



CSR REPORT

Einhell Germany AG

2020

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>>>

Corporate Social Responsibility Report Einhell Germany AG

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1 ABOUT THE REPORT

In the CSR Report 2020, the Einhell Germany AG as the head office of the Einhell Group, is reporting on its corporate responsibility in relation to CSR and sustainability.

The company describes the influence of its activity on the environment and society, documents key performance ratios and targets and measures via which it controls its activities.

In compliance with the statutory obligation to prepare a non-financial statement pursuant to section 289c of the German Commercial Code (Handelsgesetzbuch, HGB) and the CSR Report Implementation Act deriving from it, the key risks in relation to aspects of the law are addressed separately in the respective sections.

The central focus of reporting is the essential nature of the information.

Essential nature of the information:

- Important for an understanding of the business performance, the business results, and the company's situation and
- Necessary for an understanding of the effects of the business activity on the non-financial aspects

Risks along the value-added chain

- Key risks and how these risks are managed
- Risks associated with the business relations of the corporation, its products and services

Essential nature of the risks and ancillary conditions

- Risks have a high probability and have serious negative effects on the non-financial aspects
- Information is important and reporting on these risks is proportionate

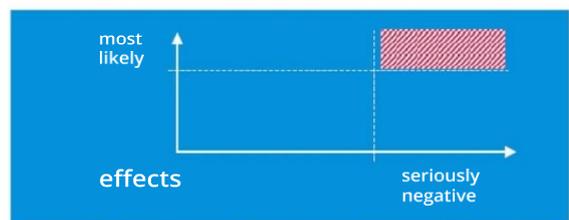
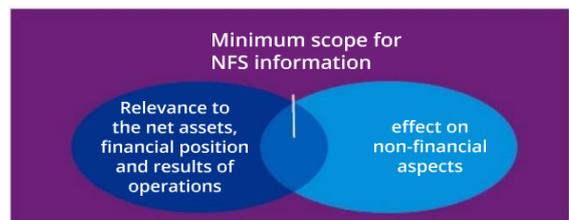


Illustration based on Kajüter (2017): Non-financial statement according to the CSR Directive Implementation Act, Der Betrieb No. 12 / 24.03.2017

Fundamentally, here, net risks are to be the starting point.

Definition:

Gross risks are identified risks which to date are not mitigated by the company using measures to minimize the risks.

Net risks are all risks, taking into account all risk-reduction measures implemented.

In drawing up the Einhell Germany AG CSR Report, the following five universal principles were taken as the basis for the Einhell standard:



The contents of the report relate to the global functions of Einhell Germany AG and to the Einhell Group sites. In principle, four different types of company were considered within the Einhell Group, which by reason of their structure and function face differing challenges with regard to sustainability and CSR.

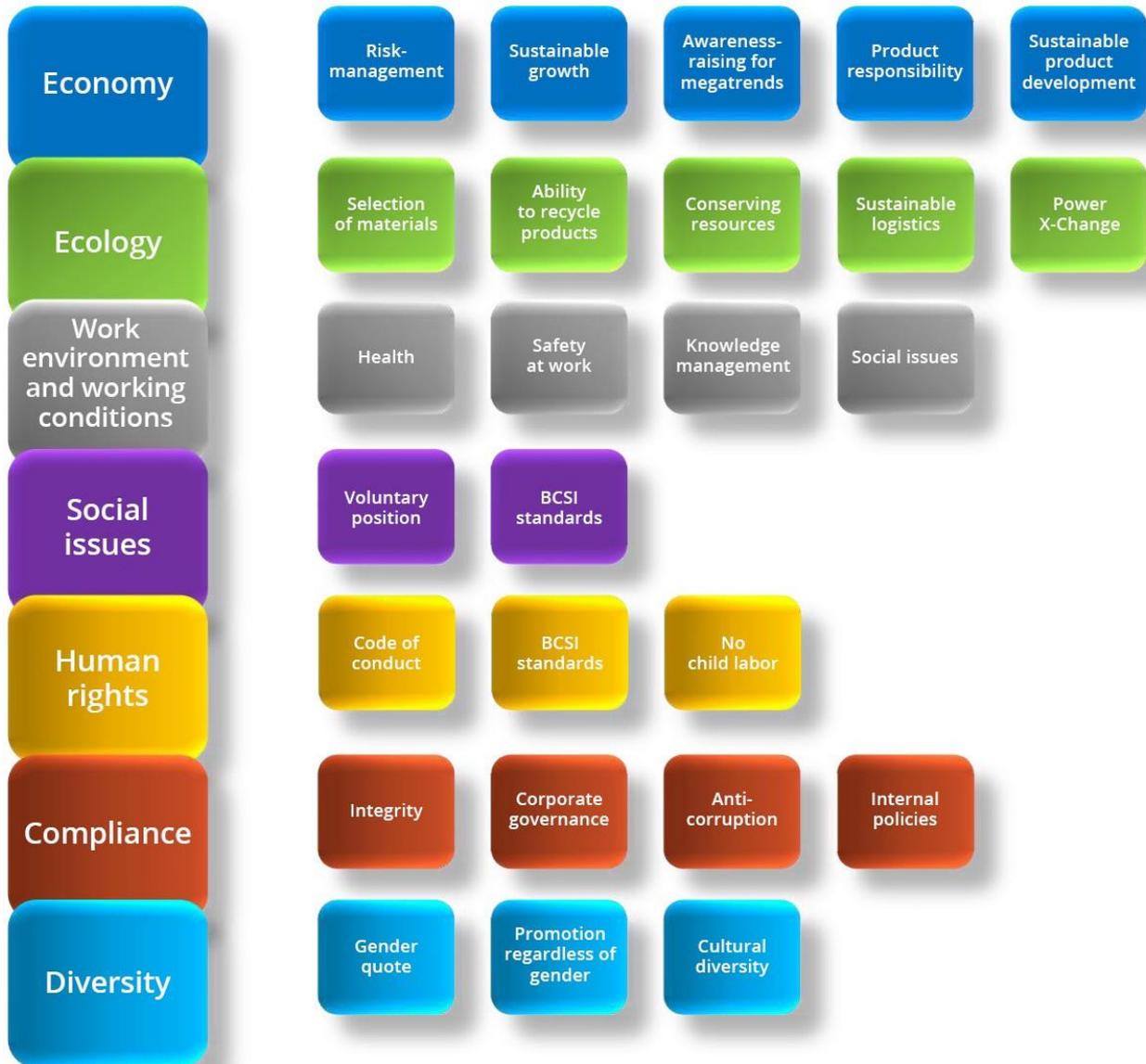
1.) Corporate headquarters: Einhell Germany AG, with the central functions: Strategy, Group management, Product development, Product range strategy, Group HR, Group accounting, sales and commercial Group management, After-sales services; Information technology, Einhell Digital.

2.) Sales-oriented Group subsidiaries: Group-owned distribution companies that are responsible for distribution locally and are connected to the supply chain as members of the group.

3.) Sourcing companies: Companies within the Group whose main task consists of identifying, managing and supporting supplier enterprises for components and products.

4.) Semi-autonomous companies with other Group brands: Companies which, because of their size, but primarily because of a product portfolio that deviates from the Group standard, cannot be assigned to the above categories, since they combine functional areas from different groups.

In this report, we are geared to the thematic differentiation that underpins section 289c HGB:



The reporting period is the 2020 financial year (1 January to 31 December).

Editorial note: The use of the pronoun „he“ throughout in this report is purely for ease of readability and is not intended in any way to denigrate other genders. The editorial deadline was December 31, 2020. The CSR Report is available in German and English. All versions can also be downloaded from the internet at www.einhell.com.

2 2020 HARDLY A NORMAL YEAR IN ANY RESPECT

Dear Reader,

There are many reasons why the 2020 financial year was anything but a normal year. The cyber-attack at the start of the year and the COVID-19 pandemic, which is still dragging on, both show that the company is subject to many different external factors that are impossible or difficult to predict and influence.

These are the kinds of situations that highlight the resilience of business models and organizations.

As was already reported in the last CSR Report on December 19, 2019 a criminal cyber-attack forced us to shut down all IT infrastructure across the entire group and restart everything in a careful, piece-by-piece recovery process. This once again made it clear to all of us that the integration of digitalization technology is increasingly of essential importance for all our processes.

As a result of our findings from this incident, we put in place fairly significant efforts to further safeguard our IT infrastructure and implemented these measures during the reporting period in order to improve the long-term positioning of our company (see also the explanations on the topic of risk management).

Alongside the technological lessons we have learned from this incident, it also showed us one thing in particular: The global Einhell team still works together incredibly well even under exceptional, extremely difficult conditions and is thus an incredibly special asset of our company.

The plan for implementation of our growth strategy not only included further improvements to IT infrastructure and cyber security, but made provisions so that logistics would be elevated to a higher level. The fully-automated logistics centre will not only have an impact on the process side of things, but will also improve our environmental footprint (refer to the topics on the environment).

Just like everyone else, the global COVID-19 pandemic took us by surprise. Starting from the disruptions to supply chains when the pandemic first hit China in Q1 2020 to the global restrictions we have seen in terms of freedom of movement, we have all faced sweeping and far-reaching upheavals. Throughout all of this we have always had two main goals in mind in terms of our priorities when deciding how to tackle this crisis.

- 1) The protection of all our colleagues around the world and their families against catching COVID-19
- 2) Safeguarding our business critical processes to ensure that, as a company, we retain our ability to act

In the process, the COVID-19 pandemic has proved to be a stress test for our company in two ways. Spoiler alert: We definitely passed the stress test!

- 1) The lockdowns and tremendous regional variations in the measures taken to combat and contain the pandemic represented major challenges in terms of the organization of our supply

chains. A high increase in the share of online sales with their different logistical supply chains combined with – at times – restricted staff availability also necessitated major adjustments to processes, which in some cases needed to reach beyond local structures.

2) The measures to stop the spread of the pandemic by forcing people to stay at home in almost all international regions gave an unexpected and powerful boost to the DIY sector. Of course, this meant that we needed to meet this sudden increase in demand. It became evident that it is not sufficient to merely recognize opportunities – you have to be in a position to act on them as well.

As you can see from our financial review, despite the challenges outlined above we finished off 2020 with record results for the Einhell Group.

On the one hand this is thanks to the excellent positioning of our company, both on the market side and in particular on the product side. On the other hand, the crisis scenarios described above have shown that the cooperative way our staff worked together gives us exceptional strength as a company to survive this kind of crisis.

Although this naturally also has an impact on the financial performance of our company, this is without doubt the key non-financial thing we have learned from this eventful business year, and we believe it is “an excellent basis for continued positive development.”

The Executive Board



From left to right: Dr Christoph Urban (CIO); Dr Markus Thannhuber (CTO); Andreas Kroiß CEO; Jan Teichert (CFO)

3 SUMMARY OF KEY INFLUENCING FACTORS AND RISKS FOR STRATEGY

As already explained in the foreword, 2020 was no normal financial year, and this means that any trends that can be derived will need to be subjected to even closer scrutiny in terms of probability and sustainability.

The limiting measures taken to curb the COVID-19 pandemic have impacted much more severely on bricks-and-mortar trade structures than they have on online trade. As already mentioned in previous reports, the trend to online platforms – where products can seemingly be compared simply and transparently – is a key trend of our times. Forced by the temporary closure of retail space in bricks-and-mortar retail outlets, even customers who were perhaps initially more skeptical have got to grips much more quickly and intensively with online shopping processes, and many have developed a taste for it. Fast, uncomplicated ordering processes with extensive return options make for easier shopping. It can therefore be assumed that the strong increase in online business is not simply a short-lived aspect of COVID-19, but that the general trend has been strengthened and will grow further.

Already well positioned and geared up for growth pre-COVID, we have further expanded our online capacities and believe we are definitely keeping with the times. With the logistics center that is currently under construction for Central European markets, we will be in a much better position to handle increasing DROP shipment orders (direct delivery to the end customer), and we will be able to process these orders much faster as well.

Technical innovations in the field of battery technology have made it possible for people to pursue creative goals without being tied to a particular location. With our Power X-Change concept we are leading the way when it comes to connecting possible applications not only for DIY work, but also in the world of garden design.

To ensure that we have – and keep – our finger on the pulse in terms of technology, we have launched a major cooperation with the research centre “*Moderne Mobilität*” (Modern Mobility). Here, we are actively involved in research – particularly in the area of energy storage systems.

The trust of end customers in devices that are cordless, i.e. powered with rechargeable batteries, has grown steadily in recent time, not least thanks to our innovative and high quality Power X-Change platform. As a consequence, our forecast that petrol-powered and cable-connected devices will be replaced in the medium term by rechargeable battery technology remains the foundation of our strategy.

On this basis we will be more than doubling the range of our products in the Power X-Change platform again by the year 2025 so that we can offer all customers exactly the right PXC device for their applications – for all tasks in the home and garden.

In the future, we are going to pay even more attention to logistical processes at local but particularly also at international level. The key is to obtain more reliable lead time and transport cost forecasts so that the processes can be coordinated even better with the wishes of both retail customers and end customers. Here, the trade conflicts that are currently simmering are not helpful and require careful monitoring.

Dependency on digital systems is extremely high and will increase even further in the future. For this reason it is imperative that we invest in the field of cyber security, which we are doing on all relevant levels.

Digital development and increased measures to strengthen resilience against cyber attacks

by Dr. Christoph Urban

Director of IT and Digitalization

Digitalisation plays an ever increasing role in all areas of our lives. It also occupies a significant position within our strategy. Here, alongside the positive effects in relation to data transparency and process efficiency, sustainable and reliable data quality within a stable IT infrastructure is also very important to us.

Within the context of our company, business workflows and processes are digitized and can thus be accelerated and made more efficient. Complex corporate decisions are increasingly based on data and information assets, which are made available and evaluated digitally. Similarly, entire business models are being built on digital offerings and revolutionizing traditional business strategies in many ways. Digitalization therefore makes an important contribution to safeguarding the sustainability and future viability of companies.

During the COVID-19 pandemic, an additional but highly significant aspect of digitalization has come to the fore. This is the enabling of social interaction from a distance – thus forming the basis for remote home working. It also meant that business critical processes could be kept running despite the imposition of varying local lockdowns – just a few years ago, these government measures would have had far more serious consequences.

However, the increasing importance of digital infrastructures means that they are also attracting more and more attention from cyber criminals. The number of crimes committed in the digital arena has risen exponentially in recent years, and experts believe that cyber criminality is soon set to become more lucrative at a global level than for example drug trafficking.

Particularly for small and medium-sized companies, these developments are the starting point for threat scenarios that need to be taken increasingly seriously and must be countered with corresponding measures. Anyone who fails to keep up with this technological and organizational arms race risks his ability to act and jeopardizes business continuity in the market.

Cyber security is also becoming increasingly important for the Einhell Group, particularly against the background of increasing brand awareness. Threat vectors are now part of our daily business for us as well.

Toward the end of the 2019 financial year, Einhell was confronted with a targeted cyber-attack. Here, an international group of hackers managed to infiltrate ransomware into our corporate infrastructure – corporate data was stolen, and the company was blackmailed by cyber criminals.

In response to the attack, the entire IT environment of the company was shut down all around the world in an orderly shutdown process, at which point external security specialists were tasked with safeguarding the infrastructure and carefully restoring it. Operational business resumed at a number of sites again after just a few days, which meant that we were able to ensure an uninterrupted supply of goods for our international customers. And despite the attack we still managed to make the most of our full sales potential during this time.

Thanks to the stable restart, the company was able to avoid all contact to the cyber criminals and did not need to give in to the demands of the group at any point. The attack was reported to the police. Likewise, the incident was also properly reported to the Bavarian regional office for data protection supervision (*Bayerisches Landesamt für Datenschutzaufsicht*), as well as to all further authorities who are responsible at international level.

The costs for restarting our international IT environments ran to around EUR 250,000. These costs include support services from our external IT security specialists and the additional work incurred for IT

employees of the Einhell Group during the incident. We class the impact of the cyber-attack on the business activities of the Einhell Group as minor. No long-term financial losses have arisen from this incident.

Nonetheless, this attack has highlighted the vulnerability of the digital infrastructure at Einhell. We have therefore made it a declared target that the resilience of our IT environments will be further improved in the coming years and that they will be adapted so that they can meet the ever increasing range of threats.

In order to achieve this, we are centrally combining all the necessary activities in the organizational role of the Information Security Officer with direct connection to the Management Board Division IT and Digitalization, and we will be developing our extensive strategy program in the field of information security following a well-structured and demand-based approach.

Even though we are forced to acknowledge that, due to the highly dynamic nature of this particular sphere, we can never completely eliminate cyber risks, we will do everything we can in the short and long term to further broaden our safety precautions in line with the state of the art and therefore safeguard our critical infrastructures, which form the backbone of our operational business activities, and thus ensure their continued availability.

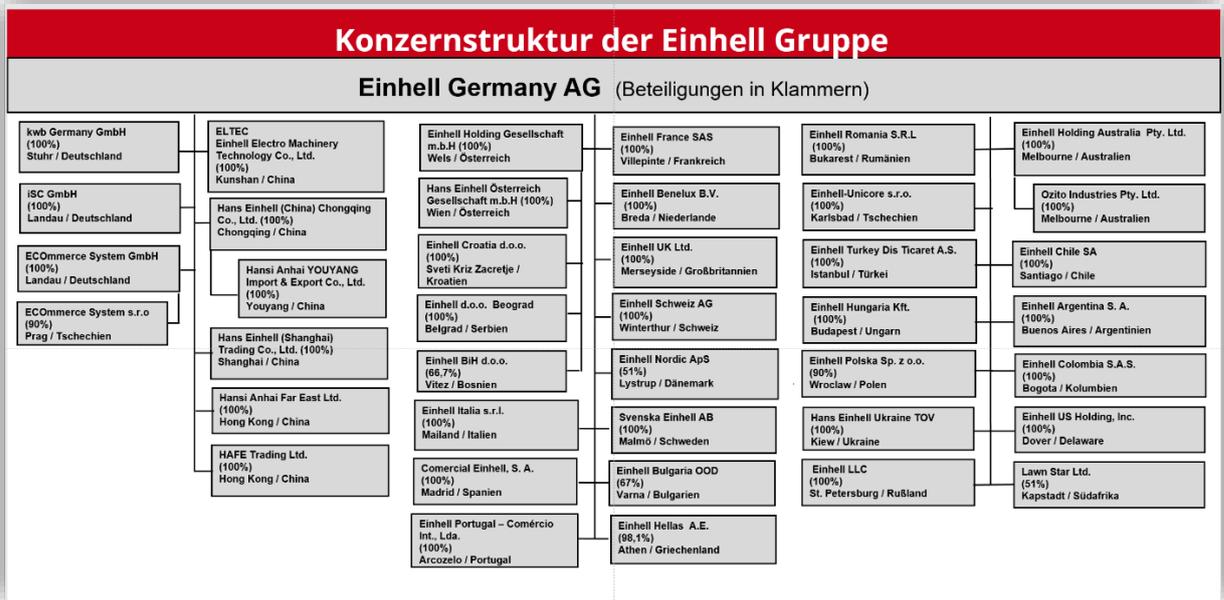
4 ABOUT THE COMPANY

Einhell Germany AG of Landau an der Isar (Germany) is the parent company of the international Einhell Group. Einhell develops and sells products for DIY enthusiasts and craftsmen for use at home, in the garden and for leisure activities. The principles underpinning our product policy are to react faster, more flexibly and more innovatively than others. In our Power X-Change battery platform especially, we combine the product promise of high flexibility with the freedom that comes from being cable-free, and we are continuously further expanding our brand awareness. Einhell supports the global operations of its customers through its highly internationalized structure. Subsidiaries and affiliated partner companies throughout the world ensure that Einhell Germany AG is always ready and available to support its customers' businesses all over the world. The subsidiaries comprise sales companies primarily located in Europe, but also in South America and Australia, and retail companies in Asia. We are delighted to welcome LawnStar Ltd from South Africa as a new company to the Einhell Group. LawnStar will be our basis for establishing Einhell products on the continent of Africa.

