

**Sustainability Report 2020**

# INCREASING THE QUALITY OF EVERYDAY LIFE



15. February 2021



**OPTINOVA GROUP**

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## LETTER FROM CEO

### Thank you 2020!

Companies are now releasing their financial reports for 2020, most are announcing a challenging year but not as financially bad as expected in the worst-case scenarios at the beginning of the pandemic. Therefore, I am skipping that chapter, and would like to highlight the fact that most companies have had to dramatically and rapidly change how they conduct business, and in many cases been forced to change their entire business model.

For Optinova, 2020 was a stress test, perhaps not financially although we have suffered greatly as many others, but importantly a test on how we were able to stick to our core values, long-term directions and to walk the talk, when the going got tough.

Thanks to our owners, management and most importantly our great people making magic happen every day in their day-to-day business, we have not diluted to a short-term panic approach, but stayed firm in our long-term efforts and our values. We have chosen to see opportunities rather than challenges at all levels in the organization. This was enabled by having solid financial sustainability at the foundation, something we have prepared and consciously worked with for a long time via risk management.

What does "focusing on opportunities" mean? It means that we have leveraged a slower business period as an initiator to push even harder our sustainability efforts, focus on employee growth, promote mental health and reduce CO<sub>2</sub> emissions in all aspects of the business (and yes, not just less travel). We have managed to come even further, compared to where we would have been without

### Sustainability Vision

*Optinova Group would like to be in the forefront with regards to conducting and sharing our sustainability work, both in our industry as well as locally in the societies where we are established. Optinova Group firmly believes that these efforts are important both for growing the business as well as growing people through social responsibility*

the pandemic. We have called this the Warp-Zone operation. We get things done by utilizing the slow business pace of the pandemic and prepare for the new normal.

Can we afford this forward? Not for too long. Optinova also has a financial limitation which is still approaching us, quite fast. However, financial sustainability has created room for real social sustainability (and vice versa) in pandemic times which has enabled us to get more time to push our needle towards being CO<sub>2</sub> neutral.

So, thank you 2020 for helping us move even faster towards a more sustainable future, a challenge we have turned into an opportunity!

**Anders Wiklund**

CEO, Optinova Group

# Key figures

**1** ONE OPTINOVA

**3** CONTINENTS

**4** PRODUCTION PLANTS

**10** SALES OFFICES

**50** YEARS OF HISTORY

**100+** EXTRUSION LINES

**400+** DEVOTED PROFESSIONALS

**1000+** CUSTOMERS

## INTRODUCTION

In 2020, Optinova Group took essential steps towards enabling a **more structured sustainability reporting**. This report is the second one in the company's history and we are happy to be able to share both the report and our efforts with you.

The first sustainability report, published in 2017, was notably much simpler in its format. **Our stakeholders showed great interest in learning more**, which supported the direction to further develop the structure and content. Optinova can, like many other companies, conclude that there is a lot more to do when it comes to sustainability, so **let's get to the current state and look at what lies ahead of us**.

Everyone, who lived through the past year, will remember that it was an odd year right from the start. **By the end of 2020, a pandemic had reshaped everything** from efficient production processes, global logistics, trade agreements, risk mitigation, supply chains, personal health and safety, as well as, working environments.

At Optinova, we were able to capture the opportunity that 2020 brought us, to focus on improving internal processes a lot more as travel for work was no longer possible. For example,

- we took critical steps towards **assigning key responsibilities for sustainability** and
- moved forward with **stakeholder dialogues and priority analysis**, which is a part of this report, and
- we learned **the basics of GRI reporting** and initiated data collection for scope 1, 2, and 3.



*The words **resilience** and **sustainability** became tighter connected as new conditions unfolded on a daily basis during 2020."*

