

Convini



# Sustainability Report 2024

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# A strong Convini leads the way

Together we have done it - again! 2024 was the strongest year in Convini's history so far. This despite the turbulent global situation and the challenging times we have all faced. I would like to extend a warm thank you to all the fantastic employees and customers who made it possible. It is encouraging to see that many companies continue to invest in creating attractive workplaces for their employees, with high-quality coffee, healthy meals, and social meeting places.

During the year, we continued to grow and strengthen our position as the market leader in smart food and coffee solutions for workplaces. We achieved a group turnover of SEK 903 million, an increase of four percent compared to the previous year. Our operations in Germany accounted for the largest growth with a 28 percent increase compared to the previous year. We are now approaching our goal of becoming a billion-kronor company, and we are continuing our journey towards becoming a natural part of workplaces all across Europe.

We made many important advances in our sustainability work during the year. One

of the larger ones was that we conducted a double materiality analysis, DMA. The insights from the comprehensive analysis are an important part of our alignment with the new CSRD sustainability reporting requirements, to which Convini is subject as of the 2025 financial year.\*

Using the power of AI-driven technology is a central part of our strategy to build the food stores of the future and improve the customer experience. With the help of AI, we are able to reduce food waste and make it easier for consumers to make sustainable choices. A shining example is that our entire range has been sustainability labeled using AI-powered technology, in collaboration with Consupedia.

On the transport side, we are continuing our determined efforts to transition to a 100 % electric vehicle fleet. An increasing share of our transports are now green, and we are helping drive progress in the industry. Several very exciting and innovative development projects are underway, including how we can increase the utilization rate of our existing vehicle fleet.

More sustainability highlights I would like to mention include our continued reduction in food waste and a record number of 170,000 products saved from being thrown away. Being a sustainable workplace and an attractive employer is more important than ever. A valuable recognition of this is that we were once again certified as a Great Place to Work – with a high eNPS score. You can read more about this and much more in this report.

This is our sixth sustainability report. It reflects the year 2024 and covers our Swedish operations. It has been prepared in accordance with ÅRL, the Annual Accounts Act. Our vision is to be a role model in sustainability within our industry. We, and many others, still have much to do and improve. In the meantime, I am proud that Convini can drive positive change and lead the way.

Mats Palmquist, CEO



*\*On February 26, 2025, the European Commission published several so-called Omnibus proposals aimed at simplifying the sustainability reporting. Exactly what this will mean for Convini will be analyzed in 2025.*



# Sustainable highlights 2024



We conducted a double materiality analysis DMA.

**All-time high**

We saved over  
**170 000**  
products from  
being thrown away.



**Our SBTi target for 2030 is already met.**



**We are Great Place To Work® certified**



**100 %**  
certified coffee  
- and beyond



**Using the power of AI for a better customer experience**

**We reached 100 % electric fleet**

for coffee deliveries  
and technical services  
in Gothenburg



**Long live the lunch break!**

We investigated Swedes' lunch habits at work.



**Lunchrapporten 2024**

Svenskarnas lunchvanor på jobbet





# This is Convini

Convini is a family business founded in 1995 by Anders Enqvist. Our mission has remained the same since the start nearly 30 years ago - to help people at work feel good and achieve more. We provide innovative and sustainable end-to-end solutions for food, coffee and fruit in the workplace; everything needed for well-being and energy at work, 24/7.

We take care of everything from installation to operation. Our employees visit our customers regularly to keep them stocked with coffee, tea, breakfast, salads, sandwiches, lunches, snacks and cold drinks.

**2 500**  
Convini stores

**4 700**  
coffee machines

**5 000**  
client companies

**>350 000**  
consumers



Approximately  
**300**  
employees



Turnover in MSEK  
2021-2024

A family business  
founded in  
**1995**

Convini operates in Stockholm, Gothenburg and Malmö as well as in Germany; in Berlin, Cologne, Hamburg and Düsseldorf.

The main owners of the Convini group are the Enqvist family and AB Max Sievert. Convini's revenue streams come from over 5,000 client companies that have agreements with Convini as a service partner for food stores and coffee, as well as from the hundreds of thousands of consumers who buy products in Convini's stores every day.

*\*Figures on this page refer to Sweden and Germany. The content on the other pages of the report refers to Sweden only.*





Convini

## Mission

We help people at work feel good and achieve more.

## Vision

Together we are building a great company making us the preferred choice for any workplace.

## Business Idea

With smart food and beverage solutions, we provide people at work with positive energy round-the-clock – tasty, easy and convenient.



# In dialogue with our stakeholders

Convini has five main stakeholder groups, each of which influences us and has expectations of us in terms of sustainability.

We have an ongoing dialogue on sustainability with all these groups. We ask for their feedback, follow up on the issues that are relevant to them and adapt our sustainability strategy, priorities and actions accordingly.

## Client companies

Approx. 5,000 companies, authorities and organizations, all of which are our customers and in turn employers.

### Type of dialogue

Annual survey sent to all client companies. Ongoing dialog with contact persons via email, phone and personal visits.

## Consumers

More than 350,000 consumers who use the services and products offered by Convini; food, drinks, coffee and fruit at workplaces.

### Type of dialogue

Annual survey sent to all consumers. Ongoing communication via the Convini app, pulse measurements in the payment screen, email, customer service, telephone, social media and personal visits.

## Employees

Approx. 270 employees at Convini in Stockholm, Gothenburg and Malmö.

### Type of dialogue

Annual employee survey. Ongoing information and opinion gathering via daily contact, meetings, the @convini app and pulse measurements.

## Suppliers

Approx. 150 suppliers, both local and global companies, who provide us with products and services.

### Type of dialogue

Close, ongoing dialogue with all our suppliers and partners about the demands we place on them and how we can work together on sustainability issues.

## Authorities

Authorities and institutions, such as the Environment & Health Protection Board, Swedish legislation, regulations and directives.

### Type of dialogue

We closely monitor legislation, updates and news on rules and guidelines.



# Contributing to the global goals

Convini works actively and broadly to ensure that sustainability permeates the entire organization and is included in all relevant decisions and processes.

We are guided by the 17 Sustainable Development Goals (SDGs) set out by the United Nations in 2015. Of the 17 goals, we have selected five that are particularly important to us and our business:

No.3 Good health and well-being

No.5 Gender equality

No.8 Decent work and economic growth

No.12 Responsible consumption and production

No.13 Climate action





A scenic view of a forest with a path leading to a lake and mountains under a cloudy sky. The foreground is filled with dense green and purple foliage. A narrow path winds through the forest, leading towards a body of water in the distance. The sky is filled with soft, white clouds, and the overall atmosphere is peaceful and natural.

# Our sustainability vision

Convini contributes to society by being the leading sustainable company in the market for innovative food and beverage solutions in the workplace.



# From strategy to results

For us, sustainability is a multifaceted concept that encompasses environmental responsibility, health and well-being, human rights and social responsibility - both within our organization and in society at large.

- The work is led and driven forward by our Sustainability Manager who is part of the Convini management team.
- Each year, a strategic plan is drawn up, with social, economic and environmental sustainability as guiding principles. The strategic plan outlines objectives and activities that are endorsed and decided on by the Board.
- Management continuously monitors the status, makes decisions and ensures that we work towards our sustainability goals. The fact that the group consists of representatives from different parts of the company gives us a broader perspective, commitment and valuable input from the entire organization.
- Convini is quality certified according to ISO9001 and environmentally certified according to ISO14001. This means that we are evaluated by independent auditors every year.
- We place great emphasis on informing and involving all employees in sustainability issues. Sustainability is a recurring item at major meetings, kickoffs and departmental meetings. Each team has defined its own goals in the area, and individual sustainability goals are set during employee appraisals.





# Meet our sustainability heroes

Of course, corporate sustainability requires strategies, targets, analysis and reporting. But to become a reality, it requires efforts in many people's everyday work. At Convini, the commitment and concrete sustainability efforts are reflected in the work of our employees. Every day, all year round.

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*Sustainability is part of many aspects of my everyday work. I also have the privilege of contributing to a project focused on improving the utilization of our vehicles. I truly appreciate how committed Convini is to sustainability. We lead the way and never settle for the easy route.*

**Niklas Björk**  
Operations Manager

”



*In my daily work, I have regular contacts with both existing and new suppliers on sustainability issues. All our suppliers need to meet our requirements in terms of social sustainability, among other things. We have a positive dialogue and encourage our suppliers to develop and improve, for example, sustainable packaging, proportion of animal protein, food waste and certifications.*

**Jeanette Uddstrand**  
Purchasing & assortment Manager

”



*As a Location Manager, I have overall responsibility for 17 Convini stores. Every day I work to prevent food waste by adapting the customer's range and optimizing volumes. It is important to have the right products on the shelves and minimize rejects. We have smart systems and careful routines, but it's also important to have a keen sense of touch to find the optimal balance. I've been working for a long time and have a lot of experience that I'm happy to share with new colleagues. I see it as a sport to eradicate food waste!*

**Stefan Gabrielsson**  
Location Manager





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*I work as a technical expert and I am part of the Convinis recycling team. Maintaining, refurbishing and recycling coffee machines and other equipment is a natural part of our work process. Either the equipment as a whole is recycled or we take care of machine parts, such as waste trays, containers, circuit boards, valves, pumps and motors. It feels good to maximize the lifetime of the machines and contribute to a sustainable and circular business.*

**Rolf Andersson**  
Technical expert & recycling

”



*One of my responsibilities is to carefully calibrate our coffee machines before they are installed at client sites. This involves making small but important adjustments, for example fine-tuning the grind size to ensure that their coffee tastes perfect. Proper calibration also helps the coffee machines run more efficiently, reducing wear and extending their lifespan. This means increased circularity. Another part of my role is meeting with customers to share knowledge and encourage more sustainable choices.*

**Joakim Lindecrantz**  
Coffee Manager/Product Specialist

”



