

CORPORATE SOCIAL RESPONSIBILITY
PROGRESS REPORT 2018


keeping nature beautiful

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**Dear readers,
dear friends of ADA,**



The German Future Institute (Deutsches Zukunftsinstitut) has declared mindfulness to be a Mega-

trend that will decisively shape our society, the economy and also our leisure time both today and in the future. In the last decade, the cosmetics industry has been transformed by the increasing global demand for cleaner, healthier and more sustainably packaged beauty products. “Green” cosmetics are no longer a trend for a minority, but a lifestyle for the masses. Consumers buy what matches their convictions.

Hotels are also discovering that their guests no longer simply want to consume. They want their stay to be ecologically compatible, resource-saving

and environmentally friendly. This also includes authentic products which they can trust. Body care products are expected to be gentle to both the skin and the environment. Hotels that want to live up to these new principles of a healthy and environmentally conscious lifestyle must make a choice from the ever-growing number of “green” cosmetic products. But with so many products on the market today which claim to be green, how do you know what they really are? Which products should you trust? In addition to ethical and ecological requirements, economic aspects and efficiency also play a decisive role in the field of hotel cosmetics. Cosmetics manufacturers thus face a double challenge with regard to the development of new brands and product concepts: on the one hand, new product lines should respond to the long-standing trend in society and the cosmetics market in order to inspire hotel guests with hair

and body care. On the other hand, the products must be relevant for the hotelier, who also takes efficiency and economic considerations in the development into account.

ADA's corporate strategy has always included aspects of sustainability at all levels; mindful interaction with people and nature is part of our DNA. By developing natural cosmetic products in sustainable packaging concepts, we want to create an awareness of how to handle natural resources responsibly without neglecting economic aspects. Our goal is to further expand our market share in the field of sustainable cosmetics. By developing new, sustainable cosmetic lines that pick up on current trends and developments. Through innovative, convenient and environmentally conscious dispenser solutions that replace small single portions. By being perceived as an expert and a driving force in the de-

velopment of sustainable formulation and packaging concepts. Through our high quality standards. Through a partner you can trust.

Join us on our path to sustainable value creation. We wish you an exciting read and look forward to the dialogue with you.

Wilhelm B. Könning
CEO



MISSION STATEMENT

Corporate Social Responsibility

"ADA takes its environmental and social engagement very seriously and is constantly striving to improve its contribution to a more resource-conscious world.

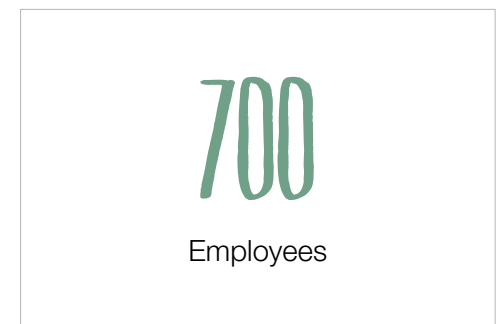
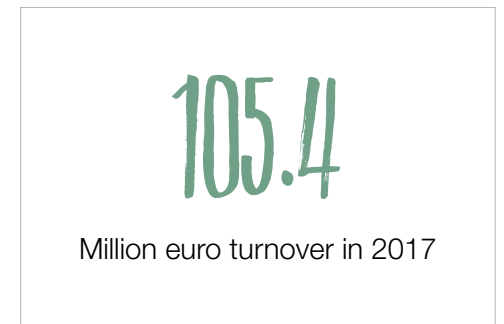
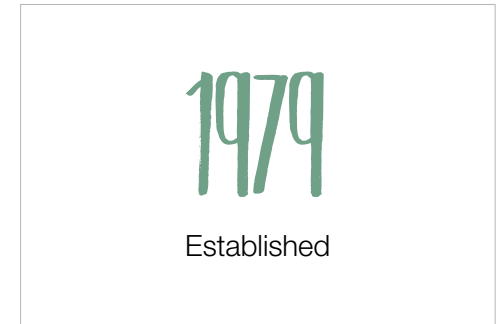
By respecting circular economy principles, we will make processes, products and services less resource intense.

We will monitor our progress and report to all stakeholders in a transparent way."



ADA International (ADA) develops, produces, and distributes high-quality hotel cosmetics to the international 3- to 5-star hotel industry. Our product portfolio includes exclusive luxury and designer brands, trendy lifestyle concepts, advanced dispenser systems, and a small selection of fine accessories. Since our establishment in 1979, we have developed into the European market leader in the field of guest amenities and are also one of the leading international providers in this segment.

ADA has extensive in-house expertise in the development of modern, effective, and well-tolerated care products. In addition, we are innovators and technology leaders in the development of environmentally friendly and economical dispenser systems that are equally convincing in terms



defining hotel cosmetics

of quality, functionality, and design strength – including suitable formulas for shampoos, shower baths, liquid soaps and other articles.

Inspiration and creativity, precise knowledge of our customers' needs, international trends and regional preferences, as well as targeted expansion into promising new market segments contribute to the above-average growth of our company. Economic success and corporate responsibility are inextricably linked. This enables us to remain one of the world's leading companies in the industry.



In the hotel room, the bathroom, or the spa: just slip them on and feel comfortable. Available in multiple designs, fabrics, and colors. High quality workmanship and and fully customizable with your logo.

13

Locations



ISO 14001:2015 + 9001:2015
certified

Portfolio

- Luxury & designer brands
- Lifestyle concepts
- Dispenser systems
- Accessories



Changing values in society, digitalization, increasing competition: the cosmetics market is challenged more than ever. And the hotel cosmetics market has also consolidated considerably in recent years.

In this environment, cosmetics manufacturers such as ADA International must hold their own with a strong range of products and services. At the same time, however, savings potential can be exploited through new, intelligent production processes – without compromising quality, safety, or the environment.