The Asian subsidiaries are also responsible, amongst other things, for product sourcing, product preparation and procurement. Since Production is in Asia, it is also where Quality Assurance is based. Worldwide, Einhell employs around 1,823 employees (around 1,658 FTE based on our capacity analysis). Group sales in FY 2020 were EUR 724.68 million (previous year: EUR 605 million).



4.1 GROUP STRUCTURE WITH PARTICIPATIONS



The requirements concerning corporate social responsibility differ within the Group network, having regard to the respective function of the company, particularly in relation to prioritization.

Fundamentally, we have been similarly guided in this by the thematic differentiation in section 289c HGB, but we have emphasized the focus for the individual types of company. Given the overall respon-

sibility of Einhell Germany AG as the parent company of the Group, this is naturally also more comprehensive in scope. Under this umbrella, the semi-autonomous companies with their own product portfolio, Ozito (Australia) and kwb Germany GmbH exhibit particularly extensive responsibilities.

With their close contact to our producer partner companies in Asia, the focus of the CSR issues for our sourcing companies is naturally also located here, with a view to the entire supply chain.

Most companies within the Group are sales subsidiaries, which focus on CSR issues in relation to the local product ranges and compliance with the relevant national and international standards and integration of all local stakeholders.

4.2 ESSENTIAL CLEAR DIFFERENTIATION BETWEEN THE GROUP COMPANIES

Regarding the legal specifications of section 289c HGB and the SCR Report Implementation Act, we have reflected on the non-financial aspects in the course of our business that are essential to our understanding of our business model, and we outline these as set out below. In doing so, we have consistently maintained the orientation to the thematic differentiation and to differentiation by types of company within the Group.

The differentiation necessary under the structure of the statutory obligation for reporting in respect of materiality does not constitute a fundamental statement by Einhell Germany AG regarding the value placed by the company on themes considered as not material for our course of business. Rather, it is to be taken to indicate those areas where we see ourselves as having a very particular responsibility and are able to set accents through corresponding concepts.

Einhell Germany AG Group HQ functions	Semi-autonomous companies with own product portfolio (currently Ozito and kwb)
<p>Requirements for sustainability</p> <ul style="list-style-type: none"> ▪ Sustainable product and product range development ▪ Sustainable management of the global supply chain ▪ Instructions and support on all HR issues ▪ Managing a sustainable quality policy ▪ Instructions and support on questions relating to protecting the environment ▪ Respecting the relevant work safety standards ▪ Clear policies and management in all Compliance issues ▪ Promoting equal rights and respecting human rights 	<p>Requirements for sustainability</p> <ul style="list-style-type: none"> ▪ Sustainable product and product range development ▪ Sustainable management of the global supply chain ▪ Managing a sustainable quality policy ▪ Instructions and support on questions relating to protecting the environment ▪ Respecting the relevant work safety standards ▪ Promoting equal rights and respecting human rights
Sourcing companies	Sales companies
<p>Requirements for sustainability</p> <ul style="list-style-type: none"> ▪ Sustainable choice of production partners ▪ Sustainable management of the global supply chain ▪ Respect for human rights by suppliers ▪ Managing a sustainable quality policy ▪ Instructions and support on questions relating to protecting the environment for partner companies ▪ Clear policies and management in all Compliance issues for partners and suppliers ▪ Respecting the relevant work safety standards 	<p>Requirements for sustainability</p> <ul style="list-style-type: none"> ▪ Sustainable local product range management ▪ Sustainable choice of local customers and partners ▪ Respecting the relevant work safety standards ▪ Promoting equal rights and respecting human rights ▪ Adherence to the specified Compliance guidelines

The approach set out here is, naturally, dependent in its expression on the Group structures and on the underlying history.

Despite all its international activities, the company has always remained true to its principles. These include working together on a basis of trust, loyalty, and a company policy geared to long-term, mutual success.

Building on these values, a refined balance between high levels of autonomy and own responsibility for the subsidiaries on the one hand and helping, advisory management by the central departments in the Group head office on the other is practiced in coordinating the extensive international tasks. Einhell is known as a particularly efficiently-operating business – and therefore we help all companies in the company group with our experience in efficient, customer-oriented sales, service, logistics and administrative processes.

4.3 EXECUTIVE BOARD AND SUPERVISORY BOARD

Coordination of the Group sits with Einhell Germany AG, which is managed by four Managing Directors, Mr. Andreas Kroiß (CEO since 2003); Mr. Jan Teichert (Chief Financial Officer since 2003); Dr. Markus Thannhuber (Chief Technology Officer since 2007) and Dr. Christoph Urban (Director of IT and Digitalisation since 2019). The Sales, Procurement, Marketing and Corporate Strategy areas come under the responsibility of the CEO. The Finance and Accounting, Taxation, Legal, Controlling, Investor Relations, HR and Maintenance areas come under the responsibility of the CFO. The Technology, Product Management, Product Preparation, Quality Assurance and Logistics areas come under the responsibility of the CTO.



From left to right: Dr Christoph Urban (CIO); Dr Markus Thannhuber (CTO); Andreas Kroiß (CEO); Jan Teichert (CFO)

The board role for IT and Digitalization encompasses responsibilities for the International IT infrastructure, digital forward development of all processes and organizations, and the Group-wide After-Sales Service.

A three-person Supervisory Board serves as a supervisory committee. Since 2015, the Chair- man of the Supervisory Board has been Prof. Spath (a member of the Supervisory Board since 2006). In 2015, Mr.

Philipp Thannhuber was appointed to the Supervisory Board as successor to the company founder. On the staff side, the Chairman of the Works Council, Mr. Maximilian Fritz, was elected to the Supervisory Board.



The 3,774,400 shares in Einhell Germany AG are structured as 2,094,400 common shares with voting rights and 1,680,000 preferred bearer shares. Since a large part of the common shares with voting rights continue to be held by the Thannhuber family (the founder's family), even in the strategic decision-taking it is possible to maintain the sustainable structures of an SME, family-run enterprise with a tradition stretching back over 55 years.

4.4 OUR PHILOSOPHY: FREEDOM OF CORDLESS OPERATION FOR ALL.

Einhell develops and sells products for DIY enthusiasts and craftsmen for use at home, in the garden and for leisure activities. With its values of freedom of cordless operation, performance & endurance, quality and competence, Einhell has made it its mission to create a new dimension in DIY through its claim of "cordless operation for all" and thereby to support every DIY enthusiast in realizing his or her ideas, projects and tasks.

With high-performance, quality products in modern designs with a focus on function, Einhell is enabling its customers to plan all work in and around the workshop and garden more efficiently, more easily and thus with greater independence and freedom from constraints. As a longstanding expert in the area of DIY and Garden, with the claim of aspiring to be the world's most capable battery system, Einhell promises high-quality products with the attribute: "Brand-name quality for the best price". Customer satisfaction is, as ever, the number one objective.

The scope of Einhell's international operations caters to the needs of its customers, namely DIY and building chains, mail order companies, garden centers and discount chains. Its subsidiaries and associated partners throughout the world enable Einhell to offer an unrivaled comprehensive global service. Over 40 subsidiaries ensure that we maintain close ties to the global customers of Einhell Germany AG. Associated partners worldwide market Einhell products under license in their own name.

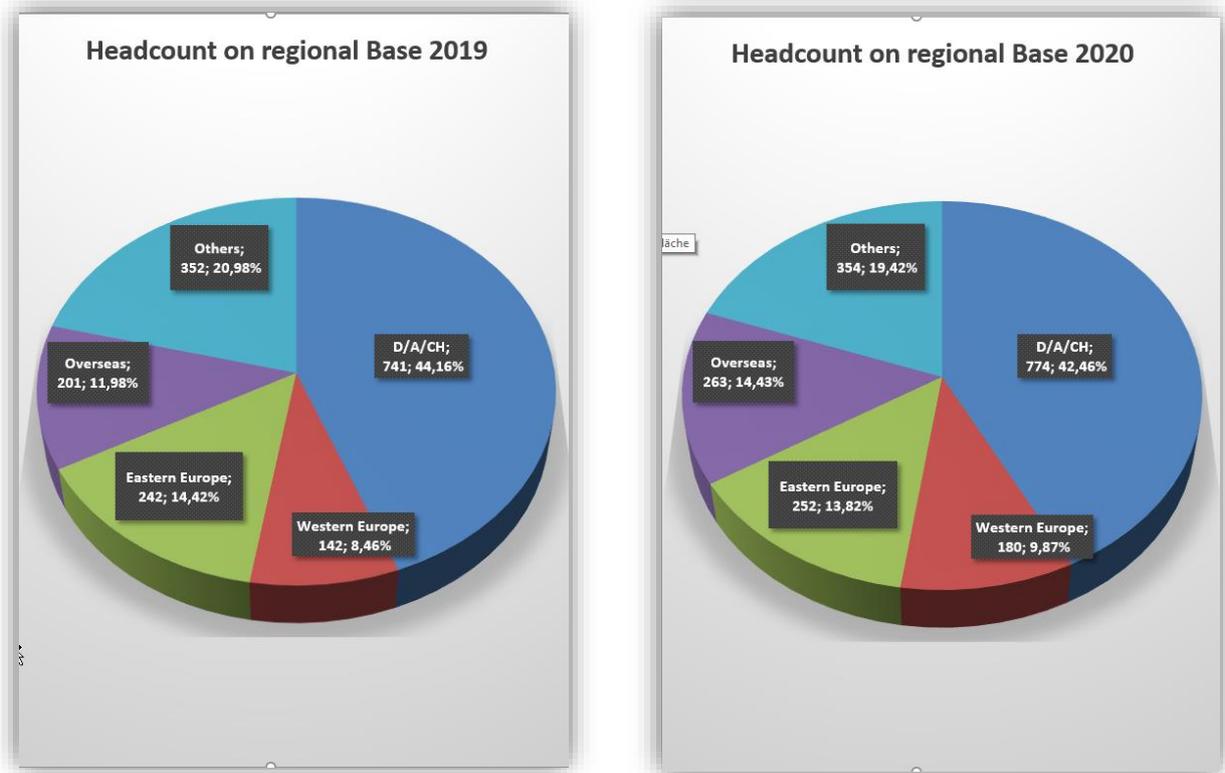
The guiding thought here is: "We don't simply want to be good – we want to be a unique brand." The company will continue to pursue this aspiration.

4.5 DISTRIBUTION OF THE GROUP HEADCOUNT

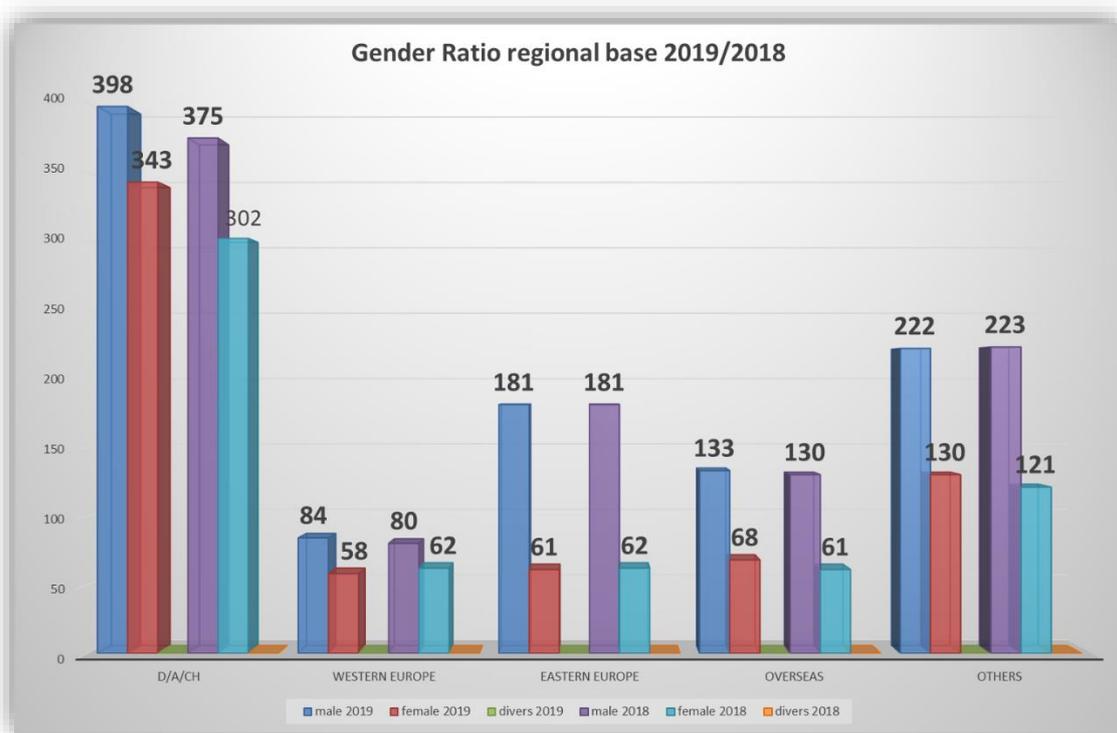
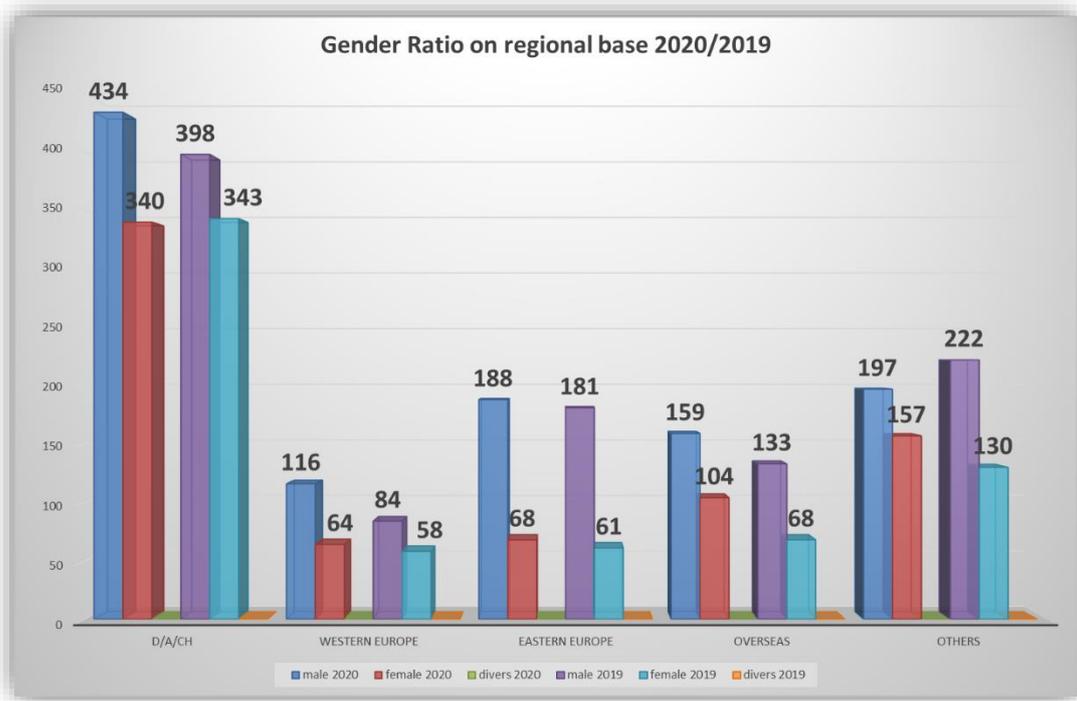
The distribution of staff among the individual companies reflects the local circumstances in the markets and the established synergies within the Group.

Fundamentally, we seek to balance out economic fluctuations by using flexible HR policy measures, in order to be able to offer the core workforce secure, long-term employment. The highly specialized Einhell know-how of our employees in the different roles represents an extremely important asset to us. The long-term growth strategy of the Einhell Group builds on this asset and must therefore also be preserved. This also means that staff increases are always planned on the basis of sustainable, sufficiently probable positive trends in the business.

Given the internationally positive trend in the business, staffing capacities have also been adjusted to meet requirements. At the end of 2020, 1,823 colleagues were part of the Einhell Group. The gender ratio changed slightly from 60.69% : 40.10% (male : female) to 57.39% : 42.61% (male : female). These statistics do not show 3rd gender only because no such assignments are known to us within the Group. As soon as this changes, the third gender will also be indicated here on an equal basis.



Gender is in principle not used as a criterion when selecting and promoting our employees. This is due to a firmly-rooted value concept that gender does not exercise a decisive influence on a person's ability to perform, integration and capacity for development.



Gender self-determination is one of the key basic human rights: Fundamentally, job advertisements placed for vacant posts are gender-neutral (m/f/o), in order to show that gender is not a criterion applied in our assessment processes.

4.6 DEMOGRAPHY

Demographic assessments are often carried out at an economic level and investigate the development of populations and their structures both **statistically and theoretically**.

As part of a long-term and sustainable human resources policy, it is also advisable to analyze the impact of the trends that emerge from these demographic assessments at company level so that any necessary action recommendations can be derived.

For Einhell, 3 main topics arise from the general demographic considerations:

- 1.) The transformation in many countries from an employer's market to an employee's market
- 2.) Early and targeted consideration of succession issues
- 3.) Differences in the values of subsequent generations

4.6.1 Transformation from an employer's market to an employee's market

Existing and potential employees are free to look for a qualified job. For this reason, individual and collective perceptions of the employer play a key role in the choice of where to work. Structures and processes must fit in with the life planning of current and future employees.

4.6.2 Succession issues

Departing employees hold significant know-how, and where possible this must be passed on. To do this, we first need to learn about the individual life planning of the colleagues as early as possible so that the company can plan accordingly.

On this basis we need to identify and cautiously build up potential successors.

This also requires early and clear decisions about internal or external recruitment strategies for key positions.

4.6.3 Subsequent generations and their values

It is a fact that the values of younger generations (generations Y, Z, Alpha) differ greatly from those of previous generations. As these generations are now increasingly shaping the workforce of our companies, it is advisable to actively engage with these values as they result in different assessments of corporate culture and leadership issues. It is, therefore, necessary to conduct a discourse across the generations in order to create bonds and achieve identification with the company.

