



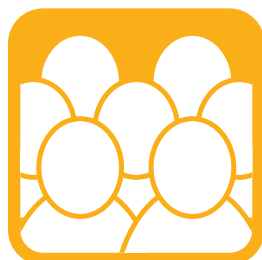
MAM

mambaby.com



We care about tomorrow.

MAM sustainability report 2011/2012



About the report

This is the first sustainability report by the MAM/Bamed Group. The report contains information and data which represents the group's primary activities and achievements regarding sustainability.

Reporting boundary

The consolidation scope of the MAM/Bamed group was used as the reporting boundary for the collection of quantitative data. All corresponding company locations are included in the reporting boundary. These are: the Austrian locations in Vienna (Marketing & Design) and Siegendorf (Research & Development), the distribution and production centre in Switzerland, the production facilities in Hungary and Thailand as well as further locations in the USA, Germany, Sweden, Great Britain, Spain and Brazil.

There are restrictions with respect to these reporting boundaries in the area of environmental indicators. As many environmental aspects are essential mainly for the production centres, we have only collected the corresponding indicators for the two production facilities. Data for the newly added MAM France and MAM Greece in 2011 and 2012 was not collected for this report but will be included in the next report.

Reporting period

The MAM/Bamed Group fiscal year is identical to the calendar year. The reporting period for the quantitative data obtained includes the years 2011 and 2012. For the future we plan to publish a sustainability report on a two year cycle with a reporting period covering the two previous fiscal years.

Report content

The contents of this report were compiled according to substantiality and with the involvement of stakeholders. In particular, the section "MAM Stakeholders – What our stakeholders expect from us" refers to topics and issues that were identified during the stakeholder survey as particularly important. The selection of performance indicators published in the report took place during several editorial team workshops with the staff responsible for the areas and a CSR consulting firm.

Data quality

The data published in the report was obtained largely through surveys distributed throughout our organisations. The data collected was checked for plausibility and aggregated. The CO₂ emissions published in the report were calculated on the basis of direct energy consumption. The calculation is based on emission factors derived from the GEMIS database.

Standard

This sustainability report reflects the self-assessment of the MAM/Bamed group for Application Level C of the Global Reporting Initiative (GRI) Sustainability Reporting Guidelines (version G3.1). Founded in 1997, the GRI has established itself as "the" international standard for sustainability reporting with the guidelines they have developed. Compliance with the formal reporting requirements for Application Level C was examined and confirmed by the GRI (see pg. 67).

Detailed information about the three application levels can be found on page 66.

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Foreword

Welcome to our first MAM Sustainability Report!



With the conviction that there is nothing in the world more sustainable than providing good care for babies, we founded MAM in 1976 and brought our first pacifier to market. The combination of medical expertise and sophisticated functionality of the MAM pacifier was an absolute first. Until then, parents had to decide whether they wanted an attractive soother or a healthy soother for their baby. For us, the connection between external and internal quality was a business philosophy; with our products, the manufacturing process, our relationship with our customers and in dealing with suppliers, trading partners and our employees. And this belief is exactly what drives all of us at MAM – yesterday, today, and tomorrow.

We now present our first sustainability report and document our corporate responsibility because we want to raise awareness of sustainability at MAM for you, our stakeholders, and for ourselves.

- We think that, in a time when everything is faster, more global and complex and unfortunately, often shallow and superficial, it is important to have a proper view of things.
- The need for consumers to learn more about the origin and development of products is fully justified in our view, especially when it comes to products for babies.

- We find equally positive the focus on values in the assessment of companies and their behaviour. We want to be measured not just by our products, but also by the values for which we stand.
- Increasing controls and regulations are not only no problem for us, they have long been a central objective: Worldwide, MAM experts are a driving force for risk awareness and knowledge among standardization bodies and advocate tougher, more precise policies.

Practically speaking: We subject ourselves to standards that are stricter than what is required by the authorities. We'd like to tell you a bit about that in this report as well.

Our standard in creating this report was the Global Reporting Initiative (GRI) reporting guidelines and their indicator set. I will also not deny that we have discovered some aspects where we can and want to do even better. For example, it is one thing to instinctively do the right thing but quite another to accurately and comprehensively document it. Or, based on concrete facts, to precisely question which further developments in material, production and product life cycle actually bring about sustainable progress for the environment and society, and which ones are mere window dressing or, in PR jargon, "greenwashing".

And now, please allow me to express my thanks to our newly established CSR team as well as all MAM employees and partners around the world who have brought all of our information to its current level and which we are processing step by step to further our CSR progress. Along with my colleagues on the MAM CSR committee, I stand personally for not just instinctively living the philosophy of sustainability, that being a balance of financial responsibility with a view towards economics, ecology and the well-being of people, but to

have it firmly and deliberately anchored to the conduct of our business.



Niklaus F. Schertenleib
MAM/Bamed Group,
Member of the Board, General Manager



**“What is more sustainable than to work for the next generation, our babies!
We are committed to the well being, safety and health of babies around the world.”**



Peter Röhrig
(MAM founder)



MAM history:

Unique Teamwork instead of “either-or”

Success stories start with visions. That goes for MAM and our founder as well. Let’s take a quick look back a few decades: In the mid-70s, parents buying baby products were faced with an either/or decision - either appealing design or medically proven functionality. Either cute. Or good. Both in one did not exist in baby products at the time.

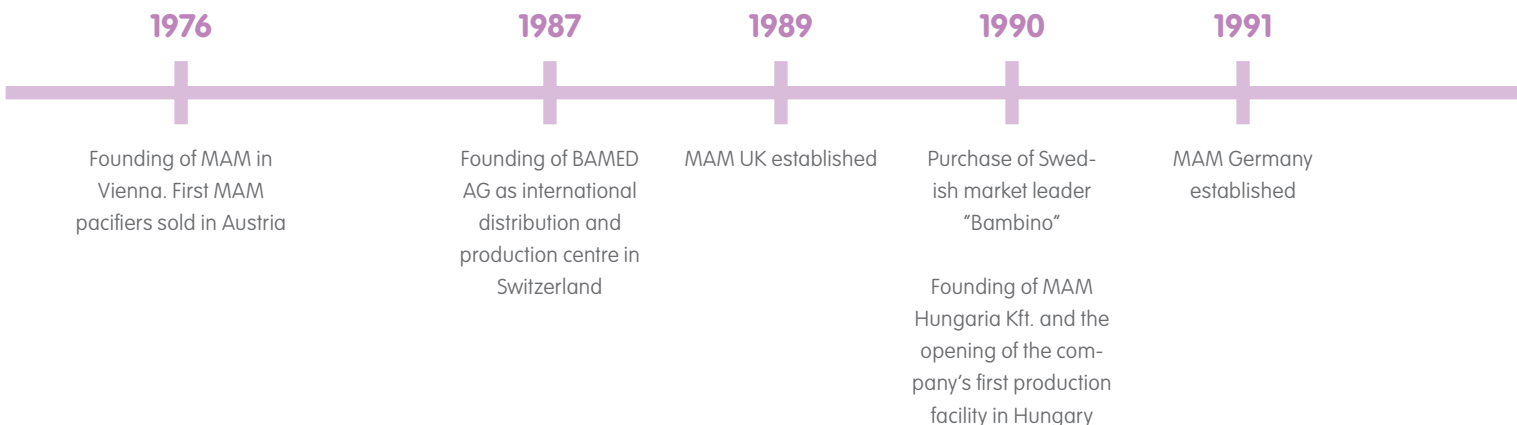
A trained plastics engineer and ardent family man, Peter Röhrig decided it was time to change all that. Together with scientists, doctors and designers from the Vienna University of Applied Arts he developed a pacifier combining both form and function. And that is how MAM started. Along with the unique teamwork that is behind every MAM product to this day.