Since our founding in 1979, we have developed into the European market leader in the field of guest amenities and are also one of the top international suppliers of ultra-modern hotel cosmetics. We are growing both on our own and through the acquisition of attractive companies which con-

tribute additional competencies or open up new market segments for us. In 2015, the acquisitions of the Danish company Scandinavian Amenities and the British company Pacific Direct were strategic milestones. Through these acquisitions, we have expanded our portfolio in the area of advanced dispensing systems and at the same time entered the luxury hotel cosmetics segment. In the 2016 to 2017 reporting period, we purposefully continued this course of growth with the acquisition of the Malaysian company RDI Malaysia. By expanding our business activities in the Southeast Asian market, we are strengthening our international presence – an important step towards further development in this high-growth region. We offer our local customers real added value. They benefit from the first-class quality and short delivery times due to local production and warehousing.



△
Acquisition of RDI Malaysia

∨ Acquisition in Malaysia

This site is specialized in the production and bottling of high-quality personal care products and soaps. The range of services also includes the manufacture of product pack-

aging such as bottles and closures. At our headquarters in Kuala Lumpur, Malaysia, we employ 110 people; our main markets are Asia and North America.

In order to ensure our long-term success, however, our research & development, application technology, and especially production facilities must also meet the special requirements of the market and the latest requirements in terms of capacity, efficiency, and sustainability with guaranteed high quality.

Our product variety requires a maximum of flexibility in production: diverse materials, packaging shapes, and designs must be produced in small, medium, and large batch sizes – powerful and precisely metered.



∨ High-tech production site Kehl

In the period under review, we invested in our filling plants at the Kehl site. With our progressive dispenser systems, we offer our customers concepts that combine technological convenience, modern product design, economy, and environmental friendliness in a single product. In

order to meet our progress in development and production, we invested in a new, high-tech, high-speed filling line in 2017 which fills both our press+wash and the Smart Care system. On average, 1.2 million bottles are processed here per month in 2 shifts per day.

🔮 Outlook

Our goal is to strengthen our position as a preferred supplier of first-class hotel cosmetics in the 3- to 5-star hotel industry despite the strong price and competitive pressure. For example, by further expanding our sales channels and increasing our regional activities – especially in the USA or Asia where the limits of growth are not yet discernible and our industry is growing fastest. Or by investing in digitalization and meeting our customers' increased demands on our processes in handling and customer service. And to continue to present ourselves as a premium supplier of high-quality cosmetic products in the future.

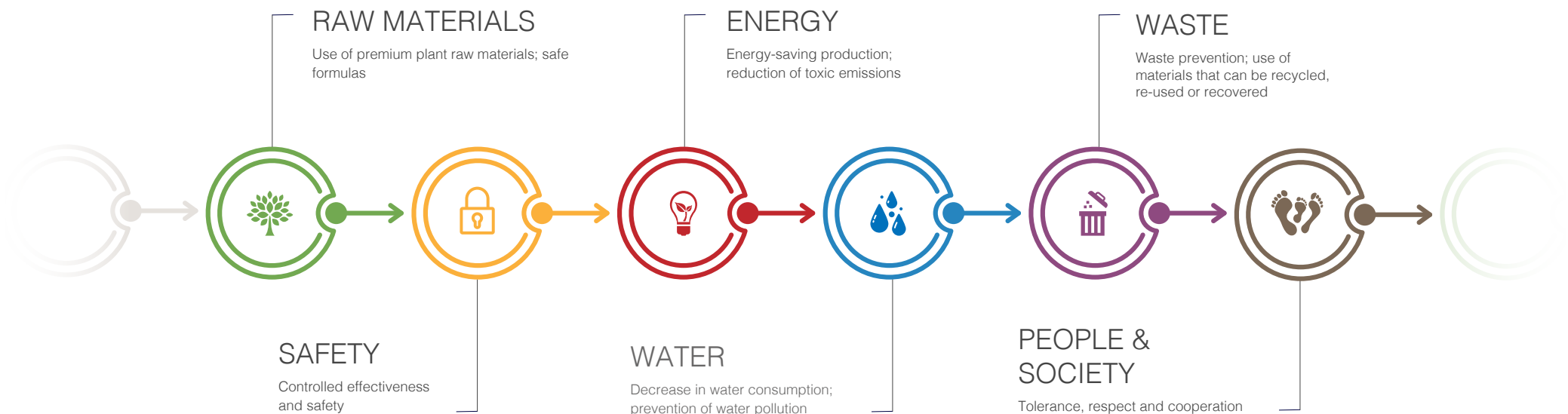


Sustainability is the undisputed answer to our global challenges. Every company is a global player when it comes to sustainability. Because the way we produce always has an impact on our environment.

At ADA, we work daily to make these impacts as responsible as possible for people and the environment through:

- Conservation of resources
- Saving energy
- Involving and sensitizing suppliers to environmental, quality, and social criteria
- Long-term planning and implementation of processes
- Promoting employee awareness of quality, environmental, and social issues

Our comprehensive responsibility for people, the environment, and society is brought together in our Eco Charter under the six criteria raw materials, energy, water, safety, waste and people and society:



Our employees bring the idea of sustainability to life in practice – through innovative ideas, personal commitment and as an ambitious partner in the further development of our sustainability strategy.

STEFAN BECHERER, Head of QHSE

“To develop effective and environmentally friendly products and to continuously improve our carbon footprint. That’s why we look at our entire value chain.”

“Tolerance, respect, and equal opportunities are the cornerstones of our corporate culture in which trust, fair cooperation, and open communication are lived. At the same time, we also accept our social responsibility and support social projects all over the world.”

CAROL ANN SLEAP,
HR Manager

“We are proud of our certified cosmetic brands such as Floraluxe and Eco by Green Culture which prove that hotel cosmetics can be sustainable and innovative.”

DR. RITA FIRNKORN,
Head of Global Regulatory Affairs

“Palletization, weighing, feeding, filling, sealing, labeling – the recording and analysis of our production processes and the process optimization are part of our daily challenges. The more resource and energy conscious our plants operate, the better it is for the environment.”

NICKI EBERLE,
Head of Engineering & Maintenance

“Our new plants in the Czech Republic and Malaysia will enable us to distribute our production and logistics optimally to various locations and supply our customers in an even more flexible and sustainable manner.”

VOLKER KEIBER,
CPO

“Packaging is an important issue for the future. To reduce the amount of waste, we continuously work on intelligent packaging solutions – with the smallest possible use of materials and with those materials for which recycling systems are available.”

