

# Haypp Group Sustainability Scorecard

## Precautionary principle

Purpose	Strategies	Goals	KPIs	Frequency	Measure	Activities	Comment
Inspiring Healthier Enjoyment to Millions	Health Contribution	Constant Growth of active customers	Number of active customers globally	Quarterly	Absolute number	Conversion Campaigning	
			Market 1-4 (SE, NO, US, EU)	Quarterly	Absolute number	Conversion Campaigning	
		Decreasing Global Tobacco Deaths	Number of saved lives	Yearly	Absolute number	Smokeless Conversion survey	
			Net health effect contribution	Yearly	Index figure	Health Contribution Study (Lakeville Study)	
		Increasing Quitters	Number of quitters (intended & unintended)	Quarterly	Absolute number (from survey/by algorithm)	Smokeless Conversion survey	
		No 1 on every market Global presence	Market share	Quarterly	% share of market		Relevant in expansion
			# of markets	Quarterly	# Countries		Relevant in expansion
	Insights for all	A recognized force for health	# of health authorities, academics or NGOs using HAYPP data	Yearly	Absolute number	Global Oral Nicotine Summit	
		Educated customers	Customers recognizing HAYPPs will to do good	Yearly	SEK (NOK, \$, €, £)	"Round up"	
			Public awareness & reputation	Yearly	Absolute numbers	Pledge to Quit!	World No Tobacco Day themed "Commit to Quit"
			Public awareness & reputation	Yearly	Absolute number (multiplier)	"Pay It forward"	
	Innovation for Sustainable Growth & Development	Sustainable Value Chain	# of suppliers screened	Yearly	% of suppliers	Supplier Code follow-up, scoring	
			Transport/logistics	Yearly	Co2 ton ekv/€/can	Nudging	
		Continous product development & quality assurance	New products according to standard	Yearly	Share of portfolio tested & accr. to standard	Standard development, lab testing	
		Zero Waste	Waste in our sites	Yearly	ton/can		For 2022 have a wast reduction program
		Zero Plastic	Share of sustainable cans (bio-plastic, paper or alike)	Yearly	% of portfolio	Support initiatives	
			Share of recycled cans	Yearly	% of cans	Recycle campaign	
	Best place to work	Ranked #1	Best place to work	Yearly	Rank number	Benchmark survey	
			Employee satisfaction	Yearly	% satisfied	Employee Opinion Survey (EOS) / Employee Net Promoter Score (eNPS)	
			Training & Learning opprtunities	Yearly	% of employees recived relevant training	E-learning & Mentoring	
			Staff turn over	Yearly	%	On/off boarding	
		Mirroring our Customers	Diversity	Yearly	%		
			Equality	Yearly	%		
	Business Ethics	Code of Conduct	Code training & signing	Yearly	% of employees	Code of Conduct training & signed	
		Compliance	Trainings conducted (Privacy, Anti-corruption, Marketing Guidelines etc.)	Yearly	% of employees	CoC and E-learning	
		Catalyst for change	Recogniezed as force for change by partners	Yearly	% of partners	Partner survey	