Step by step to a global market player: The new pacifier was an immediate and huge success with parents and babies so the international marketing of this successful idea was the next logical step: During the first year it was exported to Germany, Switzerland and Belgium. 1987 was the establishment of the distribution centre in Switzerland. Cautiously heading into the world market, we expanded in 1989 with our subsidiary in Great Britain. In 1990 MAM bought the Swedish market leader “Bambino” and with the opening of MAM Hun-

garia we established our own assembly and packaging plant in Hungary.

Concentration on our strengths: The next steps were the establishment of the MAM subsidiary in Germany in 1991 and the opening of the MAM research and development department in the Austrian town of Siegendorf in 1997. In 1998/99 MAM expanded its network with the establishment of companies in Hungary and Brazil. Latex production at “Thaimed” in Thailand started in 2002, BAMED AG took over the worldwide distribution in 2003 and the R&D department in Austria was enlarged.

Ten international companies: Started in 2012, the youngest member of the family and tenth company established after the 2008 founding of those in Spain and the USA is the MAM Organisation in France. The International Marketing & Design Centre remains in Vienna. Though we are a global player and world-wide success with about 50 million products sold per year, we have not lost our grounding.



MAM today

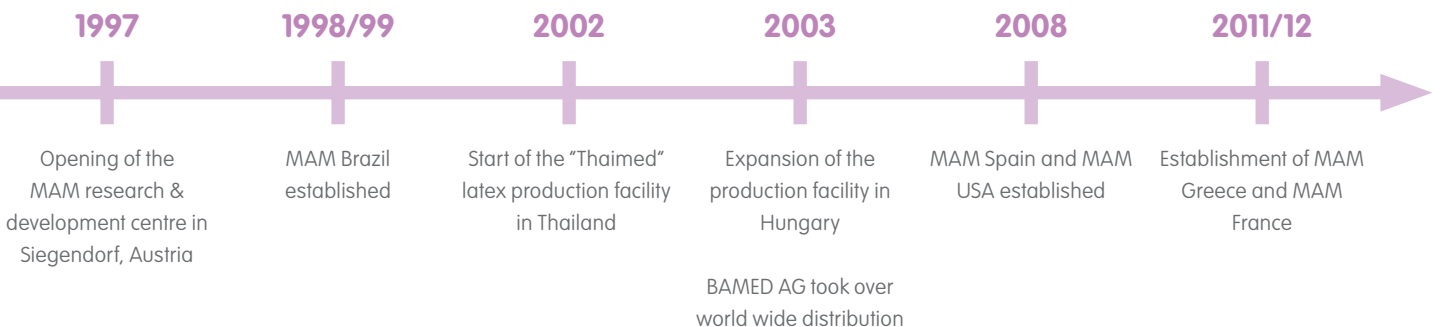
The MAM / Bamed group is headquartered in Austria and Switzerland with another 10 locations in Germany, France, Spain, Hungary, Great Britain, Scandinavia, the USA, Greece, Brazil and Thailand. We serve a total of 20 countries with this network. We also have 23 independent distributors in 41 markets.

- **Worldwide**, over **50 million MAM products** are sold **annually in 61 countries** on 5 continents.
- MAM/Bamed Group is the **market leader for pacifiers in several European countries**.
- About a quarter of total sales are generated in the USA and **more than 50 percent in Europe**.
- **Austria**, our country of origin, accounts for only 2% of product sales.
- More than **570 employees**
- MAM/Bamed Group is the **Market leader in the pacifier segment** in the **USA** in mass market retailers such as Wal-Mart.

- It all started with 1 pacifier. Today, **MAM offers more than 70 different products** for children from 0 to 3.
- MAM holds **61 technology and 273 design patents**.
- **48 awards & prizes** – from official bodies but above all, from critical testers and demanding parents.



“Look! MAM can do more every year – just like me.”



MAM Stakeholders:

What our stakeholders expect from us



In our research and development, particularly when it comes to the needs of babies and parents and the requirements for making good products, we maintain a steady dialogue with all those involved and affected. For us it was quite normal to discuss the topics of sustainability and CSR at MAM with the people concerned (our stakeholders). And that, even before we began to establish our CSR (Corporate Social Responsibility for economic, ecological and socially responsible behaviour) on an institutionalized, structured reporting basis. To this end, plenum – sustainability. change. impact (an Austrian consulting firm for sustainable development) conducted in-depth interviews with 18 representatives from important stakeholder groups in the context of an “Appreciative Inquiry”. This is a survey method that is especially helpful in determining not only the status quo, but also desires and expectations for the future. Criteria for selection were a wide range of stakeholders, as well as the conscious involvement of critical stakeholders.

The following groups were represented in this survey:

- Parents
- Employees
- Suppliers
- Retailers and distributors (national and international)
- Medical experts
- Other experts (lactation consultants, plastics engineers)

The most important results of the survey:

The stakeholders – across all stakeholder groups – view MAM very positively, as a responsible corporate citizen and a valued partner. On one hand, this concerns being known as a premium brand, an innovative company and lifestyle brand. On the other hand though, is the serious and dedicated effort to produce safe, high quality products. Responsible enterprise is a highly credible topic among stakeholders. The stakeholders see different factors regarding the preparation of the report and ongoing CSR activities to strengthen the company in the long term.

The expectations:

■ Make sustainability visible

How can MAM prepare for the future? How does MAM see itself strategically? What does MAM understand about sustainability and sustainable corporate development? Nearly every stakeholder group is interested in “what MAM is doing about sustainability”. Sustainability activities are either (a) not perceived or not seen as such, (b) fragmented and not seen as strategic and systematic activities by MAM. The current and planned activities of MAM regarding sustainability and the corporate approach to sustainability should be made transparent. Sustainability is not external. Rather, it is more like a common thread running through the entire company. It must be anchored in the core business and a theme of the top

management. Virtually all of the stakeholders have explicitly welcomed the stakeholder dialogue and involvement in the sustainability report. It is a good thing and they find it great that MAM conducts these open dialogs with the stakeholders. Likewise, the intention to develop a sustainability report was consistently rated very positive.