ALEXANDER RAUER,
Project Engineer Development Packaging

▷ Ms. Jensch, what does sustainability mean for your company?

Sustainability at ADA is a strong innovation driver from the development of our products to the way we produce, package and transport them. We are convinced that timely investments pay off in the long term and are continuously working on improvements in production processes, products, packaging, and logistics.

▷ How many employees take care of the topic – or are you a lone fighter?

Together with all our employees, we "fight" to implement our sustainability strategy – for example in research and development, packaging development, production centers, and logistics. And there are also employees in the regions who are responsible for the local implementation of our sus-

tainability strategy.

▷ Please name the three most important sustainability criteria of your company.

We focus our attention on reducing our CO₂ emissions, developing recycling models for packaging, and sustainable resource management at all levels – from raw materials and employees to fair wages and working conditions in our supply chain. Our goal is to remain one of the most sustainable hotel cosmetics manufacturers in the future.



△
Sylvia Anne Jensch,
Chief Marketing Officer

i Sustainable development of new products

Our goal: 100% of our products will have a better environmental or social profile.

Every new or redesigned product should be improved in at least one of the following environmental or social criteria:

- Reductions of the ecological footprint
- Use of renewable raw materials that have been sustainably obtained or produced by using raw materials based on green chemistry guidelines.
- Environmentally friendly packaging
- Social commitment



▷ What project are you proud of in this field?

We have a clear position on the energy we use in our business – we want to consume less and the energy we do consume should come from renewable sources. This helps to stabilize costs and protects us from fluctuations in energy prices. We have already converted our site in Kehl to green hydropower. Investments in state-of-the-art production facilities also contribute to significant energy savings.

▷ How do you even know how sustainably your company functions?

Each year, we set ourselves clear targets and KPIs in relation to our environmental efforts and in line with the Eco Charter, and review our progress annually. We publish an environmental

report just once every two years, but an internal report every year.

▷ What do you do to make supply chains sustainable?

As a globally operating company, we are committed to fair working conditions and transparent and mutually respectful cooperation with all participants along the value chain. We expect our suppliers and contractual partners to conduct themselves in accordance with our corporate ethical values. We have high expectations of our suppliers and regularly check whether they are meeting them. In the future, we want to integrate our environmental goals even more strongly into our procurement guidelines and service level agreements.

▷ What is the biggest obstacle to sustainability?

Sometimes it's our own objectives.

▷ What do you personally do to live more sustainably?

For example, wherever possible, I use Deutsche Bahn, the German railway, which runs on 100% ecological electricity.



In the period under review, we made consistent progress in expanding our sustainability activities.

Our production site in Kehl is already fully geared to environmentally compatible manufacturing methods and ecological management. State-of-the-art technologies save water and energy, and reduce emissions, noise, and waste. In order to conserve resources, we mainly use ingredients based on renewable plant raw materials. All the surfactants we use are over 90 percent biodegradable. ADA's packaging can also be recycled. Our success and progress show us that we are on the right track.



Floraluxe distinguished with the highest level of certification: COSMOS Organic



-50%
Compressor equipment in production – CO₂ emissions halved



Introduction of stainless steel containers with hot steam cleaning – reduction of the required disinfectants by 3 tons

Fair CosmEthics Hand & Body Lotion rated "very good" by ÖKO-Test



Modern Slavery Act 2015, United Kingdom
– Signing of the Slavery and Human Trafficking Statements

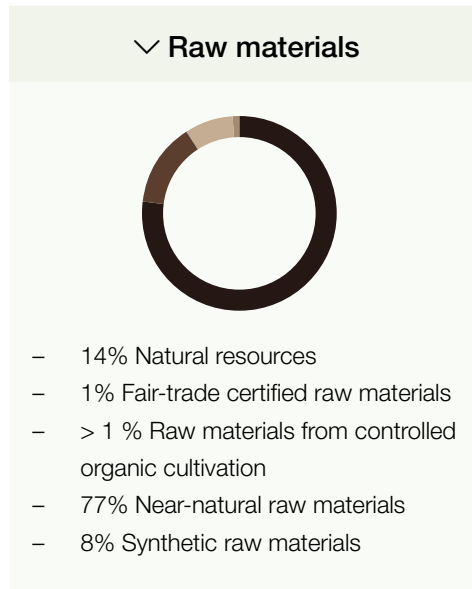


Sales of sustainable dispenser systems doubled in the reporting period



The global cosmetics and personal care industry is booming. Nature conservation and sustainability are issues that are becoming increasingly important in the development and production of cosmetic products, as consumers also attach more importance to using natural resources as consciously and sparingly as possible. Sustainable beauty brands are conquering the market; a trend that is also reflected in the hotel cosmetics segment.

For 40 years ADA has been developing innovative care products for the international hotel industry with its own research and development team. Wherever possible, they contain natural raw materials that gently support the cleansing function of the skin and hair without harming the environment. The environmentally friendly extraction of these materials plays a major role in the selection process. We only use



synthetic raw materials if there are no plant-based alternatives. At the present, 90% of the approximately 250 raw materials we use are plant-based, 30% correspond to the principle of "green chemistry". And we are pursuing the goal of further increasing the use of the highest quality natural raw materials.



△
Cotton plants (Gossypium)



Innovative beauty products

... must be equally compatible with people and nature.

Green chemistry

Green chemistry is an area of chemistry and chemical engineering focused on the designing of products and processes that minimize environmental pollution, save energy, and ensure environmentally friendly production. At the same time, dangers to production and products are to be avoided. In order to achieve these goals, the development and use of new technologies are necessary.

Source: Wikipedia



∨ For ADA this means in practical terms:

Abstaining from the use of

- Health endangering raw materials such as, Parabens, Methylisothiazolinone (MIT), Chlormethylisothiazolinone (CMIT), Phtalates, Triclosan und Triclocarban, Ethanolamine
- Environmentally harmful raw materials such as micro-plastics & silicones
- Animal testing

Using

- Perfume oils of the highest quality according to the IFRA guidelines
- Easily degradable detergent substances (surfactants)
- FDA-certified dyes (if required)

Converting

- Sustainably produced palm oil in cooperation with the Round Table for Sustainable Palm Oil (RSPO)



The care lines of the Responsible Living Collection are 100% natural. They are developed on the basis of tried-and-tested renewable raw materials that have been cultivated and obtained with respect for nature. Renowned certifications offer transparency and clarity.