**Annette Höglund**, CCO,

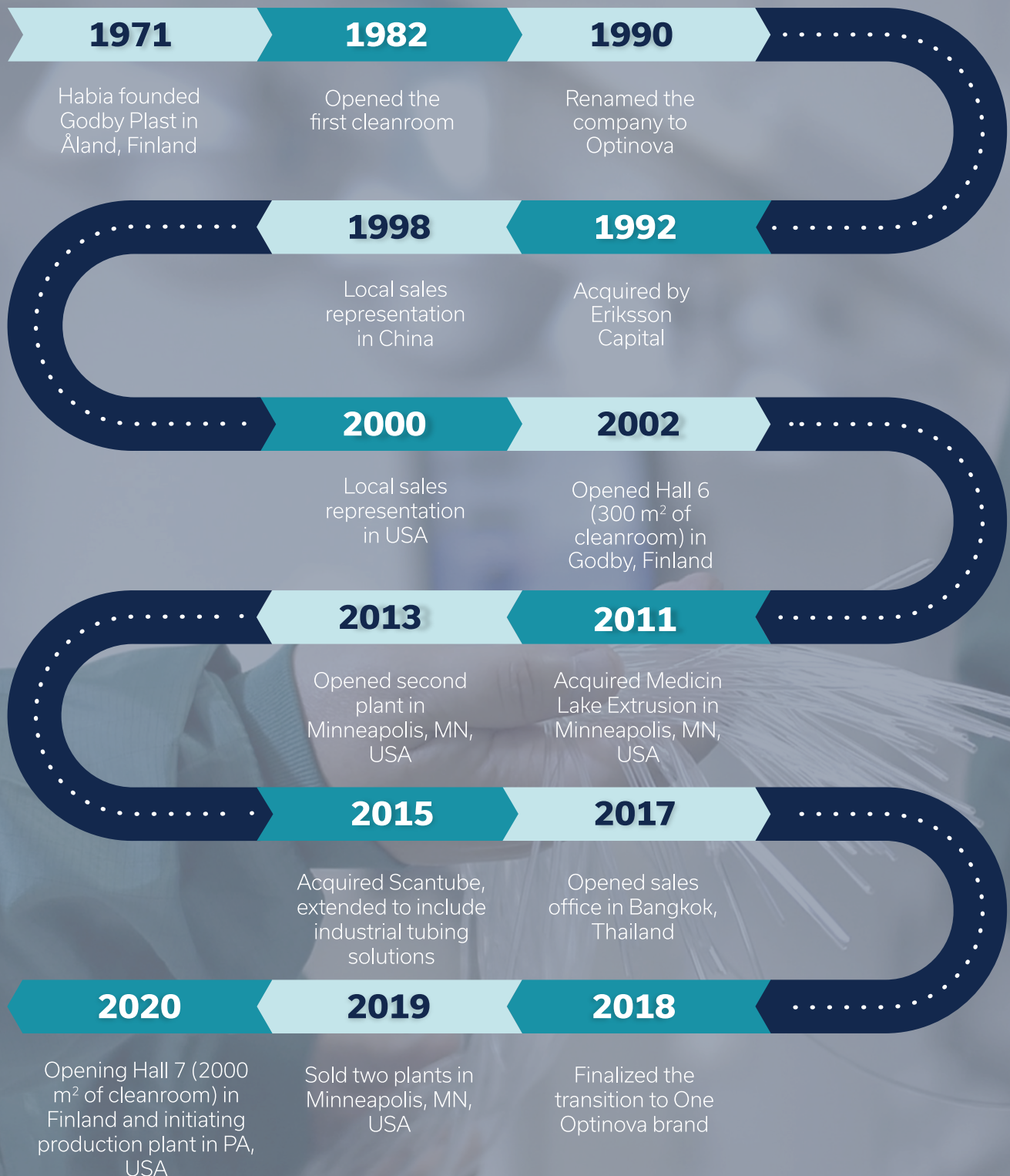
*Sustainability Ambassador, Optinova Group*

With the company's headquarter in the Åland Islands, several group-wide activities have originated from here, but a lot of the inspiration of what can be done has been growing in our local offices around the world. We commit to working harder to make our efforts visible and communicate sustainability on a more regular basis, both the group-wide efforts and the local grass-root examples.

**Next page: 50 years of history**

Optinova was founded 50 years ago, in 1971 on the Åland Islands in Finland, by the Swedish company Habia under the name Godby Plast. The rising market demands for advanced technological solutions in combination with skilled and loyal work force, was the start of a successful journey. The original business focus was medical device, and industrial applications was incorporated in 2015, as the result of an acquisition (see graphic on the following page). Optinova's overall greater purpose "increasing the quality of everyday life" collected under #feelgoodfactory, is the foundation for combining the dedication for business with a sustainable mindset to make magic happen and evolve into the future.





# History

### The umbrella #feelgoodfactory

In short and with all our stakeholders, we describe **What, How and Why** we do by using our guiding star #feelgoodfactory.

Since 2019, the #feelgoodfactory has been integrated into our logo as a tagline and used in both external as well as internal communications.



### Our greater purpose

Extrusion of high-quality polymer-based tubing is **What** we do.

The Optinova Way with agile processes, global footprint, long term-direction, celebrating diversity, and lifting key behaviors is **How** we do what we do.

The greater purpose, "Increasing the quality of everyday life" is **Why** we do what we do.

# STAKEHOLDER DIALOGUE AND PRIORITY ANALYSIS

## Stakeholder dialogues

Optinova interacts with and affects several stakeholders, including:

- employees and the societies we operate and innovate in,
- our customers, partners, and suppliers globally,
- the industries and the world through our end applications.



*Doing business with Optinova should feel  
**innovative, easy and fun.***

With this compass, we try to emphasize that what we do affects many stakeholders in our ecosystem. The compass also visualizes our wish to ensure that all stakeholders experience the #feelgoodfactory.

Stakeholder dialogues are important for collecting input, discussing priorities, building relationships and for regular communication.