*The Convinistafetten relay is one of the sustainability highlights of the year! It's amazing that we at Convinis get to inspire thousands of people to move more and be healthy. As project manager for the event, I am responsible for making sure everything runs smoothly during the relay days. A lot of preparation is required, several months before the event. During that period, we encourage our customers and participants through running technique sessions and training inspiration.*

**Camilla Nygren**  
Design & Communication



# Our key sustainability issues

Section	Material	Description of risks/impacts	Risk/impact management	Policies and guidelines	Indicators
<b>Environment and climate</b>  	Product offering	The products we sell have an impact on the environment and climate through their content, cultivation, manufacturing and packaging.	The majority of the products we buy come from suppliers with production in Sweden. We co-operate with suppliers who work actively on sustainability issues. We aim to increase our share of products with a low carbon footprint. Through guidance, labeling and inspiration on our digital spaces, we make it easier for our customers to make active choices. We have sustainability-labeled all our dishes to make it easier for customers to make active choices. Our suppliers carry out a risk and sustainability analysis.	Convini's Code of Conduct Convini's risk & sustainability analysis Convini's purchasing policy	Percentage of suppliers who have approved Convini's Code of Conduct. Percentage of suppliers who have submitted a risk & sustainability analysis. Share of certified coffee. Share of recyclable packaging. Percentage of suppliers that comply with our purchasing policy. Waste reporting
	Transport	All customer deliveries are made using our own transport vehicles; the fuel they use has an impact on the environment and climate.	Optimisation of delivery schedules and routes. Choosing the latest technology when purchasing new cars. Our transport vehicles are fuelled with 100 % fossil-free diesel (HVO100). We have started to phase in electric transport vehicles. Our company cars are 100% electric.	100 % HVO100 100 % electric company cars Vehicle policy	Fuel type and volume Green electricity Total kWh Number of electric vehicles
	Food waste	A small proportion of the products we supply to customers are not sold before their expiry date and therefore need to be thrown away. This has a negative impact on both the environment and society.	Dialogue with suppliers. We apply the principle of FIFO (first in first out) to minimise food waste. We work with organisations and companies to give products that would otherwise have been thrown away a second chance. Optimisation of product mix and fill rates at the shop level.	Handbook for shop managers Self-monitoring programme	Number of products saved. Cash transaction value of delivered and sold value
	Equipment & machines	The equipment and machinery we provide have an impact on the climate due to their components, energy consumption and manufacture. energiförbrukning och tillverkning.	We choose high-quality and energy-efficient equipment and machinery. Our coffee machines switch to economy mode when not in use. We have effective procedures for reusing and recycling machinery. We extend their lifespan by replacing worn-out parts. Used machines are recycled in accordance with current legislation.	We repair and reuse equipment whenever possible. Assessments are conducted by our recycling department.	Number of recycled machines Value of recycled spare parts
<b>Sustainable supply chain</b>  	Human rights & animal welfare	Some of our products are grown and produced in countries where there is a risk of human and animal rights not being respected.	We choose suppliers who are well established on the Swedish market and can clearly demonstrate the measures they take to minimise risk. We have a high proportion of certified products. We place demands on our suppliers through our Code of Conduct and carry out a risk and sustainability analysis before entering a cooperation agreement. Auditing of high-risk suppliers.	Convini's Code of Conduct Convini's risk & sustainability analysis Convini's purchasing policy	Percentage of suppliers who have approved Convini's Code of Conduct. Percentage of suppliers who have submitted a risk & sustainability analysis. Number of high-risk suppliers

# Our key sustainability issues

Section	Material	Description of risks/impacts	Risk/impact management	Policies and guidelines	Indicators
<b>Health and wellbeing</b> 	Food safety	There is a risk that the cold chain will be broken and products will spoil, resulting in health risks. Risk that suppliers and staff do not comply with food handling rules and guidelines	We take preventive steps through our training and self-monitoring programmes for hygiene and food safety procedures. High-risk suppliers are subject to additional checks through site visits and document submissions. Working with suppliers who are well established in the market and sell through other channels. Vehicles with controlled cooling and freezing zones. External auditing of control bodies, e.g. the environmental administration in each municipality.	Self-monitoring programme Risk & sustainability analysis Traceability requirements	Reported customer complaints Controls on high-risk suppliers
	Health aspects of product offering	Excessive intake of unhealthy products combined with sedentary habits can have a negative impact on health	We inspire people to choose a healthy lifestyle and highlight healthy product options. We have a product team that works continuously to ensure a balanced offering. We have sustainability-labeled our assortment, health being one of four parameters, to make it easier for consumers to make healthy choices.	Our product range is based on four cornerstones: sustainability, health, variety and enjoyment	Percentage of products classified as better alternatives
<b>Our workplace</b>  	Gender quality & safe workplace	For us, promoting equal treatment, inclusion and respect is a matter of course, but there is a risk that this is not adhered to by everyone. Some of our operations present a risk of both physical and mental health problems.	We follow health and safety laws and regulations to ensure a safe and healthy workplace, with room for differences and diversity, free from discrimination. As an employer, we are bound by collective agreements. We conduct regular employee surveys. There are safety representatives in each department to whom employees can turn. Safety audits are carried out every year. We encourage our employees to adopt a healthy lifestyle and offer a healthcare allowance. Audit of external control bodies in accordance with ISO certification rules.	Staff handbook Health and safety policy Alcohol & drug policy Gender equality policy Environmental & quality policy Safety representative policy Guidelines against bullying and harassment	Number of long- and shortterm sickness absences Gender distribution Employee engagement
<b>Financial sustainability and business ethics</b> 	Ethics and responsible business	There is a risk of companies and individuals not acting ethically. In some of our activities, there is a given risk of corruption.	We have systems in place to ensure ethical business practices and employee behaviour. Our co-operation with suppliers is governed by our Code of Conduct. We have a policy on whistleblowing. Audit of the company's annual accounts by the company's selected auditor.	Staff handbook Health and safety policy Financial handbook Anti-corruption policy Policy on whistleblowing	Annual follow-up through external auditing Number of suspected corruption cases reported Key financial indicators



# This year's carbon footprint in figures

The carbon footprint of our own operations is at a low level and through our actions it has decreased every year since we started measuring in 2019. In 2024, there was a slight increase both in absolute terms and per krona of turnover.

Our total carbon footprint amounted to 670 tons of CO<sub>2</sub>e, which represents an increase of 11.4 % per krona spent compared to the previous year. The increase is linked to changes in Scope 1 and Scope 3:

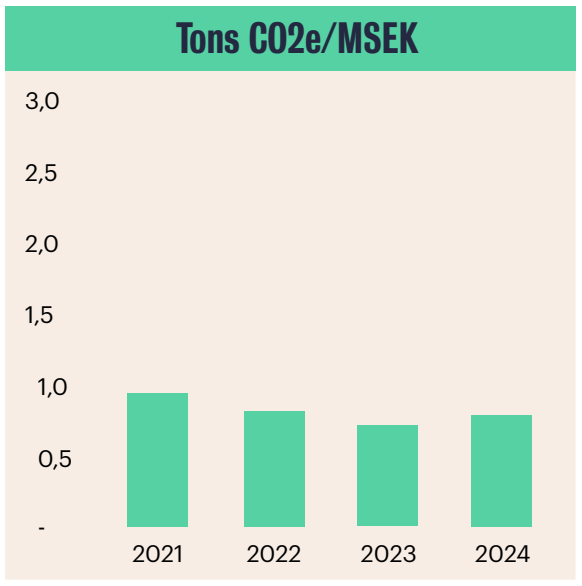
➔ The increase in Scope 1 is due to replenishing refrigerant in two of our refrigeration plants, corresponding to 67.4 tons of CO<sub>2</sub>e. This was the result of two leaks that can be considered as specific and temporary events. Without these two specific events, the total carbon footprint would have continued to decrease.

EMISSIONS FROM OUR ACTIVITIES PER GHG SCOPE	Tons CO <sub>2</sub> e 2022	Tons CO <sub>2</sub> e 2023	Tons CO <sub>2</sub> e 2024
Scope 1	27	50	88
Scope 2	33	37	37
Scope 3	533	498	545
Total	593	585	670

- ➔ The Scope 2 footprint decreased marginally.
- ➔ The increase in Scope 3 is due to an increase in tonne-kilometers from third-party transport.

The calculations, based on the Greenhouse Gas Protocol GHG, include emissions from electricity and heating consumption, our own cars, suppliers' deliveries (third-party transportation), business travel, office supplies and commuting to and from work.

To balance the emissions and climate impact generated in its own business, we have chosen to invest in two climate projects. We know we need to do even more, and we will continue to reduce our footprint. Read more about the projects on page 19.



The table shows our total footprint in tons in relation our yearly turnover in MSEK.



**Scope 1**  
Direct emissions from fossil fuels in our own operations: e.g.  
-transport vehicles  
-company cars  
-leaked refrigerants in our facilities



**Scope 2**  
Indirect emissions from energy (electricity/heat) in owned or leased facilities.



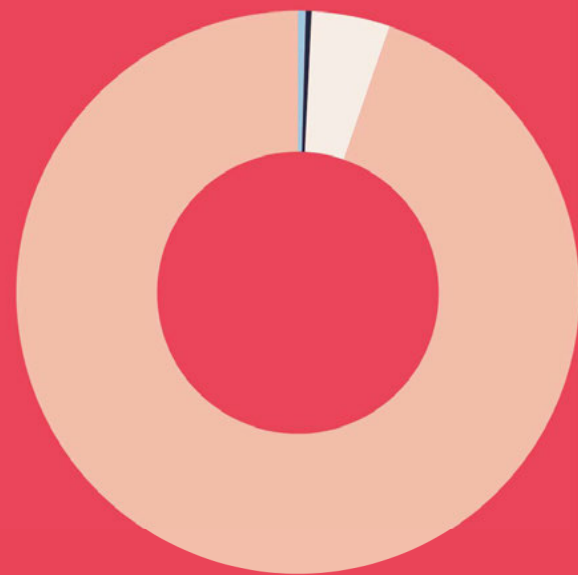
**Scope 3**  
Indirect emissions from all other sources in our own business: e.g.  
-business travel  
-third-party transport  
-office supplies  
-commuting to and from work



# Low footprint in own operations

The share of our total carbon footprint coming from our own operations in 2024 is 5 %, which is the same share as last year. This means that a very small part of our carbon footprint comes from our own operations, as shown on page 15.