Fair CosmEthics

The innovative care series supports the principles of fair trade with the use of fair trade-certified cane sugar, olive and Brazil nut oil. In 2017 the body lotion received the distinction “very good” from ÖKO-TEST.

Floraluxe

Organic cosmetics with mint, almonds and lime blossoms. More than 95% of the ingredients used are of natural origin, 10% from certified organic cultivation. The perfume oils are 100% natural. Floraluxe’s formulas meet the strictest requirements of quality and sustainability – distinguished by the highest COSMOS certification level: COSMOS Organic.



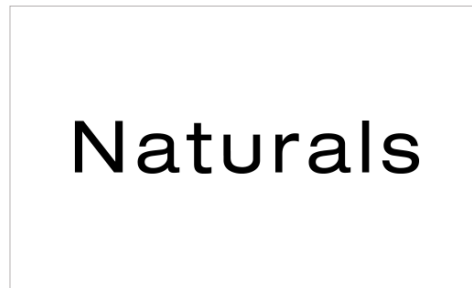
Naturals REMEDIES

Natural cosmetics line with ingredients of up to 95% natural origins. They also contain extracts from certified organic cultivation such as sage and black currant.



Naturals

A natural care line with selected lemon, orange and olive extracts from certified organic cultivation.



Eco by Green Culture

This care series combines ingredients based on renewable, plant-based raw materials; all of the rinse-off products are more than 97% biodegradable. Certified with the EU Ecolabel and Nordic Swan eco-label.



Eco Boutique

Biodegradable body care products with aloe vera extract from controlled organic cultivation and natural green tea extract. Outlook: In 2019, we plan to transition the cosmetics line to the Nordic Swan eco-label.



Fair Trade ensures that raw materials are produced according to international standards. In addition, the producers receive a guaranteed minimum wage for their harvest, irrespective of the world market price. The added value is used to improve local infrastructure, education, and health.



Ecocert is the largest private independent inspection and certification body in the field of environment. Since 2002, cosmetics have been tested for ecological and biological quality and certified with two seals of approval: The labels “**Organic Cosmetics**” and “**Natural Cosmetics**”.



Ecolabel is the label for organic products of the European Union. The quality label is awarded to products that have little impact on the environment. The entire life cycle of an article is evaluated: from the extraction of raw materials to the production, distribution including packaging, and use of the product and its disposal.



Nordic Swan. The Nordic eco-label, also known as the **Nordic Swan** or “The Swan” in Scandinavia, is an environmental label of the Nordic Council of Ministers. It was launched in 1989 and now comprises 63 product groups.



Every year, millions of bottles, jars, and tubes leave our production. In order to guarantee the quality, effectiveness, durability, and compatibility of our products, we control the entire production process – from the selection of raw materials and packaging to the finished care product – according to defined test plans.

Strict quality, compatibility, and safety tests are carried out during product development; these tests are then supplemented by toxicological and dermatological tests before their market launch. For us, proven "Made in Germany" quality is not only a seal of quality, but a promise for an exceptionally high standard – and this ap-

plies equally to our foreign production sites. Our quality assurance measures cover the entire production process from incoming goods through semi-finished products to the finished cosmetic product.

As soon as goods are received, each raw material batch is examined according to a clearly defined test plan – this includes both chemical-physical and microbiological parameters. The tests are carried out in our own laboratory. Where necessary, we call in certified external service providers. The same applies to semi-finished and finished products. As an important component of the product, packaging is also subject to quality assurance measures. Complete documentation

including retained samples guarantees traceability from the raw material to the cosmetic product.

Quality - Effectiveness - Durability - Tolerability

We control the entire production process according to strict quality guidelines, from the selection of raw materials, suppliers and packaging to the finished cosmetic product.

∨ ISO certified

Our quality management system is certified according to ISO 9001:2015, our environmental management system according to ISO 14001:2015. Our production is based on the valid GMP guidelines

for the cosmetics industry. In addition, we comply with country-specific regulations and laws as well as customer-specific specifications. Regular audits ensure our high standard.



The consequences of climate change on the environment, but also health aspects for employees due to changed living conditions, can have a major influence on our corporate development. Regular analysis of the global carbon footprint offers the opportunity to identify potential savings and define targets for reducing greenhouse gases in order to counteract the further progress of global warming. These include, for example, energy improvements to buildings and production processes, but also optimizations of logistical processes.

In recent years, the carbon footprint has gained in importance as it can be used as a useful tool for measuring the climate impact of business activities. In the fight against climate change, emission reductions through energy savings are important industrial meas-



i CO₂ Footprint

The CO₂ balance, also called the CO₂ footprint, is a measure of the total amount of carbon dioxide emissions caused, directly and indirectly, by an activity or over the life stages of a product.

Source: Wikipedia



ures. With the determination of our company's carbon footprint, ADA has been driving the climate assessment of all production sites worldwide since 2011.

The annual analysis is prepared according to current standards and scientific findings in order to derive potential savings in production-related emissions. Other measures include operational energy management, the promotion of environmentally friendly energies, and the improvement of production and logistics processes.



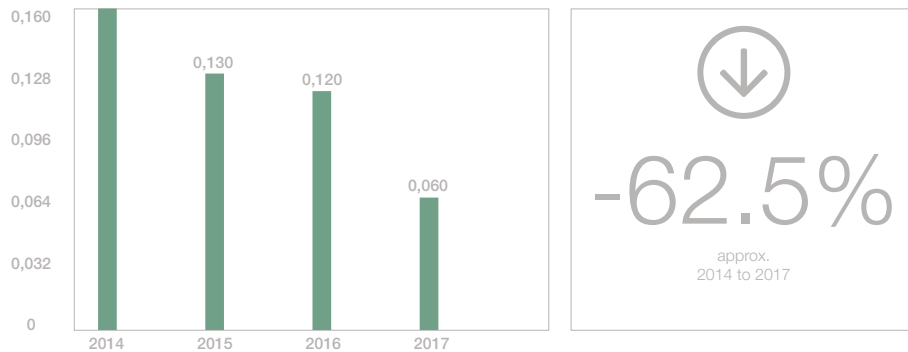


We were able to reduce CO₂ emissions significantly at our headquarters in Kehl during the reporting period. At our foreign production sites, we are continuing to work on improving our CO₂ balance. We offset unavoidable greenhouse gas emissions through climate protection projects initiated worldwide.

