

## Accounting policies

### Turnover

Total Group's turnover corresponds to revenue reported in the Group's consolidated financial statements prepared in accordance with IFRS as adopted by EU.

The turnover KPI indicates what percentage of the Group's revenue is comprised of revenue from the lease of buildings, and e-commerce transportation services. Accounting policy for revenue recognition is disclosed in the consolidated financial statements of the Group.

### Capital expenditure (CapEx)

During the reporting period, total CapEx represents the acquisition of property, plant and equipment, intangible assets, investment property and additions to right-of-use assets.

The EU Taxonomy applies to the Group's owned buildings, owned and leased vehicles and investments in energy efficiency equipment. MAXIMA Group installs and maintains a variety of energy efficiency related equipment such as refrigeration, lightening and heating systems, located in stores and warehouses. The Group transports goods to e-commerce customers using either owned or leased vehicles. No CapEx has been invested in coal-, oil- or gas-related activities during reporting year 2023.

CapEx KPI indicates the proportion of MAXIMA Group's investments into the aforementioned assets relative to the Group's total capital expenditure (including additions to right-of-use assets) over the reporting period.

### Operating expenditure (OpEx)

Total OpEx is defined as direct, non-capitalised costs associated with the day-to-day servicing of property, plant and equipment that are necessary to ensure the continued and effective functioning of such assets. The Group incurs cost associated with the installation, repair and maintenance of assets, and cost related to transportation services. The OpEx KPI indicates the proportion of the aforementioned operating costs within the total costs of the Group.

### Financial key performance indicators

#### PROPORTION OF TURNOVER FROM PRODUCTS OR SERVICES ASSOCIATED WITH EU TAXONOMY-ALIGNED ECONOMIC ACTIVITIES – DISCLOSURE COVERING YEAR 2023

| Financial year 2023                                                                                                         |                  | Substantial contribution criteria |                                       |                                       |                   |                       | DNSH criteria (Does not significant harm) |                          |                                                              |
|-----------------------------------------------------------------------------------------------------------------------------|------------------|-----------------------------------|---------------------------------------|---------------------------------------|-------------------|-----------------------|-------------------------------------------|--------------------------|--------------------------------------------------------------|
| Code(s)                                                                                                                     | Turnover, k€ur   | Proportion of turnover, %         | Climate change mitigation, Y, N, N/EL | Climate change adaptation, Y, N, N/EL | Water, Y, N, N/EL | Pollution, Y, N, N/EL | Circular Economy, Y, N, N/EL              | Biodiversity, Y, N, N/EL | Minimum safeguards, Y/N                                      |
| Economic activities                                                                                                         |                  |                                   |                                       |                                       |                   |                       |                                           |                          | Proportion of Taxonomy aligned or eligible turnover, 2022, % |
| Category (enabling activity), E                                                                                             |                  |                                   |                                       |                                       |                   |                       |                                           |                          | Category (transition activity), T                            |
| <b>A. TAXONOMY-ELIGIBLE ACTIVITIES</b>                                                                                      |                  |                                   |                                       |                                       |                   |                       |                                           |                          |                                                              |
| <b>A.1 Environmentally sustainable activities (Taxonomy-aligned)</b>                                                        |                  |                                   |                                       |                                       |                   |                       |                                           |                          |                                                              |
|                                                                                                                             | -                | -                                 |                                       |                                       |                   |                       |                                           |                          | -                                                            |
| <b>A.2 Taxonomy-eligible but not environmentally sustainable activities (not Taxonomy-aligned activities)</b>               |                  |                                   |                                       |                                       |                   |                       |                                           |                          |                                                              |
| Transport by motorbikes, passenger cars and light commercial vehicles CCM 6.5                                               | 1,440            | 0.02%                             |                                       |                                       |                   |                       |                                           |                          | -                                                            |
| Acquisition and ownership of buildings CCM 7.7                                                                              | 35,015           | 0.60%                             |                                       |                                       |                   |                       |                                           |                          | 0.07%                                                        |
| <b>Turnover of Taxonomy-eligible but not environmentally sustainable activities (not Taxonomy-aligned activities) (A.2)</b> | <b>36,455</b>    | <b>0.62%</b>                      |                                       |                                       |                   |                       |                                           |                          | <b>0.07%</b>                                                 |
| <b>A. Turnover of Taxonomy eligible activities (A.1+A.2)</b>                                                                | <b>36,455</b>    | <b>0.62%</b>                      |                                       |                                       |                   |                       |                                           |                          | <b>0.14%</b>                                                 |
| <b>B. TAXONOMY-NON-ELIGIBLE ACTIVITIES (B)</b>                                                                              |                  |                                   |                                       |                                       |                   |                       |                                           |                          |                                                              |
| Turnover of Taxonomy-non-eligible activities (B)                                                                            | 5,808,083        | 99.38%                            |                                       |                                       |                   |                       |                                           |                          |                                                              |
| <b>Total (A+B)</b>                                                                                                          | <b>5,844,538</b> | <b>100 %</b>                      |                                       |                                       |                   |                       |                                           |                          |                                                              |