4.6.4 Derived points

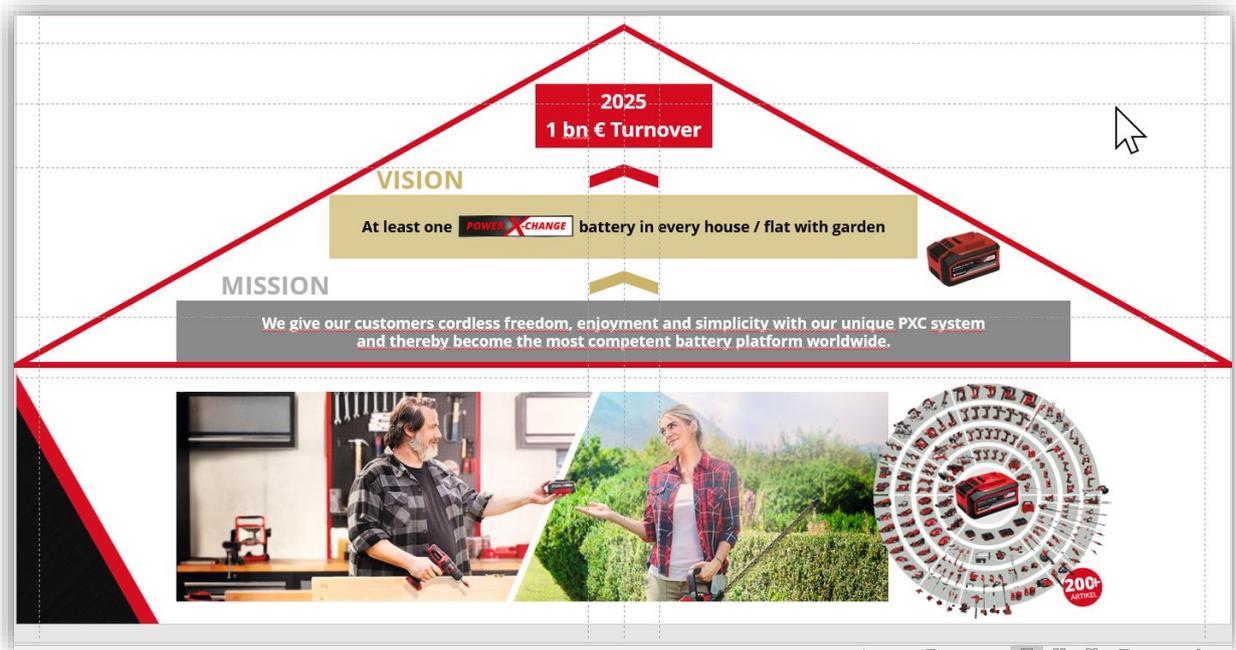
For our sustainably designed corporate strategy, these conditions lead to the following key areas of action:

- Further expansion of a cooperative corporate culture
- Creation of working worlds that are seen to motivate as spaces to work in
- Open and cooperative communication not only of business-related issues, but also of personally relevant ones
- Communication of the purpose of individual commitment. Simply setting business objectives is not enough here.
- Selection of new management staff with high prioritization of leadership skills
- Further training of management staff
- Avoidance of unnecessary conflict through early, integrated organizational development.
- Further expansion of the working world to an actively promoted atmosphere of team spirit and cohesion.

- Introduction of internal decision-making rules within teams
- Offer of personnel development measures, including ones that go beyond the purely technical
- Active coaching as a support method

5 VALUES AND SUSTAINABILITY STRATEGY

Since, in our understanding, strategy is not just a one-off determination of the target ratios to be pursued, but a process that continuously combines opportunities and risks with abilities and opportunities as objectively as possible, we have already started to develop and introduce a structured, rolling strategy development process some time ago. This process combines our tradition as a family-run SME with the demands from the markets.



Building on our extensive experience in battery technology, Power X-Change is the backbone of our growth strategy, which is geared to customer requirements. In that regard, expanding the battery platform, in combination with a large number of devices additionally adapted for it, constitutes the main strategic thrust.

Naturally, we are aware that there is still a whole raft of customer requirements beyond the sets of tasks that can be wholly covered within the battery platform. Accordingly, our “strategy house” includes a total of 15 main projects to be considered individually which in the mid- to long-term will contribute to realizing our vision.

It is where our sustainably strategic approaches are fleshed out and underpinned with effective project plans. The 15 points set out our strategic approaches to product and brand policy, to employer branding and knowledge management and on questions relating to digitalisation and to active service management.

5.1 CORE VALUES OF THE EINHELL GROUP

Every action by the Executive Board members, managers and all employees is based on the dignity of the individual, mutual respect and a service approach to all employees. As part of our structured strategic development process, we have drawn up the following value statement.

Einhell's Value Statement



This value statement is primarily aimed at an outside audience, since we are firmly convinced that the satisfaction of our customers, B2B or B2C, represents the basis for sustainable entrepreneurial success.

Drawing on this, we believe that the fundamental objectives being set can only be achieved in the long term if all stakeholders are similarly also included and if consideration is likewise given to their individual objectives.

Accordingly, we have drawn up the following guidelines on our corporate culture using a bottom-up approach. In a second cooperative step, we have derived and formulated corresponding management principles from them.

Open and fruitful working with one another is the basis of our success.

The guidelines on corporate culture drawn up by our employees are the touchstone of our commercial activity. The role of manager is not always easy, since on the one hand it involves a role where the inevitably present goal conflicts between company and employee become manifest, while on the other the relationship between the manager and their employees is taken directly as an indicator for the corporate culture as it is experienced.

Accordingly, and building on the guidelines on corporate culture, their contents have been examined for aspects relating specially to management, and recommendations for actions have been formulated in the new management principles.

Together with the Value Statements of the Executive Board, this results in a framing work, „Our Guidelines“, which is intended to help all employees, regardless of their respective role, in finding the right collaborative context in all situations as they arise.

Extracts from 'Our Guidelines' are given below:



1. Vorwort des Vorstandes

Liebe Kolleginnen und Kollegen,

als Möglichmacher und starke Marke im DIY haben wir viel erreicht und stehen den kommenden Herausforderungen positiv gegenüber. Dazu wurde im laufenden Strategieentwicklungsprozess ein Value-Statement erarbeitet, das in dieser Broschüre auf Seite 5 dargestellt ist. Diese grundlegenden Feststellungen bieten den Rahmen, in dem wir uns entwickeln wollen und an dem sich all unsere strategischen Ansätze ausrichten sollen. Wir haben uns insgesamt ambitionierte Ziele gesetzt! Wir sind jedoch überzeugt, dass wir diese gemeinsam erreichen können.

Zu diesem „gemeinsam“ gehört aber nicht zuletzt, dass wir offen, wertschätzend und nachhaltig alle anfallenden Themen besprechen und entstehende Probleme lösen können. Wie wir alle wissen, ist das im Tagesgeschäft manchmal nicht ganz so einfach. Unterschiedliche Blickwinkel und Prioritäten sowie verschiedenste Erfahrungen machen uns flexibel und sichern unsere Entscheidungen ab. Jedoch ist hier natürlich auch Zündstoff für Konflikte enthalten. Damit müssen wir genauso offen und wertschätzend umgehen, wie mit allen Fachfragen, die uns täglich begegnen.

Um uns allen hier Anleitung zu geben, wurden durch Delegationen auf Mitarbeiterebene einerseits „Leitlinien zur Unternehmenskultur“ und der Führungskräfte andererseits darauf aufbauende „Führungsgrundsätze“ erarbeitet. Diese sind in dieser Broschüre veröffentlicht.

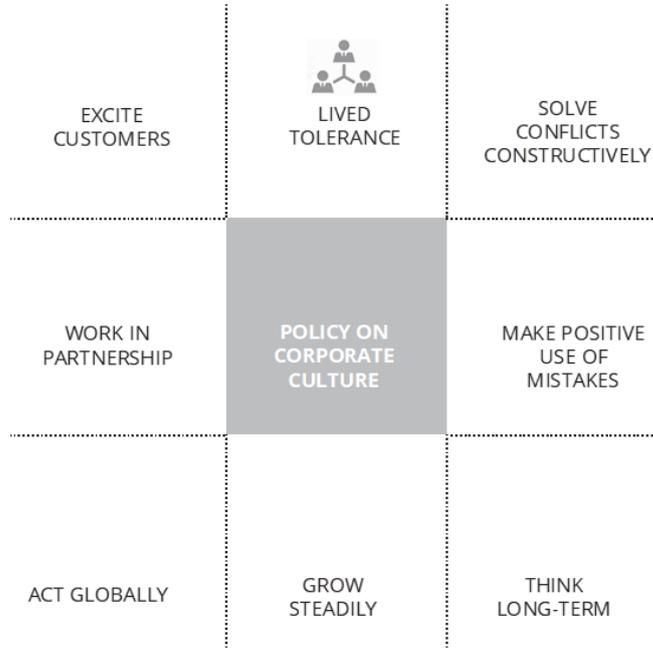
Die Erstellung unserer Leitlinien ist jedoch nur der erste Schritt, darüber sind sich alle Beteiligten einig! Jetzt sollen wir auch danach leben. Aus diesem Grund hat der Vorstand die Leitlinien sowie die Führungsgrundsätze für sich, für alle Führungskräfte und Mitarbeiter für verbindlich erklärt. Damit ist es Aufgabe von jedem Einzelnen konstruktiv auf die Einhaltung dieser Leitlinien hinzuwirken.

Wir freuen uns auf eine weiterhin positive Entwicklung unseres gemeinsamen Miteinanders als Möglichmacher für unsere Kunden und starke Marke im DIY.

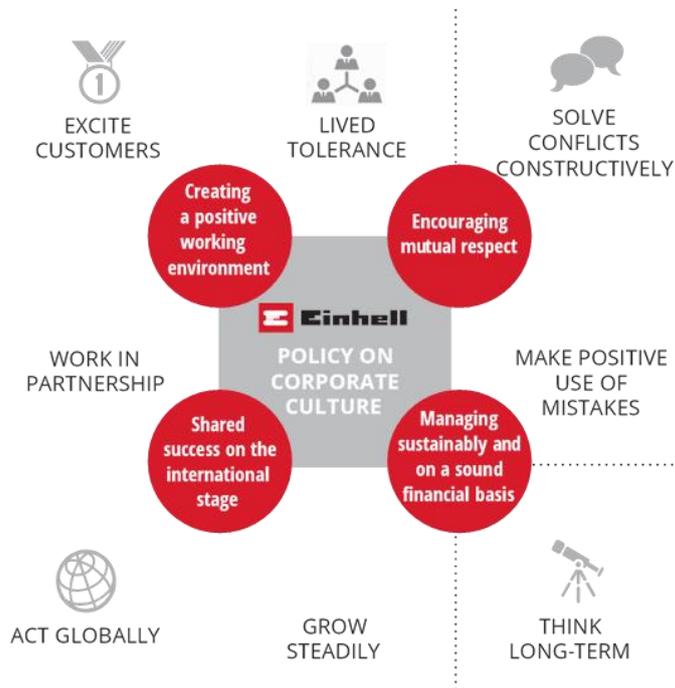
Herzlichst Ihr Vorstand

Andreas Kroiss; Jan Teichert; Dr. Markus Thannhuber; Dr. Christoph Urban

POLICY ON CORPORATE CULTURE



MANAGEMENT PRINCIPLES IN THE CONTEXT OF THE POLICY ON CORPORATE CULTURE



2. VERBINDLICHKEITSERKLÄRUNG DES VORSTANDES

Der Einhell Konzern ist eine global agierende, mittelständische Unternehmensgruppe, die sich den Werten der Gründerfamilie und den Traditionen der Deutschen Wirtschaftshistorie verpflichtet.

Um die Marke Einhell weiter auszubauen und damit den Bestand des Unternehmens national und international zu sichern, ist eine ständige, innere Unternehmenserneuerung und -weiterentwicklung erforderlich.

Dies betrifft den Konzern als Ganzes, die Einhell Germany AG als Unternehmenszentrale sowie alle Tochtergesellschaften und Partner.

Die hier niedergeschriebenen Leitsätze sind in unserem beruflichen Alltag die Richtlinie für alle und müssen von Vorstand, Führungskräften und Mitarbeitern gleichermaßen gelebt und gegenseitig eingefordert werden. Die daraus abgeleiteten Führungsgrundsätze konkretisieren diesen Anspruch in den Führungsaufgaben.

Die Leitsätze zur Unternehmenskultur sowie die Führungsgrundsätze begleiten die Umsetzung der Inhalte der Unternehmensstrategie im Markenaufbau und der Internationalisierung.

Der Vorstand der Einhell Germany AG erklärt diese Richtlinien verbindlich für sich selbst und alle Mitarbeiter des Unternehmens.

Landau, im April 2020 Einhell Germany AG

Der Vorstand

Andreas Kroiss; Jan Teichert; Dr. Markus Thannhuber; Dr. Christoph Urban

The full presentation of 'Our Guidelines' can be viewed on our website, www.einhell.com (available only in German).

5.2 SUSTAINABILITY STRATEGY

As part of devising our strategy, we identify significant future trends and derive concrete, sustainable areas of action and goals from this. These overarching trends often have a direct and indirect effect on our business activity and therefore need to be taken into consideration.

5.2.1 Key challenges – Megatrends

Nowadays, considerations regarding sustainability strategy can only be considerations looking beyond the horizon of local or regional impacts and focusing on the global stage. Accordingly, it is important to identify global trends, to evaluate them and, based on this, to determine one's own areas of action and the external influences on one's own capacities for action.

In doing so, the viewpoints of all stakeholders need to be suitably included in this deliberation. While preparing the 2019 CSR Report, we have examined the assessment of mega-trends from 2017 in our managerial groups. Alongside what are certainly interesting shifts, from our perspective it is particularly significant that the managers have also included “political instability” as a new and noteworthy mega-trend in their assessment.

As already explained, for many reasons 2020 was anything but a “normal” year – in particular the global COVID-19 pandemic, which still presents a major challenge even now and has had a major impact on our social and economic life. Only when the pandemic has largely died down and all the restrictions and measures imposed in order to combat it have been eased again will we be able to see what exactly the long-term and sustained impacts will be.

However, one thing is clear from our perspective – when we look at before and after, there will be significant differences. One development is already clear to see: The digitalization of communication and commercial dealings has been dramatically accelerated. Online markets, which were already growing disproportionately before the pandemic, are increasingly asserting themselves and displacing conventional approaches.

Nonetheless, we believe that the trends determined in 2019 will continue to have substance and that they must therefore continue to be included in our strategic deliberations.

The global trends identified were assessed in terms of their importance for the company’s strategic decisions and rated using a 12-point scale (1 = unimportant to 12 = very high relevance).

5.2.1.1 Health



Health is a great asset, and one which is rightly becoming an area of focus all around the world, both individually and also at the policy level. Health is no longer the absence of illness but the expression of an overarching sense of well-being, over which the work environment and the ability to maintain a sound work-life balance (amongst other things) exercise a significant influence. For Einhell, this means on the product side only launching products on international markets where they are at the highest technical level in terms of their safety engineering design, and preventing injury due to incorrect handling by having readily-understood, clear operating instructions.



In our duty of care as an employer of around 1,600 employees, it is associated with significant responsibility in workplace design, work safety and in value-oriented management, which we live up to fully, including via our occupational health management program.

5.2.1.2 Demographic trends

The consequences of population growth in various parts of the world and of the decline in population in the old industrialized countries, combined with aging societies, urbanization and the persistent trend towards smaller families and single households are not yet fully on the radar for many stakeholders. From Einhell's perspective, these trends are set to influence the procurement markets and sales markets, along with products, and they are therefore studied closely.

The effects on the staffing structure, employer branding and, with it, the underlying positioning of the company on the employment market are being addressed via comprehensive strategic HR management.

From the product policy viewpoint, we also derive from this megatrend a changed and far more differentiated target group structure, which we want to exploit via targeted product innovations in order to position the company sustainably.

5.2.1.3 Digitalisation and Industry 4.0



There is barely any trend with such profound influence on practically all aspects of our lives as progressive digitalization, and barely any that encounters such minimal structured preparation for those changes.

The way in which we, Einhell, customers, suppliers and employees communicate with one another is undergoing rapid change, the speed of which is disturbing for many, since the scale of the technical aspects involved is no longer fully grasped by most people. For Einhell, it means on the one hand framing this change within the Einhell structures transparently, so that all employees are taken along on this important transformation process, and on the other hand identifying and exploiting the opportunities from digitalization through intensive scrutiny of both these and of the associated risks.

5.2.1.4 Globalisation



In its early stages, globalization was considered primarily in relation to flows of goods and supply chain issues. This megatrend has long moved beyond that point. For Einhell, this trend masks a range of opportunities and threats. We constantly analyze the regional and local changes in our procurement and distribution regions, and examine the opportunities arising together with a clearly-structured appraisal of the associated risks.

Alongside the purely commercial criteria, we also include issues relating to protection of the environment, cultural awareness and social responsibility. That's because we are aware that the values which we fundamentally endorse are not standard everywhere in the world.

5.2.1.8 Mobility



There is barely anything that impacts how we live in our globalized society as much as mobility. It forms the basis of our lives and our livelihoods. Today, we stand at the start of a multi-mobile era, with multi-faceted opportunities for implementing the new mobile demands and preferences economically, easily and sustainably. In this context, however, a distinction needs to be drawn between different mobilities.

A) The growing trend, including internationally, towards more frequent and fast relocation of food outlets and B) the trend towards high levels of communication not constrained by geography, thanks to digital devices.

5.2.1.9 Security

Society feels insecure, and the state is over-challenged: We are moving towards a new culture of security that is characterized by two factors – all-encompassing global networking, and a shift in responsibility away from overarching state institutions towards companies and individuals.



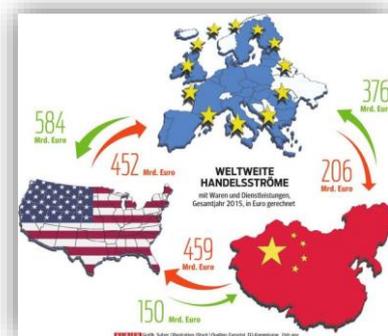
5.2.1.10 Neo-ecology



Environmental protection, conserving resources, corporate social responsibility. The megatrend of neo-ecology is moving the axes of economic systems towards a new business morality that is radically transforming markets and consumer behavior. In future, growth will be understood as a new mix of economy, ecology and social engagement.

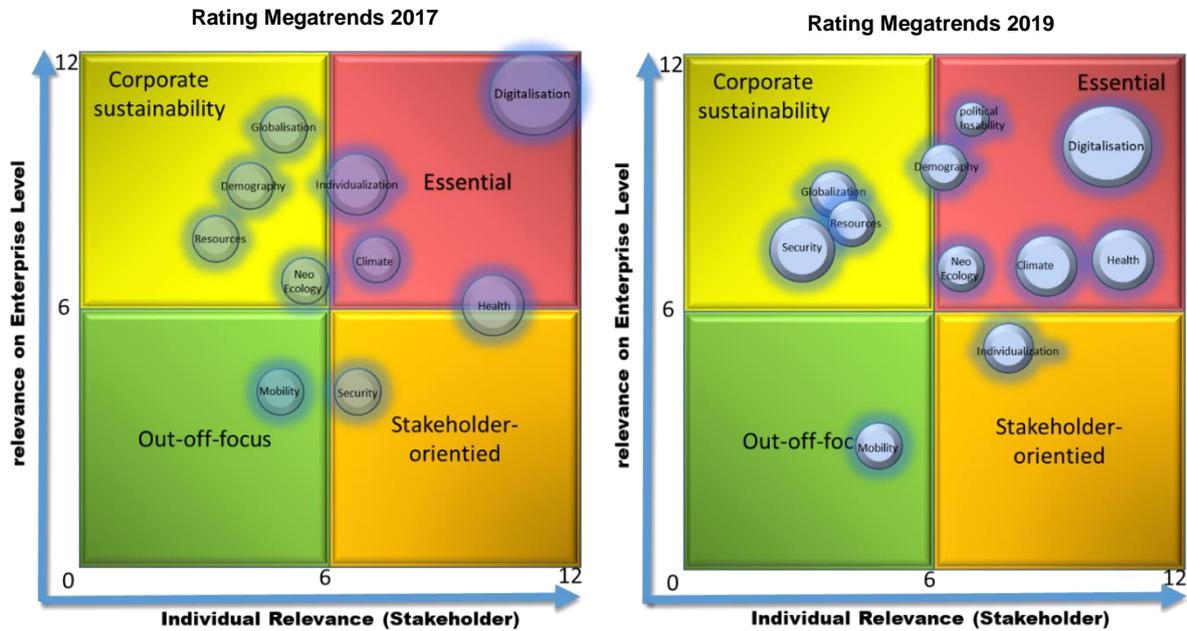
5.2.1.11 Political Instability

Increasingly, unlike the trends in recent decades, isolationist and market-limiting tendencies can be identified. Debates – often conducted to reflect populist views – on the rights and obligations of individual states, and the “necessary” defensive measures derived from them as a result, have put up barriers to free trade and thus to the reliability of international structures. Brexit and the recent trade disputes between the USA and China, but also increasingly markedly with the EU, are the clear signs of this trend.