■ **Product health & safety as key criterion**

This topic has constantly been rated as very to extremely important. Precisely because of what our products concern, it is critical that MAM really use only the best and safest materials and stand behind that. Consumers sometimes express uncertainty and fear over choosing the wrong product. That's why they always want more information. Parents place especially great importance on this. Health and safety are areas in which only the highest standards suffice: for plastics, colours used, replacements for BPA, etc.

■ **Ecological sustainability is a hot topic at MAM – seen both as a question and as an opportunity**

A major focus of stakeholders is clearly the comprehensive issue of ecological sustainability at MAM. The agenda ranges from product LCA and ecology, resource efficient production at MAM, the product life cycle, assuring environmental standards for suppliers and MAM, issues of waste disposal and re-use of products and carbon neutral production to conscious and efficient use of energy and raw materials. Explicitly expressed as an important issue and a part of ecological sustainability was the topic of raw materials and components. The bottom line here, is that the path MAM is already on will be seen as being very good and sensible, that there is a high measure of credibility and that the products are impeccable.

■ **Information about plastic**

Above all, questions were raised by stakeholders concerning serious information about a topic that many consumers really don't have a differentiated insight of: Plastic. How ecological is plastic? How are questionable materials handled? What happens to the material when it is disposed of? Is it possible and practical to use bioplastics? What is the proportion of bioplastics already in use at MAM? What ecological developments and solutions already exist that would be of interest to MAM?



■ **Sustainability at MAM**

Aspects of social sustainability play an important role for stakeholders. They address different aspects here.

- » Production facilities, terms and working conditions: Especially for MAM production facilities and suppliers located outside of Austria or Europe, stakeholders also require that they are held to binding social standards that conform to the MAM brand and international norms. There is also a desire to keep as much production as possible in Europe and as far as possible, where the products are needed.
- » Regional economic responsibility: What about MAM's commitment to the locations? How does MAM deal with the aspect of creating regional value? Does MAM also produce where there is a need? What is the commitment to key local contractors and suppliers?
- » Opportunities within the company: How does MAM promote the career of women in general and in upper management?
- » Child care: What is being done about day care at MAM, especially since there are many women working in production that could use child day care.
- » The human resource: It was also interesting to learn how MAM deals with Human Resources and ensures, for example, that workloads are reasonable and liveable in the long term.
- » Employee training: Training designed so that employees understand the general and company specific occupational health and safety regulations and assignments and also apply them.

■ **Dialogue and collaboration with stakeholders as a sustainable principle for success**

There is a strikingly high interest and commitment, especially to MAM and its products on the part of the stakeholders. Without exception, all stakeholders describe the quality of cooperation with MAM as good, very good or excellent. All consider integration in a continuous dialog as important to extremely important. How MAM has done this so far has been highlighted positively. Especially noted was the cooperation on expert levels to continually offer products reflecting the latest technology and research. The dialogue with opinion leaders, such as paediatricians, dentists and midwives, is perceived as very valuable since they are often asked by parents about products.



As a global, yet relatively lean company it is very important for us to properly decide which aspects of sustainability to develop further and document accordingly. The input from our stakeholders provides us with crucial information.

And we believe that the exchange over corporate responsibility cannot be a one-time affair. We want to keep it up. This is exactly why we are in regular dialogue with our stakeholders when it comes to the expectations & experience with the MAM product range. Therefore, this report is not only a documentation, but also an invitation – to contact us via our communication channels and get in touch and give us feedback & suggestions about sustainability at MAM.

"To many people it is not clear as to whether the materials and products can be hazardous to health. Softeners, oestrogen in diapers, etc. MAM has the best test results so I imagine that they are very active in dealing with this issue."

"Get an understanding of how MAM arranges the process externally. How does it work with suppliers and contractors?"

"What would interest me, is in principle, where the product materials come from, how they are produced and under what conditions."

"One thing to get involved with is bioplastics."

"Passion and a special spirit in this company."

The dialogue with our stakeholders

A small sample of the associations with MAM as well as requests and suggestions from our stakeholders:

"If I was the head of the company it would be important to me that it be a "good corporate citizen", a responsible company with civic engagement as well as a good place for people to work."

"MAM products are made exclusively from plastic. More could be done then, with recycling and disposal. This is where MAM can still differ from others."

"MAM is clearly a leader in innovation in its field by working together with experts."

"Environmental aspect. The goal must be that the entire production process is designed so that environmental impact is minimized. I believe MAM already does a lot of this."

"The production location and working conditions are important to me. Cost alone should not determine where production is located. Regional creation of value is important."

MAM Strategy:

Vision with responsibility – sustainability as a strategy



As a family business committed to the well-being of babies, MAM has always operated sustainably. We work for babies! That is why we put into every detail, every action and every decision as much attention and care as if it were the most important baby in the world. Babies are the next generation, so what could be more sustainable than working for their health and safety?

The professional discussion on sustainability and CSR has certainly taught us a lot about the difference between “we have” and “we have also properly documented it”.

The integration of sustainability issues and corporate responsibility into the MAM guidelines is a typical example of this: Since the founding of our company it may have been the right instincts and habits that led us to sustainability in practice but it was never written down.

Therefore we have developed our CSR guiding theme based on our MAM principles:

“At MAM, we want to use our capabilities to make the world better. Sustainable and far sighted. Because the babies of today are the adults of tomorrow.”



These are our MAM Principles:

- MAM produces and sells **baby articles which are the result of unique teamwork**: Experts from medicine (e.g. paediatrics, dentistry, orthodontics) and development education, as well as midwives, lactation consultants, speech therapists and children's nurses work together with material and production technology specialists and noted designers. MAM regularly engages parents in the development of products in order to optimize practicality. This results in products that perfectly accompany babies, provide parents with security, support them fully in everyday life - and to enjoy life together.
 - MAM does not produce just any article for children. We only do what we fully understand and side by side with our expert network. That is why we are there for babies from 0 to 3 years and focus our portfolio on **soothing, nursing & feeding, oral and dental health as well as the mental and physical development of the child**.
 - **MAM drives and promotes research on infant health**. We do this to make our own products better. We share what we've learned, too. For example, study results are available on the Healthcare Professionals area of our website for the entire specialist community. As a result, we also provide MAM know-how to regulatory and standards organisations.
 - **MAM does not guarantee quality** just through the careful selection, regular testing and good care of the, mainly long term, suppliers. We control critical quality areas of the value chain ourselves. For example, the Research & Development centre for high-tech components remains in Austria. And, we operate our own production centre in Hungary. We also hold our own latex producer in Thailand to European quality criteria.
- **We stand by our MAM responsibility**. We also stand by the fact that we are a business, not a non-profit organisation. For us, sustainable business means remaining profitable,
 - » that we offer job security to our employees, production and sales partners,
 - » continue to provide research support to our expert community,
 - » provide sufficient resources to our development team for innovation and
 - » a society in which is the well-being of babies important, using the right products and knowledge as well as a having measure of ecological and social awareness.