**PROPORTION OF CAPEX FROM PRODUCTS OR SERVICES ASSOCIATED WITH EU TAXONOMY-ALIGNED ECONOMIC ACTIVITIES – DISCLOSURE COVERING YEAR 2023**

| Financial year 2023                                                                                                                       |         |             |                        | Substantial contribution criteria     |                                       |                   |                       |                              |                          | DNSH criteria (Does not significant harm) |                                |            |                       |                       |                   |                         | Proportion of Taxonomy aligned or eligible CapEx, 2022, % | Category (enabling activity), E | Category (transitional activity), T |
|-------------------------------------------------------------------------------------------------------------------------------------------|---------|-------------|------------------------|---------------------------------------|---------------------------------------|-------------------|-----------------------|------------------------------|--------------------------|-------------------------------------------|--------------------------------|------------|-----------------------|-----------------------|-------------------|-------------------------|-----------------------------------------------------------|---------------------------------|-------------------------------------|
| Economic activities                                                                                                                       | Code(s) | CapEx, kEUR | Proportion of CapEx, % | Climate change mitigation, Y, N, N/EL | Climate change adaptation, Y, N, N/EL | Water, Y, N, N/EL | Pollution, Y, N, N/EL | Circular Economy, Y, N, N/EL | Biodiversity, Y, N, N/EL | Climate change mitigation, Y/N            | Climate change adaptation, Y/N | Water, Y/N | Pollution, Y, N, N/EL | Circular Economy, Y/N | Biodiversity, Y/N | Minimum safeguards, Y/N |                                                           |                                 |                                     |
| A. TAXONOMY-ELIGIBLE ACTIVITIES                                                                                                           |         |             |                        |                                       |                                       |                   |                       |                              |                          |                                           |                                |            |                       |                       |                   |                         |                                                           |                                 |                                     |
| A.1 Environmentally sustainable activities (Taxonomy-aligned)                                                                             |         |             |                        |                                       |                                       |                   |                       |                              |                          |                                           |                                |            |                       |                       |                   |                         |                                                           |                                 |                                     |
| Installation, maintenance and repair of instruments and devices for measuring, regulation and controlling energy performance of buildings | CCM 7.5 | 476         | 0.14%                  | Y                                     | N                                     | N/EL              | N/EL                  | N/EL                         | N/EL                     | Y                                         | Y                              | Y          | Y                     | Y                     | Y                 | Y                       | 0.07%                                                     | E                               |                                     |
| Installation, maintenance and repair of renewable energy technologies                                                                     | CCM 7.6 | 2,208       | 0.66%                  | Y                                     | N                                     | N/EL              | N/EL                  | N/EL                         | N/EL                     | Y                                         | Y                              | Y          | Y                     | Y                     | Y                 | Y                       | 0.59%                                                     | E                               |                                     |
| Capex of environmentally sustainable activities (Taxonomy-aligned) (A.1)                                                                  |         | 2,684       | 0.80%                  | 0.80%                                 | -                                     | -                 | -                     | -                            | -                        | Y                                         | Y                              | Y          | Y                     | Y                     | Y                 | Y                       | 0.66%                                                     |                                 |                                     |
| Of which Enabling                                                                                                                         |         | 2,684       | 0.80%                  | 0.80%                                 | -                                     | -                 | -                     | -                            | -                        | Y                                         | Y                              | Y          | Y                     | Y                     | Y                 | Y                       |                                                           | E                               |                                     |
| Of which Transitional                                                                                                                     |         | -           | -                      | -                                     |                                       |                   |                       |                              |                          | Y                                         | Y                              | Y          | Y                     | Y                     | Y                 | Y                       |                                                           | T                               |                                     |
| A.2 Taxonomy-eligible but not environmentally sustainable activities (not Taxonomy-aligned activities)                                    |         |             |                        |                                       |                                       |                   |                       |                              |                          |                                           |                                |            |                       |                       |                   |                         |                                                           |                                 |                                     |
| Urban Waste Water Treatment                                                                                                               | WTR 2.2 | 59          | 0.02%                  |                                       |                                       |                   |                       |                              |                          |                                           |                                |            |                       |                       |                   |                         | -                                                         |                                 |                                     |