5.2.2 Megatrends and their relevance at Einhell

All the megatrends described here have considerable influence on the development of our company, our markets and thus on the future strategic alignment of our company. However, a distinction needs to be made as to whether these developments find expression directly at the corporate level (relevance on enterprise level) or in the orientation of stakeholders (individual relevance).



As a third aspect, consideration needs to be given to the fact that the capacity for influence – the ability to generate genuine options for action within the megatrends – is very different.

Accordingly, the approaches to sustainable integration of these megatrends into strategic decisions need to differ too.

	Megatrends	Relevance on Enterprise Level	Relevance on individual Level	Suggestibility
1	Health	7,375	11	8,625
2	Demographic trends	10,25	6,75	6,875
3	Industry 4.0 and digitalization	10,875	10	10
4	Globalization	9,375	4,5	6,375
5	Scarcity of resources	8,375	4,5	5,25
6	Climate change and climate policy	7	8,625	5,78
7	Customization	5,75	6,75	5
8	Mobility	3,375	5,75	5,875
9	Security	8	4,25	6,375
10	Neo-ecology	6,875	7,25	5,5
11	Political instability	8,25	6,125	1,75

	0	12
Relevance on Enterprise Level	no relevance	essential relevance
Relevance on individual Level	no relevance	essential relevance
Suggestibility	no suggestibility	high suggestibility

As already addressed in the foreword, managers have now added the mega-trend of “political instability” to their appraisal, since in our view this trend is set to have far-reaching effects not only on us as a company, but also on us as individuals. The extensive, reliable international structures built up over past decades for the transfer of goods, money and people, are increasingly coming under pressure from national considerations. Not least, the “trade war” between the USA and China demonstrates that, here, this discussion is not being conducted on the basis of facts, but increasingly via polemics. That much can also be seen in BREXIT too. For us as a company, it means that our long-term decisions increasingly also need to include this risk factor, even if in this regard our options for action have to be considered as highly constrained.

In assessing the mega-trends, a number of important shifts can be identified from our evaluation.

1.) In 2017, customization was still seen as a key issue for individuals, but also at company level. In the new assessment, this trend has diminished somewhat in the area of relevance to individuals. That appears to result from the fact that progressive liberal humanism, i.e. concentration on the wellbeing of the specific individual, conversely reduces the options for action for the company which can be derived from it. As a company of our scale and alignment, we cannot address the wide range of individual preferences. However, with our PXC product range we are fully riding the wave of individualization, since through cordless operation we directly support the realization of individual projects.

2.) A contrary pattern is found in the assessment of the “Security” trend. Here, a clear shift towards relevance for the company can be identified, not least due to the intrusions during the hacker attack in December 2019. That we as a company could be the target of criminal activity was, up until this incident, more of a theoretical consideration than something considered to be materially relevant. At the individual level, it is pleasing to note that “Security” is assessed as being a lesser consideration.

3.) The issues of climate change and health are both issues which have become greater areas of focus since 2017. In 2017, both were already flagged as vital trends, but the value placed on them and their capacity for influence have since risen. This is hardly surprising given the discussions on these issues, which are now increasingly being conducted in public. From this perspective, it is also understandable that the mega-trend of the “NEO-economy” has now also moved in the ‘vital’ area of the picture. As a company, we will take up these issues primarily in our employer branding.

4.) Digitalization continues to be the trend of our age. With high relevance for the company and for individuals, this is – in our view – an area that will help decide which companies are successful in the long term. In this regard, the issue is not simply about digitization of processes and the use of big data, but also about taking employees along on this journey.

Taking account of these overarching trends, we have identified the following 6 strategic areas of action for sustainability, which we address below.

- **ECONOMY**
- **ECOLOGY**
- **WORK ENVIRONMENT AND WORKING CONDITIONS**
- **PRODUCT RESPONSIBILITY**
- **HUMAN RIGHTS**
- **COMPLIANCE AND CORPORATE GOVERNANCE CODE**

Apart from the statements relating to economic sustainability issues, these also correspond to the aspects of the Non-Financial Statement required under section 289c HGB.



5.3 ECONOMY



5.3.1 Objective

More than 55 years of our company's history have taught us as an organization that it is not necessarily the unqualified ambition to maximize profits, but the long-term framing of customer-supplier relations that enables healthy, and thus sustainable, growth. As is illuminated with greater precision in the following points on risk management, it is certainly a legacy of our tradition as a family enterprise that we vigorously seize opportunities as they present themselves, whilst also subjecting the risks to close examination. From our perspective, that also means actively not pursuing business if the risk is incalculable and disproportionately high. Only in that way can we maintain an enterprise operating on a sustainable footing for our customers, shareholders and staff, but also for our suppliers in the supply chain.

The objective of our economic action is the long-term maintenance of the enterprise, combined with well-calculated and balanced growth on the international level. For more information on this, please refer to the Einhell Germany AG and Einhell Group annual report.

5.3.2 Active risk management

We are aware that any commercial activity is associated with opportunities and risks. Accordingly, for us sustainable management means identifying these at an early stage, evaluating them and deriving clear decisions based on this. In doing so, we are guided by our experience and responsibility as a family-run SME enterprise. Opportunities whose risks jeopardize the company's existence are not taken up, even where there are prospects of major earnings. To ensure this, these far-reaching strategic issues are discussed and analyzed extensively in the Executive Board, with the Supervisory Board, and also with internal and external specialists. A structured risk management system is necessary in order to take on identified risks with full awareness.



Structurally, we have introduced a transparent risk management system for this and for the assessment of ongoing operational risks, in which the risks from every specialist department are listed comprehensively (risk identification), evaluated (risk analysis and evaluation) and subjected to regular checking (risk monitoring). This makes it possible for us on the one hand to raise awareness and engagement in all

employees in the specialist departments, and on the other hand to obtain a constantly updated view of our risk factors. In our view, it is only on this basis that sustainable risk management is possible.

The structured assessment of risk areas is therefore part of the regular site appraisal at enterprise and also at the specialist department levels.

The risk management system, as part of the internal control system, is also geared to the risk of incorrect statements in the Group bookkeeping and in the external reporting when it comes to Group accounting, and serves in particular to enable early identification of possible risks.

With the introduction of an IT-based risk management information system, we are seeking to provide the company management and officers with the necessary information to manage the company, in an assimilated, compact form provided in near-time. This simplifies data collection in the individual companies and minimizes the effort for risk manager in the Group. The risk management process within the Einhell Group is structured in two stages. In the first step, risks are recorded on a decentralized basis in the subsidiaries and departments of Einhell Germany AG, by the Risk Officers designated by the Executive Board. They are tasked with risk identification and evaluation.

Here the important aspect for the Einhell Group is firstly identification, since unidentified risks cannot be included further in planning. The evaluation of existing risks is achieved by calculating the product from the probability of the loss occurring and the maximum amount of the loss.

Risk = probability of occurrence x effect

The net risk is evaluated, i.e. the residual risk after taking various measures. The second stage involves bringing together, analyzing and managing risks by the risk manager and the company management.



Various methods are available to the enterprise to manage the risks. With risk avoidance, the risks and thus also the associated opportunities are not taken on. Another option for management minimizes the risk, including through organizational measures, and is therefore also referred to as risk reduction. A further method is risk hedging via insurance policies, contracts with suppliers, etc. The residual risks are knowingly taken on by the Einhell Group. The consideration here is whether the risk is suitably proportionate to the opportunities.

Fundamentally, the risks are identified and evaluated in the following categories, with these not representing an exhaustive listing, but being constantly checked to ensure they are up to date.

EXTERNAL RISKS		INTERNAL RISKS	
<p>Customers</p> <ul style="list-style-type: none"> · Creditworthiness · Price risk · Loss of / Reduction in business relations <p>Environment / Nature</p> <ul style="list-style-type: none"> · Environmental pollution (emissions; immissions) · Environmental protection (laws; organizations) · Harm to image from environmental harms · Losses from natural disasters <p>Competition</p> <ul style="list-style-type: none"> · New product technology · Price dumping · Potential new competition <p>Logistics</p> <ul style="list-style-type: none"> · Delay in supply · Transport costs · Loss of goods 	<p>Economic position</p> <ul style="list-style-type: none"> · Framing economic conditions · State of and trends in the economy · Interest rates and trends · Labor market situation · Inflation · Exchange rate trends <p>Miscellaneous</p> <ul style="list-style-type: none"> · Replacement / Substitute products · Public fiscal policy · Legal requirements · Political relations · Ability to pursue claims 	<p>Staff</p> <ul style="list-style-type: none"> · Motivation · Qualification · Churn · Loss of high performers · ‚Bottleneck‘ positions · Corruption · Work safety · Employer branding <p>Sites</p> <ul style="list-style-type: none"> · Rights of entry · Respecting safety rules · Commitment of capital · Contracts (term; liability) · Construction projectse <p>Finance</p> <ul style="list-style-type: none"> · Liquidity requirements · Financing · Investments · Disputed receivables · Too little equity 	<p>Product risks</p> <ul style="list-style-type: none"> · Products not addressing needs · Technical changes by suppliers · Shortening the product lifecycle · Defective products · Materials bottlenecks <p>Internal processes</p> <ul style="list-style-type: none"> · Dependency on a few major customers · Dependency on key suppliers · Problems with procurement processes · Problems with sales processes · Loss of hardware or software

The classifications used in the risk management system are also applied to the possible risks from the Non-Financial Area, on which an opinion must be given in accordance with section 289c HGB and the derived CSR Report Implementation Act in the Non-Financial Statement.

They are shown and explained after the outlining of each aspect of section 289c HGB, as an evaluation matrix.

5.3.3 Financial, interest and currency risks

CURRENCY HEDGES AND HEDGING

Our international business model is in principle characterized by time differences between order placement, production, delivery and equipping the sales areas of our customers with our products and the factual settlement of the resulting receivables. The financial, interest and currency risks are therefore not inconsiderable and need to be processed in a sustainably structured manner.

In the financial area, there are long-term loans with banks with bilateral agreements. Likewise, the Einhell Group has conventional lines of credit at its disposal. The availability of both liquid assets and equity has always been excellent over recent years. The Einhell Group is also further expanding its netting system and cash pool, which is jointly formed by the parent company and the subsidiaries collectively. The financing of the subsidiaries is provided almost exclusively through internal loans. This reduced the risk of a non-transparent and inefficient loan structure in the Group. To that end, the parent company has set up internal lines of credit for the subsidiaries, the level of which is geared to the planning and the anticipated volume of business for the respective subsidiaries. Risks in connection with interest changes and fluctuations are managed as necessary through the use of derivative financial instruments such as long-term interest swap and interest cap agreements.

Risks in connection with currency fluctuations are mainly managed through the use of conventional forward exchange transactions. The risk of currency fluctuations in procurement is protected as far as possible via hedging transactions in the form of forward exchange transactions and option contracts. Currency hedging is undertaken in accordance with the IAS/IFRS regulations on hedge accounting for the individual hedging periods. Regarding interest, financial and currency risks, we further refer to the information provided in the Consolidated Notes under Point 6. „Risk reporting and financial instruments“.

In this regard, please also refer to the annual report for the Einhell Group, where we address the current issues and the strategic considerations and determinations in relation to the economy in detail.

To further reduce the risk in relation to financial transfers, Group-wide master data management was introduced in relation to debtor management. The processes thus institutionalized enable us to verify liabilities and to generate synergies in the Group federation. In times of digital or partly digital fraud attacks, internal transparency is the only way of reducing risks and, as far as possible, avoiding them completely in this area.

5.3.4 Cyber Security

As already reported, at the end of FY 2019 we were confronted with a targeted cyber-attack. Here, an international group of hackers managed to infiltrate ransomware into our corporate infrastructure – corporate data was stolen, and the company was blackmailed by cyber criminals.

Nonetheless, this attack has highlighted the vulnerability of the digital infrastructure at Einhell. We have therefore made it a declared target that the resilience of our IT environments will be further improved in the coming years and that they will be adapted so that they can meet the ever increasing range of threats.

In order to achieve this, we are centrally combining all the necessary activities in the organizational role of the Information Security Officer with direct connection to the Management Board Division IT and Digitalization, and we will be developing our extensive strategy program in the field of information security following a well-structured and demand-based approach.

Even though we are forced to acknowledge that, due to the highly dynamic nature of this particular sphere, we can never completely eliminate cyber risks, we will do everything we can in the short and long term to further broaden our safety precautions in line with the state of the art and therefore safeguard our critical infrastructures, which form the backbone of our operational business activities, and thus ensure their continued availability.

Even if cyber security is not among the explicit aspects of the CSR implementation act, from our point of view it is a significant non-financial part of our business activities.

For this reason, and for issues relating to self-protection, the corresponding risk assessments and the explicit measures put in place do not form part of this report. However, as explained, we have recognized the signs of the times and deployed significant resources to expand and improve the resilience of our company against these risks.

5.4 COMPLIANCE UND CORPORATE GOVERNANCE KODEX



Einhell Germany AG has committed itself, through the voluntary submission of the Corporate Governance statement, to ensuring management and control of the Group that is aware of its responsibilities and aligned to sustainable value-added. The Corporate Governance Code developed in Germany by a government commission is intended to contribute to making the rules applicable in Germany for company management and monitoring transparent for national and international investors.

By this statement, Einhell Germany AG is creating transparency over the legal and enterprise-specific framing conditions and promoting the trust of its national and international investors, business partners, employees and the public. In this spirit, these principles for the Einhell Group govern relations with its shareholders and with the social and policy environment for the enterprise, the efficient collaboration between Executive Board and Supervisory Board, and the requirements for transparency and accounting.

Einhell Germany AG regularly reviews its Corporate Governance statement regarding new experiences and legal specifications and further developments in national and international standards, and adapts it as necessary. Through our Compliance policy, applicable Group-wide, the guidelines for acting as a prudent businessman are clearly com-



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Entsprechungserklärung gemäß § 161 Aktiengesetz:

Vorstand und Aufsichtsrat der Einhell Germany AG erklären, dass die Einhell Germany AG seit Abgabe der letzten Erklärung im Januar 2018 den „Verhaltensempfehlungen der „Regierungskommission Deutscher Corporate Governance Kodex““ überwiegend entsprechen hat und auch in Zukunft überwiegend entsprechen wird. Die Abweichungen von den Empfehlungen samt Begründung ersehen Sie nachfolgend im Detail.

Einhell Germany AG
Landau, im Januar 2019

Für den Vorstand:

<u>Andreas Kroiss</u> Vorstandsvorsitzender	<u>Jan Teichert</u> Vorstand Finanzen	<u>Dr. Markus Thannhuber</u> Vorstand Technik
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Für den Aufsichtsrat:

Prof. Dr.-Ing. Dr.-Ing. E.h. Dr.-h.c. Dieter Spath

Im Original unterzeichnet

Vorl. d. Aufsichtsrats Prof. Dr.-Ing. Dr.-Ing. E.h. Dr.-h.c. Dieter Spath | Vorl. d. Vorstands Andreas Kroiss | Vorstand Jan Teichert, Dr. Markus Thannhuber

Bankleitzahl: 8264	SWIFT: 8264	Bankleitzahl: 8264	SWIFT: 8264
Sparkasse Landau: 0517 2000 0001 4000 29	ING-Bank AG: 2604 0100 0000 0004 27	Commerzbank AG: 0251 2001 0000 0001 0001 40	Deutsche Bank AG: 0251 2001 0000 0001 0001 40
Commerzbank AG: 0251 2001 0000 0001 0001 40	Deutsche Bank AG: 0251 2001 0000 0001 0001 40	Commerzbank AG: 0251 2001 0000 0001 0001 40	Deutsche Bank AG: 0251 2001 0000 0001 0001 40

AG Landau HRB 2179 | USt-Id-Nr. DE 128843763 | REG-Reg.Nr. DE 7495768

municated. Respect for the Compliance policy is transparently and regularly checked by processes introduced and standardized reports.

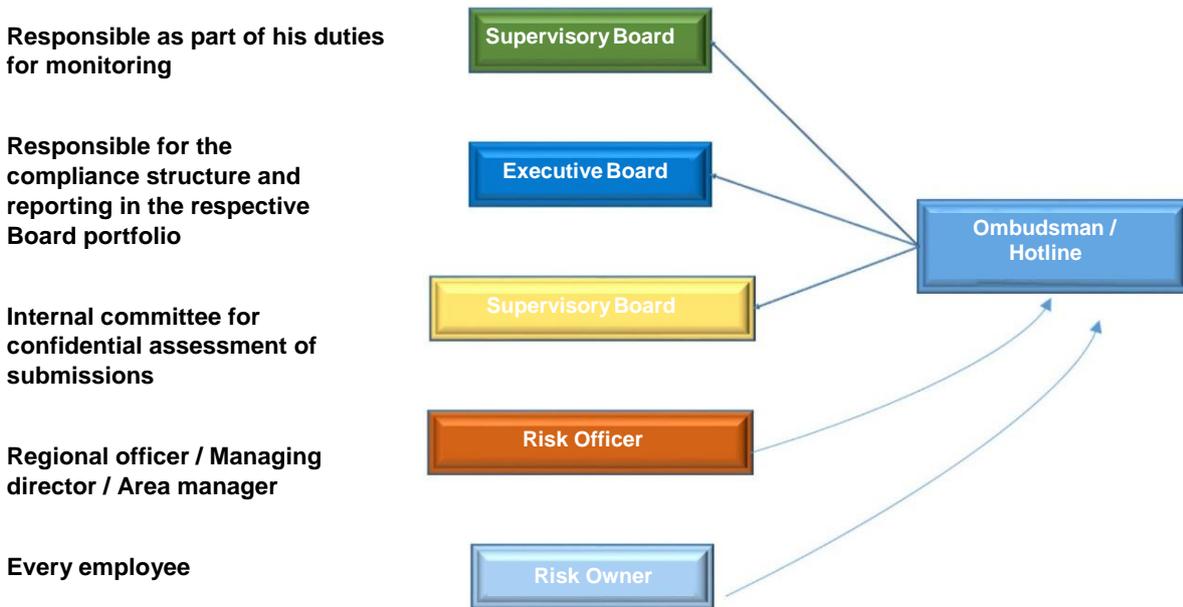
Fundamentally, in our Compliance policy the responsibility for respecting the rules at Group level is imposed directly on the management boards for its portfolios. We do this with full awareness and as a signal that we want to frame our business fairly and transparently from the highest tier in the Group down.

This requirement for transparency is reflected in the established Compliance structures.

Objective:

It is fundamentally important to us that our international business activity is 100 % compliant with international and also local legislation. We see ourselves as bound by the principle of ‘acting as a prudent businessman’. Responsibilities and the associated reporting pathways are defined as part of our ICS system (Internal Control System) and in the Compliance system.

Fundamentally, we rely here on the fact that each responsible post-holder is initially himself responsible for respecting the relevant regulations. Our internal policies provide assistance in this and enable the involvement of third parties (Ombudsman + Compliance Committee) on open questions.



Our control system is aimed primarily at avoiding breaches of Compliance. Secondly, however, it also sets out the processes on how to act correctly and time-appropriately if suspicious circumstances arise in order to guard against harm to the enterprise and/or to individuals. In doing so, we pay attention to handling suspicious circumstances with the greatest confidentiality, in order to enable objective appraisal, without the risk of unjustified harm to the reputation of those involved.

5.4.1 Compliance – Anti-corruption

Integrity is vital

It is essential for our customer relations that our market presence has integrity. For Einhell, it goes without saying that we observe the applicable laws and statutory regulations in all countries where we operate.