	Optinova wishes to offer	Communication channels	Stakeholders' priority topics
<b>Employees</b>	<ul style="list-style-type: none"> <li>• Safe workplace</li> <li>• Reliable employment</li> <li>• Stimulating atmosphere</li> <li>• Lead for equality</li> <li>• Diversity and inclusion</li> <li>• Growth environment</li> </ul>	<ul style="list-style-type: none"> <li>• Annual personnel survey</li> <li>• Social groups</li> <li>• Health promotion groups</li> <li>• Weekly action talks</li> <li>• Sustainability groups</li> <li>• Even coordination</li> </ul>	<ul style="list-style-type: none"> <li>• Safe physical environment, equality</li> <li>• Inspiring workplace and innovation</li> <li>• Skilled leadership personal growth</li> <li>• Green energy, reduce waste, reporting</li> <li>• Proud of greater purpose</li> <li>• Process efficiency and quality products</li> <li>• Conscious choices and ethical decisions</li> </ul>
<b>Customers</b>	<ul style="list-style-type: none"> <li>• A reliable supplier for high quality and on time service</li> <li>• A partner for innovation that delivers high quality on time</li> <li>• Swift and smooth communication</li> <li>• Growing strong, feelgood, and accountable business relationships</li> <li>• Proactive risk mitigator and waste reducer in supply chains</li> </ul>	<ul style="list-style-type: none"> <li>• Daily customer service dialogues and resilient interactions</li> <li>• Proactive follow-ups</li> <li>• Knowledge and technical support from engineering, quality, to procurement</li> <li>• Strategic and long-term support, regular dialogues</li> <li>• Digital communication</li> </ul>	<ul style="list-style-type: none"> <li>• Follow the industry relevant regulations</li> <li>• Lead social responsibility, including occupational health and safety</li> <li>• Measure and set targets for social responsibility (employee engagement, customer feedback, ethical decisions), financial sustainability (KPIs, yield, processes), and environmental (CO<sub>2</sub> footprint, waste, alternative materials)</li> </ul>
<b>Suppliers</b>	<ul style="list-style-type: none"> <li>• Accountable feelgood interactions and relationships with suppliers</li> <li>• Proactive responsibility for sustainability, part of the business</li> <li>• Mutual interest and inspiration</li> <li>• Processes to support growth of successful business relationships</li> <li>• Long-term value generation and financial stability - BEEP</li> </ul>	<ul style="list-style-type: none"> <li>• Regular supplier interactions for support related to raw material</li> <li>• Defined process for demand and purchase planning dialogues</li> <li>• Planned supplier audits</li> <li>• Sustainability dialogues</li> </ul>	<ul style="list-style-type: none"> <li>• Collaborate on the industry expectations on supply chains and market demands</li> <li>• Key priorities are to reduce emissions and the CO<sub>2</sub> footprint</li> <li>• Suppliers share commitment for global CSR for social sustainability</li> <li>• Proud to work with #feelgoodfactory</li> </ul>
<b>Owners</b>	<ul style="list-style-type: none"> <li>• Proud family owners of the business</li> <li>• Long-term value generation and financial stability - BEEP</li> <li>• An inspiring place to work for all employees</li> <li>• An example of when people grow, the business prospers</li> </ul>	<ul style="list-style-type: none"> <li>• Weekly 1-1 dialogues between CEO and chairman of the board</li> <li>• Monthly Board meetings and extra when needed</li> <li>• Bi-annual strategy meetings between Board and CEO</li> <li>• Annual update of governance documents</li> <li>• Annual owner's EC day forum</li> </ul>	<ul style="list-style-type: none"> <li>• Has a genuine passion and alignment for the chosen products and technology to improve quality of everyday life on a global scale</li> <li>• Contribute to local societies</li> <li>• Lead for inclusion and equality</li> <li>• Inspiring workplace to grow people and business</li> <li>• Increase the quality of everyday life for many</li> </ul>
<b>Society</b>	<ul style="list-style-type: none"> <li>• The societies where Optinova is active, the employees can flourish and contribute proactively</li> <li>• To be a contributor to the economies and driver for technological innovation</li> <li>• To be a reliable contributor for climate commitment and change</li> </ul>	<ul style="list-style-type: none"> <li>• Active player in local industry networks for influence</li> <li>• Participating in workshops and initiatives for driving change</li> <li>• Communication locally and globally role model for change</li> </ul>	<ul style="list-style-type: none"> <li>• Fostering and growing a variation in the local industry and business</li> <li>• Crucial for the financial sustainability and resilience of the society</li> <li>• #feelgoodfactory leading by example showing the wide-spread effects on stakeholders</li> <li>• Safe society with stable workplaces</li> </ul>