| Transmission and distribution of electricity                                                                                              | CCM 4.9 | 2           | 0.00%                  |                                       |                                       |                   |                       |                              |                          |                                           |                                |            |                       |                       |                   |                         | -                                                         |                                 |                                     |
| Transport by motorbikes, passenger cars and light commercial vehicles                                                                     | CCM 6.5 | 385         | 0.11%                  |                                       |                                       |                   |                       |                              |                          |                                           |                                |            |                       |                       |                   |                         | -                                                         |                                 |                                     |
| Construction of new buildings                                                                                                             | CCM 7.1 | 38,185      | 11.34%                 |                                       |                                       |                   |                       |                              |                          |                                           |                                |            |                       |                       |                   |                         | -                                                         |                                 |                                     |
| Renovation of existing buildings                                                                                                          | CCM 7.2 | 4,634       | 1.38%                  |                                       |                                       |                   |                       |                              |                          |                                           |                                |            |                       |                       |                   |                         | 0.11%                                                     |                                 |                                     |
| Installation, maintenance and repair of energy efficiency equipment                                                                       | CCM 7.3 | 2,808       | 0.83%                  |                                       |                                       |                   |                       |                              |                          |                                           |                                |            |                       |                       |                   |                         |                                                           |                                 |                                     |
| Installation, maintenance and repair of renewable energy technologies                                                                     | CCM 7.6 | 273         | 0.08%                  |                                       |                                       |                   |                       |                              |                          |                                           |                                |            |                       |                       |                   |                         |                                                           |                                 |                                     |
| Acquisition and ownership of buildings                                                                                                    | CCM 7.7 | 9,396       | 2.79%                  |                                       |                                       |                   |                       |                              |                          |                                           |                                |            |                       |                       |                   |                         | 5.64%                                                     |                                 |                                     |
| Professional services related to energy performance of buildings                                                                          | CCM 9.3 | 11          | 0.00%                  |                                       |                                       |                   |                       |                              |                          |                                           |                                |            |                       |                       |                   |                         |                                                           |                                 |                                     |
| Capex of Taxonomy-eligible but not environmentally sustainable activities (not Taxonomy-aligned activities) (A.2)                         |         | 55,753      | 16.56%                 |                                       |                                       |                   |                       |                              |                          |                                           |                                |            |                       |                       |                   |                         | 5.75%                                                     |                                 |                                     |
| A. CapEx of Taxonomy eligible activities (A.1+A.2)                                                                                        |         | 58,437      | 17.36%                 |                                       |                                       |                   |                       |                              |                          |                                           |                                |            |                       |                       |                   |                         | 6.41%                                                     |                                 |                                     |
| B. TAXONOMY-NON-ELIGIBLE ACTIVITIES (B)                                                                                                   |         |             |                        |                                       |                                       |                   |                       |                              |                          |                                           |                                |            |                       |                       |                   |                         |                                                           |                                 |                                     |
| Capex of Taxonomy-non-eligible activities (B)                                                                                             |         | 278,217     | 82.64%                 |                                       |                                       |                   |                       |                              |                          |                                           |                                |            |                       |                       |                   |                         |                                                           |                                 |                                     |
| Total (A+B)                                                                                                                               |         | 336,654     | 100 %                  |                                       |                                       |                   |                       |                              |                          |                                           |                                |            |                       |                       |                   |                         |                                                           |                                 |                                     |