We have derived various fields of activity from this CSR principle. Because we want to make the world better for babies and parents, and also for our employees, the environment and society.



These are our spheres of activity:

Products & Safety

Our products are the focus here: We pursue "business innovation" as "social innovation" – because we are aware of our responsibility and very close to our customers. Products are developed in consultation with stakeholders (parents, medical experts, suppliers, etc.) and innovations are long term and far sighted. This is where safety is the focus: It involves the creation and use of our products as to materials, functionality and safety.

Health & Research

This is about research for the highest good: the health of babies. We are in constant communication with science and research in order to combine our efforts with experts for infant health. That and how we promote acquiring knowledge and sharing our know-how with professional groups, authorities and all those who share a genuine care for the healthy development of babies is a critical aspect in our view.



Babies & Parents

This is about dialogue with parents and meeting the needs of babies. We maintain a regular exchange with parents to develop the best possible products. We respond to the ever changing issues of parents, with the needs of their babies and families as the centre point. And we are there pro bono for disadvantaged parents, especially mothers and their children.



Employees, Partners & Suppliers

This is about responsible and respectful dealings with our employees and with our sales companies and partners, as well as our suppliers.

Resources & Climate

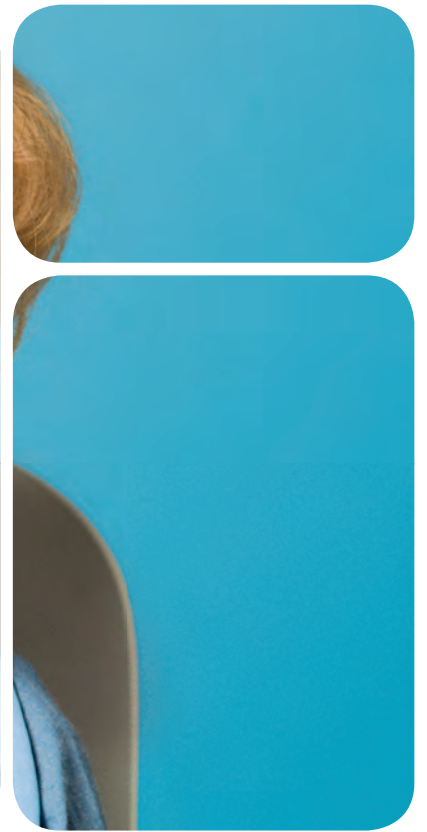
This regards the world where the babies of today will live as the adults of tomorrow. We have an awareness and ideas for a quality environment. Resource awareness has always been an important topics for us. Now we would also like to pay greater attention to the issue of climate.



From our point of view, serious CSR reporting not only gives insight to the plans, but also what becomes of the plans. Therefore, the MAM 2015 sustainability report (for the years 2013 and 2014) will provide information on how we have evolved in different spheres of activity.

But we are curious to see what you think about it. Let us know your view. For example via email:

office@mambaby.com



Product

Long-term and far sighted innovations –
developed in dialogue with our stakeholders



“Look! I’m doing well with that – and you too.”

A sustainability report is not an advertising brochure. That’s why we haven’t included a product catalogue with

all of our items and entire range of models (This information can be found quite easily on mambaby.com under “Products”).

What we are showing here represents our way of thinking and our way of working. For example, that we only do things we really know well, side by side with our network of experts. That is why we are there for babies from 0 to 3 years and focus our portfolio on soothing, nursing & feeding, and dental health as well as the mental and physical development of the child.

We also want to illustrate how we think about product development at MAM: specifically, the health & safety of children, optimum support throughout their development, the details and designs that babies instinctively feel good with, and supporting parents’ daily life as best we can with well-thought MAM functionality.

All of our product innovation is the result of close collaboration with our stakeholders: with medical experts, parents, our employees worldwide and our suppliers. In terms of our responsibility, we conduct business innovation as social innovation. We are very close to our customers, that is: with parents and babies and their needs. Our product development is, as a matter of principle, a lengthy process. Only so can we be certain that the products meet the demands and preferences of babies and their families and that maximum safety is guaranteed. Therefore, our innovations are long-term and far sighted, even sustainable, and not just a shallow, quick fix.

“Our focus is the health and safety of children”

The four categories that MAM products can be classified as, reflect well the developmental phases that parents and their babies can experience together from the first day:



Calming with pacifiers

Hard to believe: The pacifier has a history dating back about 3,000 years! Its early ancestors were made from rags filled with honey or flour. Sometimes even alcohol or poppy seeds were used to calm the child. The birth of the modern pacifier was in 1845 when the first rubber pacifier was patented. An earnest development of the pacifier began. A heated debate about its advantages and disadvantages started at the beginning of the 20th century. The debate has cooled, meanwhile. Today, the pacifier is made of high quality materials and is a part of every baby ensemble. It is widely accepted as a way of meeting the child's need to suck. In modern industrialized countries, 80 per cent of all babies enjoy the calming effect of a pacifier. Rightly so. Because babies love to suck. Starting around the 14th week of pregnancy, ultrasound images can show babies sucking on their fingers. This relaxes the baby and helps prepare for taking in food after the birth. The sucking need during the first year of life is enormous. Hunger is satisfied yet the child happily continues to suck. Nothing relaxes a baby more. Stress, discomfort and tension are quickly forgotten. It's no wonder children will try sucking on everything within reach. Fingers, stuffed animals, blankets or pacifiers, there is nothing they won't try. But not everything a

child enjoys sucking on is good for that. Besides mother's breast, only a pacifier supports healthy development. Whoever may not want, or not be able, to put a baby on their breast every time for sucking would be well advised to have a high quality, anatomically correct and quality tested pacifier on hand. Our offer contains of:

- 16 different MAM pacifier models for babies from 0 to 16+ months
- 3 special pacifier models for babies that are born too early ("preemies")
- 2 different pacifier clips
- 1 MAM Pod-Pacifier storage for on the go

All MAM pacifiers are developed in collaboration with specialists in children's dentistry and orthodontics. Material selection and design are always based on sound reasons.