All employees are obliged to respect our Code of Conduct and to act with integrity in their dealings with customers, suppliers and state authorities. We win our orders fairly through the quality and prices of our products and services, and not by offering others non-permitted benefits.

The Code of Conduct also sets out that no employee may hold a participation in suppliers, customers and enterprises which are in competition with the Einhell Group. We thereby avoid conflicts of interest from the outset, and establish clear relations.

Through our Group-wide compliance management system, we achieve clarity and transparency regarding the expected ways of acting, we provide assistance and policies for marginal instances, and give our employees certainty and support in all questions relating to acting with integrity. It goes without saying for us that Executive Board members personally carry responsibility for communicating, respecting and continuously improving compliance management in their particular portfolios. As part of regular reporting, the Supervisory Board is informed about the status of this lived system.

Our internal Group audit examines the business units from a risk perspective. In doing so, those processes and areas exhibiting greater risk of corruption or infringements of statutory rules are subjected to more frequent audit.

5.4.2 Policies

For us, policies are the vital ‘guiding rails’ directing the action of our employees. In the spirit of our management culture, we endeavor to delegate room for maneuver in the scope for action and in decision-making competence. That only works if all levels in our enterprise are clear about the limiting factors to this room for maneuver and are able to orient themselves to them. For that reason, policies are established in all key areas setting out the respective framing conditions clearly and transparently. List of key policies (in relation to CSR criteria):

- Accounting Manual
- Sales Manual
- IFRS Policy
- Anti-trust Policy
- Internal Control System Policy
- Risk Management System Policy
- Binding Policy for Preparing Offers for Promotional Business
- Binding Procedure for Purchases of Goods in Foreign Currencies
- Compliance Policy
- Staff Posting Policy
- Currency Hedging Policy
- Receivables Management (Euler Hermes protection)
- BSCI Policy
- Policy on Use of Electronic Media and Data Protection
- Technical Project Management Guideline
 - At product type level
 - At regional level
- Technical Quality Assurance
- Implementation Guideline for European Safety Standards

Insofar as our policies do not have a direct basis in law and are therefore fundamentally binding in character, we regard our policies as 'living' elements in our collective value-added. They are only valid for as long as they fulfill their purpose, i.e. the legally-compliant, effective and efficient management of our business processes. In order to keep up to date in that regard, there is a need for regular, open and constructive discussion regarding potential for improvements, including in this area. As part of the annual budget discussions, this question is also addressed in a structured manner at international level.

5.4.3 Internal audit

Guidelines are all well and good, but compliance with them, and also their meaningfulness at a local level, having regard to regional legislation and sets of rules, need to be constantly monitored and, where necessary, they need to be adapted.

To that end, Internal Audit was set up as a central department within the Einhell Group. Here the primary focus is not on monitoring our post-holders, but on minimizing risk for them and thus for the whole Group. We are aware that post-holders may not be able to focus on every current legislative or internal arrangement. Accordingly, Internal Audit is seen as a department to provide assistance in evaluating risks. In addition to questions concerning the correct application of IFRS guidelines, it looks above all at the effectiveness of the Internal Control System (ICS) and at how compliance issues are implemented.

This also includes evaluating the CSR aspects and, in the context of the supply chain, compliance with BCSI rules.

5.4.4 Risk assessment pursuant to section 289C HGB and the CSR report implementation act

Risk reporting		Q4/2020		Einhell Group Legal & Compliance		Impact:		Likelihood:		ad-hoc risk						
english				Compliance		1: significant 0-30k € 2: small 50-100 k€ 3: moderate 100-200 k€ 4: significant 200-400 k€ 5: critical 400-700 k€ 6: catastrophic >700 k€		1: unimaginable, 0-3% 2: unlikely, 4-15% 3: rare, 20-45% 4: Sometimes, 50-65% 5: likely, 70-84% 6: frequent, 85-100%								
Risk Identification						Risk Assessment						Risk Management				
Risk-Category	Org	Risk-Owner	No.	Risk-Name	Risk-Description	Impact (low)=1	Impact (high)=6	Impact	Likelihood (low)=1	Likelihood (high)=6	Likelihood	Risk exposure	Strategy	action/explanation	Risk exposure previous	Progress
Compliance	EAG	all Companies of the Einhell Group local General Manager	CSR C1	activ Corruption	Risiko der aktiven Bestechlichkeit durch Mitarbeiter: Gefährdung des Vertrauens in die Zulieferkette und ggf. Reputationsschaden.	loss insignificant	loss catastrophic	4	unimaginable	frequent	2	8	Reduce	Group Policy against Corruption; Roll out CMS system with simple guidelines and training of employees. An extra pair of eyes is needed to double check relevant documents	8	In progress
Compliance	EAG	all Companies of the Einhell Group local General Manager	CSR C2	passive Corruption	Risk that corruption committed by employees leads to criminal proceedings, penalties and reputational damage.	loss insignificant	loss catastrophic	3	unimaginable	frequent	3	9	Reduce	Group Policy against Corruption; Roll out CMS system with simple guidelines and training of employees. An extra pair of eyes is needed to double check relevant documents	9	In progress
Compliance	EAG	all Companies of the Einhell Group local General Manager	CSR C3	Misappropriation and theft	Risk that staff or external service provider is stealing significant assets.	no significant assets available	significant assets available	2	scenario very unlikely, no cases of misappropriation in history, strong control environment	scenario very likely, several cases of misappropriation in history, no control environment	2	4	Transfer	insurance for relevant material assets; An extra pair of eyes is needed to double check relevant documents	4	→ Versicherung für wesentliche Vermögenswerte; Risikoreduktion durch Mehraugenprinzip
Compliance	EAG	all Companies of the Einhell Group local General Manager	CSR C4	Legal disputes	Risk that ongoing legal disputes cause compensation payments or reputational damage.	no ongoing legal cases, or ongoing legal cases with insignificant amounts in dispute	ongoing legal cases with significant amounts in dispute	1	low probability to loose in ongoing legal cases	high probability to loose in ongoing legal cases	3	3	Accept	The risk of litigation is latent; Reduction through pre-activation of the legal department and involvement of external service providers	3	→ Das Risiko von Rechtsstreitigkeiten ist latent vorhanden; Reduktion durch Vorabschaltung Rechtsabteilung und Hinzuziehung externer Dienstleister
Compliance	EAG	all Companies of the Einhell Group local General Manager	CSR C5	Legal risks resulting from product liability	Risk that complex product regulations leads violation of laws, legal disputes and reputational damages.	no or low penalties in case of product law violations	high penalties and sales restrictions in case of product law violations	2	non-complex or weak product law	complex or strong product law	2	4	Transfer	Combination of passing on the risk of product liability insurance and avoidance by QA and technical department	4	→ Kombination aus Überwälzung des Risikos auf Prod/Ver sicherung und Vermeidung durch QS und Technik
Compliance	EAG	all Companies of the Einhell Group local General Manager	CSR C6	Breach of essential guidelines in the Group	Risk that, despite appropriate provisions, the internal regulations are not complied with, resulting in financial or reputational damage	loss insignificant	loss catastrophic	4	unimaginable	frequent	1	4	Avoid	ongoing training regarding the guidelines; Four-Eyes principle for relevant documents to avoid the effect of errors	4	→ internal Audit
Compliance	EAG	all Companies of the Einhell Group local General Manager	CSR C7	antitrust law; price rigging	Risk of criminal proceedings and / or damages due to illegal price agreements or antitrust violations. Risk of reputational damage	loss insignificant	loss catastrophic	5			1	5	Avoid	Group Policy against illegal price agreements or antitrust violations; Roll out CMS system with simple guidelines and training of employees.	5	→ CMS system im Rollout

AFTER CAREFUL INCLUSION AND EVALUATING OF THE AVAILABLE INFORMATION, THERE ARE NO MAINNETIC RISKS KNOWN, IN RELATION TO THE CSR ASPECT COMPLIANCE ACCORDING TO THE DEFINITION OF §289C HGB AND CSR REPORT IMPLEMENTATION LAW.

UNDER A CAREFUL INCLUSION AND EVALUATION OF ALL DATA AVAILABLE TO US, WE ARE NOT CURRENTLY AWARE OF ANY ESSENTIAL NET RISKS IN RELATION TO THE CSR ASPECT OF BRIBERY AND CORRUPTION, IN ACCORDANCE WITH THE DEFINITION SET OUT IN SECTION 289C HGB AND THE CSR REPORT IMPLEMENTATION ACT.

For ease of reading, this risk assessment matrix is available as a separate file in the CSR and Sustainability Report tab on the website!

5.5 ECOLOGY



5.5.1 Objective

We similarly consider ourselves committed to protecting the environment and to conserving natural resources, not least through the fact that we have committed ourselves publicly to supporting our customers in shaping their individual environment with our products. Our aim is to set accents in the context of our value-added chain, but also – through our products – with customers in terms of conserving natural resources and active protection of the environment.

5.5.2 Choice of materials, capacity for recycling

Being economical and sustainable in use of natural resources is not only sensible from the ecological perspective, but also acknowledged that the raw materials needed for industry have become scarcer during globalization and thus also more expensive. For that reason, Einhell pays attention to reducing the use of raw materials and to recycling materials, if possible, right from the design phase and through to development and manufacturing. Even in the design phase for new products in development and procurement, ecological issues are integral to our automated project flow to give them the necessary attention at all times. Particularly for plastic parts, we ensure that these demonstrate all the requirements for recycling capacity. Naturally, in doing so we also satisfy all requirements for taking back electrical waste (ElektroG – the German Electrical Equipment Act) and packaging (VerpackV – the German Packaging Ordinance), but also whole devices. The aim in this is to achieve the highest possible rate of recycling, through collaboration with certified recycling and disposal enterprises.



Zertifikat wird immer nachgelagert ausgestellt.
2019er Zertifikat Ende 2020 erhalten



Taking back packaging materials and, above all, cardboard boxes is not only a legal obligation, but at Einhell in Landau fulfills a further step in the value-added chain. In order for our devices to survive transport by road or rail undamaged and in perfect condition, filler materials are vital. As far as possible, we avoid using plastic bubble-wrap for this, but instead favor specially-made packing bags made from the returned cardboard and paper waste generated by our operations.

Currently we have a very good percentage of >70 % paper, card and board in our product packaging and liners protecting our shipped items. We aim to actively raise this percentage further.

5.5.3 Photovoltaics

In this area, we have already sought ways at an early stage to reduce combustion of fossil fuels and to cover our energy requirements by using the roof surfaces of our warehouses to source environmentally-friendly solar energy from PV units.



Maximum coverage with PV modules at the Landau an der Isar plant and also on the roofs of the new logistics centre.



Ertrag der PV-Anlagen am Zentralstandort Landau

Jahr	BV 2009		Jahr	BV 2012-1		Jahr	BV 2012-2		Jahr	BV 2019		Jahr	BV 2019 Lager	
	Erzeugung in kwh	Co2 Einsparung in t		Erzeugung in kwh	Co2 Einsparung in t		Erzeugung in kwh	Co2 Einsparung in t		Erzeugung in kwh	Co2 Einsparung in t		Erzeugung in kwh	Co2 Einsparung in t
2010	869.560	608,69 t	2010			2010			2010			2010		
2011	975.022	6825,52 t	2011			2011			2011			2011		
2012	844.034	590,82 t	2012	134.291	94,00	2012	189.696	132,79 t	2012		0,00 t	2012		0,00 t
2013	881.507	617,05 t	2013	132.436	92,71	2013	188.534	131,97 t	2013		0,00 t	2013		0,00 t
2014	950.937	665,66 t	2014	142.060	99,44	2014	200.920	140,64 t	2014		0,00 t	2014		0,00 t
2015	933.183	653,23 t	2015	144.334	101,03	2015	203.898	142,73 t	2015		0,00 t	2015		0,00 t
2016	897.830	628,48 t	2016	141.032	98,72	2016	199.140	139,40 t	2016		0,00 t	2016		0,00 t
2017	900.582	630,41 t	2017	142.621	99,83	2017	199.415	139,59 t	2017		0,00 t	2017		0,00 t
2018	1.034.697	724,29 t	2018	147.632	103,34	2018	208.725	146,11 t	2018		0,00 t	2018		0,00 t
2019	1.027.846	719,49 t	2019	143.568	101,88	2019	206.500	144,55 t	2019		0,00 t	2019		0,00 t
2020	1.028.395	719,88 t	2020	144.352	101,05	2020	199.938	139,96 t	2020	488.926	342,25 t	2020	73.850	51,7
Jahr	Summe aller Anlagen													
	Erzeugung in kwh	Co2 Einsparung in t												
2010	869.560	608,69 t												
2011	975.022	6825,52 t												
2012	1.168.021	817,61 t												
2013	1.202.477	841,73 t												
2014	1.293.917	905,74 t												
2015	1.281.415	896,99 t												
2016	1.238.002	866,60 t												
2017	1.242.618	869,83 t												
2018	1.391.054	973,74 t												
2019	1.377.914	965,92 t												
2020	1.935.461	1354,84 t												
Gesamtleistung	13.975.461	15927,21 t												

5.5.4 Conserving resources / Product longevity

With a product policy based on the Power X-Change rechargeable battery system as its main pillar, Einhell is setting a clear signal for responsible use of resources. The core element of the platform is a rechargeable battery pack that can be used in all devices in the range – currently over 150. As a result, customers only need one battery pack and one charger for their various electrical tools and garden equipment. On the one hand, this represents a cost saving for the customer, but it also means that fewer resources are required for different batteries and chargers. Accordingly, it also means that less waste is generated once the battery or charger reaches the end of its service life. In order to make these advantages an even more attractive proposition for the customer, we plan to widen the Power X-Change platform to over 350 solo devices.

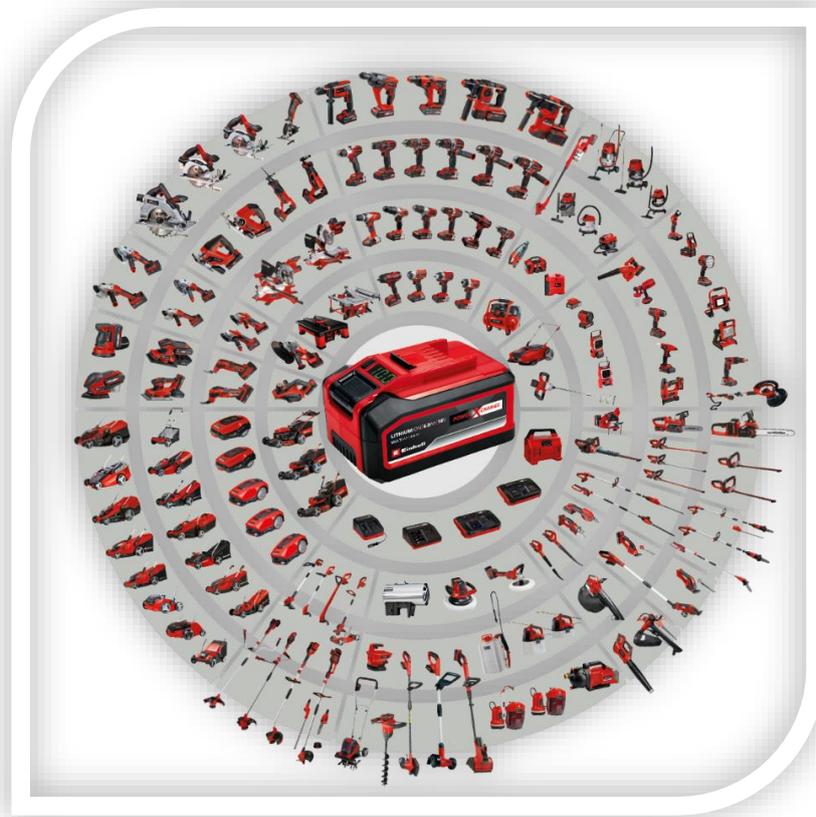
The longevity already mentioned is another way that Einhell is promoting sustainability – here by supplying products with a long service life. Through continuous innovation and further development in terms of quality, the rechargeable batteries in the Power X-Change series offer above-average lifetime.

The special cell technology and control electronics of the Power X-Change batteries ensure optimum thermal management and charging behaviour and offer great safety during operation. This prevents damage both to the batteries and to the devices, thereby guaranteeing high performance with long lifetimes.

As a further aspect, Einhell is switching to wear-free motors on increasing numbers of devices. These brushless motors work without any friction from carbon brushes. Less friction means in this instance a lower operating temperature, practically no wear, and thus a significantly-extended lifetime for the whole device. In this way, Einhell is again supporting sustainability through longevity.

Because the company is so convinced about the longevity of its own devices, the two-year guarantee specified in law for RED devices has been voluntarily extended to three years. This comprises: Einhell Red, Einhell Classic, Einhell Car Classic, Einhell Home, Einhell Expert, Einhell Expert Plus, Einhell Professional.

5.5.5 POWER X-CHANGE



"1 BATTERY. 1,000 POSSIBILITIES" is not just a sales argument demonstrating the ability to use our Power X-Change batteries for the entire product range of power tools and gardening equipment, but is also a simple environmental benefit.

While it is true that the ability to recycle battery systems has improved in the past, batteries nevertheless still represent a problem for disposal. With just one battery from the Power X-Change platform, it is possible to use many different items of equipment. Only a small volume of batteries is in use, compared to conventional individual battery compatibil-

ity, and needing to be disposed of at end-of-life. Thanks to twin-pack technology, we are foregoing the need for a supplementary 36 V battery range: for 36 V equipment, in the Power X-Change system two 18 V batteries are simply combined.

Moreover, in developing innovative recycling concepts we are linked in with leading enterprises in this sector, so that here too we can use the best possible alternatives

Why Power X-Change stands for greater sustainability:

- **Fewer batteries and chargers**
Reduced raw material and energy demands, less strain on the environment
- **Longer lifetimes**
Fewer repurchases needed, thus saving on resources
- **More environmentally friendly than petrol**
Zero emissions during use
- **Efficient use of energy**
Smart battery management and Li-ion technology reduce energy consumption
- **Brushless motors**
Longer service life, longer lifetimes, maintenance-free
- **1 system for all devices**
1 battery type for all devices
1 battery type for the workshop and garden
1 18 V battery system for all applications – including 36 V requirements

With regard to taking back batteries, we view compliance with the legal provisions as a mandatory obligation. Accordingly, in this area we are working with the leading company in the sector, in order to achieve above-average results. Beyond that, we are in active contact with research institutes and universities, to drive forward both performance improvements and also the capacity to recycle components.

REBAT

INHALT

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Zertifizierung	6
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Ergebnisse der Erfolgskontrolle	8
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Vorwort

Das Batteriesammelsystem CCR REBAT ist auch im 22. Jahr seiner Geschichte weiter stark gewachsen und hat sich damit als tragende Säule für die Gewährleistung eines verantwortungsvollen Sammelns und Recyclens von Gerätebatterien in Deutschland gefestigt.

In dieser gesetzlich geforderten Erfolgskontrolle dokumentieren wir abermals die Erreichung der gesetzlichen Sammelquote von derzeit 45 Prozent. Nach der Rekordquote im letzten Jahr können wir mit erreichten 46,3 Prozent auch in diesem Jahr als übererfüllt melden können.

Als sogenanntes ‚herstellereigenes‘ Rücknahmesystem misst sich der Erfolg unseres Systems jedoch darüber hinaus vor allem an der Zahl der Hersteller, die sich entscheiden ihrer Sammelspflicht für Altbatterien über unser System nachzukommen. Erfreulicher Weise ist es uns gelungen, unser Netzwerk weiter auszubauen und zu stärken: über 600 Unternehmen und mehr als 30.000 Sammelstellen haben sich bereits dem CCR REBAT-System angeschlossen. Der Anschluss weiterer Sammelstellen ist bereits in Vorbereitung.