**PROPORTION OF OPEX FROM PRODUCTS OR SERVICES ASSOCIATED WITH EU TAXONOMY-ALIGNED ECONOMIC ACTIVITIES – DISCLOSURE COVERING YEAR 2023**

| Financial year 2023                                                                                                     |         |            | Proportion of OpEx, % | Substantial contribution criteria     |                                       |                   |                       |                              | DNSH criteria (Does not significant harm) |                                |                                |            |                       |                       |                   | Proportion of Taxonomy aligned or eligible OpEx, 2022, % | Category (enabling activity), E | Category (transitional activity), T |                         |
|-------------------------------------------------------------------------------------------------------------------------|---------|------------|-----------------------|---------------------------------------|---------------------------------------|-------------------|-----------------------|------------------------------|-------------------------------------------|--------------------------------|--------------------------------|------------|-----------------------|-----------------------|-------------------|----------------------------------------------------------|---------------------------------|-------------------------------------|-------------------------|
| Economic activities                                                                                                     | Code(s) | OpEx, kEUR |                       | Climate change mitigation, Y, N, N/EL | Climate change adaptation, Y, N, N/EL | Water, Y, N, N/EL | Pollution, Y, N, N/EL | Circular Economy, Y, N, N/EL | Biodiversity, Y, N, N/EL                  | Climate change mitigation, Y/N | Climate change adaptation, Y/N | Water, Y/N | Pollution, Y, N, N/EL | Circular Economy, Y/N | Biodiversity, Y/N |                                                          |                                 |                                     | Minimum safeguards, Y/N |
|                                                                                                                         |         |            |                       |                                       |                                       |                   |                       |                              |                                           |                                |                                |            |                       |                       |                   |                                                          |                                 |                                     |                         |
|                                                                                                                         |         |            |                       |                                       |                                       |                   |                       |                              |                                           |                                |                                |            |                       |                       |                   |                                                          |                                 |                                     |                         |
| <b>Economic activities</b>                                                                                              |         |            |                       |                                       |                                       |                   |                       |                              |                                           |                                |                                |            |                       |                       |                   |                                                          |                                 |                                     |                         |
| <b>A. TAXONOMY-ELIGIBLE ACTIVITIES</b>                                                                                  |         |            |                       |                                       |                                       |                   |                       |                              |                                           |                                |                                |            |                       |                       |                   |                                                          |                                 |                                     |                         |
| <b>A.1 Environmentally sustainable activities (Taxonomy-aligned)</b>                                                    |         |            |                       |                                       |                                       |                   |                       |                              |                                           |                                |                                |            |                       |                       |                   |                                                          |                                 |                                     |                         |
|                                                                                                                         |         |            |                       |                                       |                                       |                   |                       |                              |                                           |                                |                                |            |                       |                       |                   |                                                          |                                 |                                     |                         |
| Installation, maintenance and repair of inst                                                                            | CCM 7.5 | 63         | 0.03%                 | Y                                     | N                                     | N/EL              | N/EL                  | N/EL                         | N/EL                                      | Y                              | Y                              | Y          | Y                     | Y                     | Y                 | Y                                                        | 0.03%                           | E                                   |                         |
| Installation, maintenance and repair of ren                                                                             | CCM 7.6 | 5          | 0.00%                 | Y                                     | N                                     | N/EL              | N/EL                  | N/EL                         | N/EL                                      | Y                              | Y                              | Y          | Y                     | Y                     | Y                 | Y                                                        | -                               | E                                   |                         |
| <b>Opex of environmentally sustainable activities (Taxonomy-aligned) (A.1)</b>                                          |         |            | 68                    | 0.03%                                 | 0.03%                                 | -                 | -                     | -                            | -                                         | -                              | Y                              | Y          | Y                     | Y                     | Y                 | Y                                                        | 0.03%                           |                                     |                         |