Everything for Feeding & Nursing

Breastfeeding is the best for babies. However, breastfeeding is a very personal matter. The need alone, between mother and child, is what decides whether breastfeeding will be exclusive, partial, long or short term. We at MAM wish to provide the best possible support to mothers whatever their decisions or needs may be. That is why we have developed a variety of products for nursing and feeding:

- MAM Breast Pump
- Breastfeeding accessories: Pads, nipple shields and the practical Storage Solution
- 3 types of bottles in 7 different sizes
- Interchangeable spouts and handle attachments
- Practical accessories for carrying and cleaning: Diaper Bag, MAM Microwave Steam Steriliser, Bottle Brush and Milk Powder Box

Research, development and testing of MAM bottles are done in cooperation with paediatricians, midwives and lactation consultants.



Learning to eat and drink – ideal support on the way to independence

Learning to eat is learning to live. The first few steps already walked alone, the first teeth showing, the first syllables formed – highlights of life’s adventures for babies and parents. The transition from breastfeeding to more independent eating and drinking is part of this too. This is one of the most important and exciting developmental steps for babies. It’s not just about motor skills but a social issue as well: The change from being breastfed to eating at the table with the “grown-ups” is a central experience for toddlers. That is why we have developed the MAM Feeding Line – with products that appeal to the senses, are ergonomically well conceived to support learning movements and are safe to handle:

- 4 different, progressively staged cup models
- Interchangeable spouts and handle attachments
- Learn to Eat tableware: 3 different bowls, 2 feeding spoons, Learn to Eat cutlery and Dipper

The MAM Learn to Drink and Eat products also result from typical MAM teamwork since our designers and plastics specialists work together with paediatric and child development specialists.



Oral Care – proper dental care starts even before the first tooth

There is good reason that children’s dentists recommend a very early start for oral hygiene and caries prevention: Early Childhood Caries (ECC) is the most common infectious disease among children, affecting about one fifth of two and three year olds. ECC is caused by certain microorganisms that colonize in the mouth and, through

the dietary intake of sugar (even fruit sugar!), convert into acid. Substantial damage can occur beginning with the very first primary teeth. Only a dentists will be able to recognize the first signs. From the MAM point of view then, regular dental exams are just as important as the right oral care products for a perfect start in life:

- 4 different products for dental care and cleaning: Oral Care Rabbit, Massaging Brush for teething time, Training Brush and MAM First Brush – the child’s first brush for independent brushing
- 7 MAM teether models in different designs
- Practical teether accessories – from clips to carry and sterilising boxes

MAM oral care products are developed together with experts from dentistry, children’s orthodontics and developmental education.

The MAM Principle:

- MAM products are the result of unique teamwork: Our designers and plastics specialists work on product development together with experts from medicine, early childhood development and lactation counselling.
- MAM products with their unique qualities such as the Anti-Colic bottle or the Perfect pacifier are not only planned, carefully produced and tested internally, they are also proven in independent scientific studies and research with users.
- No MAM product is put on the market before it has received an OK from our network of experts.

Acquire the know-how, use it, share it: Focus on health & safety



“Look! You can safely leave me to play, nothing will happen.”

MAM creates, promotes and shares knowledge in three areas:

Medicine

All of our products are the result of unique teamwork: Besides our designers and high-tech teams for material and production technology there are also experts from medicine (e.g., paediatrics, dentistry and orthodontics) and developmental education as well as midwives, speech therapists, lactation consultants and children’s nurses involved.

Together with them the needs of babies and parents are analyzed, health effects from design compiled and advantages and potential risks from use of the products are tested.

The interdisciplinary group of experts does not rely on existing knowledge alone. MAM also initiates and promotes new studies, furthering research on infant health.

We regularly collaborate with more than 20 experts from around the world. They are our main development partners, for example,

- Dr. Hans-Peter Bantleon, director of orthodontics at the Vienna University Dental Clinic, Austria

- Arthur J. Nowak, DMD, Professor Emeritus, College of Dentistry, University of Iowa, US
- Dr. Reinhold Kerbl, President of the Austrian Society of Pediatrics and Adolescent Medicine (ÖGKJ,) Head of Department of Paediatrics at Leoben Hospital, Austria

Every year we visit over 30 medical events to exchange views with experts worldwide on infant health (2012: congresses, symposiums and exhibitions in Brazil, Germany, Finland, Great Britain, Italy, Austria, Switzerland, Scandinavia, Spain, the Czech Republic and the USA).

Not only in the International Marketing and Design Centre in Vienna, but in all of our international offices, MAM employees take care of concerns, questions and feedback from healthcare professionals. In this way we engage in direct dialogue with the medical community hundreds of times a year.

The ICMRS (International Children Medical Research Society) data bank currently stores 8,753 medical studies and reports (for detailed information see page 33).

MAM offers healthcare professionals access to the most recent studies – 134 scientific works and reports are currently in the MAM data bank. We can also grant access to all of the studies upon request.

Study databank

Studies - easy download

Please note that for publication, duplication or forwarding to third parties, the rights of the respective authors of the studies are maintained.

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Title	Author	Year	Description
Abstract_Bantleon.pdf			
A New Bottle Design Decreases Hypoxic Episodes during Feeding in Preterm Infants	Alapinski, Jenik, Carlos Fudimara, Maritza Marquez, David Magre, Gloria Fernandez, and Gonzalo Mariani	2012	Bottle Feeding, Preterm Infants, Bottle Design, Hypoxic Episodes
A Randomized Controlled Trial of the Efficacy of Supervised Toothbrushing in High-Caries-Risk Children	M.M.T. Currow, C.H. Peck, G. Burnside, J.A. Nicholson, R.K. Chesters, E. Huntington	2002	Caries prevention, Fluoride toothpaste, Randomised-controlled trial, Supervised toothbrushing
A Summary of Recommendations and Comments on the MAM Self-Sterilizing Bottle	Dr. Peter P. W. Weiks	2011	MAM Anti-Colic, self-sterilizing bottle, microbiological laboratory tests
A critical evaluation of the evidence on the association between type of infant feeding and cognitive development	Denise L. Drane, Jeri A. Logemann	2000	Breast feeding, formula, socioeconomic status, IQ, US population
A sideline model for sucking patterns of	Amndt G. Oetvinynd, Peter J.		Infant, sucking patterns, breast

MAM CSR project:

Continuously promote and expand scientific research and knowledge exchange in the field of baby products and infant health in cooperation with health care professionals worldwide (end of 2014)

Material safety

A large number of laws and safety standards regulate the production, material and function of baby products. From the beginning, MAM set a goal of not only meeting these regulations, but to exceed them.

- For example, MAM products have long been free of Bisphenol A (BPA), even though regulations requiring this have only recently been enacted, and only in some countries.
- Our internal requirements for tensile strength according to EN 1400 (pacifier standard) are actually much higher than required.