The largest part of the carbon footprint comes from the products sold. The main reason why the emissions from our own operations are so low is our transition to fossil-free transportation to customers, the use of green electricity at our facilities and our fully electric company car fleet.



● Scope 1   ● Scope 2   ● Scope 3   ● Climate footprint of sold products

Footprint from own operations





# Climate targets approved by Science Based Targets initiative

We are proud that our climate targets are approved by the Science Based Targets initiative (SBTi). It is an important testament to our ambitious and science-based work.

SBTi is a global organization that ensures that companies' climate targets are based on the latest science and are in line with global emissions targets. Convini is actively working to encourage - and eventually require - our suppliers to meet the criteria and achieve their climate targets approved by SBTi. As an industry leader, we use our market position to influence and drive positive change. By engaging our entire supply chain, we aim to maximize our positive impact on the planet.

## Monitoring of objectives

Convini's target is to reduce our Scope 1 and 2 footprint by 46 % by 2030 compared to the 2019 base year. Despite a slight increase towards 2023, we are well ahead of this target. By 2024 we will have already reduced our Scope 1 and 2 carbon footprint by 87 % compared to the 2019 base year.

## Preparing the next step

Our next step in 2025 is to prepare to join the SBTi Net-Zero Commitment and work towards achieving its goals. This is an ambitious step that will involve large parts of our business and require careful preparation and hard work.



DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

## About the Science Based Targets initiative

The Science Based Target initiative is a global collaboration between several major stakeholders and research bodies such as CDP, WRI, WWF, We Mean Business and the UN Global Compact. SBTi defines and promotes best practices for science-based targets. They guide companies in setting climate targets that are in line with what science says is needed to achieve the goals of the Paris Agreement.



# Many insights through our DMA analysis

In 2024, Convini conducted a Double Materiality Analysis (DMA), which is a key element to comply with the new CSRD reporting directive. As of the 2025 financial year, Convini will be subject to this reporting directive.\*

## What is a DMA?

A DMA (Double Materiality Assessment) is a process used to identify and assess both financial materiality and environmental and social materiality. It is a key tool in sustainability reporting.

## What is CSRD?

The Corporate Sustainability Reporting Directive (CSRD) is an EU directive that tightens and expands the requirements for corporate sustainability reporting. The aim is to increase transparency about a company's sustainability performance and make it easier for investors, customers and other stakeholders to compare companies' sustainability performance.

## Many insights

The analysis provides us with valuable insights into both our company and the industry in which we operate. It helps us to identify and prioritize the most essential sustainability aspects. By understanding both the impact we have on the world around us and the risks and opportunities that sustainability issues bring to our business, we can work even more strategically and purposefully. These insights will guide us as we continue to align our operations with CSRD requirements.\*

## The two types of materiality

**1. Financial materiality:** Identifying sustainability issues that may affect the financial performance and long-term value of the organization. For example, risks and opportunities related to climate change, resource scarcity or regulatory changes that may affect financial stability or growth of the company.

**2. Environmental and social materiality:** Identifying how the organization's activities affect the environment and society. This may include issues such as greenhouse gas emissions, working conditions, rights of local communities, and other social or environmental impacts that are important to stakeholders (e.g. customers, investors, society).

*\*On February 26, 2025, the European Commission published several so-called Omnibus proposals aimed at simplifying the sustainability reporting. Exactly what this will mean for Convini will be analyzed in 2025.*



# We balance our climate impact

We are continuously working to reduce our emissions and reach net zero. Net zero is about ensuring that the same amount of greenhouse gases emitted are also removed from the atmosphere, so that the net contribution of greenhouse gases to the atmosphere is zero. Although we are not there yet, we are taking responsibility by funding carefully selected climate projects to balance the climate impact of our operations.



This means that we help reduce greenhouse gases in an amount equivalent to the emissions generated by our operations. Through our climate financing, we support a sustainable transition globally - both from a climate and a social perspective.

When selecting climate projects, we focus both on their actual impact on site and on their compliance with high standards through recognized certifications. In consultation with Atmoz Consulting, we have selected two projects that are in line with Convini's sustainability ambitions.

## Bhadla Solar PV Park

In one of India's most polluted districts, the Bhadla Solar Farm is an important step towards renewable energy supply. The project harnesses the untapped solar potential of the region and helps strengthen the unstable electricity grid. Bhadla Solar is part of the world's largest solar investment and is located in the Rajasthan region.

## Boreal Mix biodiversity

Boreal Mix works to increase carbon storage and biodiversity in Swedish forests. By supporting Boreal Mix, we contribute to preserving forests with high natural values and promoting biodiversity.

FightCOtwo provides financial support to forest owners to conserve high nature value forests, thereby preserving forest carbon stocks and increasing diversity among species. This results in a more robust and resilient ecosystem, ready to face extreme weather and provide a safe place for many species to live.





**YOUR WAY.  
EVERY DAY.**



# Increased circularity is the future

A circular business model focuses on extending the life cycle through reuse, refurbishment and recycling. The aim is to minimize waste and maximize value, both for the customer and for the environment.

At Convini, quality and long-term thinking are a matter of course. We have long experience of working circularly, for example by giving machines a new life through renovation and reuse. Circularity also characterizes our procedures for saving food from being thrown away, the management of the vehicle fleet and equipment, and the requirements we place on suppliers regarding packaging.

Our direction is clear: circularity for a more sustainable future!





# Sustainable equipment and recycling

The coffee machines, water dispensers, refrigerators, freezers and other equipment we install for our customers are carefully selected to ensure the highest quality and lowest possible energy consumption. Our coffee machines enter energy-saving mode when not in use, and the fridges and freezers in our stores have the best energy rating.

Working with durable and high-quality machines with long lifespans is a given for us. It reduces the risk of breakdowns and errors, leading to fewer service visits, fewer environmentally damaging transport and fewer rejections - while making our customers happier.

Today, more than 2,500 of our coffee machines are digitally connected. This allows us to monitor their use, functioning and possible malfunctions in real time, as well as tracking coffee consumption. Some problems can be solved directly remotely or via phone support.

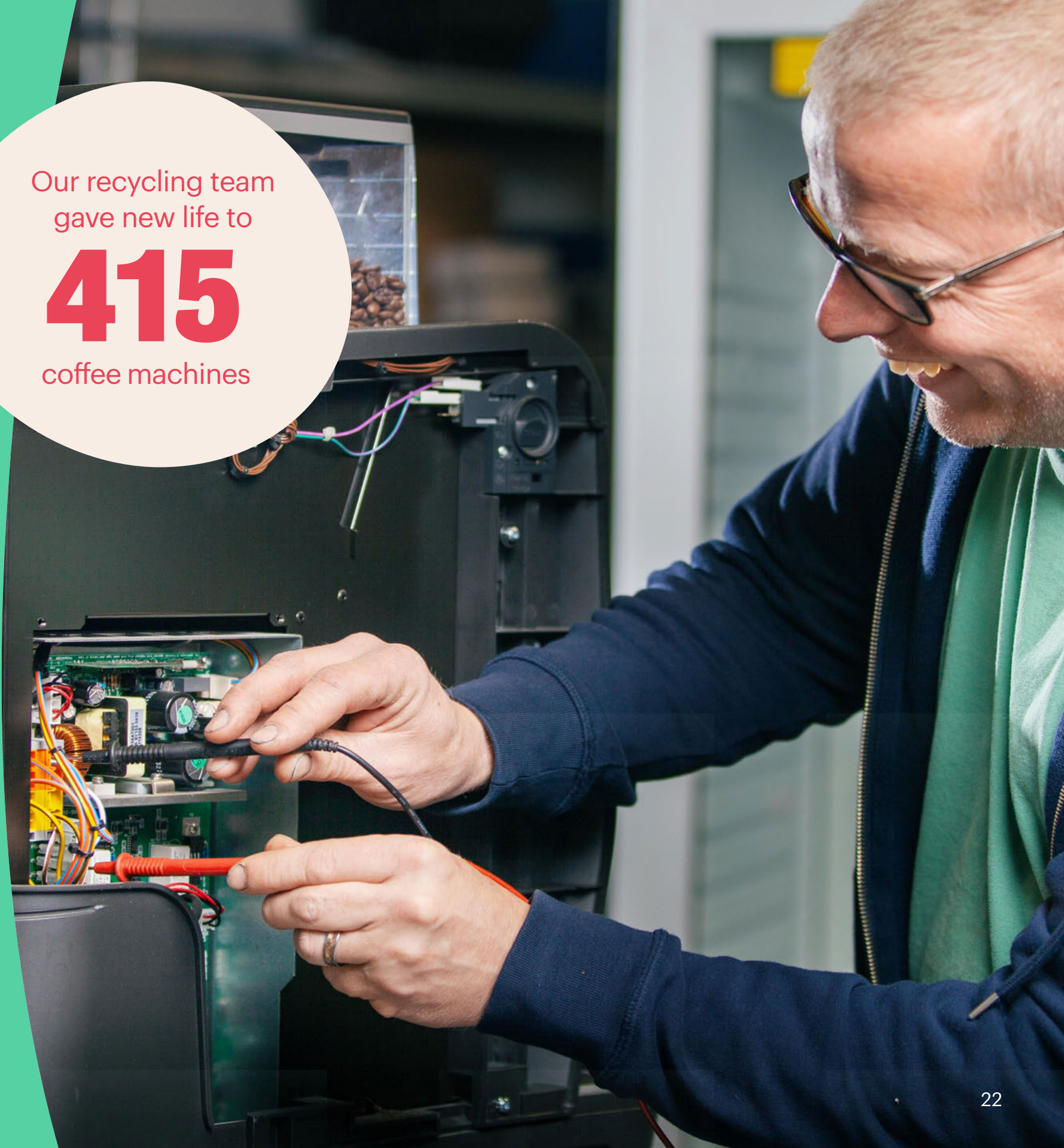
We can also determine if the amount of coffee supply is sufficient and when it is time for a refill. This minimizes the number of service visits and vehicle usage, which impacts traffic and the environment. Currently, around 5 % of errors are remedied digitally or via phone support, and we aim increase this figure through training and technology development. In 2024, the number of error reports decreased by 6.7 %.