| <b>Of which Enabling</b>                                                                                                |         |            | 68                    | 0.03%                                 | 0.03%                                 | -                 | -                     | -                            | -                                         | -                              | Y                              | Y          | Y                     | Y                     | Y                 | Y                                                        |                                 | E                                   |                         |
| <b>Of which Transitional</b>                                                                                            |         |            | -                     | -                                     | -                                     |                   |                       |                              |                                           |                                | Y                              | Y          | Y                     | Y                     | Y                 | Y                                                        |                                 | T                                   |                         |
| <b>A.2 Taxonomy-eligible but not environmentally sustainable activities (not Taxonomy-aligned activities)</b>           |         |            |                       |                                       |                                       |                   |                       |                              |                                           |                                |                                |            |                       |                       |                   |                                                          |                                 |                                     |                         |
| Renewal of water collection, treatment and supply systems                                                               | CCM 5.2 | 477        | 0.24%                 |                                       |                                       |                   |                       |                              |                                           |                                |                                |            |                       |                       |                   |                                                          | 0.3%                            |                                     |                         |
| Transport by motorbikes, passenger cars and light commercial vehicles                                                   | CCM 6.5 | 2,648      | 1.35%                 |                                       |                                       |                   |                       |                              |                                           |                                |                                |            |                       |                       |                   |                                                          | -                               |                                     |                         |
| Freight transport services by road                                                                                      | CCM 6.6 | 2,289      | 1.16%                 |                                       |                                       |                   |                       |                              |                                           |                                |                                |            |                       |                       |                   |                                                          | 5.82%                           |                                     |                         |
| Installation, maintenance and repair of energy efficiency equipment                                                     | CCM 7.3 | 26         | 0.01%                 |                                       |                                       |                   |                       |                              |                                           |                                |                                |            |                       |                       |                   |                                                          | -                               |                                     |                         |
| <b>Opex of Taxonomy-eligible but not environmentally sustainable activities (not Taxonomy-aligned activities) (A.2)</b> |         |            | 5,440                 | 2.77%                                 |                                       |                   |                       |                              |                                           |                                |                                |            |                       |                       |                   |                                                          | 6.12%                           |                                     |                         |
| <b>A. OpEx of Taxonomy eligible activities (A.1+A.2)</b>                                                                |         |            | 5,508                 | 2.80%                                 |                                       |                   |                       |                              |                                           |                                |                                |            |                       |                       |                   |                                                          | 6.15%                           |                                     |                         |
| <b>B. TAXONOMY-NON-ELIGIBLE ACTIVITIES (B)</b>                                                                          |         |            |                       |                                       |                                       |                   |                       |                              |                                           |                                |                                |            |                       |                       |                   |                                                          |                                 |                                     |                         |
|                                                                                                                         |         |            |                       |                                       |                                       |                   |                       |                              |                                           |                                |                                |            |                       |                       |                   |                                                          |                                 |                                     |                         |
| Opex of Taxonomy-non-eligible activities (B)                                                                            |         | 190,997    | 97.20%                |                                       |                                       |                   |                       |                              |                                           |                                |                                |            |                       |                       |                   |                                                          |                                 |                                     |                         |
| <b>Total (A+B)</b>                                                                                                      |         | 196,505    | 100 %                 |                                       |                                       |                   |                       |                              |                                           |                                |                                |            |                       |                       |                   |                                                          |                                 |                                     |                         |