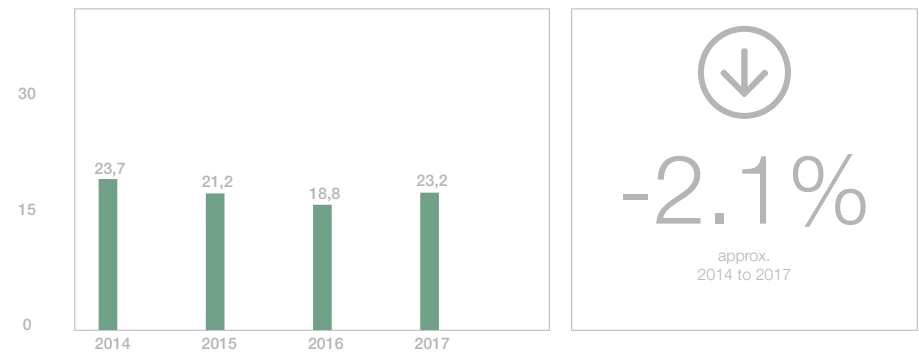
PrimaKlima: Planting trees - balancing CO₂

New forests filter the greenhouse gas CO₂ from the atmosphere and thus have a positive effect on our climate. We therefore support reforestation programs of the PrimaKlima Association and set an example for climate protection.

CO₂ in t per t of bulk produced



Gas consumption per t of bulk produced in m³



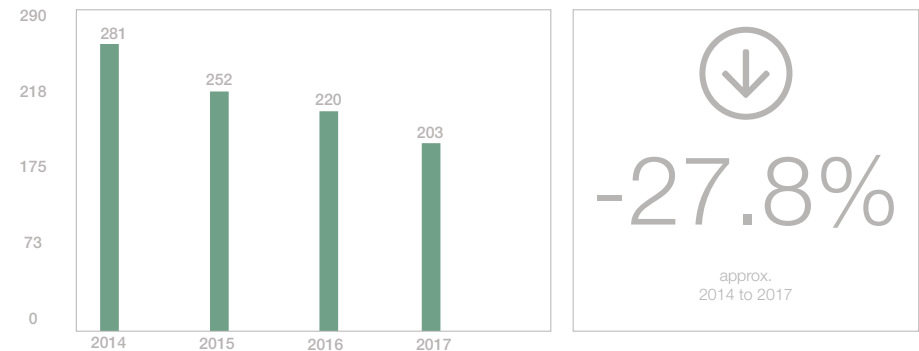


△
Turbine power plant on the Rhine.
We have been using hydroelectric power since 2012.

∨ Electricity usage

Palletizing, weighing, feeding, filling, sealing, labelling – the largest part of our energy consumption is accounted for by our diverse production processes. We therefore take a close look at the processes, examine optimization possibilities and invest in forward-looking technologies and production processes – the more resource and energy saving our plants operate, the better it is for the environment. In order to reduce the use of fossil fuels, we switched to hydroelectric power in 2012.

Electricity consumption per t of bulk produced in kWh

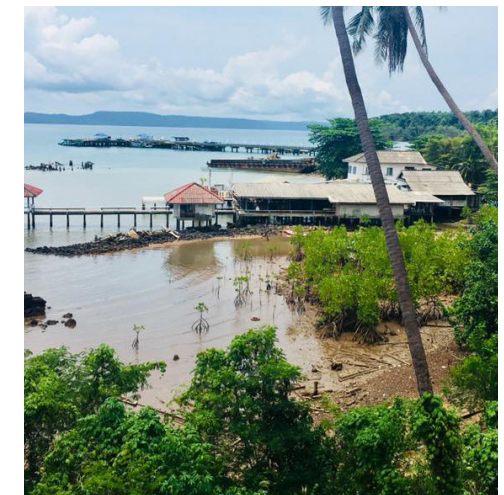
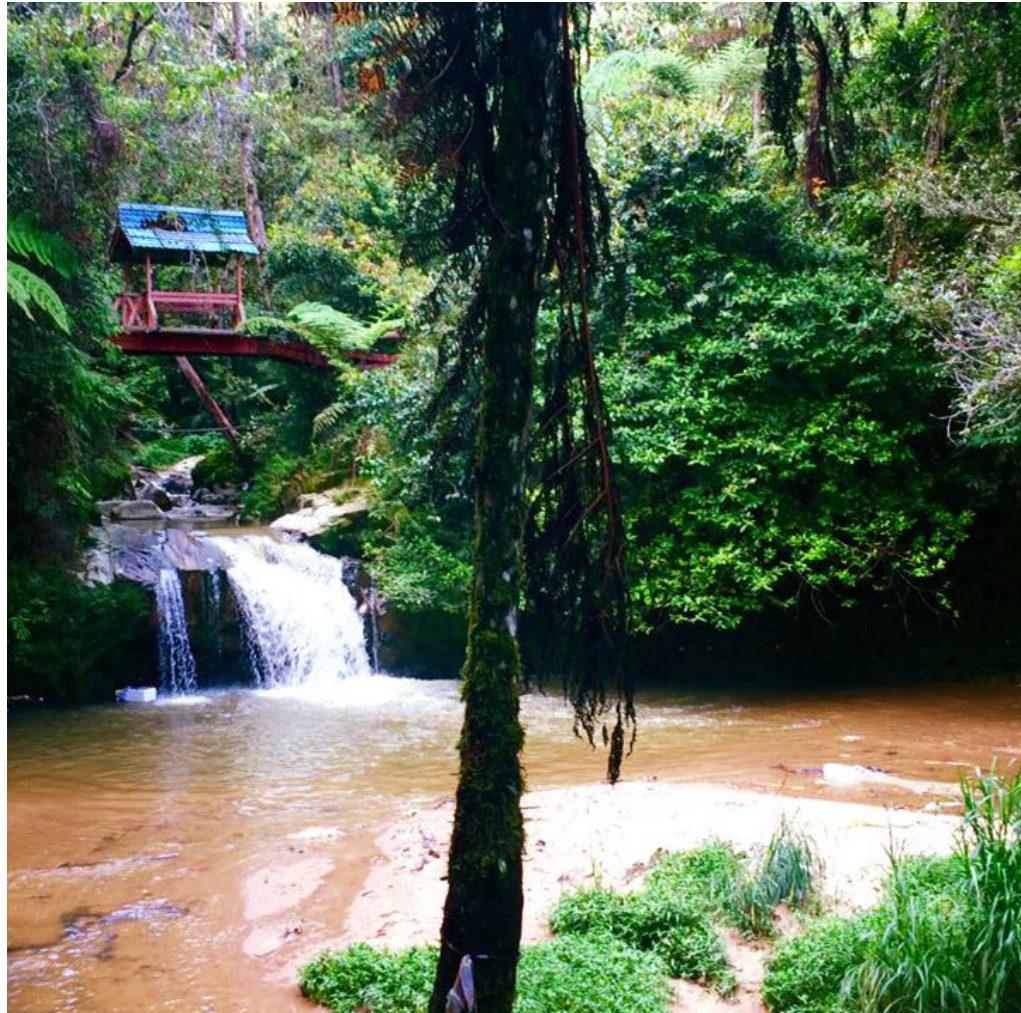