Mit 6.644 Tonnen gesammelten Batterien konnten wir unsere Sammelmenge gegenüber 2018 um mehr als 25 Prozent steigern. Unbestritten hat sich CCR REBAT damit weiterhin als führendes herstellereigenes Batterierücknahmesystem in Deutschland behauptet.

Wir danken all unseren Kunden und Partnern sowie allen großen und kleinen Batteriesammlern, die zum Erreichen unseres Sammelergebnisses beigetragen haben und für reibungslose Abläufe bei Sammlung, Transport und Recycling der Altbatterien gesorgt haben!



A. Kröniger

Andreas Kröniger
Executive Vice President Compliance Systems



Return to Value

Über CCR REBAT

CCR REBAT ist das größte von den Behörden genehmigte Rücknahmesystem für Gerätebatterien im Sinne des §7 des deutschen Batteriegesetzes. Seit seiner Genehmigung im Jahre 2009 durch das Bayerische Staatsministerium für Umwelt und Verbraucherschutz verzeichnet CCR REBAT ein kontinuierliches Wachstum bei durchgängiger Übererfüllung der jeweiligen gesetzlichen Sammelziele. Mit einem Sammelvolumen von mehr als 6.600 Tonnen in 2019 konnte CCR REBAT die Sammelmenge um mehr als 25 Prozent gegenüber 2018 steigern und ist damit für viele Inverkehrbringer von Gerätebatterien in Deutschland ein starker Partner bei der Erfüllung ihrer erweiterten Herstellerverantwortung. Neben REBAT-Systemen in weiteren EU-Ländern, bietet CCR einen weltweiten Beratungsservice für Inverkehrbringer in allen Aspekten der erweiterten Herstellerverantwortung auch für Elektrogeräte und Verpackungen an.



Die CCR Logistics Systems AG, Tochtergesellschaft der Reverse Logistics Group (RLG), wurde 1991 gegründet. Nach dem Leitprinzip „Return to Value“ entwickelt das Unternehmen mit Sitz in Dornach bei München, intelligente und maßgeschneiderte Rücknahmekonzepte, um wertvolle Materialien durch fachgerechtes Recycling in den Produktionskreislauf zurückzuführen.

Geschlossene Stoffkreisläufe tragen zu einer nachhaltigen Sicherung natürlicher Ressourcen bei. Ein dichtes europaweites Netzwerk individuell ausgewählter Logistikpartner ermöglicht hohe Flexibilität zur Erfüllung spezifischer Kundenanforderungen.

CCR organisiert in 14 Ländern die Rückführung von Altbatterien.



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Return to Value

Das starke REBAT-Netzwerk

45000+ Sammelstellen
in Deutschland



Wir sind stolz auf unsere vielen Sammelstellen, die für CCR REBAT in rund 100.000 bereit gestellten Sammelbehältern im vergangenen Jahr Altbatterien gesammelt haben.

2020 bauen wir unser Sammelnetzwerk weiter aus: so wurden bis März bereits 15.000 weitere Sammelstellen angeschlossen.

600+ angeschlossene
Hersteller



Es freut uns, dass sich immer mehr Hersteller entscheiden, ihren Herstellerpflichten mit Hilfe von CCR REBAT nachzukommen. Für die kommenden Jahre konnten wir weitere große Inverkehrbringer hinzugewinnen, welche für weiteres Wachstum und Stärke des Systems sorgen.

99% Recycling in
Deutschland



Wir arbeiten ausschließlich mit zertifizierten Recyclingpartnern in Deutschland sowie benachbarten EU-Ländern zusammen welche die Altbatterien in modernsten Verfahren verwerten und recyceln.

Effiziente Prozesse und
Kostenstrukturen



Es ist unser Anspruch, unseren Systemteilnehmern eine effiziente Lösung für das Sammeln und Recyceln von Altbatterien zu bieten, mit denen sie verlässlich ihrer erweiterten Herstellerpflicht nachkommen können.



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Sammelquote 46,3%
gemäß § 15 (1) Nr. 4 BattG

Verwertungsquote 93,9%
gemäß § 15 (1) Nr. 5 BattG

REBAT

Bereits seit über elf Jahren erreicht REBAT die gesetzlich vorgeschriebene Sammelquote.

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Transparente und sichere Prozesse

Wir verstehen uns als Netzwerkmanager, deren Hauptziel, transparente und sichere Prozesse sind. Gerade in umweltrelevanten Bereichen ist die Kenntnis über Mengenströme unabdingbare Voraussetzung für optimale und sichere Vorgänge. Die CCR hat mit dem **CCR NET** ein branchenweit einmaliges, webgestütztes Auftrags- und Dokumentationsystem entwickelt, welches das sichere Abwickeln von Entsorgungsprozessen garantiert. Das CCR NET dient einerseits zur Erfassung der in Verkehr gesetzten Batterien nach Typen und Systemen und andererseits zur Steuerung der Dienstleistungspartner sowie zur Überwachung der Batterieabholung, -verwertung und -beseitigung.



Geprüfte Systemqualität und Ergebnisse

Im Rahmen von Sachverständigenprüfungen durch eine Wirtschaftsprüfungsgesellschaft sowie einen öffentlich bestellten Sachverständigen wurden die Angaben in vorliegender Erfolgskontrolle 2019 auf Übereinstimmung mit den Anforderungen aus § 15 Abs. 1 des Batteriegesetzes untersucht. „Nach system- und stichprobenartiger Prüfung der uns vorgelegten Dokumentation und Statistiken sowie vor Ort Prüfungen bei Batteriebehandlungsanlagen können die gemachten Angaben als wahrhaftig und glaubwürdig erachtet werden und ihre Erfüllung mit den gesetzlichen Anforderungen als gegeben.“

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5.5.6 Responsibility in global supply chain

In a company operating on a global footing like the Einhell Group, particular importance attached to the logistics processes, in terms of environmental responsibility.

Accordingly, acceptance of environmental responsibility is also a selection criterion for our partners in the supply chain. Currently, over 80 % of our global transports are already handled with partners who understand sustainable environmental concepts as part of their service and who are also implementing them.

Together with our globally-operating partners, we search for solutions that constantly improve distribution processes with regard to environmental sustainability, and we are constantly looking to increase the share assigned to ‚green logistics‘.

Vier strategische Ziele bis 2025

Auf dem Weg zu unserer Mission 2050 haben wir für das Jahr 2025 vier konkrete Teilziele definiert

- Global**: Wir wollen unsere CO₂-Effizienz um 50 Prozent gegenüber 2007 verbessern. Damit unterstützen wir die globale Ambition des 2-Grad-Ziels.
- Lokal**: Wir wollen die Lebensqualität in Städten erhöhen, indem wir unsere Abholung und Zustellung zu 70 Prozent mit sauberen Abhol- und Zustellkonzepten durchführen.
- Wirtschaftlich**: Wir wollen den Anteil unseres Umsatzes, der grüne Lösungen beinhaltet, auf über 50 Prozent steigern. Damit tragen wir dazu bei, dass die Lieferketten unserer Kunden umweltfreundlicher werden.
- Gesellschaftlich**: Wir wollen 80 Prozent unserer Mitarbeiter durch Trainingsmaßnahmen zu GoGreen-Experten zertifizieren und an unseren Umweltschutzaktivitäten beteiligen. Dazu zählt, dass wir gemeinsam mit Partnern jährlich eine Million Bäume pflanzen.

Quelle: Deutsche Post DHL Group

Deutsche Post DHL Group

GoGreen - Mission 2050: Null Emissionen | Bonn | 08. März 2017 | 4

"Bis zum Jahr 2050 richten wir unser Geschäft auf eine Null-Emissionen-Logistik aus. Damit setzen wir den Zukunftsstandard für den Transportsektor und tragen unmittelbar zum Klimaschutzziel der Weltgemeinschaft bei, die Erderwärmung auf weniger als zwei Grad Celsius zu begrenzen."

Frank Appel, Vorstandsvorsitzender Deutsche Post DHL Group

Environmental issues are an integral part of Kuehne + Nagel's QSHE management system. It is the company's concern to protect the environment and nature, ensuring sustainability for future generations. Kuehne + Nagel holds ISO 14001 environmental certification for more than 200 locations worldwide.

Our company strategy in this respect includes:
Efficient capacity use for all modes of transport
The bundling of goods flows at logistics hubs
Deployment of multi-modal traffic via rail and river barges

CSR Report Kühne* Nagel 2016

It is a fundamental part of our current business model to have products manufactured in Asia in strict compliance with our own high standards, as this is at present the only way to deliver the principle of "Brand-name quality for the best price". We are also constantly on the look-out for sourcing partners in regions closer at hand in order to reduce the transport impact on the environment. We also make every effort to optimize our transport operations. The group-wide introduction of software for schedule optimization enables us to predict demand much more accurately and issue more precise purchase orders. In combination with the software for optimizing the individual transport carriers and a consignment warehouse in China, we can in particular optimize shipments to the smaller sales outlets, thereby minimizing the number of shipments.

5.5.7 Investments in environment-focused and process-driven LOGISTICS at the company headquarters in Landau an der Isar

Not only the global issues relating to supply chains, but also the internal processes in our storage areas and logistics centres deserve to be evaluated from an environmental perspective. This is why we always try to minimize the necessary transport distances and to save time and energy.

The best and biggest example is the new logistics centre at our headquarters in Landau an der Isar. Alongside major improvements at process level, this new development addresses issues relating to the surroundings and environment in particular. The huge growth of our business has long necessitated the use of external storage and logistics capacities in the wider area around our headquarters. In the past, we needed to integrate as many as 11 external warehouses in our logistics processes, and these were distributed as far away as Regensburg (75 km). Here, in addition to general organizational issues a number of significant redistribution processes to move goods between warehouses were also implemented in the old setup. In the future, the new logistics centre, which consists of a large outbound shipping hall and a high-bay warehouse, will avoid over 2,000 goods redistribution journeys by truck. These would otherwise incur over 100.000 km of environmentally harmful mileage, with every avoided kilometre meaning not only a reduction in fine dust emissions, nitrogen oxide and carbon monoxide, but also reduced noise pollution.



5.5.8 Environmental issues also part of the supplier assessment under BSCI

Compliance with the relevant international and/or regional legal provisions is a firm element in our actions in the Einhell Group.

Moreover, since we also produce in BSCI risk countries, notably in the People's Republic of China (PRC) and the Socialist Republic of Vietnam (SRV), we place particular value here on BSCI certification. As part of monitoring processes, the environmental aspects mentioned are also examined and evaluated. That way, we ensure that the responsibility we uphold is also jointly met by our partners. In the structured and audited Code of Conduct under BSCI, compliance with international and national environmental standards is checked under Point 5.9 and used as a selection criterion.

5.5.9 Risk assessment pursuant to section 289C HGB and the CSR report implementation act

Risk reporting		Q4/2020 CSR		Environment		Impact:		Likelihood:		ad-hoc risk	
						1: insignificant 0-300k€ 2: small 300-1.000k€		4: significant 1.2-2.4M€ 5: critical 2,4-5.0M€		1: unlikely, 0-49% 2: unlikely, 50-49% 3: unlikely, 70-84% 4: unlikely, 85-99% 5: sometimes, 100%	
Risk Identification											
Risk-Category	Org	Risk-Owner	No.	Risk-Name	Risk-Description	Impact (low)=1	Impact (high)=6	Impact	Likelihood (low)=1	Likelihood (high)=6	Risk
CSR	EAG	technical departments	CSR E1	not adequately disposable product components	Negative effects on the reputation of the company by using product components that are not adequately disposable.	1	6	3	1	3	3
CSR	EAG	all Companies of the Einhell Group local General Manager	CSR E2	significant environmental damage due to improper disposal of waste	Negative reputation of the company due to significant environmental damage due to improper disposal of waste.	1	6	2	1	2	2
CSR	EAG	all Companies of the Einhell Group local General Manager	CSR E3	significant environmental damage due to non fulfillment of obligations as the responsible distributor of equipment	Negative reputation of the company due to significant environmental damage due to improper disposal of waste.	1	6	2	1	2	2
CSR	EAG	all Companies of the Einhell Group local General Manager SCM	CSR E4	collaboration with logistics companies known as polluters.	significant negative impact on the company's reputation through collaboration with logistics companies known as polluters.	1	6	3	1	3	3
CSR	EAG	Technical departments	CSR E5	Use of harmful raw materials and components	Necessary recall actions as well as considerable damage to the reputation of the company due to the use of harmful raw materials and components	1	6	3	2	6	6
CSR	EAG	technical departments	CSR E6	Risk by co-operation in case of environmental pollution by subcontractors	Reputationschaden in zweifacher Hinsicht 1. moralische Mitverantwortung bei Zusammenarbeit mit Umweltschutzern und ggf. Nicht-Verfügbarkeit von Ware wegen Umweltsanktionen gegen Zulieferer	1	6	3	2	6	6
CSR	EAG	technical departments	CSR E7	Non-compliance of Product Condition	Significant negative impact on the company's reputation due to non-compliance with local legal requirements in the country of use of the products	1	6	3	2	6	6
CSR	EAG	all Companies of the Einhell Group local General Manager	CSR E8	Dangerous Goods and Hazardous Substances Ordinance	Actual damage from insufficient or mislabeled products would show Einhell as an incompetent market participant	1	6	3	1	3	3
CSR	EAG	all Companies of the Einhell Group local General Manager	CSR E9	not complying with local legal regulations of the commissioning of risk prevention officers or monitoring of environmental aspects	Actual damage from insufficient or mislabeled products would show Einhell as an incompetent market participant	1	6	2	1	2	2

Risk Management			
Strategy	action/explanation	Risk prev. period	Progress
Avoid	continuously checking of the used components regarding the disposability and environmental soundness	3	→
Avoid	Selection of certified disposal companies, if locally possible, otherwise dispose of the greatest possible caution in the commissioning of waste and scrap Part of the BSCI Monitoring	2	→
Avoid	Selection of certified disposal companies, if locally possible, otherwise dispose of the greatest possible caution in the commissioning of waste and scrap Part of the BSCI Monitoring	2	→
Reduce	International cooperation with logistics providers who commit themselves to a sustainable environmental protection and also demonstrate their efforts to reduce emissions	3	→
Reduce	Clear definitions in the development process for the use of only tested and harmless identified raw material and components. Definition of reaction scenarios in the case of new scientific findings. Part of the BSCI monitoring	8	→
Reduce	Supplier selection taking into account compliance with local environmental legislation, non-compliance is a definitive exclusion point Part of the BSCI Monitoring	6	→
Avoid	Constructive consideration of local legal regulations regarding chemical, physical and emission-related product characteristics and requirements for disposal (country of use)		→
Avoid	Training of all involved, external consultants and assortment monitoring		→
Avoid	In case of any effects of a temporary business interruption, appropriate insurance		→

AFTER CAREFUL INCLUSION AND EVALUATING OF THE AVAILABLE INFORMATION, THERE ARE NO MAINNETIC RISKS KNOWN. IN RELATION TO THE CSR ASPECT ECOLOGY, ACCORDING TO THE DEFINITION OF §289C HGB AND CSR REPORT IMPLEMENTATION LAW,

UNDER A CAREFUL INCLUSION AND EVALUATION OF ALL DATA AVAILABLE TO US, WE ARE NOT CURRENTLY AWARE OF ANY ESSENTIAL NET RISKS IN RELATION TO THE CSR ASPECT OF ECOLOGY, IN ACCORDANCE WITH THE DEFINITION SET OUT IN SECTION 289C HGB AND THE CSR REPORT IMPLEMENTATION ACT.

For ease of reading, this risk assessment matrix is available as a separate file in the CSR and Sustainability Report tab on the website!

5.6 WORK ENVIRONMENT AND WORKING CONDITIONS



The objective: The aim is to orient the general HR policy and all HR processes within our Group in such a way that on the one hand the staff reflects the demographic diversity of the business environment and, on the other, all employees feel valued and are motivated to contribute their potential to the benefit of the organization.

Unconditional respect for the person we meet in the context of our business activity underpins all our deliberations in this regard. From this fundamental understanding, it follows that they are all stakeholders in our enterprise, regardless of position, place in life and degree of collaboration, and deserve the same respectful treatment.

5.6.1 Health management

The health and safety of employees has high priority at Einhell. This relates both to work safety, which is primarily important in the commercial area, and health protection across all areas. Consistent prevention of safety risk through initial training and CPD measures, effective work safety management in all areas of the enterprise, continuous improvement measures, analysis of accidents at work and, not least, the newly established Occupational Health Management at the Landau site are elements in the framing of safe and health-promoting working environments. In a statement of principles agreed in 2014 for Einhell health management, relevant framing conditions were set out by the Executive Board.

Einhellig GESUND

Statement des Vorstandes

Gesundheitsmanagement mit System

Die Gesundheit und Leistungsfähigkeit unseres Unternehmens hängt stark von der individuellen Empfindung des Gesundheitszustandes jedes Einzelnen ab.

Das Wissen und die Erfahrung der Mitarbeiter/innen bei Einhell sind die Grundlage der gesamten Wertschöpfung. Die Möglichkeit zum Einbringen dieser individuellen Faktoren basiert vor allem auf der Gesundheit des Einzelnen! Daher ist die Gesundheit und damit die Zufriedenheit der Mitarbeiter/innen ein wesentlicher Bestandteil des zukünftigen Erfolgs unseres Unternehmens. Ihre Leistungsfähigkeit soll durch das Betriebliche Gesundheitsmanagement langfristig erhalten und gefördert werden.

Wir, der Vorstand der Einhell Germany AG, haben daher das betriebliche Gesundheitsmanagement als wesentliche Zielsetzung für das Unternehmen festgelegt.

Das betriebliche Gesundheitsmanagement soll eine wichtige Komponente unserer Unternehmenskultur sein, welche nur durch das offene Miteinander aller Beteiligten zum Erfolg führen kann.

Der Vorstand der Einhell Germany AG legt besonderen Wert auf die aktive Beteiligung der Mitarbeiterinnen und Mitarbeiter am betrieblichen Gesundheitsmanagement sowie die Eigenverantwortlichkeit jedes Einzelnen für seine Gesundheit.

Andreas Kroiss
Vorstandsvorsitzender

Jan Teichert
Finanzvorstand

Dr. Markus Thannhuber
Vorstand Technik

Dr. Christoph Urban
Vorstand i.u. Digitalisierung



The sustainable objective of our Occupational Health Management is geared to the WHO definition: It relates to a holistic approach that not only places avoidance or treatment of illness as the focus, but also targets the responsibility of everyone involved, i.e. the employee himself, his colleagues and also the enterprise as institution, in shaping the well-being of the individual.

From our perspective, Occupational Health Management is therefore a primary part of every management task, regardless of the respective hierarchical level. Management is recognized as one of the key health resources and represents a relevant lever in achieving employee well-being. In conjunction with the necessary level of service provision to ensure the business objectives, the framework for active support and promotion of employees is accordingly established. An ongoing series of workshops gives managers at all levels the opportunity to engage with this issue in their role and to share ideas and experiences. Well-known experts in occupational psychology and in management and communications behaviors are available as speakers and contact persons, for sustainable development of management competence.

The COVID-19 pandemic has shown us in an unexpected and dramatic way that our health is perhaps our most important personal possession – but that we cannot necessarily plan for all aspects of health protection. For us, our overall assessments have always focused on two key aspects.

- 1) Keeping our colleagues safe and healthy, along with all third parties we have dealings with
- 2) Safeguarding all business critical processes to prevent loss of the positioning we have worked to achieve and the potential it represents

In this connection, we have undertaken great efforts to reconcile both of these objectives. High investments in our IT infrastructure were the prerequisite here for enabling a large proportion of our workforce to work from home and for creating virtual, digital communication channels. Infection risks at the different sites were minimized through the development and implementation of hygiene concepts.

