human trafficking
- Discrimination
- Serious occupational accidents

The company is not aware of any confirmed cases concerning workers in the value chain, affected communities, consumers, or end users.

NUMBER OF PERSONNEL AND AGE DISTRIBUTION 60- year-olds 20-29 year-olds 50-59 year-olds 39-39 year-olds 19 % 40-49 year-olds 85 % (89) Total employees 105 **EMPLOYMENT TYPE** Permanent contracts

Fixed-term contracts

GOVERNANCE INDICATORS

PROFITABLE BUSINESS ALIGNED WITH OUR VALUES

Adara Pakkaus Ltd conducts business in line with its core values, according to ethical principles, national laws, and international standards. Our operations follow the UN Global Compact principles and the UN Convention against Corruption.

We maintain zero tolerance toward corruption or unethical conduct. All employees and managers are responsible for recognizing, preventing, and reporting corruption risks.

Gifts, hospitality, and benefits are acceptable only when reasonable, transparent, and business-related.

We emphasize reliability in financial reporting and avoidance of conflicts of interest.

Internal control and audit procedures are in place, as well as a confidential whistleblowing channel.

No judgments or fines related to corruption have been issued.



SUSTAINABILITY PROMISES 2030 STEPS TOWARD THE 2030 TARGET **TARGETS FOR 2026–2030 Improving customer satisfaction** Improving customer satisfaction We identify areas for improvement and manage the customer experience systematically, with the goal of exceeding expectations and building a culture NPS of at least 60 by the year 2030. where customers genuinely recommend us. Delivery reliability 95 %. Delivery reliability is continuously measured and reported. Deviations are **Long-Term Partnerships** analyzed and corrected in collaboration with production, sales, and logistics. We are reducing the number of customer complaints

Finland"

"The most desired corrugated packaging supplier in

Well-being and motivated personnel

"Working at Adara is fun"

Maximum number of defective products: 1000 ppm.

At least 99% of orders delivered without defects.

We monitor and improve employee satisfaction

- Employee NPS: at least 50
- Pulse survey mood score: minimum 4.0 (on a scale from 0 to 5)

We monitor and improve employee satisfaction

We are reducing the number of customer complaints

We analyze returns to identify root causes and engage personnel in quality

We regularly track employee satisfaction through surveys.

We ensure that every order contains accurate information.

responsibility.

We aim to create a work environment that is meaningful and motivating.

Occupational safety development

- Systematic monitoring of near-miss incidents and implementation of corrective actions.
- Regular safety walks, analysis of lost-time injury (LTI) cases, and rewarding safe behavior.
- Safety is integrated into daily operations and continuous training.

Maintaining a positive work atmosphere

- Regular feedback surveys, visible responses, and continuous improvements.
- Strengthening leadership and promoting a culture of appreciation.
- Shared moments and open interaction in everyday work.

SUSTAINABILITY PROMISES 2030 TARGETS FOR 2026–2030 STEPS TOWARD THE 2030 TARGET We are improving the profitability of our operations

Profitable business in line with our values

"Finland's most profitable corrugated board factory"

We are improving the profitability of our operations

• Adjusted EBITDA at a level above 20% by 2030.

We ensure ethical business practices

- 100% of our suppliers commit to our Code of Ethical Conduct.
- Number of whistleblowing reports: 0.

- We focus on more profitable products and decline unprofitable deals.
- We enhance material efficiency and reduce waste.
- We aim to increase machine utilization rates and optimize inventory levels.
- We apply smart pricing and respond quickly to cost changes.

We ensure ethical business practices

- All new suppliers commit to responsibility through our Code of Ethical Conduct.
- We foster an open and fair workplace culture where concerns are addressed immediately.

Packaging with respect for the environment

"Our operations are climate-friendly."

We promote sustainable material use and reduce material waste

Reduction of controllable process scrap by 29% compared to the 2024 level.

We reduce emissions from our operations

- Carbon intensity target (CO₂e/€): 0.35 kg
- SBTi targets: 42% reduction in Scope 1 and 2 emissions by 2030 compared to 2023 levels
- 100% CO₂-free purchased energy
- 100% electric vehicles and forklifts by 2030
- Total carbon footprint reduction of 15% compared to 2023

We promote sustainable material use and reduce material waste

- We use only traceable paper with FSC claims (in compliance with EUDR requirements).
- We monitor scrap levels daily, eliminate defects, and commit to 100% quality responsibility.
- We aim to reduce material waste by continuously improving our processes.

We reduce emissions from our operations

- We increase the use of renewable energy (e.g. solar power), recycled fiber, and smart logistics.
- We replace fossil fuels with electric forklifts and vehicles.
- We invest in energy efficiency and conduct regular energy audits.

KEY FIGURES 2024

Emission Source	t CO2e
Scope 1	140,4
1.2 Company vehicles & machinery	140,4
Scope 2, (market-based)	625,9
2.1 Electricity (market-based)	0,0
2.1 Electricity (location-based)	200,8
2.2 Heat & steam (market-based)	625,9
2.2 Heat & steam (location-based)	1290,5
Scope 3	
Upstream	15423,6
3.1 Purchased goods	13235,2
3.4 Upstream logistics	2076,5
3.5 Waste & water	39,6
3.6 usiness travel	16,6
3.7 Employee commuting	55,7
Total (market-based)	16189,9
Total (location-based)	17055,3

Resource	2020 [t CO2e]	2021 [t CO2e]	2022 [t CO2e]	2023 [t CO2e]	2024 [t CO2e]	Change %
Scope 1	102,0	111,0	115,0	134,4	140,4	37,6 %
Scope 2	2374,0	2212,0	1785,0	1509,8	625,9	-73,6 %
Scope 3	1170,0	1047,0	901,0	754,5	1052,0	-10,1 %
Scope 3 procurement and future logistics	-	-	-	-	14 371,7	
Total	3646,0	3370,0	2801,0	2398,7	16189,9	+344,0 %



Scope 3 boundary expanded in 2024 to include full upstream value chain.

VSME INDEX

BASIC MODULE

Module	VSME area	Adara report reference
B1	Reporting basis	s. 4
B2	Practices, policies, and future actions for a sustainable economy	s. 9, 10, 11, 12, 16, 17, 20, 21
B3	Energy consumption and greenhouse gas emissions	s. 13, 14, 17, 22
B5	Biodiversity	s. 13
B6	Water use	s. 9, 10, 22
B7	Resource use, circular economy, waste management	s. 9, 10, 13, 22
B8	Personnel - general characteristics	s. 4, 8, 10, 18, 4
B9	Personnel - health and safety	s. 18
B10	Personnel - compensation, agreements, training	s. 18
B11	Corruption and bribery	s. 19

EXTENDED MODULE

Module	VSME area	Adara report reference
C1	Strategy, climate transition, human rights, and governance details	s. 6, 10, 17, 20, 21
C2	Practices, policies and future actions	s. 10, 17, 20, 21
C3	Emission reduction targets and climate transition	s. 9, 10, 14, 15, 17, 20, 21
C4	Climate risks	s. 9
C5	Additional personnel information	s. 18
C6	Human rights policies and processes	s. 18
C7	Severe negative human rights violations	s. 19
C9	Gender distribution in governance bodies	s. 19