Quality test: MAM pacifier tensile strength

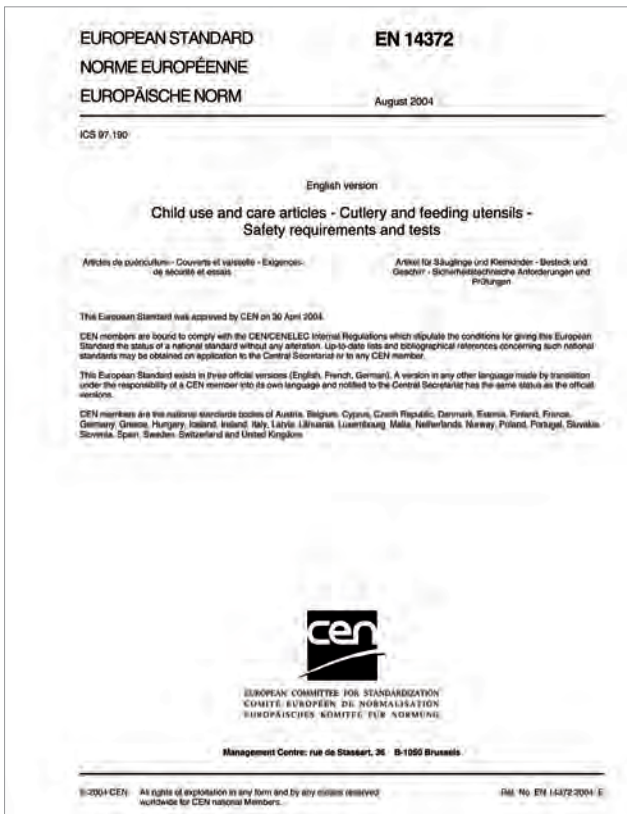
- We do not use PVC or phthalates, not even in packaging even though there is no prohibition.
- We use food-safe raw materials for products that come in contact with saliva or are put in the mouth; and, for example, for pacifier clips and teething – even though there are no specifications regarding food-safe raw materials.

Not only is MAM founder Peter Röhrig a qualified plastics engineer, there are a number of proven plastics experts working in Research & Development and MAM production. We also maintain an international exchange with this specialist community to keep up with new developments on material properties and plastics innovations and to pass on our own knowledge.

The knowledge that we gather here is passed on to legislators and standards organisations for their use:

- Peter Röhrig, MAM founder and Hortenzia Csiszar, responsible for product safety and compliance, are continuously working to create safety standards for baby products with Working Group 5 “Feeding, Drinking, Sucking” of the CEN (The European Committee for Standardization).
- The E-Norm EN 14350 Drinking Equipment (baby bottles, drinking spouts, cups, etc.) is based largely on knowledge from MAM.
- E-Norm 1400 Soothers (pacifiers) was newly revised with all standards institutes in the EU and other concerned countries such as Norway and Switzerland have agreed to the draft which was co-developed by MAM with 98 % of the votes in favour.
- As well, the E-Norms EN 12586 Soother Holder (safe soother retainer on a button instead of a ring which can snag on fabrics or straps), EN 12868 Nitrosamines (significantly stricter limits for nitrosamines as components in material for baby products) and EN 14372 Cutlery and feeding utensils (material and design guidelines for baby cutlery and tableware) all come back to MAM initiatives.

“Our focus is on functionality and safety!”



E-Norm EN 14372 Child use and care articles – Cutlery and feeding utensils – Safety requirements and tests: increased safety through MAM know-how

Design

The design of MAM products and the composition of shape and surfaces fulfil much more than just aesthetic demands. At MAM, the guiding principle “form follows function” is standard practice. MAM style makes our pacifiers, bottles, oral care and learn to eat and drink products unique and loved by babies and parents. And above all, the design results in high functionality and safety in use.

Product design is a long process focusing on function and safety. The experienced design and technical teams work together very closely. Throughout the course of the design process, parents and medical experts are consulted again and again to obtain their feedback. The initial ideas are sketched out and then the selected designs are drawn in 3-D followed by building models of the designs. After a model is chosen it is further developed into a prototype. Functionality, feel, appearance and ergonomics are always the focal point. Once the product is effectively finished and has been approved for safety by all of the experts, it is subject to extensive product testing in different countries

with a large number of parents and babies. Only once everything is perfect is the product put on the market.



- MAM has its innovations protected by **61 technology and 273 design patents**.
- The safety and functionality of products are tested and analyzed during the design phase together with noted designers (the first MAM pacifier, for example, was designed with a team from the Vienna University of Applied Arts) and medical experts.
- Finally, products are tested together with parents and babies before being brought to market.

“For us, teamwork between design, technology and medicine is natural.”

Because this MAM teamwork of design, technology and medicine is something special, we are very pleased that we are also recognized for the achievements of our products on a regular basis by independent bodies – of authorities and institutes – but especially by skilled testers and consumers who have honoured MAM with awards from the start.



In 2011, the MAM Night 0+ pacifier received the Golden Mother & Baby Award ("best newborn sleep aid" category) in UK.



Functionality and exceptional design – these are the features that distinguish the new MAM Perfect pacifier. Because of this it was nominated for the red dot design award in 2011, and won!



The innovative and functional MAM Perfect package was recognized with the 2012 Universal Design Award.

MAM awards 2011 & 2012



For their extraordinary concept and innovative design, the new MAM Bite & Relax mini-teethers were presented with the 2012 red dot design award.



In 2011, the MAM microwave steriliser received the Universal Design Award in Hanover.



In Israel, the MAM Anti-Colic bottle with the self sterilising function was named the 2012 "product of the year" in the baby products category.

The MAM Anti-Colic bottle was honoured with the "Best of the Best" award from Parents World magazine in Singapore.



MAM received the IF product design award, one of the world's most important awards for product design, in 2011 for the exceptional design of the MAM diaper bag.

Products & Safety

Plastics, colours, packaging – High-Tech with vision



“Look! I like the colours and shapes. You like that MAM cares about my safety.”

MAM products conform to all applicable, relevant norms and standards worldwide. To be absolutely certain though, the company's internal controls and guidelines have been developed to actually exceed the regulatory requirements.

Safe baby products must fulfil a number of requirements, none of which should be compromised in our view. Here is a sample of selected criteria:

- Products must be unbreakable to prevent injury to babies and parents.
- All products are required to be heat resistant to allow for thorough cleaning.
- Furthermore, products for babies 0 to 6 months must be able to withstand boiling temperatures since they are sterilisable for 100 % hygiene and safety.
- Products, and especially their surfaces, must be designed so that they are not only convincing in design and function, but also ensure that babies can play safely with MAM products which helps develop their motor-sensory skills.

For the reasons listed above, it is clear that this catalogue of safety requirements will certainly not be met by materials like metal or wood. Plastics best meet these requirements.