## Priority analysis

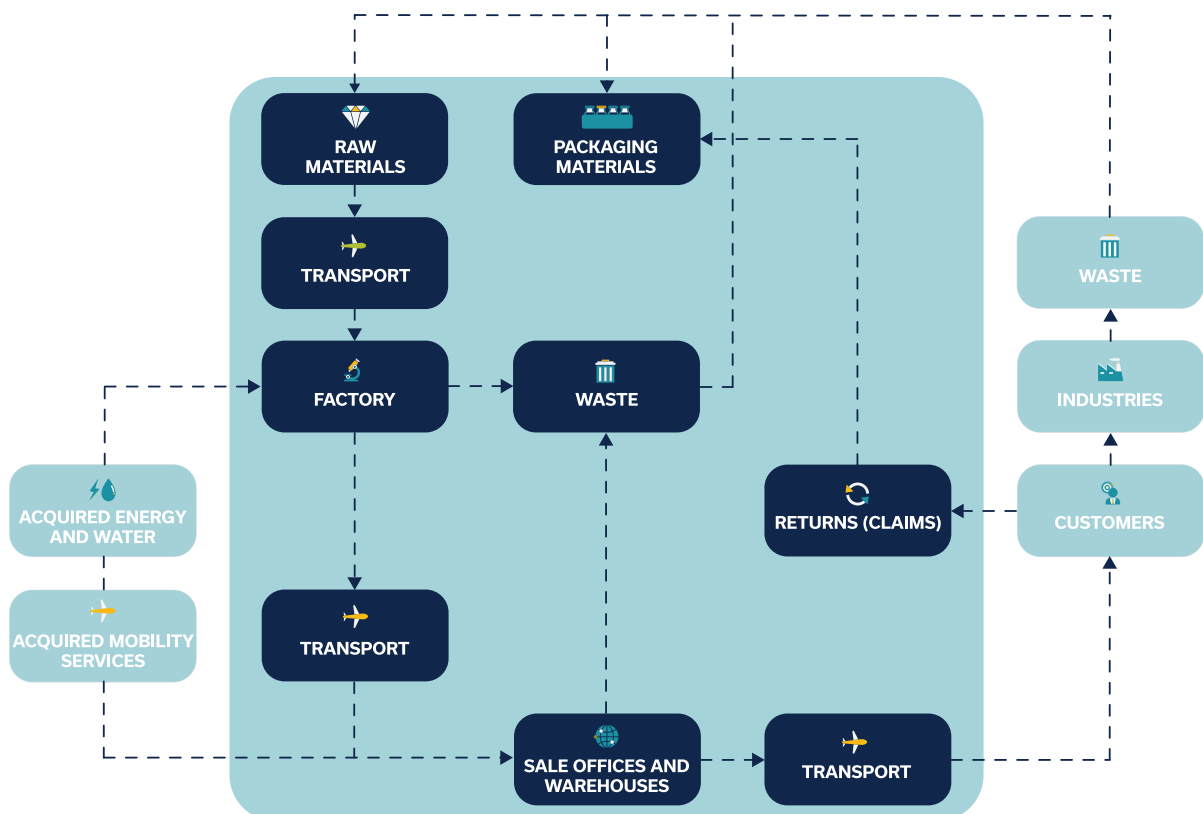
From the stakeholder dialogues in the table, some top priority topics can be concluded under each pillar of sustainability: Employee health, safety, and growth; Responsibility for financial stability and long-term existence; and Reporting transparency and proactive reduction of environmental effect of business.

In addition to what the stakeholders believe to be of importance, we also take an in-side-out approach to analyze the priorities. Optinova's overall operations can be visualized as in the workflow below. From there, the top priorities can be seen as consisting of manufacturing facilities, production space, and sales offices, which includes energy and water consumption and waste generation. Several logistics steps are also illustrated in the graph, such





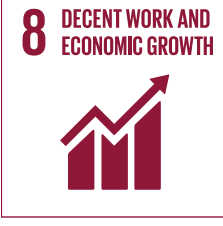

as warehousing and transportation. Key players are suppliers of raw material and packaging and other service providers, such as electricity, banks, digital platforms for running the business.

### In summary:

- Planning and forecasting in tight relationship with customers
- Global logistics network for on-time and conscious transportation
- High product quality and resource efficient production to reduce waste
- Caring for and growing employees, providing inspiration and prerequisites for evolution
- Support for local communities, in which we operate through strategic collaborations, as well as CSR activities.



## Overview of prioritized topics and activities

Pillars	Prioritized SDGs	Focus areas and actions
<b>Environmental</b>	 <p><b>13</b> CLIMATE ACTION</p>	<ul style="list-style-type: none"> <li>• Increase % renewable energy</li> <li>• Sort production waste</li> <li>• Reduce product claims</li> <li>• Optimize transportation logistics</li> <li>• Increase yield in production processes</li> <li>• Conscious consumption and purchasing</li> </ul>
	 <p><b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION</p>	
<b>Social</b>	 <p><b>3</b> GOOD HEALTH AND WELL-BEING</p>	<ul style="list-style-type: none"> <li>• Increase employee satisfaction at work</li> <li>• Improve overall employee health (physical and psychological)</li> <li>• Thrive for inclusion and equality role model</li> <li>• Train leadership skills</li> <li>• Organize personal weekly action talks</li> </ul>
	 <p><b>10</b> REDUCED INEQUALITIES</p>	
<b>Financial</b>	 <p><b>8</b> DECENT WORK AND ECONOMIC GROWTH</p>	<ul style="list-style-type: none"> <li>• Measure long term financial sustainability through KPIs</li> <li>• Build strong and accountable relationships</li> <li>• Optimize forecasting</li> <li>• Innovate for evolution and adaptability</li> <li>• Grow agile working processes for adaptability</li> </ul>
	 <p><b>9</b> INDUSTRY, INNOVATION AND INFRASTRUCTURE</p>	

## ACTIVITIES AND KPIs

### Highlighted activities in 2020

- Completed the Hall 7 investment in capacity and capability, new production facilities utilize 70% less water and 50% less energy.
- Optinova representatives completed a GRI sustainability reporting course.
- Implemented global measurements and consolidated monthly reporting of energy and water usage, see charts on the next page.
- Optinova had the possibility to support employees and their families with face masks and provide masks to local hospitals and communities to prevent the spread of Covid-19.
- Educated and raised awareness about fraudulent, phishing type of cyber-attacks, implemented 2-factor authentication and enabled more tools for better surveillance and monitoring of security threats in general as well as centralized management of protective solutions.
- Continue and strengthen our local commitment to Bärkraft.ax and other local organizations.
- Prepared to make sustainability one of the key focus areas of 2021.