REDUCING CO₂-EMISSIONS

Energy

Some 200 km north-east of Bangkok, ADA is supporting a WINGAS climate protection project in which the greenhouse gas methane is captured from ponds of unusable wastewater from starch production and fed into a wastewater treatment plant. The methane then serves as biogas for the production of clean energy.

The energy generated in the wastewater treatment plant saves heavy oil and thus fossil fuels and leads to a CO₂ reduction of 95,000 tons per year. Another advantage: All of the wastewater can be treated in the plant and, for example, reused for field irrigation. As a result, the project not only saves CO₂, but also reduces fresh water consumption.



Aqua – Water. It covers 71% of the earth’s surface, 50 to 60% of an adult’s body consists of it and without water, neither plants, animals, nor humans could exist. Water is omnipresent and vital. And also essential for health and beauty.

Water is quantitatively the most important part of cosmetic cleansing and care products. That is why water is always at the beginning when listing the ingredients of creams and lotions. The amount of fresh water we use depends on the amount of cosmetic products we produce. We need the rest of the water for the production processes themselves – mainly for cleaning or disinfecting production plants, containers, mixing tanks, and pipelines. For each production batch, we make sure that hygiene standards are strictly adhered to. Water is used as efficiently as possible.



Since 2016, we have been using exclusively stainless steel containers for the production of ready-mixed products instead of plastic containers that are difficult to clean. In comparison, the stainless steel containers are not only more durable, they can also be cleaned and disinfected with steam in a single operation – this saves fresh water and the use of chemical disinfectants, which we can do without completely now.

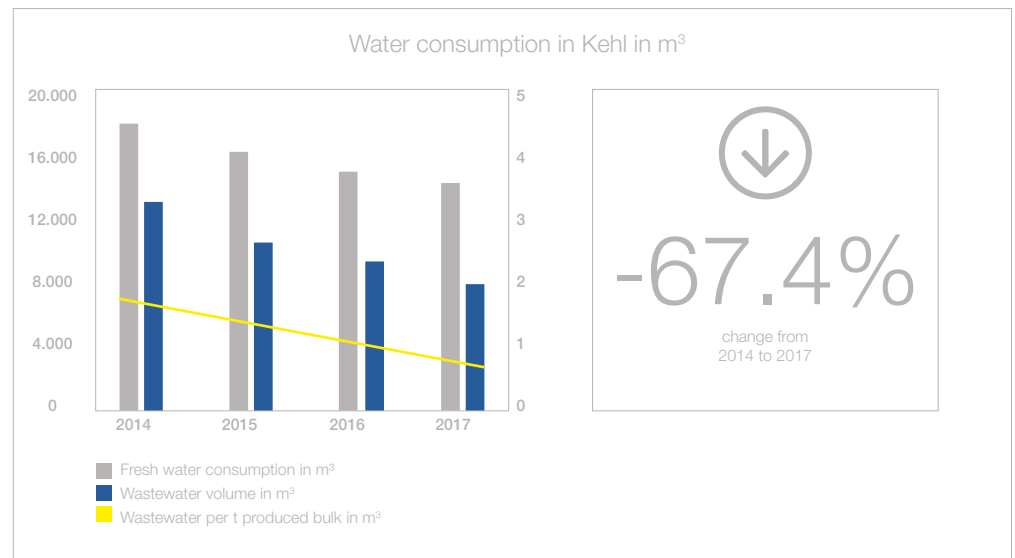
Our residual water reaches the municipal sewage treatment plants via the municipal sewage systems. By dispensing with disinfectants or other harmful substances, our wastewater is harmless to humans and the environment.

i We ensure that hygiene standards are strictly adhered to in every production batch. Water is used for this purpose as efficiently as possible.

Optimization of the cleaning processes in filling

In order to further reduce our water consumption, we have begun optimizing the "cleaning – disinfection – rinsing" processes in production. Without losing sight of the safety and hygiene standards, the individual steps will only be carried out in parts of the cleaning processes in the future. We will be able to analyze initial results in 2018; we expect a 50% reduction in water consumption.

The switch to stainless steel containers reduces our consumption of disinfectants by almost three tons without increasing water consumption.



Product and sales packaging is an important element in ADA's marketing strategy. Packaging serves as an information carrier for the products and should present the brand image ideally and contribute to the purchase decision. At the same time, it should also provide appropriate protection during storage and transport.