# Our Supply Chain



81.3% of our suppliers by monetary value of purchased goods are local\*

41.6% share of cage-free eggs sold

\*established in the country of origin of the purchasing Group company



We expect our suppliers to conduct their business ethically and transparently, making sure their products are made fairly and with minimal environmental impact. To support this, we introduced the Supplier Code of Conduct back in 2020. This code outlines how our Group's businesses aim to work sustainably with suppliers by promoting ethical, professional, and fair practices. This includes respecting human rights, adhering to business ethics, and protecting the environment. Our suppliers must comply with all relevant laws and regulations in their countries, treat their employees with fairness and respect, and ensure a safe and healthy workplace. Furthermore, we require our suppliers to follow environmental laws and standards and be responsible for their environmental footprint.

Most of our supply chain is managed by local Group companies, where product selection, negotiation, and procurement processes are handled at the country level, with the aim of enhancing regional and local sourcing.

The remaining products in the Group's supply chain are managed by MAXIMA International Sourcing, which is responsible for centralized sourcing. MAXIMA International Sourcing offers purchasing and negotiation services to Group companies and creates private label brands. Acting as a wholesaler, MAXIMA International Sourcing buys goods from suppliers and delivers them to operators either via a warehouse or directly. This centralized delivery model significantly improves operational efficiency and allows the Group to exercise better control over its products and service' quality.

## Partnerships with Suppliers

The Group values its partnerships with suppliers and works to maintain mutual benefits through regular reviews of cooperation conditions. To ensure the reliability and transparency of suppliers, we carry out internal procedures and audits and require suppliers to submit documentation. We also take measures to mitigate risks in cooperation, such as updating contracts, providing training, and monitoring market and financial information. Suppliers are selected based on their quality standards, location, and evaluation of production, service, and product quality.

Every company in the Group has internal procedures and conducts audits to evaluate the reliability and transparency of their suppliers. Before starting a partnership, a supplier is required to provide documents, which we use to verify their financial stability, credibility, and compliance with tax obligations. We identify and analyse potential risks.



To mitigate identified potential risks, our companies take measures such as updating contract templates, training managers and employees on supplier risk, and implementing special procedures. During the partnership, we keep track of market information and the supplier's public financial obligations.

A great example of partnership with suppliers was demonstrated at the beginning of last year by our Baltic region companies. Together with local suppliers, our companies ascertained the availability of dairy products at significantly lowered prices while promoting local producers.

## Responsible Sourcing

### Due Diligence and Management of Relationships with Suppliers

Regulation (EU) 2023/1115 on Deforestation-free Products (EUDR), which came into effect on 29 June, 2023, has initiated the incorporation of sustainability-related due diligence procedures into law in the food retail industry. Recognizing the significant impact this regulation will have on the supply chain of commodities at risk of causing deforestation and their derived products, we began working with our suppliers at the end of 2023. This engagement focuses on products covered by the regulation.

Our aim in this process is to make our suppliers aware of the new requirements and to start conversations that will help us comply with the EUDR. Some of our suppliers that we have already engaged with were not aware of the regulation, thus we believe, that our proactive and timely dialogue has enabled sufficient lead time for compliance. This engagement will not only continue throughout 2024 but will also become a standard practice in our business in the years to come.

In the meanwhile, we have started the development of the comprehensive due diligence system that would be in -line with the EUDR requirements: we have identified all the products within the EUDR scope that we have on our shelves and started mapping out the supply chains of those products, with the main focus on the country of origin of commodities in question and country of production of the final product.