Our skilled technicians actively work with a recycling system, taking care of and reusing equipment and machine parts to maximize their lifespan and contribute to a more sustainable and circular business. They maintain, prevent, refurbish and recycle – a natural part of their work. When a machine finally has to be disposed of, they make sure it is done in a sustainable way.

Our recycling team  
gave new life to

**415**

coffee machines





# The target is 100 % recyclable packaging

The main purpose of packaging is to protect the contents. For those of us who work with food, packaging is of course particularly important when the product the customer is buying is to be eaten or drunk. In addition to protecting the contents, packaging also extends the life of the product. Convini sets high standards for packaging. We are in constant dialogue with our suppliers regarding packaging and together with them we work with three focus areas:

## 1. More recycled materials

Recycling packaging is one of the most important things we can do to reduce our climate impact. In Sweden, we have come a long way in recycling materials such as glass, cans and paper, but we are less successful in recycling plastic packaging, which is often incinerated. Improvements are being made and the proportion of plastic packaging that is recycled has increased to around 40 %, but there is more to do to increase collection and recycling. Convini's goal is for all packaging to be recyclable. Today, the level is over 90 %.

## 2. Reducing the amount of packaging material

Many of our suppliers are working to reduce the amount of packaging material,

for example by reducing the size of the packaging or removing material that has no other function than appearance. By reducing the amount of packaging, we lower the use of natural resources and enable more energy-efficient transportation.

## 3. Switching to better materials

There is rapid development in new, more environmentally friendly packaging materials. Our suppliers are phasing out black plastic in favour of recyclable alternatives, switching to improved materials such as bioplastics, or eliminating plastic entirely where possible. Fossil-free plastic is on the rise and is currently produced primarily from biomass sources such as sugarcane and cellulose, although availability on the market remains limited.

Regardless of the packaging solutions we use today or in the future, we all share the responsibility to sort and recycle - and in doing so, help reduce the strain on our environment.





# Acting for sustainable plastic use

Naturvårdsverket has developed a roadmap for sustainable plastic use that aims to inspire companies to take action. The roadmap is based on existing legislation, strategies and targets at national, EU and global level.

Convini is contributing to the roadmap and working towards the targets set. The plan helps us understand the direction and what sustainable plastic use means.

So, what does sustainable plastic use mean? In short, it means that plastics are used in the right place, in resource and climate-efficient, non-toxic and circular flows with negligible leakage.

After the arrow symbols ➡ we show how Convini acts on each point.

## Resource-smart use

- Single-use plastic materials ➡ Transition to reusable options in both plastic and other materials.
- Linear business model ➡ Transition to a more resource efficient business.
- Unnecessary use and high waste ➡ Reducing material use, avoiding unnecessary use and waste, increasing the lifetime of machinery and equipment.

## Raw material and production with minimal environmental impact

- Plastics made from fossil raw materials ➡ Increase the share of recycled or bio-based materials in packaging.
- Lack of knowledge about content ➡ Clear and easily accessible information for our consumers and customers.
- Lack of design for circularity ➡ Putting pressure on producers to make it easier to recycle or reuse.

## Significantly increased and high-quality material recycling

- Less than 10% of the plastic used in Sweden is recycled ➡ Increased recycling of plastics, making a significant contribution to meeting climate targets.
- In the past, the focus has been on collection volumes and mixed flows ➡ Putting pressure on producers to make recycling easier.

## Reducing leakage of plastic into nature

- Plastic entering the environment ➡ Ensure that no material enters the environment through accessible collection and recycling.

For more information on what the roadmap means, see [www.naturvardsverket.se](http://www.naturvardsverket.se)





MAKES  
SENSE

LaCimbali



# Secure transport – makes sense

Convini visits customer workplaces every day, with all deliveries carried out by our own vehicles and employed drivers. By maintaining full control of our transport chain, we ensure high quality, punctuality and flexibility in every delivery. Our efficient route planning reduces both transportation times and environmental impact, contributing to a more sustainable logistics solution.

A key objective is to gradually transition to a fully electric vehicle fleet, which not only reduces our carbon footprint but also promotes a quieter and more sustainable urban environment.

When it comes to temperature-controlled transport, Convini stands out in the industry with our specially designed 3.5-ton trucks. These vehicles ensure that products are transported under optimal conditions, maintaining an unbroken cold chain. They are built to meet the highest standards for temperature regulation, ensuring sensitive goods arrive in perfect condition.

**YOUR WAY. EVERY DAY.**





# On track for 100 % electric fleet

Hi Joakim! You are the Vehicle Manager here at Convini and your work revolves a lot around how we can make our cars and transport operations as sustainable as possible. One of our key goals is to transition to a 100 % electric fleet by 2028. What would you have been the most important steps forward during 2024?

## 1 100 % electric vehicles for coffee delivery and technical services

This year, we reached our target of operating 100 % electric vehicles for coffee deliveries and technical services in Gothenburg. The year before, we reached the corresponding target in Malmö.

## 2 More electric vehicles for refrigerated and frozen transport

The pilot of our new 100 % electric, custom-built vehicles for chilled and frozen deliveries has been a success and we have ordered 12 more units for delivery in 2025. While the vehicles are gradually being replaced by electric vehicles, they run exclusively on fossil-free fuel, HVO.

## 3 Solar panels on car roofs are gradually introduced

This year, we evaluated the first vehicle equipped with a solar panel-powered cooling system mounted on the roof. The outcome was very promising, and solar panels will now become standard on our delivery vehicles.

## 4 New cooling system powered by propane

We have developed a new cooling system for delivery trucks. It runs on propane instead of freon, which is a more sustainable cooling medium. Testing of the new system will begin shortly.



Joakim Ölund

### What are you looking forward to working on in 2025?

Naturally, continuing the electrification of our fleet and moving steadily toward our 100 % goal. Overall, we reached a 45 % share in 2024 (compared to 40 % the previous year). In 2025, our goal is to reach 60 %. We have some way to go - but we are confident we will get there!

We also have several development projects underway that will be very fun to work on and test in 2025. It is about making our vehicles more efficient and increasing their utilization rate (see next page), implementing training in fuel-efficient driving and many other initiatives to make our transport as sustainable as possible.



# Smarter use of vehicles

In addition to the important transition to electric vehicles, we have several development projects underway to increase the efficiency and utilization of our existing fleet. During the year, we have mapped the utilization rate of our vehicle fleet and planned various measures. For Convini as an expanding company, it is important to see how we can enable continued expansion and flows of goods, without necessarily expanding the vehicle fleet at the same rate.

Our measures are partly about streamlining mileage, partly about not tying up unjustified resources in unnecessarily large battery packs. In 2025, the ambition is to increase the utilization rate of the cars and, through creative scheduling, allow each vehicle to run more per day, thus keeping the number of vehicles down. We are also tailoring the battery capacity of our electric vehicles to actual driving needs.

## Measures to be tested in 2025

- 1 Streamlining mileage**  
We carefully plan routes to deliver to as many customers as possible with the shortest possible mileage. As a tool, we have our own scheduling system and cars that are constantly connected with position and temperature.
- 2 Optimize battery size**  
We have mapped each vehicle's mileage and will tailor the battery capacity for each vehicle, so that we do not tie up unnecessary resources. For an individual vehicle, this can mean up to 300 kg less batteries and lower energy consumption over the life of the vehicle.
- 3 Shift planning**  
We will test new creative ideas for scheduling. This could include two shifts, longer shifts and weekend deliveries. The aim is to increase the utilization rate per vehicle with the existing fleet while increasing the level of service to our customers.





SINNESSCHYSST  
**KAFFE!**

**GOOD  
JOB!**

**LA CIMBALI**



# Our consumers have their say

We conduct annual surveys among our customers and consumers, both to measure satisfaction and to gather feedback and ideas for improvement. This year's surveys generated around 15,000 responses and a response rate of approximately 7 %. These insights are incredibly valuable and guide our ongoing development.

We recognize that sustainability is engaging. When asked "Which of the following sustainability issues do you consider most important for Convini?" half of the consumers answered reduced food waste, closely followed by a sustainable product range and recyclable packaging.

## We aim to be a role model in sustainability

At Convini, our sustainability vision is to be a role model within our industry. We approach this ambition with humility, fully aware that there is still work to be done to get there.

We also asked our consumers to respond to the statement: "Convini is a sustainability leader in its industry." On a seven-point scale, the response level remained consistently high — a result that encourages us to keep pushing forward and aim even higher.

## Top 3

- ➔ Reduced food waste 50 %
- ➔ Sustainable product range 47 %
- ➔ Recyclable packaging 42 %

Convini is an industry leader in sustainability

average **5,6** out of 7

Convini is clear about its sustainability ambition and goals

average **5,2** out of 7





# Client companies value our sustainability work

We frequently receive positive feedback from our corporate customers about our focus on sustainability — and few things make us happier or more motivated! By choosing Convini, they contribute positively to their own sustainability goals. We are striving toward the same overarching green objectives, and together, we can make a greater difference.

”

*At Norstedts Juridik, sustainability is a central part of our business, and we strive to make conscious choices at every level. Through our collaboration with Convini, we can ensure that our office food and beverage solutions are not only convenient but also contribute to reducing our carbon footprint. It is an important step in our long-term sustainability efforts.*

**Caroline Wiroth**  
Sustainability Manager, Norstedts Juridik

”

*At Volvo Cars, sustainability is a guiding principle in everything we do. The fact that Convini is investing so much in sustainability makes me very happy and it also contributes positively to our goals. I recently read your latest Sustainability Report and was genuinely impressed by everything you have done and continue to do. We are striving in the same direction, and that creates a shared momentum for a better future.*

**Anders Ledhagen**  
Global Food & Beverage Manager, Volvo Cars



# Assortment with the environment in mind

Sustainability is an important parameter when we develop our range and choose products and suppliers. Most of the products we sell are produced or processed in Sweden, often locally in the place where we operate. This proximity to our suppliers is important to us, both from a quality and sustainability perspective, while as it contributes positively to the climate.