All of our bottles and dispensers can already be recycled through correct waste separation after use or disposed of as residual waste in accordance with municipal waste regulations.



Examples of particularly sustainable packaging concepts

- **ECO by Green Culture**
Certified with the EU Ecolabel and Nordic Swan eco-label. All portion bottles are made of 100% PCR.
- **Eco Boutique**
All portion bottles are made from 47% PCR, the refillable pump dispenser from 50% PCR.
- **Naturals**
Small portion bottles made of 25% PCR

Overpacks

Most of our waste is outer packaging – paper, cardboard or wooden pallets – in which our raw materials are delivered. Whenever possible, our suppliers use reusable raw material drums. Ideally, products are delivered in reusable transport packaging; the suppliers take their own packaging with them again.

i In 2017, we reduced the proportion of PVC bottles to 1.95%. At the same time, our goal is to further increase the proportion of PET and related materials such as PE, PETG, recycled PET in our bottles. One example of success is our Naturals press + wash dispenser which is already made of 100% recycled PET. We want to continue to increase the proportion of recycled materials in our plastic packaging. To this end, we have set up a project team that deals with the use of alternative plastics.



Reduce – Modernize – Recycle – Reuse

Our press + wash dispensers from the Naturals care line are even made of 100% recycled PET.



Sustainable packaging innovations: Smart System Solutions!

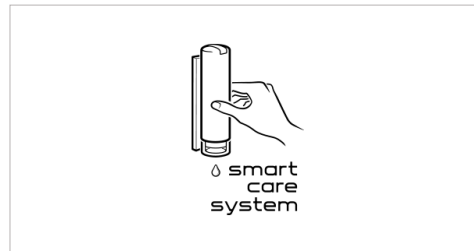
They're practical. They're economic. They're sustainable. Our dispenser systems combine technological innovations, modern product designs, economy, and environmental friend-

liness in a single product. This approach appeals to our customers. Compared to 2014 | 2015, our sales in this segment have doubled.



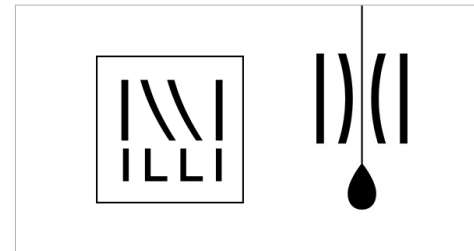
press + wash – Classics and best-sellers among dispenser systems

- Completely emptyable bottles
- ECO by Green Culture and Pure Herbs are made of 100% PCR, also available for personalization



Smart Care System – Our fastest-growing dispenser system

- Non-drip dosing
- Bottle and cap are 100% recyclable
- Less waste production through lower material usage
- Can be completely emptied



ILLI 1 + 2 – Scandinavian design, sustainable thinking

- Certified with the EU Ecolabel, the ILLI dispensers are sustainable both in their content and packaging



Pump dispenser – The refillable dispenser

- Made of 100% recyclable material, available with 50% PCR



🌱 Outlook

ADA is once again setting new standards in sustainability and is introducing COSMOS-standard and COSMEBIO-certified hotel cosmetics to the market in a new environmentally friendly packaging: The PICEA™ wooden tube from NEO-PAC consists of bio-polyethylene and wood and reduces the CO₂ footprint by up to 40% compared to conventional polyethylene-based tubes.



Satisfied employees are the cornerstone of a successful company. And because a healthy working atmosphere is at least as important to us as a healthy environment, we do a lot to ensure this.

Creative employees. Unconventional thinkers. Technicians. At ADA, they develop innovative concepts with a feel for the right mix of customer requirements and contemporary trends.

700 Employees

We have conquered the market with personalized hotel cosmetics and are the leading developers of practical and environmentally friendly dispenser systems as well as pioneers in the field of natural and sustainable hotel cosmetics. We achieve these goals with dedicated employees who work

44 Nationalities

with us to not only meet but exceed the expectations of our customers and their guests. In addition to professional expertise, our employees are therefore characterized by passion and commitment as well as responsible and forward-looking action. In-

18 Countries

spiration is provided by our dynamic, international environment, in which a respectful approach and the joint achievement of goals are essential components.

∞ Possibilities

To support our growth course, our focus is on future-oriented, active personnel work with fair working conditions. We encourage our employees to take responsibility, promote equal opportunities and diversity and invest in their professional development.



They take responsibility, inspire our international customers and are real team players. We would like to thank them for their commitment: with exciting tasks, great creative freedom, and the freedom for self-development.

To support our growth course, our focus is on future-oriented, active personnel work with fair working conditions. We encourage our employees to assume responsibility, promote equal opportunities and diversity, and invest in their professional development.



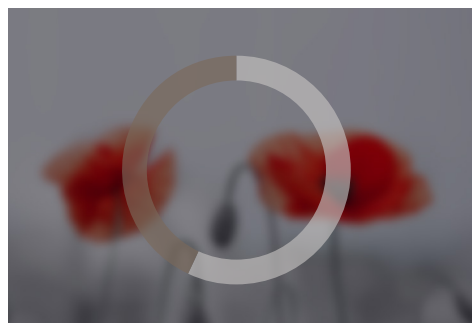
type of employment

48% salaried
57% industrial



work hours model

89% full-time
11% part-time



gender

57% female
43% male



women in executive positions

47%



To ensure that the right employees are available at the right time at the right locations, we specifically promote the expertise and talents of our employees and train junior staff.

Our development activities begin with sound training. The job profiles we offer cover almost every area of the company and help us to meet our future demand for skilled workers at an early stage by training our own junior staff. In the period under review, we trained a total of 28 young people for various careers.