### Animal Welfare

In the field of animal welfare our companies in the Baltic region have set a target to withdraw cage eggs from the shelves by 2025 and in Poland – by the end of 2025. This decision was made several years ago with the aim to enhance the practices of the egg production industry. Cage-free and free-range systems are seen as more humane alternatives where hens have enough space to exhibit natural behaviour such as wing-flapping, perching, and dustbathing. Cage-free eggs constituted 41.6% by number of eggs sold in 2023 throughout the whole Group and 41.4% in the companies that have set the cage-free eggs targets.

In addition to these targets, our companies in Lithuania and Estonia have their ready-to-eat and ready-to-heat offerings under the private label "Master's Quality" produced only using barn or free-range eggs, including all of the ingredients.

### Locality

The range of local products on our shelves is a strength and focus area for our Group companies. By purchasing locally, we contribute to the national economy in the countries where we operate. This support comes in the form of creating job opportunities and retaining added value within the local economy. Additionally, shorter transportation distances lessen the environmental impact of the logistics.

Customers across all the countries we operate in show a preference for local food. This preference is rooted in their desire to understand the origins and production methods of their food. We maintain strong business relationships with local suppliers from Lithuania, Latvia, Estonia, Poland, and Bulgaria. These suppliers vary in size, ranging from small family-owned farms to large-scale local food producers. Our stores feature a wide array of products from these local providers. In some product categories, sales of local items can represent as much as 90%. Predominantly, the locally sourced products are found in categories such as dairy, bread, and meat.



To encourage our customers to buy local products, our companies implement various initiatives, including but not limited to:

- Indicating on the price-tag that product is sourced locally;
- Highlighting local products in regular price publication magazines;
- Gradually increasing share of local products in the shelves (implemented through various measures in different countries).

## Our Communities



264 talented children received scholarships

"WE ARE COMMUNITY" – EUR 118 thousand directed to support sustainability projects of local communities

MAXIMA Group is dedicated to being a responsible and active member of the communities in the countries where we operate. We aim to make a positive difference in these communities, not only through our main activities, but also by making charitable donations and contributing to local projects. We focus on environmental and social initiatives and are supporting non-profit organisation and local community programs.

### Local Communities



In 2023, Maxima Lithuania continued the programme "WE ARE COMMUNITY" for the 9th year. Last year, our project focused on sustainability. We encouraged communities to think about using resources and nature more responsibly. More than 200 communities joined in, offering ideas on how to tackle environmental or social challenges in their areas. The projects submitted were not just about making physical changes; they also included educational efforts, activities to help people get involved, and ways to include everyone in the community. Out of these, 16 communities were chosen to receive support to bring their ideas to life. A total of EUR 118 thousand was dedicated to 15 projects finished in 2023.

The projects made a real difference in local areas. They led to the creation of places where people can swap items, garden plots, eco-friendly lighting, and even bird nesting boxes with cameras to monitor bird populations.

There are also new spots for parking bicycles and solar power installations. On the educational side, these projects taught people about biodiversity, birdwatching, and the importance of understanding nature, among other topics.

Throughout the 9 years of the "WE ARE COMMUNITY" initiative 101 projects have implemented in Lithuania with a total of EUR 730 thousand allocated.



In 2023, MAXIMA Bulgaria joined the bTV Media Group's "Let's Clean Up Bulgaria Together" campaign, the biggest volunteer effort in the country, aimed at raising awareness about environmental protection and making Bulgaria cleaner and more beautiful over time. This iconic campaign places Bulgaria at the forefront of global volunteer practices for environmental care. Together, we're joining forces for the cause of a cleaner environment. Bulgaria marked its seventh consecutive participation in the global cleanup day on September 16, 2023, showing our commitment to a cleaner planet.