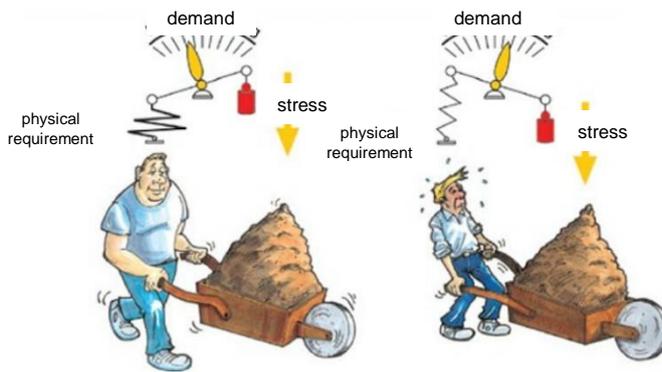
After the end of the pandemic, we will once again offer the successful Einhell Health Management concept with personal offerings for the health and fitness of our workforce.

5.6.2 Risk assessment of mental stress

The correct thematic positioning of mental stress risk assessments, resulting from the amendment to section 5 of the German Occupational Safety Act (ArbSchG), is to seat them between occupational health management and the requirements for occupational health and safety. The legal requirement on this is set out in the Occupational Safety Act. That said, implementation – and the stakeholder requirements deriving from it – are clearly to be assigned to holistic occupational health management. As described above, the task is to remain focused on the wellbeing of employees and thus on their long-term performance capability, both physically and mentally.

The safety and wellbeing of all those involved in our company's value-added chain is one of the preconditions for high value-added in all functions. As part of implementing the requirements of the occupational health and safety act, we have therefore decided to prepare the risk assessments on mental stress in a project together with an external partner who specializes in this area.

In specific terms, what is involved in this project? The risks originating from machines, forklifts, electrical power etc. are relatively easy to record and to minimize with corresponding technical or organizational measures. The fact that every employee is also exposed to mental stresses in the workplace, whilst understandable, is nevertheless very difficult to record. However, that was our challenge – and also the basis of the legislative changes in the occupational health and safety act. We have done so using a scientifically-based employee survey and expert evaluation.



In addition to purely mental stresses, as specified in the legislation, we were also concerned to pay attention to individual stresses. These terms, often used as synonyms, involve essential differences. While the objective stress is the same for all those affected, the individual stress can vary significantly. It follows from this that, in the interests of our definition of having a holistic, sustainable health management system, the situation in respect of stress should not be left out of account. For

reasons of data protection and in order to obtain generally valid results, the data collected must satisfy statistical requirements, such that despite the assessment of stresses it is not possible to trace the data back to any specific individual. That would also fundamentally not be sensible, since optimizing the general framing conditions to individual sensitivities would certainly not lead to improvement in the overall system.

In addition to workloads and stresses, this data collection also asked about resources. This approach starts from the assumption that a whole range of aspects support the individual employee in performing his or her tasks, and therefore counteract stresses.

Following evaluation of the risk and resource assessment carried out at team level, numerous workshops were held during the review period (initially in person, then virtually in compliance with the COVID-19 restrictions), which looked not only at a detailed analysis of stress factors in the individual areas and ways to reduce them, but also attempted to identify beneficial mental resources (supporting factors) and ways to boost them.

Depending on the focus of the stress profile, concepts were developed with the aid of internal and external experts. It was important to us here that a classic bottom-up approach was brought to bear. This was the only way to ensure that the interests and concerns of our employees could be fully taken into account in the discussions – right from the start.

5.6.3 Occupational safety

The fundamental objective of national and international laws on work safety and the associated regulations is to keep the risk to employees as they go about their work as low as possible.

This dynamic approach, geared to the tasks and technical possibilities for prevention, is fully supported by us and lived out in terms of its content. We insist on the view that any accident at work is one too many!

Based on that, prevention has the highest priority in all actions in this context, and is understood as a key management task at all levels of management. Every accident is viewed as the basis for an improvement process, and automatically triggers corresponding measures.

For the enterprises within the Group, this perspective and procedure are a matter of course. As part of maintaining and expanding our supply chain, during the corresponding supplier audits we explicitly pay close attention to compliance with work safety standards.

HAZARD ASSESSMENT

Structured hazard assessments, with a clear definition of the hazard, the probability of occurrence and the measures to be derived from this, are the basis of our work safety. It goes without saying for us that hazards capable of jeopardizing the life of employees – even if these hazards have never arisen in

MAINTAINING KNOWLEDGE

Relevant knowledge not only needs to be accessible in the heads of individual employees, but needs to be made as widely available as possible to all parties involved. The challenge here, particularly in view of our SME structure, is to effectively manage the selection via relevance, in order to avoid creating incomprehensible and thus unusable ‚data graveyards‘.

In this, fruitful dialog between the generations is a key piece of the mosaic. Shaping this is a key management task to which we are actively committed, including as part of management CPD.

In addition, we have introduced a standardized process which also focuses at an early stage on the individual's own ideas regarding the transition to retirement. This is aimed at enabling us to initiate measures for knowledge transfer early on, particularly in key positions. In addition to targeted succession planning, this also involves active documentation and transformation measures.

Our deliberations in relation to demographic issues have already been discussed in section 4.6. For us it is important not only to preserve know-how at Einhell and to share it with successors, but also to achieve an even greater level of identification with the company among colleagues through intensive analysis and discourse with our own evolution.

KNOWLEDGE TRANSFER

The basis of maintaining knowledge is structured and managed knowledge transfer. Here we see the possibilities of digitalization as offering key tools in the active framing of knowledge management. However, direct communication must not be sold short either. In striking this balance, we have introduced, expanded and improved a whole range of measures that help us get across relevant information to the right people.

Our fundamental focus is on the content at both relevant levels of transfer

- 1.) Factual level
- 2.) Relationship level

We are aware that all information is interpreted to a not inconsiderable degree by the sender and by the receiver. In other words, the information is never fully in place and redundancy-free. Goal-oriented communication is only possible through actively and positively framed relationship levels.

This principle is given lived expression particularly in the Einhell Academy, which alongside a whole range of specialist training, CPD and instruction is also organizationally the home to systematic management CPD.

COMMUNICATION

In addition to individual HR development tools, particular importance attaches above all to regular, open and near-time communication. Our view is that our employees can only orient their actions to the overarching objective if we provide them transparently and reliably with information regarding issues relating to business development, successes and problems, along with strategy and operational management decisions. To that end, we have introduced and are continuously improving a range of tools.

- Regular agreement rounds and information events with members of the Co-determination Committees
- Sales-oriented quarterly letters
- Regular HR announcements on key changes in personnel and other HR themes
- Regular preparation of the internal Einhell News
- Extensive internal company intranet

This communication is not intended as, and in our view should not be, a „one-way street“. To that end, a range of platforms have been introduced where the exchange of views, ideas and values is not just possible, but expressly wanted.

- Regular employee surveys
- Regular middle management meetings
- Management meetings
- Regular meetings for „job-starters“ (apprentices and Dual Students)
- Trainer meetings
- Summer festival and year-end celebration

Even though some of our cherished traditions like the summer festival and year-end celebrations have fallen victim to the SARS-CoV 2 virus, we have still tried to find other ways to communicate, particularly via digital means.

As we are aware that these new forms of communication also require us to make changes in some cases to our communication habits and management behaviours, we have attempted to provide guidance on this topic for our management staff through training courses on “Digital Closeness” and “Leadership at a Distance.”

We are convinced that our communication platforms, including the digital ones, will promote cohesion and team spirit in our company in the long term, and that they represent the basis for our joint fulfilment of strategic and operational objectives.

In our broadly configured management development program, high value is placed on the question of motivating, goal-oriented communication, since this determines whether we are successful in getting all employees pulling together for the company in the same direction.

The basic training is also given to next-generation managers, so that right from the start their focus is not only on subject skills, but also on their qualifications as a manager.

5.6.5 Risk assessment pursuant to section 289C HGB and the CSR report implementation act

Risk reporting		Q4/2020		CSR		Impact:		Likelihood:				ad-hoc/risk				
				Labour		1. insignificant 0-300k€ 2. small 300k€-1M€ 3. moderate 0.6-1.2M€ 4. significant 1.2-2.4M€ 5. critical 2.4-4.2M€ 6. catastrophic >4.2M€		1. unimaginable, 0-3% 2. unlikely, 4-12% 3. rare, 20-49% 4. sometimes, 50-69% 5. likely, 70-84% 6. frequent, 85-100%								
Risk Identification						Risk Analysis						Risk Management				
Risk-Category	Org	Risk-Owner	No.	Risk-Name	Risk-Description	Impact (low)=1	Impact (high)=6	Impact	Likelihood (low)=1	Likelihood (high)=6	Likelihood	Risk	Strategy	action/explanation	Risk prev. period	Progress
CSR	EAG	all Companies of the Einhell Group local General Manager	CSRL1	relevant accidents at work	Considerable damage to the life and limb of employees within the value chain for failure to comply with safety regulations	impact insignificant	loss of life or health	6	not at all	frequent	1	6	Avoid	Clear instructions and monitoring that the relevant health and safety regulations must be adhered to (within the group companies). Compliance with health and safety regulations is part of the supplier audits and violations are a major exclusion criterion. Also, monitoring with BSCI has included work safety.	6	→
CSR	EAG	all Companies of the Einhell Group local General Manager	CSRL2	Child Labour	Significantly negative impact on the reputation of the company when child labor within the supply chain becomes known	impact insignificant	impact catastrophic	2	not at all	frequent	2	4	Avoid	Clear instructions and monitoring that the relevant regulations regarding the age of employees must be adhered to (within the group companies). Compliance with ILO-conventions and the UN Convention on the Rights of the Child are part of the supplier audits and violations are a major exclusion criterion.	4	→
CSR	EAG	all Companies of the Einhell Group local General Manager	CSRL3	Discrimination against minorities	Significantly negative impact on the reputation of the company when discrimination against minorities within the supply chain becomes known	impact insignificant	impact catastrophic	2	unimaginable	frequent	1	2	Avoid	Clear stipulations within the company's code of conduct that discrimination within the Group will not be tolerated. Inclusion of this feature in compliance management to create reporting opportunities and rapid response, appropriate training of employees and managers. Part of the BSCI monitoring	2	→
CSR	EAG	all Companies of the Einhell Group local General Manager	CSRL4	Suppression of the right Rights of Freedom of Association and Collective Bargaining	Significantly negative impact on the reputation of the company when violations of rights of Freedom of Association and collective bargaining within the supply chain becomes known	impact insignificant	impact catastrophic	1	unimaginable	frequent	2	2	Avoid	Clear stipulations within the company's code of conduct that the right of association and collective bargaining is part of company culture and will never be suppressed within the Group will not be tolerated. Inclusion of this feature in compliance management to create reporting opportunities and rapid response, appropriate training of employees and managers. Part of the BSCI monitoring		→
CSR	EAG	all Companies of the Einhell Group local General Manager	CSRL5	Tolerance of not decent working hours	Significantly negative impact on the reputation of the company when tolerance of not decent working hours within the supply chain becomes known	impact insignificant	impact catastrophic	1	unimaginable	frequent	1	1	Avoid	Clear stipulations within the company's code of conduct that the right of decent working hours regarding the local standards and regulations are part of our company culture and will never be suppressed within the Group will not be tolerated. Inclusion of this feature in compliance management to create reporting opportunities and rapid response, appropriate training of employees and managers. Part of the BSCI monitoring		→

AFTER CAREFULLY INCLUSION AND EVALUATING OF THE AVAILABLE INFORMATION, THERE ARE NO MAIN NETIC RISKS KNOWN IN RELATION TO THE CSR ASPECT LABOUR ACCORDING TO THE DEFINITION OF §289C HGB AND CSR REPORT IMPLEMENTATION LAW.

UNDER A CAREFUL INCLUSION AND EVALUATION OF ALL DATA AVAILABLE TO US, WE ARE NOT CURRENTLY AWARE OF ANY ESSENTIAL NET RISKS IN RELATION TO THE CSR ASPECT OF ECOLOGY, IN ACCORDANCE WITH THE DEFINITION SET OUT IN SECTION 289C HGB AND THE CSR REPORT IMPLEMENTATION ACT.

For ease of reading, this risk assessment matrix is available as a separate file in the CSR and Sustainability Report tab on the website!

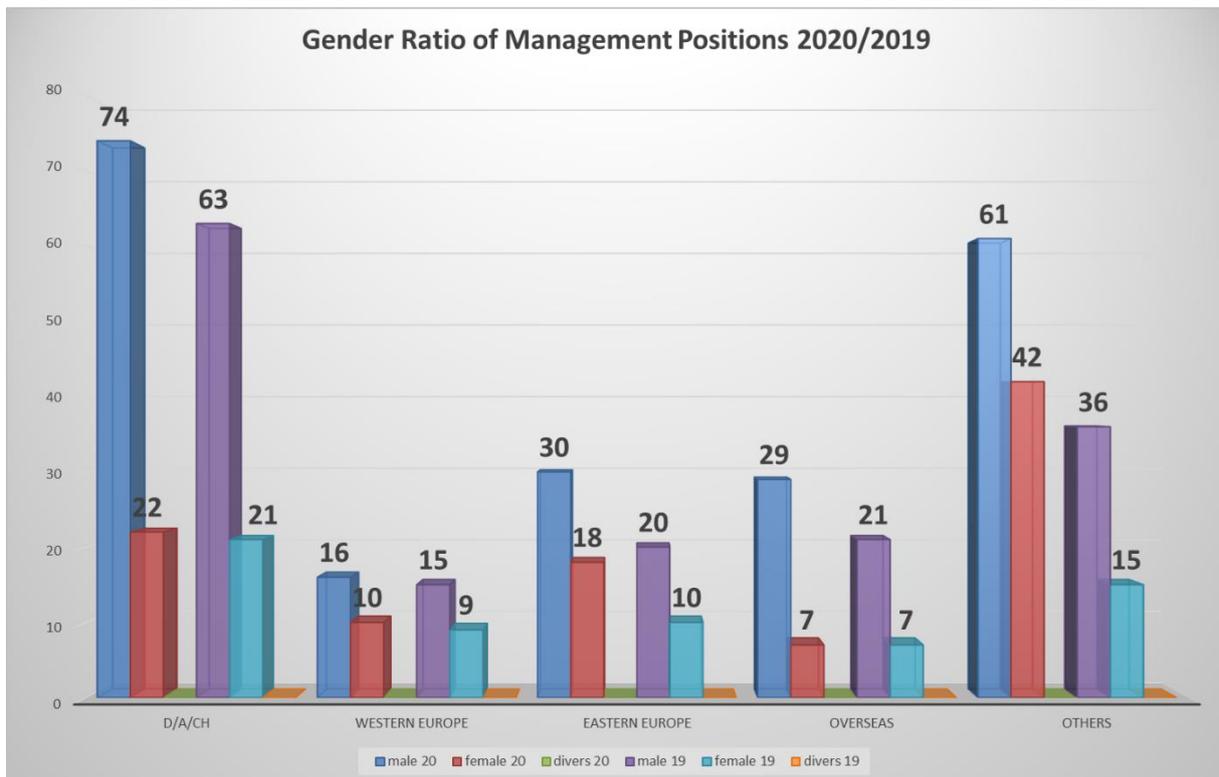
5.7 DIVERSITY

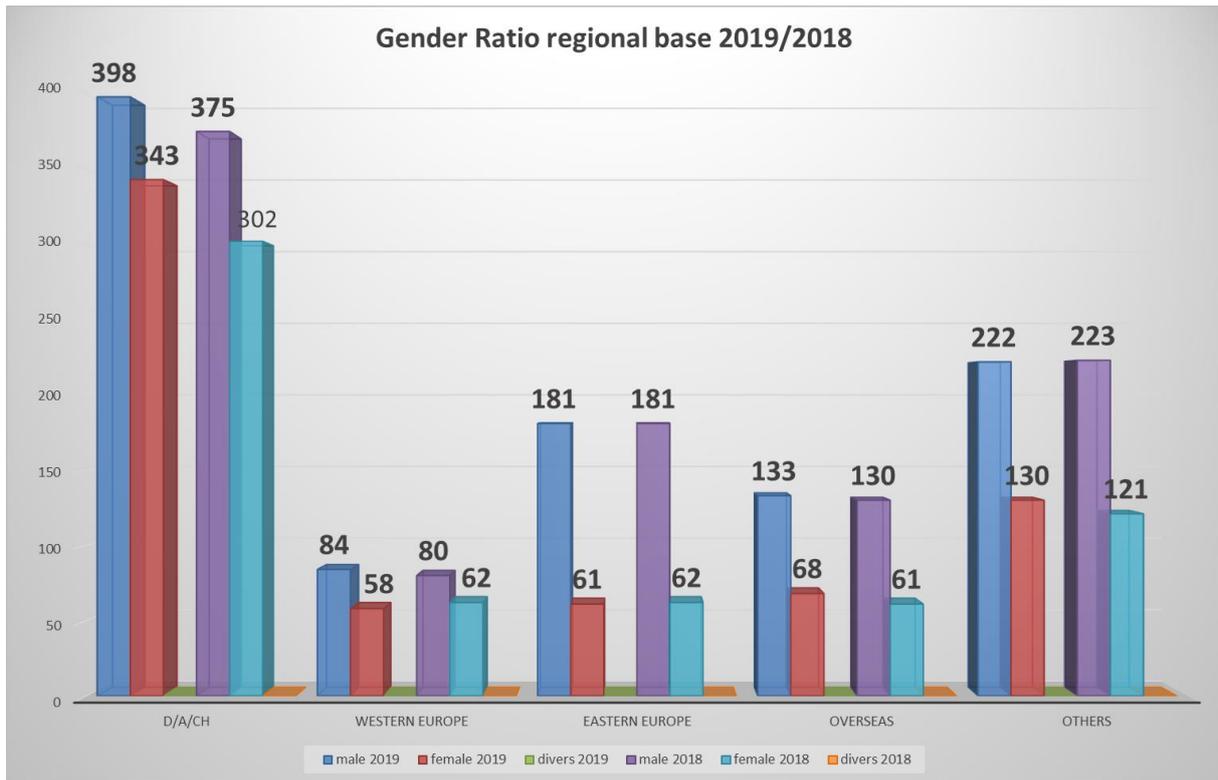


Our guiding principle of diversity management is to understand appreciation of the diversity in our employees as a valuable part of our company, and also of our society. It supports the business success of the enterprise.

This is not achieved by leveling down, but solely by actively and willingly embracing differences.

Gender self-determination is one of the key basic human rights: Fundamentally, job advertisements placed for vacant posts are gender-neutral (m/f/o), in order to show that gender is not a criterion applied in our assessment processes. The statistics below do not show third gender purely because no such assignments are known to us within the Group currently. As soon as this changes, the third gender will also be indicated here on an equal basis.





The objective is to give our employees an individual career home, regardless of gender, origin, ethnic background and other discrimination criteria.

For this reason, we do not want to set quotas for minorities, since in most cases these lead to discrimination against individual persons in the majority group, or operate contrary to the development of the organization or of the persons involved.

This viewpoint also means that questions of remuneration and of individual promotion should not be impaired by taking the above discrimination criteria into consideration. Rather, we understand infringements against equal rights and the fundamental equality of opportunity as an infringement of our understanding of Compliance, and will act accordingly.

5.7.1 Gender quota statement

As part of our diversity management, we want to encourage and support every employee, male or female, in accordance with his/her abilities. A rigid quota is not compatible with the development of the individual and of the enterprise, because integration 'forced' through quotas does not elicit acceptance. Rather, we want to give all employees the opportunity for individual further development. Our internal CPD programs on the one hand, and the transparent corporate structures on the other, both contribute here to setting a course for identifying and expanding individual potential.