We work with well-established Swedish suppliers who actively work to reduce their climate footprint. Through a strategic assortment work together with our suppliers, we currently have a wide range of ecolabel products, alternatives with a low climate footprint and recyclable packaging.

To make it easier for our consumers to make sustainable choices, we have sustainability labelled our product range in collaboration with Consupedia, the world's largest database of food sustainability information. Each product receives a score between 1 and 100 based on the parameters of climate, health, equity and water consumption. The higher the score, the better the sustainability choice.

Our customers show great commitment to our range. Through our annual customer survey and ongoing dialogue in various channels, we receive valuable tips and suggestions that help us develop and improve our offer.

## Trends and developments

The share of vegetarian dishes in sales decreased to 16 % in 2024, compared to 20 % in 2023. Of the total range, vegetarian options represented 23 %. We know that many of Convini's consumers appreciate vegetarian options, but this demand is not fully matched by the range offered by producers today. However, there is a positive trend in the salad category, where we see many vegetarian novelties and a 10 % increase in sales compared to last year. We continue to focus on finding even more vegetarian dishes to meet demand.

We also see an increasing need to offer so-called hybrid products (e.g. mince made of 50 % meat and 50 % vegetables). Reducing the share of animal proteins reduces the carbon footprint of products without requiring consumers to change their purchasing behaviour.





# 100 % certified coffee — and beyond

Our coffee range is 100 % certified sustainable. The range spans from the most classic coffees from well-known Swedish roasteries to specialty coffees from small, local craft roasters and espresso from Italian family-owned roasteries.

We are proud of the close and long-term relationships we have built with our coffee suppliers, both large and small. By setting requirements, we have actively contributed to more suppliers making the switch to certified products, something we take great pride in. By ensuring that the coffee we offer meets high sustainability standards, we contribute to better working conditions for coffee farmers, the preservation of biodiversity and more sustainable production. We want our coffee not only to taste good, but to do good - for both people and the environment.

In recent years, global coffee prices have increased, which has several explanations. Climate change and

extreme weather have led to poor harvests in many coffee-producing countries, while global demand continues to grow. This creates challenges for coffee farmers around the world. By offering only certified coffee, we take responsibility and support a more sustainable coffee industry.

But sustainability is not just about the raw product or farming methods. We are also very proud that over 92 % of our coffee is roasted in Sweden. This means shorter transport distances and more local jobs within the Swedish coffee industry. In other words, our coffee is more sustainable than just 100 % certified! We see it as our clear responsibility to support both local and global initiatives for a fairer and more sustainable coffee sector.





## Trend spot:

# More plant-based milk alternatives

Hi Matte! You are Convini's top coffee specialist and biggest coffee nerd. What is your take on the plant-based milk alternatives trend?

I would say there's a lot happening in that space! Looking at the long-term trend, the share of Swedes who prefer plant-based milk alternatives in their coffee has grown significantly since 2019 and is now up to about a quarter of Swedes (source Valio's Magrapport 2023). Many people prefer the plant-based alternatives and this applies at cafés, at home and at work. We are also seeing more varieties made from oats, soy, peas and more. Even in professional competitions, such as the SM Latte Art Championship, baristas now exclusively use plant-based drinks. It's a trend that we at Convini fully support and enjoy!

**Can you give us 3 examples of what Convini is doing to get more customers to offer plant-based milk alternatives?**

- 1** We have expanded our range of plant-based drinks for coffee with more varieties and more brands. Among other things, we have started offering single-serve packaging to make these drinks more accessible to more people.
- 2** Together with our coffee machine suppliers, we have ensured that more coffee machines and models can effectively handle plant-based drinks. This includes, for example, the development of new milk coolers with space for both plant-based alternatives and regular milk, as well as the optimization of machine settings and recipes.
- 3** We have also developed stickers together with Oatly, stating "this machine is calibrated for Oatly iKaffe" as a reminder and guide for users.



### What's happening in 2025?

We will continue to develop our range of plant-based drinks and place a stronger focus on communication towards our coffee drinkers. Today, we supply plant-based alternatives to around 10 % of our customer companies.



Matte Carlson Wahlberg



# Making conscious choices is easy in the app

To help our consumers make informed decisions, we have introduced sustainability declarations for our product range in collaboration with Consupedia — the world's largest database for comprehensive sustainability information on food products.

Anyone shopping in a Convini store can easily access the sustainability declaration directly in the app. Using AI technology, Consupedia assesses the impact of products based on various parameters across health, fairness, and the environment. Each product receives a score on a 100-point scale, where 100 represents the most sustainable choice.

By offering a transparent and easily accessible sustainability declaration, we aim to make it easier for our customers to make conscious choices that benefit health, social fairness, and the environment.

For every purchase in a Convini store, the product's sustainability score is shown across four categories. Whether it's a satisfying lunch or an afternoon energy boost, it's now easier than ever to choose a sustainable option.

The sustainability declaration covers four areas: Climate, Water, Health, and Fairness.

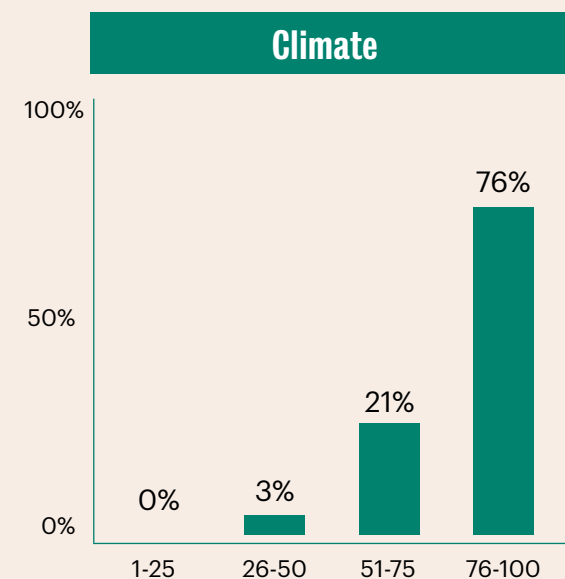




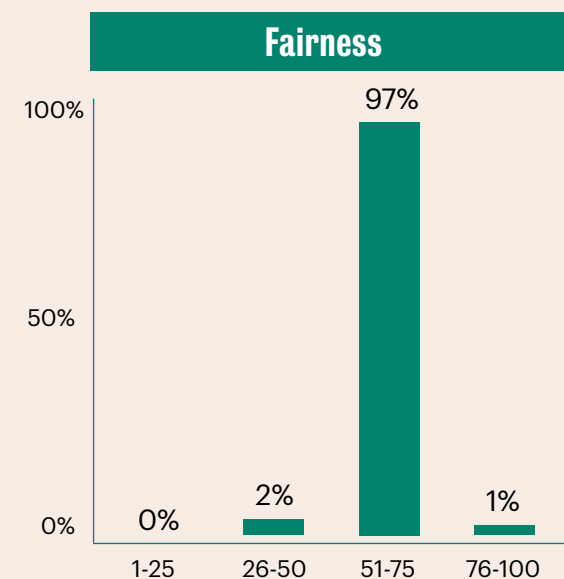
# Shopping habits at a glance

It is encouraging to see that a large share of our consumers choose products with high sustainability scores. This indicates a clear interest in more sustainable consumption habits. Below we present the results of the choices our consumers made during 2024, broken down according to the four parameters we track. The score ranges from 1 to 100 — the higher the score, the better. These insights provide us with valuable knowledge that we carry with us into 2025.

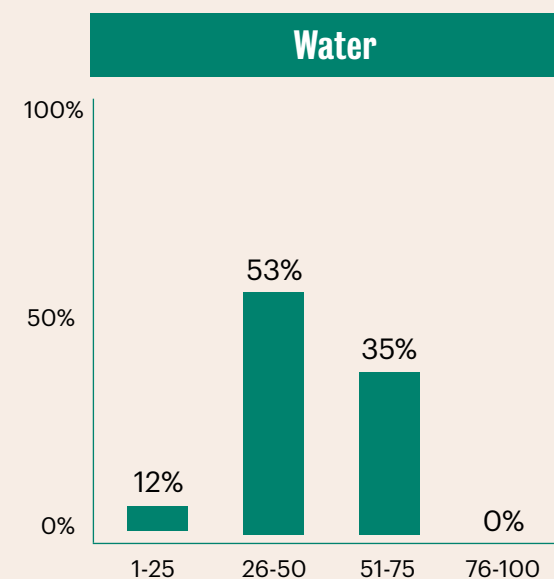
Our ambition is to analyze and understand how we can further inspire and influence our customers to make even more sustainable choices in the future. Through conscious communication, improved product information, and targeted initiatives, we hope to strengthen this positive trend and contribute together to more sustainable consumption.



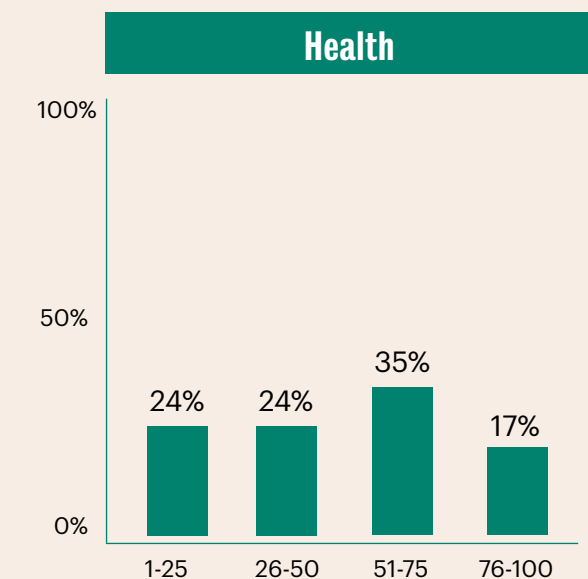
97 % of all items purchased had a climate score of 51 or higher.