## Encouraging Education

During 2023, we continued implementing programmes and initiatives that are aimed at encouraging education. In Lithuania, we continued our scholarship programme "MAXIMALISTS" (allocated funding of EUR 110,000 for 2023), and 120 talented pupils were granted a monthly scholarship for the school year 2023/2024. Throughout 21 years of its existence, more than 1,000 pupils have been awarded scholarships by the programme, totalling over EUR 700 thousand euro over the course of the years. Our remaining companies in the Baltic countries have a similar scholarship programme that is aimed at employees' children.

MAXIMA Latvia, together with the Latvia's largest youth and children NGO – "Latvijas Mazpulki", have initiated a project, ensuring an opportunity for young future farmers to learn about retail business and sell their own grown vegetables in MAXIMA Latvia's stores. More than 6 tons of beetroot, grown and nurtured by the young farmers, reached our stores during the autumn harvesting season.

Last year, MAXIMA Latvia was one of the key partners of national "Shadow days" – an initiative where youth and kids are encouraged and enabled to go on to shadow different professions in companies across Latvia. Around 60 persons "shadowed" our employees to learn about the retail business and the professions that make the industry work, enabling them to better understand the option they have for their future carriers. In a similar fashion MAXIMA Latvia continued summer employment programmes in our stores – each year providing an opportunity of summer work for school children during the summer. Last year, we ensured this opportunity for more than 400 children across Latvia.

Last year, Franmax, an IT solutions subsidiary, that supports internal needs of the Group, initiated "SAP Academy", a three-month long qualification improvement courses tailored to persons with little or no experience in the IT sector, financed by the company itself. The Academy provided an opportunity to acquire knowledge and competences working with enterprise resource planning system SAP. The application rate was way beyond expectations and nearly 150 persons applied. A group of 20 persons with highly diverse backgrounds, ranging from IT to natural science, were admitted, becoming the first students to test out the programme. After the Academy was finished, 5 participants started working at Franmax at the beginning of 2024.

## Supporting Those in Need

Supporting those in need is a priority for our Group. We believe our success isn't just defined by our financial results, but also by the positive effects we have on society. Helping charitable causes and assisting people in need can make a big difference in their lives. Additionally, we think that giving back to the community benefits not only those who receive help, but also builds a sense of goodwill among our employees, customers, and stakeholders. This approach helps us nurture a culture of social responsibility within our organisation. During 2023, we directed over 922 thousand euro in non-food donations towards different initiatives, with some described further.

MAXIMA Lithuania supported a camp for children who came from Bucha, initiated by the Palanga City Municipality. The company also contributed to "Ankstukai garden of rhododendron", which blossomed in the brightest colours next to the Children's Consultative Outpatient Department of the Children's Hospital at Vilnius University Hospital Santaros Klinikos in May.

MAXIMA Latvia continued its support to the movement "Ēstprieks", which is a social initiative of the company, Children's Clinical University Hospital and Children's Hospital Fund, with the main goal to provide healthy, local and fresh meals to little patients of the Children's Hospital, as well as educate the society on importance of healthy and balanced meals for children.

Every year approximately 15,000 patients are staying in the hospital premises, and this is often a very emotionally disturbing experience for the children and their families. That is why a tasty, healthy, local and fresh diet plays a crucial role in the recovery process. With this goal in mind the healthy movement "Ēstprieks" was created in 2020, with a goal to introduce the little patients to healthy, nutritious and tasty meals in the hospital, which will not only help to recover but also will become the most awaited part of the stay at the hospital, as well to educate the families on importance of a healthy diet.

In Poland, we cooperate with the Brotherhood of St. Brother Albert of Mercy in Lublin. We support the organisation's beneficiaries by donating product aid (products or vouchers for purchases in our stores). Among other things, we help to prepare St. Nicholas' Day gifts for children from families in poverty and with many children, and a Christmas Eve meeting for those in need.

At STOKROTKA we have the program "Quiet Hours" in our stores (with JiM Foundation). This is an action supporting people within the autism spectrum. During designated hours, music is switched off and persons with the spectrum have priority in service at checkouts.