### KPIs

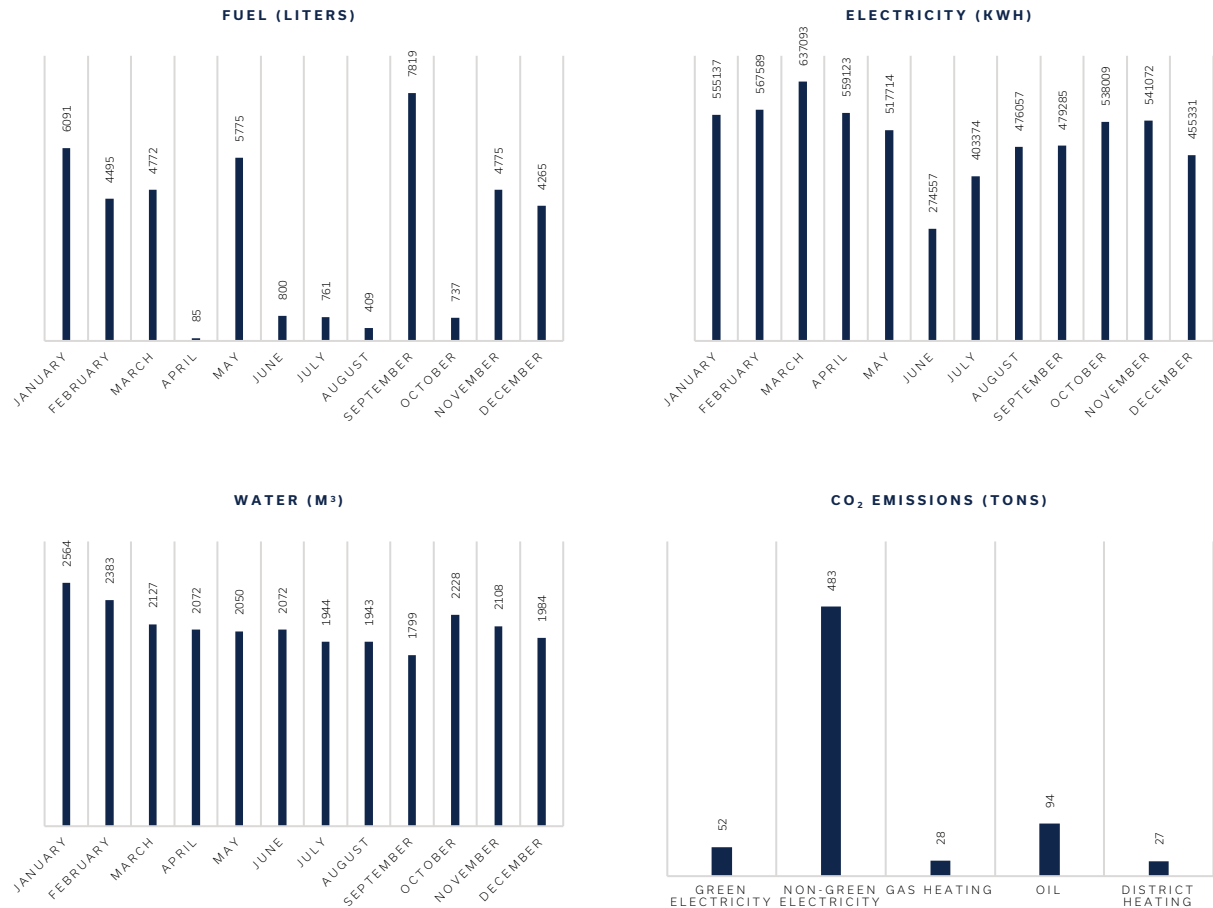
What gets measured gets done. Optinova's long-term commitment to conducting sustainable business is implemented using the below KPIs. For

selected KPIs, we are able to report the results on a group-wide level for 2020. Going from measuring and reporting, we now aim to set the goals forward.

Key Sustainability Measurements (Sustainability KPIs)	
<b>Environmental Sustainability</b>	<ul style="list-style-type: none"> <li>• Energy and water consumption</li> <li>• Production yield</li> <li>• % renewable energy</li> </ul>
<b>Social Sustainability</b>	<ul style="list-style-type: none"> <li>• Personnel satisfaction</li> <li>• Customer satisfaction</li> <li>• Good cause initiatives</li> </ul>
<b>Financial Sustainability</b>	<ul style="list-style-type: none"> <li>• Sales Growth</li> <li>• EBITDA</li> <li>• Account Receivables Overdue</li> <li>• Product Quality</li> </ul>

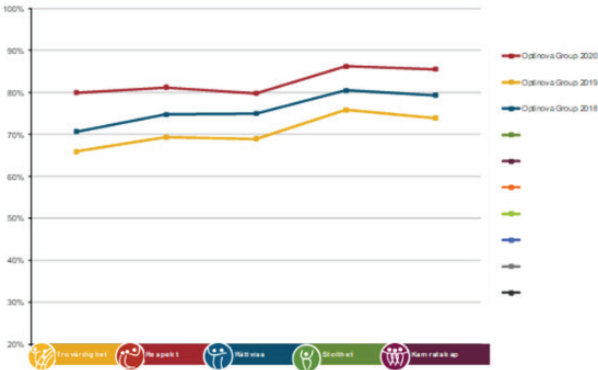
Examples of measured KPIs:

Environmental Sustainability



Social Sustainability

Personnel KPIs	%
Trust Management	82
Are proud of what they do	86
Enjoy the people they work with	85
"Taking everything into account, I would say this is a great place to work"	89
Trust Average Index	82



## Financial Sustainability

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### Quality KPIs

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- #Complaint
  - #Lots shipped
  - #Orders on-time
  - #Quantity of material accepted
  - #Quantity of materials used (kg)
-



## GOVERNANCE AND THE DAY-TO-DAY

Optinova is 100% family-owned by Eriksson Capital (EC). EC's commitment to sustainability and support with educational and best practice dialogues across the companies are imperative. The genuine interest from the owners becomes a robust foundation for the efforts within organization as it supports every aspect of sustainable business from environmental, social, to financial sustainability.