Accordingly, it is consistent with sustainability that we are setting our women's quota under the legislation (FührposGleichberG – German Act to Promote Equal Participation of Women and Men in Management Positions in the Private and Public Sector) for our three-person Supervisory Board at 0 %> This expressly does not indicate that we are closing the door to women in posts on the Supervisory Board, but that we give all possible candidates, regardless of gender, the same opportunities to qualify for and apply for this important function for our enterprise.

Resolution:

The target ratio for women on the Executive Board and at the level of *Prokurist* (Authorized Representative) to be achieved under the FührungsGleichberG act at Einhell Germany AG is set to 0%. With the definition of this particular target ratio, there is no need to define deadlines for achievement of this target ratio. The quota is also set to 0% for the second leadership level below the Executive Board, although the proportion of women here is currently over 20%.

5.7.2 Risk assessment pursuant to section 289C HGB and the CSR report implementation act

Risk reporting		Q4/2019		CSR		Impact:		Likelihood:				ad-hoc risk				
				Diversity		1: insignificant 0-300 k€ 2: small 300-600 k€ 3: moderate 0,6-1,2m€ 4: significant 1,2-2,4m€ 5: critical 2,4-4,2m€ 6: catastrophic >4,2m€		1: unimaginable 0-3% 2: unlikely, 4-10% 3: rare, 20-49% 4: Sometimes, 50-69% 5: likely, 70-84% 6: frequent, 85-100%								
Risk Identification						Risk Analysis						Risk Management				
Risk-Category	Org	Risk-Owner	No.	Risk-Name	Risk-Description	Impact (low)=1	Impact (high)=6	Impact	Likelihood (low)=1	Likelihood (high)=6	Likelihood	Risk	Strategy	action/explanation	Risk prev. period	Progress
CSR	EAG	all Companies of the Einhell Group Local General Manager	CSR D1	Discrimination against minorities	Significantly negative impact on the reputation of the company when Discrimination against minorities becomes known within the supply chain	loss insignificant	loss catastrophic	2	unimaginable	frequent	1	2	Avoid	Clear stipulations within the company's corporate lines that discrimination within the Group will not be tolerated. Inclusion of this feature in compliance management to create reporting opportunities and rapid response. appropriate training of employees and managers	2	→
CSR	EAG	all Companies of the Einhell Group Local General Manager	CSR D2	Discrimination Violation of Gender equality	Significantly negative impact on the reputation of the company when Violation of Gender equality becomes known within the supply chain	loss insignificant	loss catastrophic	2	unimaginable	frequent	2	4	Avoid	Clear stipulations within the company's corporate lines that Violation of Gender equality within the Group will not be tolerated. Inclusion of this feature in compliance management to create reporting opportunities and rapid response. Appropriate training of employees and managers	2	→
AFTER CAREFUL INCLUSION AND EVALUATING OF THE AVAILABLE INFORMATION, THERE ARE NO MAINNETIC RISKS KNOWN. IN RELATION TO THE CSR ASPECT Diversity ACCORDING TO THE DEFINITION OF §289C HGB AND CSR REPORT IMPLEMENTATION LAW,																

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For ease of reading, this risk assessment matrix is available as a separate file in the CSR and Sustainability Report tab on the website!

5.8 HUMAN RIGHTS



Although there is an orientation on business, which naturally underpins our activity, we know that there are regions on the planet where the standards that we take for granted regarding work safety, minimum age, minimum pay and working time etc. have not automatically become established as the basis for business development. For that reason, we assess potential production partners and service providers not just on a technical basis, but also regarding compliance with ILO conventions.

THE OBJECTIVE:

Fundamentally, we consider ourselves bound by the United Nations Convention on Human Rights, and therefore look to compliance with these standards as far as we are able. The aim is to avoid violations both within our Group structures and in the upstream processes.

5.8.1 Approach

Fundamentally, all partners in our supply chain are bound to comply with ILO conventions and the UN conventions on children's rights.

Extract from the contractual text for service providers and production partners:

„Code of Conduct“

The Supplier guarantees, on its own behalf and on behalf of its sub-suppliers, compliance with the Code of Conduct based on the conventions of the International Labour Organisation (ILO), the UN Declaration of Human Rights, the UN conventions on the rights of children and the elimination of any form of discrimination against women, the UN Global Compact and the OECD Guidelines for Multinational Enterprises (the latest version of the code can be retrieved on the website <http://www.bsci-intl.org> and is declared to be part of the Agreement).

Compliance with the standards is regularly checked during initial certification for the Einhell Group and during the announced and unannounced factory audits.

As the basis of our arguments, we are a BSCI member and similarly bind our partners to respect these rules. Through the audits by independent BSCI specialists that form an integral part of our practice, compliance with the 11 key principles is ensured not only by internal bodies, but also by external specialists.

BSCI CODE OF CONDUCT

1. Rights of freedom of association and collective bargaining

Our enterprise respects the right of employees, trade unions or other forms of employee associations

2. Fair remuneration

Our enterprise respects the right of employees to fair remuneration

3. Occupational health and safety

Our enterprise guarantees a healthy and safe work environment by assessing risks and adopting all necessary measures to eliminate or mitigate these risks

4. Special protection for young workers

Our enterprise grants special protection to all employees who are not adults

5. No bonded labor

Our enterprise is not involved in any way with slavery, human trafficking or involuntary labor

6. Ethical business behavior

Our enterprise does not tolerate any form of corruption, extortion, embezzlement or bribery

7. No discrimination

Our enterprise offers equality of opportunity and does not discriminate against any employee

8. Decent working hours

Our enterprise respects the law regarding working hours

9. No child labor

Our enterprise does not appoint any employee below the statutory minimum age

10. No precarious employment

Our enterprise appoints employees on the basis of documented terms of employment that comply with the law

11. Protection of the environment

Our enterprise adopts the necessary measures to avoid harming the environment. Since we also produce in BSCI risk countries, notably in the People's Republic of China (PRC) and the Socialist Republic of Vietnam (SRV), we place particular value here on BSCI certification, and we monitor the contractual assurance given above regarding compliance with ILO conventions and UN conventions on children's rights

As we also produce in BSCI risk countries - specifically in the People's Republic of China (PRC) and the Socialist Republic of Vietnam (SRV) - we place particular emphasis on BSCI certification here and monitor the above-mentioned contractual assurance of compliance with the ILO Conventions and UN Conventions on the Rights of the Child.



5.8.2 Risk assessment pursuant to section 289C HGB and the CSR report implementation act

Risk reporting						Q4/2020	CSR	Impact:		Likelihood:				Risk Management		
								Human Rights 1: insignificant 0-300 k€ 2: small 300-600 k€ 3: moderate 0,6-1,2m€ 4: significant 1,2-2,4m€ 5: critical 2,4-4,2m€ 6: catastrophic >4,2m€		1: unimaginable 0-3% 2: unlikely, 4-10% 3: rare, 20-49% 4: Sometimes, 50-69% 5: likely, 70-84% 6: frequent, 85-100%				▶ ad-hoc risk		
Risk Identification						Risk Analysis						Risk Management				
Risk-Category	Org	Risk-Owner	No.	Risk-Name	Risk-Description	Impact (low)=1	Impact (high)=6	Impact	Likelihood (low)=1	Likelihood (high)=6	Likelihood	Risk	Strategy	action/explanation	Risk prev. period	Progress
CSR	EAG	all Companies of the Einhell Group Local General Manager	CSR H1	Child Labour	Significantly negative impact on the reputation of the company when child labor becomes known within the supply chain	loss insignificant	loss catastrophic	2	not at all	frequent	2	4	Avoid	Clear instructions and monitoring that the relevant regulations regarding the age of employees must be adhered to. (within the group companies). Compliance with ILO-conventions and the UN Convention on the Rights of the Child are part of the supplier audits and violations are a major exclusion criterion. Part of the BSCI monitoring	4	→
CSR	EAG	all Companies of the Einhell Group Local General Manager	CSR H2	Forced labour	Significantly negative impact on the reputation of the company when forced labour becomes known within the supply chain	loss insignificant	loss catastrophic	2	unimaginable	frequent	2	4	Avoid	Clear instructions and monitoring that the relevant regulations regarding the age of employees must be adhered to. (within the group companies). Compliance with ILO-conventions and the UN Convention are part of the supplier audits and violations are a major exclusion criterion. Part of the BSCI monitoring		↑

AFTER CAREFUL INCLUSION AND EVALUATING OF THE AVAILABLE INFORMATION, THERE ARE NO MAINNETIC RISKS KNOWN. IN RELATION TO THE CSR ASPECT HUMAN RIGHTS ACCORDING TO THE DEFINITION OF §289C HGB AND CSR REPORT IMPLEMENTATION LAW.

UNDER A CAREFUL INCLUSION AND EVALUATION OF ALL DATA AVAILABLE TO US, WE ARE NOT CURRENTLY AWARE OF ANY ESSENTIAL NET RISKS IN RELATION TO THE CSR ASPECT OF ECOLOGY, IN ACCORDANCE WITH THE DEFINITION SET OUT IN SECTION 289C HGB AND THE CSR REPORT IMPLEMENTATION ACT.

For ease of reading, this risk assessment matrix is available as a separate file in the CSR and Sustainability Report tab on the website!

5.9 SOCIAL ISSUES



5.9.1 Social commitment

Fundamentally, we see ourselves as a collection of people who are jointly committed to the task of economically and sustainably developing our enterprise. Given this perspective, it goes without saying that appropriate space is also given over to the social aspects. In the first instance, this relates to social issues within our enterprise, but also looks to the embedding of our individual companies and their staff in the respective local communities.

In particular, the inclusion of our head office in Landau an der Isar in the structures of the town and the region is something we consider to be an obligation on us. In addition to donations to regional and trans-regional social institutions and organizations, members of our staff hold a number of voluntary positions and demonstrate commitment to these causes.

Our company is a successful company! This success enables us to look even further to the outside world and to demonstrate social commitment. During the review period we have supported more than 50 projects. Here, our support ranges from supplying electricity generators to fire brigades and equipping social workshops with electric tools to major projects like the RTL telethon 'Wir helfen Kindern' or 'Licht ins Dunkel' Austria's largest charity organization



„We can and want to share something of our success with people who are less fortunate than us. This is a responsibility we are happy to take on.“

Andreas Kroiß, speaking at the RTL telethon in 2020

However, one of the general aims is to also raise social commitment among our employees. The majority of the support projects outlined above have arisen from voluntary work carried out by our employees, e.g. with counseling services, local support services for young people, and fire brigades, but also organizations like 'Technik für Kinder' (Technology for Children).

5.9.2 Product responsibility



In addition to this commitment, we also see the responsibility arising from our product promise as an essential criterion with regard to social concerns. At first glance, these seem to be two completely different aspects. However, we see it a little differently, as the safety and functionality of our products are essential responsibilities that we have to assume on an overarching basis and always keep in mind as a non-financial aspect. It does not really serve anyone's interest if companies position themselves in a way that is effective in the press, but disregard the safety aspects that are essential for social concerns.

Wir stellen uns täglich diesen Herausforderungen und daher ist die Produktverantwortung für uns Teil unserer sozialen Verantwortung.

In essence, we see product responsibility from two different perspectives.

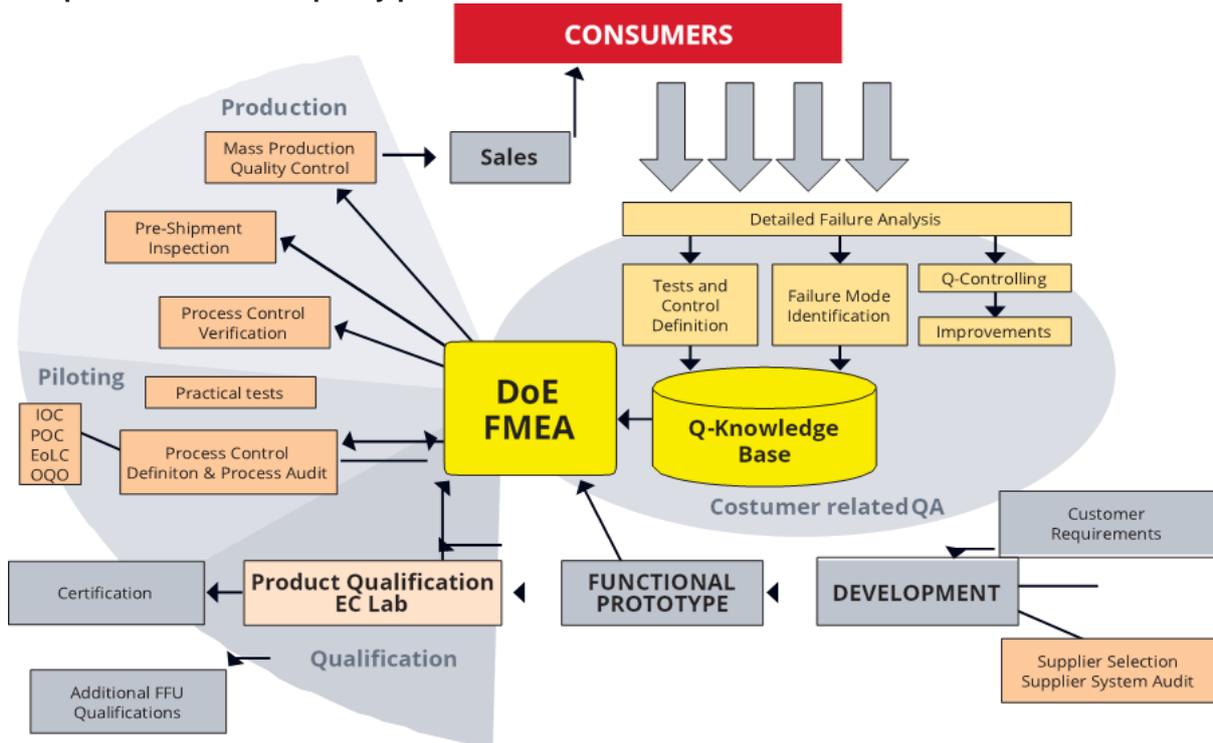
- A.) Responsibility for the safety of our product when used by the end-customer
- B.) Responsibility for fulfilling the functional purpose of the product

Both perspectives are highly important for the development of the enterprise, even if different objectives are in play here, with the safety aspect always having priority!

THE OBJECTIVE:

In relation to product safety, our aim is to exclude any hazard to the user when using our products correctly. This challenge impacts right across the value-added chain. Fulfilling the purpose of the product and this fulfilling the expectations of the end-customer is a basic requirement for the long-term customer trust we aspire to. Accordingly, the expectations of end-customers from all sales areas are identified and reflected in the development process via product management

The path to the Einhell quality product



To ensure both objectives, a quality assurance concept has been established across the value-added chain. This is constantly reviewed for potential for improvement and adapted to the state-of-the-art as required.

5.9.3 Product safety

Technical product safety is naturally the highest priority in our development and production process. Being fully up-to-date in terms of the legislation is equally a highest priority. The established processes are continuously adapted to the harmonized standards respectively issued by the European Commission, meaning that the greatest possible safety is guaranteed. Alongside these fundamental certification audits, local and regional standards are naturally also considered and taken into account, in the event that the requirements are different. In our quality assurance facilities, particularly in our very well-equipped test laboratory at Einhell China, as in the development departments at our site in Landau, tests are constantly being conducted on experimental models, prototypes and, above all, on products from on-going series manufacturing in order to maintain the high quality standard over the entire product lifecycle. These internal checks are naturally also flanked by checks by independent testing establishments.



▲ Garden pumps / Domestic waterworks – endurance testing



▲ Engine brake - endurance testing



▲ Central management of test cycles using computer

Any finding of possible risks to safety is fed back directly to the process and triggers corresponding avoidance or corrective measures, depending on the positioning in the project lifecycle. Particularly for reasons relating to environmental protection, it was decided to allow the air conditioners product line to be phased out at the end of the financial year 2019. The refrigerant R 410 A which is currently in widespread use satisfies the current legal requirements, but according to the latest findings is now to be considered as a greenhouse gas. In anticipation of restrictions or a ban on use, we have taken the decision to phase out this product line, which for us is of less strategic importance. Although we assume that petrol-powered garden equipment is set to be replaced in the long term by battery devices, notably Power X-Change, demand is still significant at present. We have therefore upgraded all our petrol-powered equipment to the new emissions directive Level 5, thus satisfying all international and local requirements in our markets.

5.9.4 Risk assessment pursuant to section 289C HGB and the CSR report implementation act

Risk reporting						Q4/2020	CSR	Impact:	Likelihood:	ad-hoc risk						
							Social	1: insignificant 0-200k€ 2: small 300-600k€ 3: moderate 0,6-1,2m€ 4: significant 1,2-2,4m€ 5: critical 2,4-4,2m€ 6: catastrophic >4,2m€	1: unimaginable, 0-3% 2: unlikely, 4-10% 3: rare, 10-49% 4: Sometimes, 50-69% 5: likely, 70-84% 6: frequent, 85-100%							
Risk Identification						Risk Analysis						Risk Management				
Risk-Category	Org	Risk-Owner	No.	Risk-Name	Risk-Description	Impact (low)=1	Impact (high)=6	Impact	Likelihood (low)=1	Likelihood (high)=6	Likelihood	Risk	Strategy	action/explanation	Risk prev. period	Progress
CSR	EAG	Technical departments	CSR S 3	relevant accidents of customers regarding of technical issue of our products reputation	Significantly negative impact on the reputation of the company after relevant accidents of customers when using our products	loss insignificant	loss catastrophic	4	unimaginable	frequent	2	8	Avoid	see Risk Assessment and Crisis Management	12	↓
CSR	EAG	Technical departments	CSR S 4	relevant accidents of customers regarding of technical issue of our products "legal"	Prosecution or significant fines for technical problems or process insecurity related to our products	loss insignificant	loss catastrophic	4	unimaginable	frequent	1	4	Avoid	see Risk Assessment and Crisis Management	6	↓
CSR	EAG	Technical departments	CSR S 5	non-compliance with local regulations regarding product safety and labeling	Significantly negative impact on the reputation of the company when cases of non-compliance becomes known	loss insignificant	loss catastrophic	2	unimaginable	frequent	1	2	Avoid	"Intensive testing over the whole life cycle of all products (in-house and by independent and accredited external). Market launch only after appropriate certification"		↑
CSR	EAG	all Companies of the Einhell Group local General Manager	CSR S 6	unadvisable reaction to a shitstorm	Significantly negative impact on the reputation of the company	loss insignificant	loss catastrophic	4	unimaginable	frequent	2	8	Avoid	Regular tracking of all online channels, (social media, website, complaints) immediate reaction to criticism at the factual level		↑
AFTER CAREFULLY INCLUSION AND EVALUATING OF THE AVAILABLE INFORMATION, THERE ARE NO MAINNETIC RISKS KNOWN. IN RELATION TO THE CSR ASPECT SOCIAL ACCORDING TO THE DEFINITION OF §289C HGB AND CSR REPORT IMPLEMENTATION LAW,																

UNDER A CAREFUL INCLUSION AND EVALUATION OF ALL DATA AVAILABLE TO US, WE ARE NOT CURRENTLY AWARE OF ANY ESSENTIAL NET RISKS IN RELATION TO THE CSR ASPECT OF ECOLOGY, IN ACCORDANCE WITH THE DEFINITION SET OUT IN SECTION 289C HGB AND THE CSR REPORT IMPLEMENTATION ACT.

For ease of reading, this risk assessment matrix is available as a separate file in the CSR and Sustainability Report tab on the website!

6. CONTACT AND IMPRINT

6.1. CONTACT

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