For us, working with plastics means not only employing the highest level of technical competence and safety standards during manufacturing, but to also thoroughly understand the components and the reaction of organic materials. And, to continually expand the know-how because research constantly brings new insights about the use of plastic materials in everyday life as well as material innovations that can better meet safety requirements.

“Our claim: safe baby products and the highest technical competence.”

This is why MAM networks worldwide with research facilities and standards institutes, regularly have our products tested by independent laboratories and work towards even stricter and more precise regulations.



We would like to give two examples in our first sustainability report on the practical impact of our broad and far-reaching view on the subject of plastics:

- From the beginning, MAM has decided that **no baby products would be manufactured with PVC**. We were the leader of a development that, only after several years, resulted in the banning of pacifiers and teats made of PVC by one country after another. The reason: Phthalates are used to make PVC soft. These phthalates can leach out during sucking and be swallowed by babies. This is known as “migration”, or simply put, they “wander” from the PVC teat into the body. Though it remains scientifically unresolved whether they actually cause health problems, MAM is of the opinion that: Nothing should end up in a baby's stomach that doesn't get there naturally. Therefore, we

have decided from the start to use a technically more complex, but safe alternative material.

- MAM was also among the first manufacturers to offer high quality baby bottles made from plastic **without BPA**. BPA (Bisphenol A) is an important component used in the making of the special plastic polycarbonate. Many items are still made using this such as CDs and DVDs, shatterproof car windows, temperature resistant plastic utensils, medical and laboratory products or special food packaging. This problem has been a topic for a few years now: Under special conditions, traces of BPA can migrate out of the plastic into the food and then find their way into the body. As a result of excessive exposure to BPA, some experts and studies have noted disorders of the endocrine system and brain, diabetes, heart damage and an increased risk of cancer. The scientific studies are still ongoing and there are many professional opinions to the contrary. Parents are naturally uncertain – and many countries have already introduced bans on BPA. MAM has been using alternative plastics without BPA since 2003 and today the complete range of MAM bottles, cups, learn to eat products and teethers are BPA free.

“Our products are PVC and BPA free!”

We are well aware that baby items are among the most tested and strictly evaluated products in the world. The values obtained in studies for the possible release (“migration”) from plastic components are already measured as ppb (parts per billion), which is to say: the number of parts of the material in question per billion parts of the other, normal materials that are present and determined in amounts far below normal levels of perception and recorded to the nth decimal.

We also think it is absolutely right that measurement methods used for infant health should be pushed to their limits. What disturbs us is unneeded uncertainty for parents. A good example of this is an EU test a few years ago that caused some confusion: Sporadic presence of DIPN was reported in this test of baby bottles.*This material usually occurs in conjunction with printer ink and paper and the testers suspected the instructions packed with the bottles as the cause, though

any of the test team’s own laboratory printouts of the tested products could have been responsible. The fact is: babies receive a thousand times more DIPN than what the individual bottle tests showed simply from being handled by their parents after they have read a book or a magazine. And even this thousand fold exposure is completely safe for children.

MAM conclusion: Our radar for plastics research and testing is always active. We are part of the international research community, we share knowledge, and we require and promote peak performance from our suppliers. In short: We continuously strive to employ the best solution. And we’ve delivered on that promise many times over.

* The test did not reveal any brand names. We had an independent research laboratory perform an identical test in which showed our products to have flawless results.



Plastics used by MAM

All plastics used in MAM baby products that come in contact with food or saliva are approved for food contact applications in accordance with Regulation (EC) 1935/2004 and carry the warranty of the suppliers of raw materials, in accordance with the requirements of good manufacturing practice as set forth in (EC) 2023/2006.

For baby bottles and other MAM products, **polypropylene (PP)** is used instead of polycarbonate, which contains BPA. PP is a semi-crystalline thermoplastic polyolefin, with a chemical structure similar to that of candle wax. PP is resistant to most organic solvents and fats as well as most acids and alkalis, is odourless and skin-friendly and suitable for applications in food and the pharmaceutical industries. Today, PP is the second most important plastic world-wide, is internationally undisputed and has had all of the required approvals for years.

Silicone (more accurately, poly (organo) siloxanes), is a term for a group of synthetic polymers in which silicone atoms are linked via oxygen atoms. Its structure is similar to organically modified quartz. At MAM, silicone is used for the production of pacifiers – for example, the patented, extra soft MAM Silk Teat®. This material is also proven in other areas of medicine. In dentistry

for making precision models or in orthopaedics for the manufacture of prostheses, some of which are worn on the outside while some are even used inside the body.



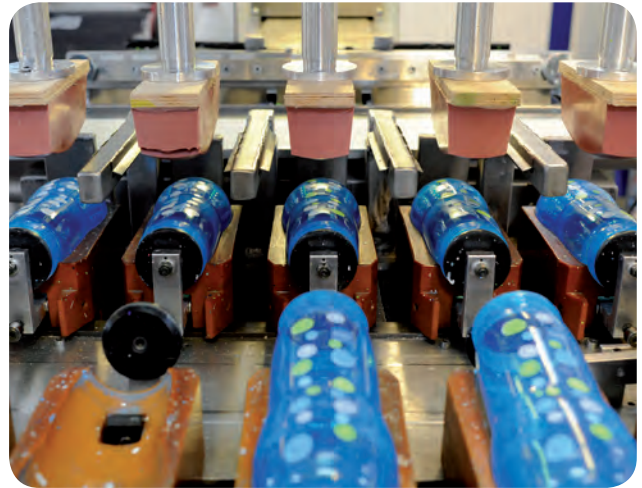
Latex milk from hevea trees

As an alternative to silicone, MAM also offers pacifier teats made of soft, but very bite-resistant (though not as clear) latex. MAM natural **latex** comes from the trunk of the hevea tree and is also processed fresh in our own plant in Thailand to guarantee quality. MAM Thaimed obtains the latex milk from sustainable, regional farmers and small businesses. Local production allows for quick processing of the fresh latex milk and eliminates long transport routes and their associated loss in quality. Thanks to a special production process known as "leaching", the natural latex is especially low allergy. Incidentally, all MAM pacifiers are made in Europe. We monitor the adherence to our strict quality standards from obtaining the raw materials to pacifier production and the entire supply chain to a finished baby accessory.

We use purified water for the **cooling liquid** in MAM teethers. The technological process includes a sterilisation step that ensures the microbiological purity of the water throughout the product shelf life in accordance with American standards USP 61 & USP 71. We are below the required limits of standards for toys, such as ASTM F963 and EN 71 by a wide margin: Should a child, in the worst case, drink all of the liquid in the cooling element, this water is actually safer than the majority of "normal" approved drinking water.

So-called pigments are used for the **colouring** of products. They do not dissolve in the plastics and therefore

cannot migrate out of the plastics. The colours used in our products are internationally approved for use with food.