Optinova Group has a **framework of policies and directives** which all support business and operational sustainability, e.g. employee development, robust processes, market adaptation, risk mitigation, and long-term growth and evolution. Below is a summary of the governance practices supporting the organization in the day-to-day operations and examples of policies and directives that are implemented today.

- The sustainability and travel policies clearly outline the importance of taking environmental sustainability into every step of decision making in order to support the important global and local climate actions.
- The attention is paid to promoting diversity, equality, personal and professional growth, employee health and safety.
- CSR activities support a wide range of activities for social sustainability.

- The quality policy and certifications support the robust manufacturing of high-quality products, agile framework support good planning practices and reduced wasted resources in the organization.
- The Optinova Way and #feelgoodfactory imposes way-of-working in stakeholder relationships.
- Payment and cash-collection policies are long-term financial KPIs and tools to support the overall business and financial sustainability.
- Digital safety is central to operations, with communication, business development, and transactions taking place in the digital arena following IT policies.
- **The owner and at the same time also Chairman of the Board, Rebecka Eriksson,** has clearly outlined the importance of sustainability for the Optinova Group.

### Optinova commits to:

- conducting business with a sustainable mindset
- designing supporting agile business operations
- following applicable laws and regulations
- continuously enhancing our sustainability efforts
- regularly measuring, analyzing and communicating sustainability

## STRATEGY AND RISKS

### Strategy

Vision	Mission
<p>We want to be the number one extrusion partner for the global community in designing, producing, and distributing advanced tubing solutions for challenging medical devices and demanding industrial applications.</p>	<p>We use our experience and knowledge in extrusion, combined with a sustainable business mindset, to develop top quality components which are part of innovative solutions, increasing the quality of everyday life.</p>
<p>We have made our <b>long-term direction</b> simple and call it "<b>BEEP</b>", like a heartbeat:</p> <ul style="list-style-type: none"> <li>• <b>Brand promise:</b> Be the global number one preferred partner for advanced tubing</li> <li>• <b>Efficiency:</b> Demonstrate extremely high GLOCAL operational agility</li> <li>• <b>Evolution:</b> Be seen as an innovation partner in our industry</li> <li>• <b>People:</b> Be the best workplace in each region we operate in</li> </ul>	

### Risks

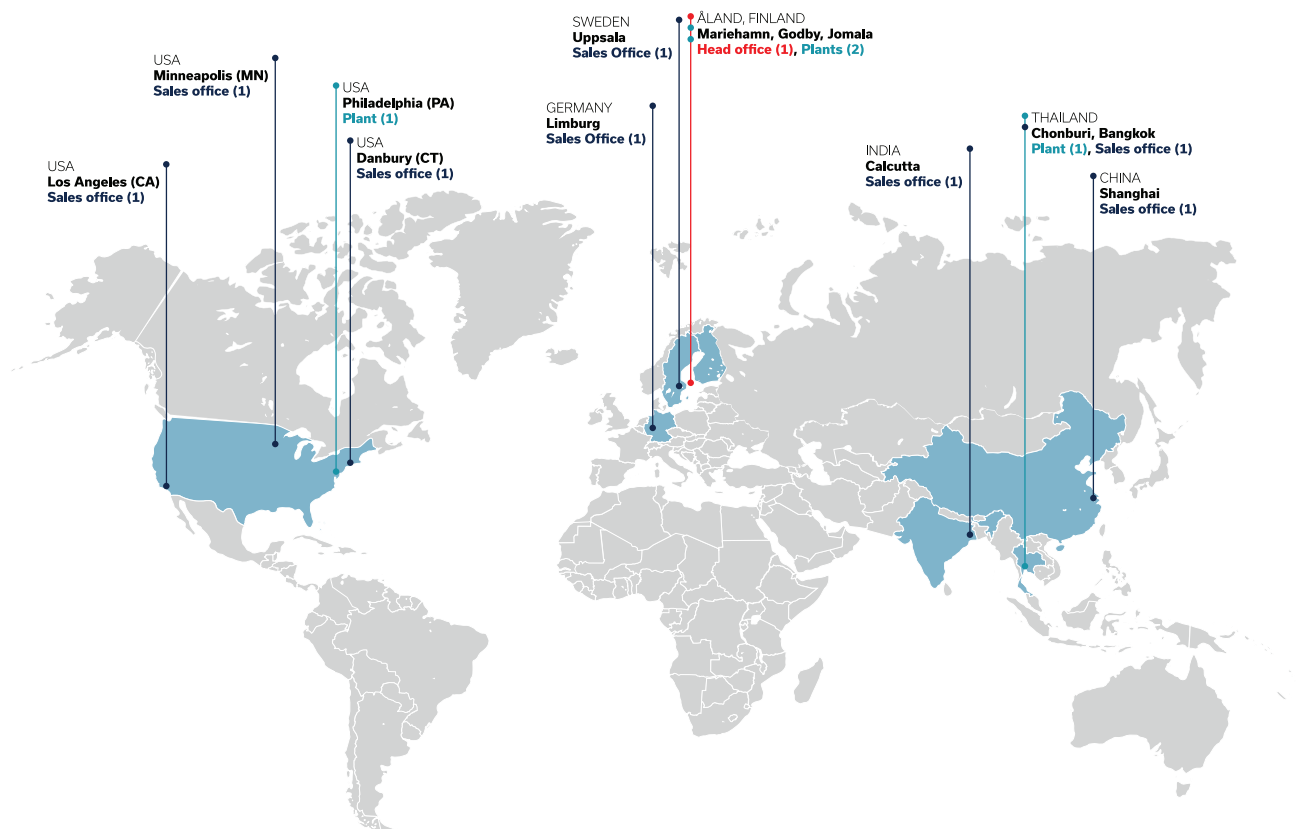
Identifying and mitigating risk is central to the strategy as it is the basis for navigating a global and competitive landscape. In the end, it is long-term sustainability that really matters. In short, well-managed risks turned into opportunities:

- production and service and distribution globally
- selected business lines, diverse industries, analyzing trends
- robust volume production, customization, and automation
- raw material knowledge and supply
- flexible logistics network
- #feelgoodfactory values with all stakeholders
- diversity and cultural understanding of our markets
- attract and grow unique expertise

## Global footprint

Optinova today has production facilities in the three major continents: Europe, Asia Pacific, and Americas. Procuring and producing close to customers allows us to better navigate logistical challenges and gives us an ability to reduce our CO<sub>2</sub>

footprint both for the products to our customers and in our upstream supply chains. The global footprint allows us to be flexible and to quickly adopt to market needs.



## Business lines

- Medical tubing:** Optinova's medical extrusion solutions are designed into thousands of medical devices globally, mainly in the cardiovascular, delivery device, and infusion therapy fields.
- Industrial tubing:** The industrial tubing branch is renowned for serving a wide range of applications from chemicals, food and nutrition, pharmaceuticals, electrical, electronic, and transportation.

### Custom production and automation

Optinova Group is one of the world's biggest extrusion houses with over 100 extrusion lines. The brand is built around robustness, customization, high quality and engaged customer value through trust and service.



### International quality standards

We are committed to supplying superior quality grade tubing and services, complying with and following both required and recommended global certifications, standards, and quality management systems.



### Polymer engineering

Covering material expertise in high-quality and high-performing polymers, such as fluoropolymers, thermoplastics, and elastomers. Securing supply and testing quality of the raw material is key for superior quality.



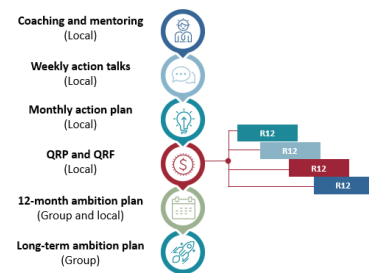
### Extrusion expertise

Customer value is generated through the extensive experience around the core process called extrusion. There are only a few extrusion houses in the world, and Optinova is one of the biggest with over 100 lines and with a global footprint.



### Agile steering and processes

Agile quarterly rolling planning and forecasting support our need for an ability to adapt and be flexible. The core process includes all steps from individual weekly coaching to regular long-term direction and ambition planning.



### Expertise in raw materials and extrusion

Good customer experience starts already at the stage of raw material selection. The in-house polymer engineering expertise in combination with extrusion processability allows Optinova to deliver value to customers.



### Attract, grow and retain unique talent

It is our employees who build up the organization and fills it with life and ambition. Optinova wants and works hard to attract, grow, and retain talents. Building high-performing teams is crucial to serve an ever-changing market.



### Social responsibility

Gender equality and inclusion is in day-to-day activities. A cultural mix and diversity are to strive for. We impose a strict zero tolerance for racism or workplace bullying. Accountability and ethical handling shape the Optinova Way. Supporting global-local = "glocal" causes is a way for us to spread #feelgoodfactory.



## SUSTAINABILITY IN FOCUS FORWARD

During 2020, the first steps for consolidating the reporting of energy usage and water consumption on Group level were initiated. As can be noted in the priority analysis, the conscious consumption and waste handling are highly prioritized topics for Optinova's **environmental sustainability**. We started measuring the consumption of energy and water in the main parts of the business, the manufacturing sites, and the sales offices. Data is now reported on a monthly basis on Group level as part of the monthly reporting process. During 2021, we can now move ahead and set targets to reduce emissions and increase % renewable energy sources. In our offices and canteens, the waste is sorted and recycled where possible. Local organic foods is highlighted as good choices in the canteens. Local tap water is preferred over bottled in the geographical regions where the tap water is of high quality. The main work ahead for environmental sustainability and for having a considerable impact on the CO<sub>2</sub> footprint are the following: a) reducing and sorting production waste and packaging material; b) reducing emissions to air by optimizing transportation; c) reducing emission to land and water through implementation of high-quality filtration mechanisms; and d) implement re- or up-cycling of sorted production waste. In recent years, since the sustainability policy was published in 2017, the aspect of sustainability is heavily considered in the decision-making around new facility investments. Hall 7, opened in 2020, is a brilliant example of when sustainability is a key part of the decision processes. In the transition over to more renewable energy sources, we have converted to wind-power as a main source for our Finland-based plants and

are now pursuing local initiatives in both Finland and Thailand for solar panels to speed up the conversion to renewable energy sources.