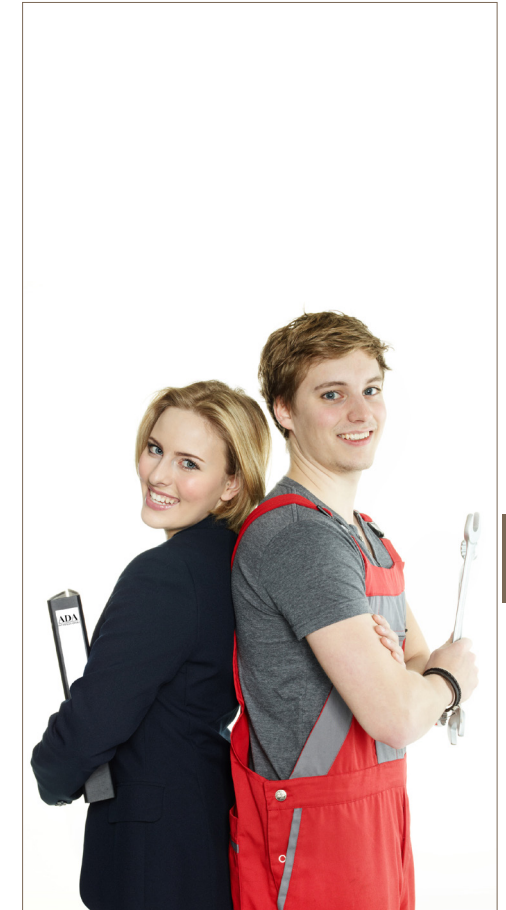
∨ Apprenticeships

- Industrial manager (m/f/d)
- Industrial manager with additional qualifications (m/f/d)
- Chemical technician (m/f/d)
- Machine and plant operator (m/f/d)
- Specialist for warehouse logistics (m/f/d)
- Graphic designer, specializing in media design (m/f/d)
- Mechatronics engineer (m/f/d)
- IT specialist application development (m/f/d)
- IT specialist system integration (m/f/d)

∨ Dual Studies

In cooperation with the Hochschule Karlsruhe

- International business (m/f/d)
- Industrial engineer in production and logistics (m/f/d)



For the personal and professional development of all employees, we offer competence-based career advancement plans, participation in seminars, or professional training.



Investment in education and training programs Ø

88.000 €



i Inclusion

ADA is particularly concerned with integrating people into the job market who are handicapped or disadvantaged for various reasons. People with learning impairments often need special support in order to gain a foothold in the general education and labor market. At our headquarters in Kehl, Germany, for example, we cooperate with the Hanauerland Werkstätten – a recognized facility for people with special needs.



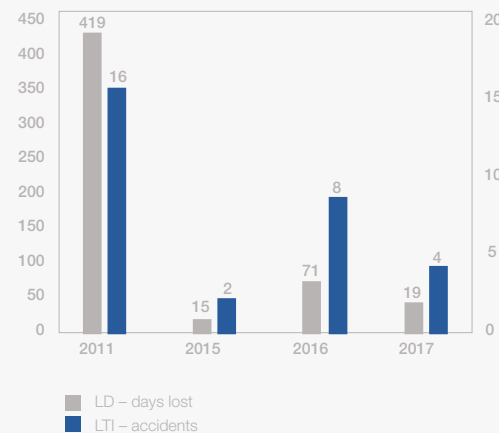
The health and well-being of employees is an important asset for ADA. Occupational health and safety are of correspondingly high importance in the company. The measures taken by ADA go far beyond what is required by law.

All workplaces are designed according to the latest findings in occupational psychology and medicine. In an individual analysis, each individual workplace in production and administration is examined in detail – for example, whether chairs and tables have the right height, whether lifting aids are necessary for heavy objects or whether walking distances can be simplified.

All processes and procedures are regularly checked for improvements in occupational safety in accordance with the standard and, if necessary,

improved in order to detect and avoid accident hazards. In addition, we regularly train all employees in occupational safety and hygiene as well as holding safety training courses. Thanks to our comprehensive occupational safety program, we rarely have accidents; most of them are of a lighter nature. All are systematically recorded and analyzed in order to take measures to avoid them.

✓ Occupational accidents in the reporting period



Health circle

In order to actively support our employees in a healthier way of life, we have started a health circle. Our goal is to improve their health and quality of life. We do a lot to reach this goal:

- Improvement of the working environment, work organization, and work atmosphere
- Regular consultation with the Occupational Safety Committee
- Support for reintegration after a long illness
- Prevention of work-related illnesses
- Prevention and social support
- Motivation for sports activities



i Company fitness

Health and mobility are our most important assets. We support our employees in staying fit and healthy for as long as possible. Within the framework of our company health management and in cooperation with HanseFit, our employees can use numerous fitness and sports facilities throughout Germany.



Social responsibility

For ADA, social responsibility means above all that we take care of the concerns of our region and its people. Social activities focus on projects that support non-profit organizations, hospitals, schools, kindergartens and other aid initiatives – through material, financial, and personal commitment. During the reporting period, we were involved in the following projects, among others, in our environment:



The desire for continuous improvement is a central theme of our corporate culture. With creative ideas and the courage to break new ground, ADA sets trends in the hotel bathroom and is a pioneer in the "green" hotel cosmetics segment. We are always curious and mindful and are constantly being re-inspired. We work with intensive research, the use of state-of-the-art technologies and the commitment of our employees to develop new solutions that will continue to guarantee the responsible coexistence of people, nature, and the environment in the future.

We think in cycles: Consistently implemented, "cradle to cradle" means nothing more than a revolution in our products – beginning with product design, manufacturing and use, and ending with take back. The result

would be a world without rubbish. A perfect cycle – based on a radical way of thinking in cycles.

Concrete goals are currently concentrated on:

The biological cycle

- Exploration of syndet soaps or syndet-based natural washing lotions for better water use and an improved CO₂ footprint by 2020
- Elimination of all synthetic polymeres by 2021
- Purchase of sustainable RSPO-certified palm oil derivatives from RSPO-certified sellers for all production centres in DE, CZ and MY by 2024
- Expansion of the range of non-fossil formulations by 2025, i.e. wherever it is feasible we will replace sodium dodecyl poly(oxyethylene) sulphate with non-ethoxylated surfactants and increase the use of plant-based fragrances such as essential oils

The technological cycle

- Use of a recyclable, organic-based plastic in a dispenser line by 2020
- Development of a product line with less packaging by 2020
- Replacement of 80% of ADA's conventional plastic packaging with packaging that contains PCR* by 2024
- Use of organic-based PCR material by 2029 in at least one body care line

*Post-consumer recycling material



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