98 % of what we sold had a fairness score of 51 or higher.



35 % of items sold had a water score of 51 or higher.



52 % of what we sold had a health score of 51 or higher.



# Improving the customer experience with AI

Through newly developed IT solutions based on AI technology, Convini is taking the next step in real-time analysis of consumption patterns to optimize logistics, inventory, and stock management. The overarching goals are to enhance the customer experience, increase efficiency, and reduce food waste.

Our AI-powered technology is also used to provide sustainability labeling across our product range, making it easier for customers to make sustainable choices (see page 35). In addition, AI contributes to making Convini stores smarter by identifying unusual purchases for further review, helping to reduce theft.

AI is helping us strengthen our entire operation. We are continuously working to improve our customers' experience, and by reducing waste, streamlining processes, and supporting sustainable choices, we also take responsibility for the environment and the future — thanks to AI.

## **The future of AI at Convini**

AI is a central part of Convini's future strategy — a technology that will be used to improve sales forecasting, personalize product assortments, and develop new, innovative features with the consumer at the center.





# Our good and green partners

In our pursuit of offering the most sustainable product range possible, we work hand in hand with our suppliers. We maintain a close and open collaboration, engaging in ongoing dialogue about products, packaging, certifications, and development ideas. Many times, it's a mutual exchange of knowledge and inspiration. We are good friends working together for a greener future!

Here are a few of our suppliers who stand out with a clear focus on sustainability.

## Bogawantalawa – traceable tea from leaf to cup

The colorful boxes filled with flavorful, organic teas from Bogawantalawa are popular among many Convini customers. And they taste even better knowing that Bogawantalawa is the world's first certified climate-positive tea company — without purchasing carbon offsets.

As pioneers in sustainable tea cultivation, they have been climate positive since 2019. Their vision is to offer tea that doesn't burden the planet or its people. Their sustainable practices include 100 % renewable energy from solar and hydropower, initiatives to naturally preserve rainforests and water, climate-smart farming centers, and regenerative agriculture. Bogawantalawa ensures full control and transparency throughout the entire process, from leaf to cup.



## Hangry People – sustainable snacks in the Convini store

Do you also get grumpy when you are hungry? Hangry People is on a mission — to fight hunger-induced anger! They do it with organic nuts and almonds, promoting the message of eating regularly, ideally every three hours, to feel your best. This young entrepreneurial company points to research showing that only 25 % of women in the Western world have a relaxed relationship with food and eating. Hangry People wants to change that through clean products, short ingredient lists, and organic raw materials. Roasting, mixing, and packaging all take place in Helsingborg. Hangry's niche is sustainable snacking, and the current range includes nuts and almonds in colorful pouches. Soon, their nuts will be joined by more types of sustainable snacks from Hangry. Yes – why nut?





**170 000**  
items saved!

# Food waste – no thank you!

As we look back on the year, it is encouraging to see the significant progress we have made in the fight against food waste. Together with our partners, we managed to save a record-breaking 170,000 products from being discarded, an increase of 70 % compared to the previous year. Truly fantastic!

Considering that this year's consumer survey shows that reducing food waste is viewed as the most important sustainability issue by Convini's customers, we are especially proud of the results.

Food waste is a global problem, and Convini has long worked consciously to minimize waste across all parts of the value chain. Through clear internal processes, efficient logistics, short lead times from producer to customer, and well-designed operational routines, we are working toward our goal of reducing food waste in our operations by 50 % by 2025. Through partnerships with various organizations, we have saved thousands of products every year that were approaching their expiration date.

Awareness of the need to work across the entire organization, involving several departments and roles, has increased. Daily routines in delivery and store operations are crucial for reducing waste, but opportunities for impact exist much earlier in the value chain as well. For example, our sales team performs needs analyses with customers to offer a more tailored product selection, our purchasing team works closely with suppliers on shelf life, delivery intervals, and volumes and our warehouse operations are designed to be highly efficient.

Despite all our measures and careful processes across departments, there are still products in our stores that approach their expiration date. To rescue these items, we seek external solutions through collaborations with various partners, such as Matmissionen.



## 6 steps to reduce food waste

1. Collaboration with suppliers on shelf life, volumes, and delivery intervals.
2. Sales representatives engage in dialogue with customer companies to tailor their product selection.
3. Efficient warehouse management and logistics.
4. Thorough operational routines for deliveries and in-store processes.
5. Ongoing follow-up to align supply with demand.
6. Saving products through external partnerships.



# Long-term collaborations drive progress

We live in a constantly changing world, where major global conflicts impact supply chains. However, thanks to strong flexibility, clear focus, and close dialogue with our suppliers, we have succeeded in maintaining a high level of service and good product availability for our customers. More and more companies are becoming aware of the importance of a sustainable supply chain at every stage, from raw material to finished product.

We place great importance on building long-term business relationships where both we and our suppliers can grow and inspire each other toward a more sustainable future. Convini has a broad supplier base, ranging from local family businesses to large global companies. For us, every partnership is equally important, and we apply the same high standards to all. Before entering a partnership with a supplier, our Code of Conduct must be signed, and a risk

and sustainability assessment must be carried out via our sustainability platform. The assessment consists of approximately 70 questions that the supplier is required to answer.

The outcome of the assessment determines whether additional review is needed, for example, through site visits, submission of audit reports, or other documentation proving that the supplier complies with current regulations and guidelines. Our evaluation model includes social, environmental, and economic criteria, along with aspects such as delivery reliability and food safety. The risk and sustainability assessment provides us with a broader understanding of our suppliers' sustainability efforts and how they align with Convini's key sustainability issues and goals.

We value suppliers who work with certified products and raw materials.

When palm oil is used in a product, we require it to be 100 % certified. Wild-caught fish and seafood must be MSC certified, and cocoa used in our products must be either certified or carry a sustainability label.

Animal welfare is also an important aspect. Among other initiatives, we have endorsed the European Chicken Commitment (ECC) and introduced a chicken procurement policy for our suppliers.

As quality is one of our core values, we choose established suppliers, which helps to minimize our risk exposure. Our suppliers are at the forefront of sustainability efforts, and we share many of the same goals. This strengthens our ability to achieve our long-term objectives as a company.





# For the wellbeing of chickens

Convini supports the criteria outlined in the European Chicken Commitment (ECC). Through our procurement policy, which places clear requirements on suppliers and producers, Convini aims to contribute to improved living conditions for chickens.

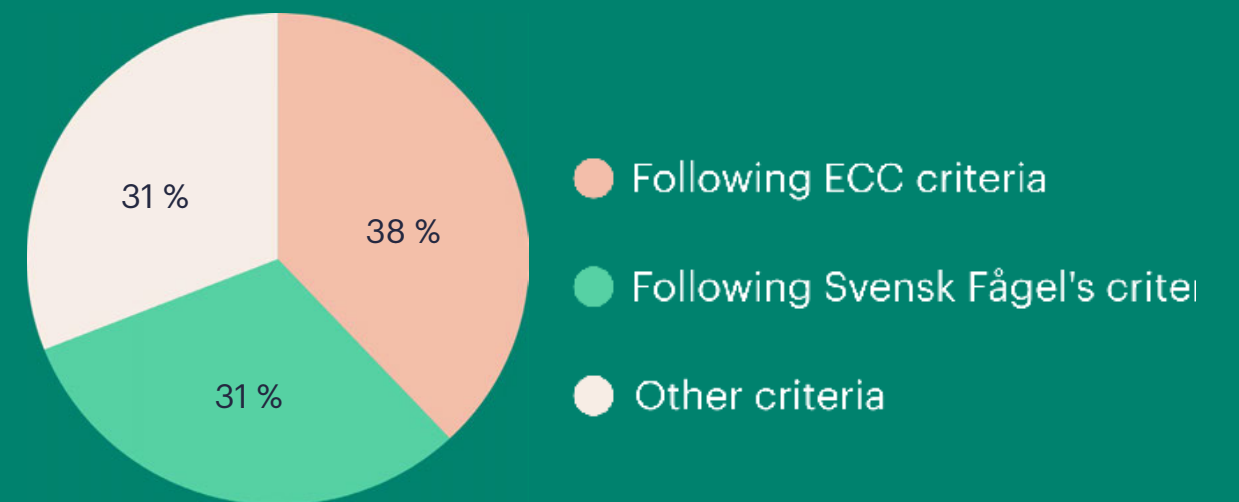
The ECC is a standard developed by around thirty animal rights and welfare organizations in Europe, including Djurens Rätt. Its purpose is to raise the minimum level of animal welfare, based on the latest scientific research. The criteria include, among other things, providing chickens with more space to move and phasing out the use of fast-growing "turbo" chickens. This decision means that all Convini suppliers offering chicken products must comply with ECC criteria by the end of 2026.

In addition, Convini has set a target to phase out caged eggs from all products sold through Convini in all markets by the end of 2025. This includes whole eggs, liquid eggs, other egg-based products, and eggs used as ingredients in composite foods.

In 2024, we conducted a mapping of our suppliers' practices and policies regarding chicken and egg sourcing. The results show that around 90 % of our suppliers do not use caged eggs in their products, which is an important step in the right direction. The mapping also showed that 38 % of our suppliers already meet the criteria set out by the ECC.

We view this as a positive development, but we are also aware that there is room for improvement. Therefore, we will continue our work with a strong focus on supporting and encouraging our suppliers in the transition.

Through close dialogue, clear guidelines, and partnerships, we aim to increase the number of suppliers that follow sustainable and responsible sourcing practices. Our goal is to drive long-term change and ensure that more actors in our supply chain contribute to a more sustainable food production system.





A smiling woman with long blonde hair, wearing a bright yellow double-breasted blazer over a dark top, stands in the center of a modern office. She has her hands clasped in front of her. The background is a blurred office environment with large windows, indoor plants, and other people working at desks. A yellow circle on the left contains the text.