Optinova internally introduced the #feelgoodfactory in 2015 as a guiding star for **social sustainability** and thereby raising the awareness and importance of inclusion, equality, diversity, code of conduct, personal growth, individual contributions, and responsibilities in the organization. Employee health awareness activities are ongoing in all sites and for those working remotely. Internal communication allows us to share initiatives and even challenge colleagues in physically distant sites. Since 2019, with the #feelgoodfactory also part of the official logo, our external relationships with stakeholders have also been influenced by the "feeling" of the guiding star. It is easy to relate to, an authentic feeling of where any relationship is standing and what can be done to strengthen it. Strong relationships are built on mutual interests, good communication and planning. This aspect of social sustainability is also the basis for financial long-term sustainability. The joint foundation, laid by #feelgoodfactory leading up to 2020, turned out to be a key factor for also energizing both internal and external relationships when we were forced to change our behaviors due to the pandemic.

Regarding **financial sustainability**, the long-term direction BEEP (as described on page 16), the regular tracking for the financial KPIs and agile steering processes continue to be key for responding quickly to external changes - both opportunities and challenges - imposed through

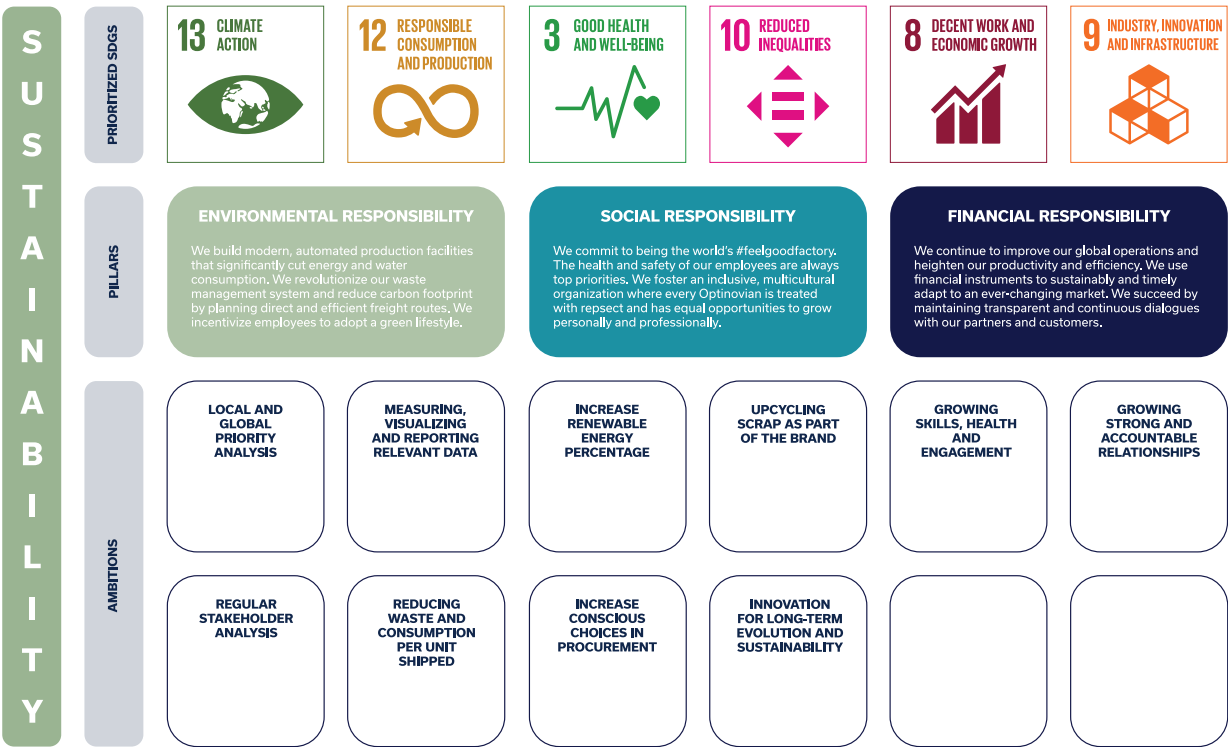


global shifts in the market, geopolitical, and logistical re-arrangements.

In addition to the above, data security and threats against **cyber security** has become apparent that it is an escalating Issue. The IT roadmap includes steps for ensuring long-term data protection. The polymer-based raw materials, currently under escalating heavy regulatory pressure globally (recently pushed PFAS restrictions at various stages), will become an important topic for collaboration along the entire supply chain. The pursuit to look for **alternative materials** is growing

stronger and is a topic Optinova will be engaged in. Polymers present excellent properties for the application areas, but the very same properties also make the end-of-life handling a challenge and critical for addressing the threat for the climate. It is evident that Optinova's relationships and **collaboration with all stakeholders will be crucial** for taking the necessary steps forward.

Finally, we have made sustainability a **Group focus area** for R12 starting January 2021. The graph below exemplifies the efforts and supports the coordination.



## CREDITS

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