**We help people at  
work feel good and  
achieve more.**





# Our own Coffee Sustainability Expert

Convini's very own Master Barista and Authorized SCA Trainer, Matte Carlson Wahlberg, was the first person in Sweden to be certified in Coffee Sustainability at two levels: Foundation and Intermediate.

This sustainability training, focused specifically on coffee, is provided by the global industry organization SCA – Specialty Coffee Association, in collaboration with sustainability experts from The Chain Collaborative.

Matte is also one of the few individuals in Sweden licensed to educate and certify others through the Coffee Skills Program, the world's largest training system developed by the Specialty Coffee Association. With his certification in Coffee Sustainability, Matte actively shares his sustainability knowledge within Convini. As a member of Convini's assortment team and an engaged internal trainer, his expertise is highly valuable in our daily work with the coffee range, supplier relationships, packaging, and more.

We are incredibly proud and happy for Matte, who served as a judge at the 2024 editions of the Brewers Cup Sweden and the Latte Art Championship, held in March. Being part of the jury that crowns Sweden's top baristas is a clear reflection of Matte's deep coffee expertise.



AUTHORIZED  
SCA TRAINER  
2022-2025



Specialty  
Coffee  
Association

MEMBER  
2023



COFFEE  
SUSTAINABILITY  
PROGRAM





# A unique and passionate Barista Team

All Convini employees who work with coffee are certified baristas through the Specialty Coffee Association (SCA). The fact that our baristas are certified and continuously trained by SCA is a strong mark of quality and something that sets us apart in the industry.

Our specially trained Barista Team consists of 17 members, all of whom have undergone additional training and certification through the SCA. The team acts as a mobile coffee experience for Convini's customers, offering various types of events such as coffee tastings and latte art workshops.

In addition to providing a better coffee experience in the workplace, the Barista Team plays an important role in the skills development of Convini's staff. Team members come from different departments across the company and are given the opportunity to further deepen their coffee expertise through advanced training and certifications via the Specialty Coffee Association.

Convini's Barista Team is truly passionate about sharing their knowledge and love for coffee. Being part of the team also brings variety to the workday, as baristas temporarily step away from their regular roles to visit customers and deliver events and training sessions, something the baristas find fun, enriching, and highly motivating.





# We believe in positive influence

We strongly believe in inspiring and encouraging consumers to make healthy and sustainable choices through a positive approach. One method we believe in is called “nudging.”

Nudging is about using small, positive actions to gently steer our customers towards making more sustainable and healthy choices, without using warnings, restrictions, or prohibitions.

The goal is to encourage a behavioral shift that benefits both the individual and the planet. Research shows that many consumers want to choose more sustainable foods, but often lack the information or tools needed to make those choices. And even when the information is available, it can be difficult to interpret.

Clear and accessible information about sustainability, along with greater transparency about where food comes from and how it impacts the environment, can help close the gap between what we want to do and what we actually do.

Through the Convini app, customers can access easy-to-understand sustainability scores for all products on a scale from 1 to 100, the higher the score, the better.

In our communication, we highlight healthy options, encourage more vegetarian choices, promote regular eating for steady energy levels, and advocate for recovery and balance whether that means taking a break in the middle of the day or fitting in a lunchtime workout.





# Joy and community in Convinistafetten

At Convini, we are passionate about promoting movement and wellbeing, both among our own employees and our customers. One of our biggest initiatives is Convinistafetten, Sweden's largest corporate relay race, which gathers tens of thousands of runners every August.

Since 2016, we have been one of the event's main sponsors, and as of 2022, we are proud title sponsors through an extended partnership with Marathongruppen.

Our shared ambition is to strengthen community and foster healthier workplaces. The 2024 edition was once again a true celebration, with two days filled with running joy. Around 15,000 participants ran in teams and enjoyed a wonderful picnic, coffee, and fun activities hosted by Convini.

As part of the lead-up to the event, we invited Convini customers to free training sessions and running technique workshops, in collaboration with Urban Tribes and experienced coaches. Looking ahead to next year's Convinistafetten, we will invest even more in the preparation phase, offering all our customer companies the opportunity to get ready with training inspiration and fun challenges throughout the year.





Long live the  
lunch break!

82%

feel they  
perform better

77%

feel happier

81%

believe lunch  
contributes to a  
stronger sense of  
community

65%

feel less stressed

78%

say lunch improves  
their mental  
sharpness

# Lunchrapporten by Convini

In 2024, we launched Lunchrapporten – a deep dive into Swedes' lunchtime habits. The report is based on a survey we commissioned in collaboration with Kantar Sifo, along with interviews with experts. Our plan is to conduct the survey annually, allowing us to track if and how lunch habits evolve over time.

Lunchrapporten 2024 explores how people eat lunch at work, why some choose to skip lunch, how much the average work lunch costs, and whether habits differ between women and men, or younger and older employees. It also reveals what we prefer to eat for lunch at work and what factors influence our food choices.

All signs point to lunch, and the lunch break, being both important and appreciated. People need nourishment and energy to feel well and perform throughout the workday. There is also a strong social component; lunch breaks help build a sense of connection, well-being, and joy at work.

Protecting the lunch break is good for both individuals and organizations. However, despite the many benefits of lunch, we see

that many people skip it, often due to stress and lack of time. Many also take relatively short breaks.

Lunchrapporten offers many valuable insights, and it will be interesting to follow how things develop over time. At Convini, the report reaffirms our mission and impact: through our in-office meal stores, we give more people access to tasty, convenient, and affordable lunches every day. And thanks to the proximity of our stores, we also help free up time for people to enjoy lunch in ways that boost their well-being whether through socializing or simply taking a moment to recharge. The work lunch plays a key role in creating a sustainable and enjoyable workplace.





# The power of community and engagement

We firmly believe in the power of community and the energy that arises when people collaborate and create together. Feeling engaged and enjoying the workplace is a core part of our identity and mission — to help people at work feel good and achieve more. This applies both to our 5,000 customer companies and to our own employees. We know that well-being, connection, and engagement are essential to a sustainable working life and successful business. Throughout the year, we have continued to strengthen this work and taken several important steps forward.

## Measuring engagement and employer appeal

Our ambition is for every employee to go to work feeling fully engaged every day, a vision and long-term goal that we pursue strategically. But just like fresh produce, engagement needs to be constantly nurtured and managed. That is why we conduct frequent pulse surveys, actively working with measurement, analysis, adjustments, and follow-up. We consistently reach high scores — around 80 — which confirms a generally high level of engagement. Still, we continuously work to identify and improve areas where scores are lower.

We know that well-being is a vital foundation for an engaged workplace where people feel good and perform at their best. A healthy workplace relies on a strong physical and psychosocial environment, balanced workloads, social cohesion, and the ability to influence one's own workday.



## Certified by Great Place To Work®

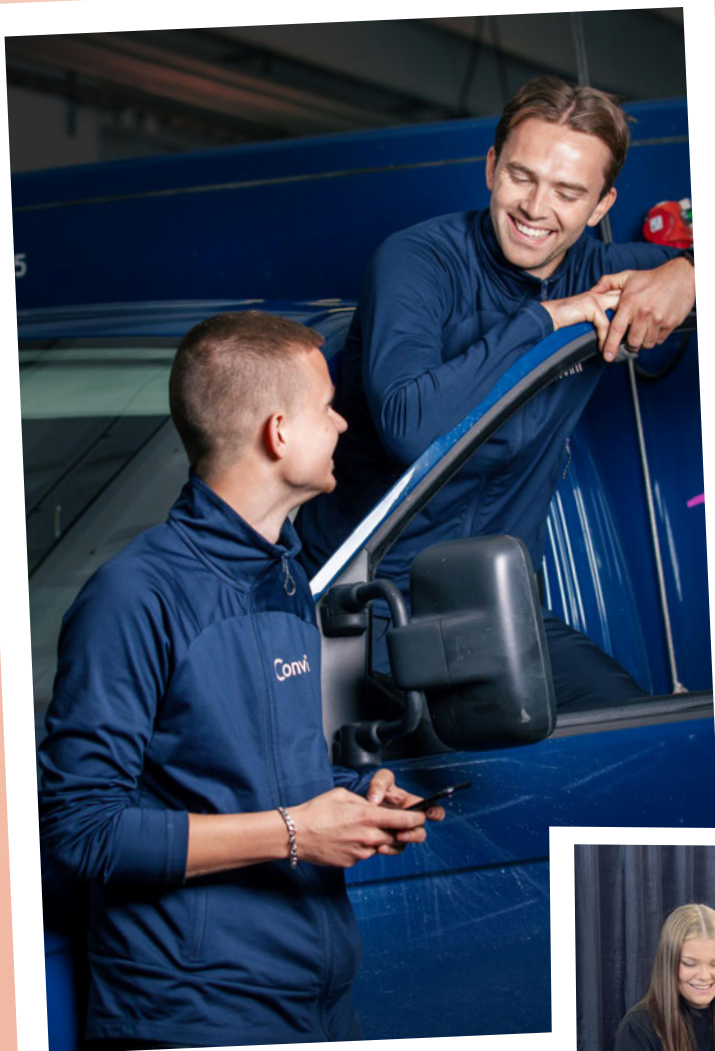
To strengthen our employer brand, we have continued our collaboration with the research and certification company Great Place To Work®. Every year, our employees participate in a comprehensive survey that gives us valuable insights into how we are perceived as an employer.

Because the survey is answered by millions of people globally, we gain a clear picture of how we compare with other companies and which areas we can develop further to become an even more attractive workplace.

This year, we once again delivered strong results, something we are incredibly proud of. In areas where we identify potential for improvement, we actively work to map the current state and define targeted actions that lead to meaningful change.







### Convini Wellness for well-being and connection

To promote well-being and strengthen a sense of community, our employee-driven initiative Convini Wellness leads a variety of projects. These focus on health, wellness, and togetherness at our workplaces, including both company-wide activities and local initiatives tailored to individual offices.

### Strong engagement in our digital universe

With the help of our digital platform @convini, we continue to communicate effectively by gathering information, sharing updates, highlighting individual contributions, and celebrating achievements, all in an interactive and user-friendly app format. Over the past year, we have continued to reinforce the platform's role as our primary channel for internal communication. Through the app, we have further developed our preboarding and onboarding processes, giving new employees access to content even before their first day and offering a central source of information from day one. This helps to quickly create a sense of inclusion and belonging.



Frukost-klubben!

### High eNPS reflects strong employer appeal

In addition to regular employee surveys, we measure our eNPS quarterly, a metric that shows how likely our employees are to recommend Convini as an employer. While traditionally known from a customer perspective, eNPS is increasingly used in employer branding. Our eNPS of 32 at the end of the year is considered a very strong result.

### Partnership with Handelshögskolan

A successful and ongoing initiative to build our long-term employer brand is our partnership with the Stockholm School of Economics (Handelshögskolan) and the Executive Trainee Module (XTM) course. The collaboration aims to highlight both the complexity and innovation within our operations, while also driving our development forward with the help of highly talented students. In spring 2025, parts of this work will continue in the form of a master's thesis project.



### Empowering leaders through Convini Leaders

Strong leadership is a cornerstone of a long-term sustainable working life. That is why, for several years, we have run the Convini Leaders program. The program is designed to strengthen self-leadership among our managers, while also enhancing our ability to lead and develop both teams and individuals.

Through a combination of theory, hands-on application in everyday work, and regular in-person leadership days, we have made important progress - something we are both proud of and grateful for. In addition, this year we launched a self-leadership development program aimed at employees who want to grow within the company and develop their leadership skills. In doing so, we are building a strong foundation for continued growth.



### Continuous improvements spark engagement

Our work with continuous improvement, aimed at constantly developing our operations for the better, has continued with strong engagement throughout the year. The initiative is built on the idea that all employees are encouraged to actively contribute suggestions and ideas for improvement and how they can be implemented. No idea is too small to be raised. The goal is to create the most efficient and seamless workday possible, helping to develop both our processes and Convini as a whole.

In 2024 alone, our employees submitted a total of 268 improvement suggestions, something we are truly proud of! The strength comes from within, from all of us who work at Convini. Together, through continuous improvements in our daily work, we are building a sustainable and great company.



Camilla Wemner, Head of HR





**We are Convini.  
The people who  
work here.**



# The workplace in numbers

At Convini in Sweden, we are approximately 270 employees, spread across three locations: Stockholm, Gothenburg, and Malmö.

The distribution between women and men has remained stable throughout the year. However, within leadership roles, we continue to see a need to further balance the gender distribution over time. To address this, we have implemented a structured process for talent development, including our new employee initiative within Convini Leaders, which provides us with a strong internal pipeline of future leaders.

Diversity is essential and contributes to a more inclusive work environment where differences are seen as strengths and have a positive impact on both teams and the organization. When recruiting, we assess candidates based on merit, experience, and education. We firmly believe in equal value and fair treatment for all, regardless of gender, age, nationality, or sexual orientation. We have zero tolerance for harassment and discrimination.

As part of our systematic approach to workplace health and safety, we continuously monitor sick leave at both an aggregate and individual level. In 2024, total sick leave amounted to 3.5 %, with short-term absence accounting for 2.4 % which is at the lower end of what is considered a normal range for short-term absence.

The fact that society today is less tolerant of attending work while sick, combined with the reality that most of our employees do not have the option to work remotely, makes it challenging to significantly reduce short-term absence.

We actively support psychosocial well-being and promote mental health through ongoing dialogue and open communication between managers and employees, a key component of our structured workplace safety efforts. We have virtually no work-related sick leave, and we see that our efforts to strengthen leadership, both on an individual and organizational level, have had a very positive impact.



Sick leave	Total		Short-term		Long-term	
	2023	2024	2023	2024	2023	2024
Annual average	3,4%	3,5%	2,3%	2,4%	1,1%	1,1%
Gender distribution	Total employees		In leadership positions			
	2023	2024	2023	2024		
Share of women	35%	35%	21%	21%		
Share of men	65%	65%	79%	79%		





**ZERO TOLERANCE  
FOR CORRUPTION!**

# Ethics and responsibility for all

Long-term thinking has always been a core principle at Convini. We strive to be a profitable and sustainable company that evolves for the benefit of future generations. For us, long-term success is inseparable from sustainability, responsibility, and ethics. That is why we place great importance on always acting responsibly, both socially and environmentally. Through clear policies and procedures, we ensure that we act correctly and handle any deviations in a structured manner.

Responsibility starts internally with how we as a company engage with our employees, customers, suppliers, and the wider community. Responsible business practices cover everything from human rights and product safety to environmental care, diversity, equality, and good working conditions. These principles are formalized in documents such as our employee handbook, finance manual, and work environment policy.

Our employees play a key role in how we interact with customers and suppliers. Guidelines for this are included in both our employee handbook and onboarding training. We also have a whistleblower function, where both employees and external parties

can report suspected corruption or other misconduct. This is part of our compliance with the Whistleblower Protection Act and our broader efforts to help prevent wrongdoing in society.

To minimize the risk of bribery and misconduct, we maintain a clear anti-corruption policy with zero tolerance for corruption. No suspected cases were reported during the year. We expect all our suppliers and partners to act ethically and responsibly. This is governed through our Code of Conduct, which outlines requirements relating to the environment, working conditions, health and safety, anti-corruption, ethics, and employee well-being.

To strengthen transparency in our supply chain, we use a data-driven platform to collect sustainability data from our suppliers. A questionnaire of approximately 70 questions helps us build risk profiles and take action where needed. In addition, we select a high proportion of certified products for our assortment, such as Fairtrade, Rainforest Alliance, and KRAV, which further ensures that our suppliers are acting responsibly.





# Ensuring food safety and quality

As Convini handles food products, strict hygiene procedures are of the utmost importance. To ensure product quality and maintain an unbroken cold chain, we use custom-built vehicles with separate freezer and refrigeration zones. This guarantees the correct temperature is maintained throughout the entire transport, right up to refilling at our customers' locations.

As an employer, we have a responsibility to ensure that our employees possess the necessary knowledge in food handling. Our self-monitoring program includes guidelines and procedures that ensure Convini's operations are conducted in a safe, secure, and legally compliant manner.

The program covers areas such as hygiene, training, procurement, goods receiving, temperature control, cleaning, and guidelines for managing customer complaints.

All employees receive an introduction to the self-monitoring program and its content. Supervisors and department managers responsible for food handling are also required to have in-depth knowledge of food hygiene.

To ensure compliance, external audits are conducted annually.





**YOUR WAY. EVERY DAY.**

the amazing society



# Big and small initiatives



**Certified according to  
ISO 9001 & 14001**



**Preparing to join the  
SBTi Net-Zero Commitment**



**Sorting and recycling  
at source**



**Sustainability-labeled  
assortment**



**100% certified coffee**



**100% fossil-free  
fuels in our delivery vehicles**



**All our company cars  
are electric**



**Our code of conduct sets  
requirements for suppliers**



**Climate goals  
approved by SBTi**



**Food waste is reduced  
through various  
partnerships**



**Renewable electricity  
in all our offices**



**Great Place To Work®  
certified**



# Our focus for 2025

Convini continues to work with determination to achieve our sustainability vision. For the coming year, our efforts will be concentrated in five key areas:

- 1** Raise supplier requirements to promote more sustainable food production
- 2** Advance the transition to a 100 % electric vehicle fleet
- 3** Leverage AI to help consumers make more sustainable choices
- 4** Continue developing a sustainable workplace
- 5** Eliminate food waste



# Strong engagement on our journey

It is with great pride that we note how our sustainability journey continues to move forward. What makes me most proud is the strong engagement that permeates the entire organization and the progress we achieve when we work together. By listening to our customers and consumers, setting clear goals, and staying focused on them, we create real and lasting change.

It is important not only to look back on what we have accomplished, but also to reflect on what we have learned and how these lessons can guide us going

forward. It is especially rewarding to see how we continue to grow, deepen our knowledge, and strengthen our sustainability competence across the organization.

We are aware that the road ahead is long and rarely without challenges but we have taken significant steps in the right direction. The upcoming reporting requirements under the CSRD will place high demands on us as a company.\* I am confident that we will meet these challenges — precisely because we are doing it together.

## Key lessons we bring into 2025

- 1** Both globally and nationally, sustainability is evolving rapidly. New research, deeper insights, and shifting expectations, such as changes to how companies are expected to report on sustainability, continue to emerge. Nothing is static. Sustainability is an area of constant transformation, and we are following these developments with great interest as we continue to evolve our own work.
- 2** Our transition to a fully electric vehicle fleet is progressing, and we are proud of the strides made this year. Not only have we increased the proportion of electric vehicles, but we have also gained valuable insights into how to use our fleet more resource-efficiently. After all, the most sustainable kilometer is the one never driven.
- 3** With the new CSRD reporting requirements, we have come to understand the importance of further integrating sustainability into every part of our business and decision-making.\* We clearly see that we achieve the best results when we have well-defined goals, use data wisely, and collaborate across the organization.

The sustainability year 2025 is full of new initiatives, goals, and projects. We will continue to work with the vision of becoming a leading example in sustainability within our industry. Thank you for taking an interest in our sustainability efforts. If you have any questions or ideas you would like to share, please do not hesitate to get in touch with me.



Oscar Nordbrandt  
Chef Supply Chain & Sustainability

*\*On February 26, 2025, the European Commission published several so called Omnibus proposals aimed at simplifying the sustainability reporting. Exactly what this will mean for Convini will be analyzed in 2025.*



# We are Convini

We are Convini. An unpretentious crew characterized by team spirit, service focus and professionalism – with a constant drive to do and be better.

At Convini, happy faces, commitment and being a problem solver is a part of our everyday life. It is in our DNA. We encourage you to take personal responsibility and initiatives. It is in this spirit that we challenge ourselves and think differently, every day.

Join us on our journey. Together we develop a great company – today and tomorrow.