Printing MAM bottles

The **inks** used for the product labels are harmless and are also subject to stringent safety requirements for food contact: MAM uses only pigment-based inks and dyes which have been selected with great care. The ingredients and additives used for printing do not contain heavy metals, primary aromatic amines, phthalates or chemicals from the SVHC list (substances that may be carcinogenic, mutagenic or toxic for reproduction). The inks and dyes, and the end products are manufactured according to the requirements of Regulation (EC) 1935/2004 on materials and articles intended to come into contact with foodstuffs, and Regulation (EC) 2023/2006.

The printing quality is regularly checked for **durability and surface adhesion** as well as the colour fastness and sensory properties coloured plastics. No dyes migrate from the end products, they are in full compliance with the migration requirements in the relevant standards such as EN 71, EN 1400, EN 14350 or EN 12586 and meet the requirements for resistance to perspiration and saliva as per DIN53160.

And finally, organic materials are also used for **packaging**. MAM products are packed with materials free of lead, phthalate and BPA while all blister pack foils and even the tape for sealing shipping boxes are PVC and BPA free. All packaging materials used comply with the directive of the European Parliament on packaging and packaging waste in accordance with 94/62/EC, which

means compliance with the heavy metal limits and restrictions on the use of hazardous substances and the minimization of the package in terms of weight and volume.



Packing MAM bottles

We have learned from dialogue with our stakeholders that the representation of which plastics MAM uses for which products should be fairly detailed. We have tried that. But we are looking for a way to provide a compact form of information about the contents of our products to our customers besides just having it in the sustainability report. Unfortunately, there is just not enough space on the packaging. Based on this challenge, we have created a CSR project where we work on a clear presentation that informs our consumers about the contents of the MAM products on our website.

MAM CSR project:

Transparent description of the contents of MAM products on our website (beginning of 2014).



MAM and bioplastics

Recycling or bioplastics are current themes for people thinking long term. So we understand quite well why we are often asked about using bio or recycled plastics for production.

We have clear answers for this:

- **Bioplastic** (produced from natural raw materials) does not currently offer either the required heat resistance or sufficient strength against breakage required by MAM quality standards for hygiene and safety.
- With **recycled plastics**, the purity of materials available for recycling is not sufficiently guaranteed. Practically speaking: As long as we cannot document which materials entering the recycling facility contain which substances in what quantities, we can also not guarantee that the recycled product coming out is completely harmless. We do not want to make baby products from these.

However, our company has been actively involved with making further progress on both issues, which can be partly explained by the qualifications of our founder, Peter Röhrig (plastics engineer). MAM was actively involved 20 years ago in the establishment of the ARA (Altstoff Recycling Austria) which, with a nearly 100% recovery of plastic in Austria, has become a leader in the "Österreichischen Kunststoff Kreislauf" (Austrian Plastics Cycle). These organisations are responsible for ensuring that no more plastic waste is buried in Austria or ends up as trash floating on the sea. Austria is also a flagship country within the EU, as confirmed by the most recent report by the European Environmental Agency: With a municipal waste recycling rate of 63%, our country leads the rankings ahead of Germany (62%) and Belgium (58%). The average recycling rate for all 27 EU countries is only 35%.*

MAM is also currently involved in research and development for progress with plastics: Since 2008, we have been participating in an international research project to improve the properties of bioplastics. We will report on what we've learned from this in our future sustainability reporting.

In 2012 we also contracted an independent institute for Eco-studies to evaluate recycling solutions for baby articles. The results should be available by the end of 2013 and they will also be published by MAM.

Parallel to the search for material innovations we have put the existing knowledge of our plastic technicians and our common sense to use and developed an intelligent packaging solution with recycling in mind: We began phasing in the new pacifier packaging in mid 2012 which is already available in store in many European countries. The protective packaging is made of paper that can go into the paper recycling bin after purchasing and the pacifier itself is protected in a practical plastic (PP) box which can be used as a secure carry box and as a hygienic steriliser box for pacifier cleaning in the microwave.

MAM CSR projects:

Participate in an international research project for bioplastics (results expected in 2014)

Study evaluating recycling solutions (results 2013)



MAM pacifier packaging with Eco-Value: The carton goes in the paper recycling bin, the pacifier box is ideal for carrying and hygienic sterilisation.

*www.eea.europa.eu



Society

Health & Research

Exchange with science and research



“Look! The MAM Experts conduct research for me.”

MAM currently maintains working relationships with more than 20 medical experts from around the world.

All of these specialists from medical fields (e.g., paediatrics, dentistry, orthodontics), from development education, as well as midwives, lactation consultants, speech therapists and children’s nurses are working in their fields independently from MAM - leading and renowned at (University) clinics or engaged in private practice. They receive no salaries, fees or other personal financial compensation from MAM.

We do however, support our Med-Experts with financial contributions, donations in kind and access to knowledge when it comes to their research work involving infant health. We accept proposals for studies and provide the resources while we also drive and task ourselves with medical research projects in the MAM core competence areas.

Here are a few of the Med-Experts:



Arthur J. Nowak, D.M.D.

Professor Emeritus, Colleges of Dentistry and Medicine, University of Iowa (US), Affiliate Professor, Centre for Paediatric Dentistry, U of Washington (Seattle), Director, Clinical Research Fellow, Paediatric Oral Health Research and Policy Centre (Chicago)

“Why I like to work with MAM- The highest standards, knowledge based on science, exceptional technology, collaborating with health care professionals- Doing what’s best for infants!”

- Longstanding cooperation in product development, e.g. MAM Toothbrush
- Co-author, among many others, of MAM Baby Development Calendar
- Scientific lectures



Dr. Hans-Peter Bantleon

Director of Dental University Clinic Vienna (Austria)

“The Department of Orthodontics at the Dental University Clinic Vienna has been successfully working with MAM for more than 21 years. We were able to conclude many interesting projects over that period of time. We are looking forward to face possible new challenges in cooperation with MAM.”

- Longstanding cooperation in product development, e.g. MAM Perfect Pacifier
- Co-author, MAM SIDS Prevention Brochure
- Scientific lectures



Dr. Karl Zwiauer

Director of Paediatrics at St. Pölten Hospital (Austria), Austria; Head of Austrian Nutrition Commission

“It is the aim of our cooperation to find new and improved solutions for our patients’ and customers’ demands: striving for innovation has been and still is the determining factor of our cooperation.”

- Longstanding cooperation in product development, e.g. MAM Premie (pacifier for premature babies)
- Advisory function in SIDS prevention project
- Co-author, among others of MAM Breastfeeding Brochure, SIDS Prevention Brochure, Feeding Brochure, Feeding Poster



Dr. Reinhold Kerbl

Head of Department of Paediatrics at Leoben Hospital (Austria); since 2012 – President of the Austrian Society of Paediatrics and Adolescent Medicine (ÖGKJ)

“The constant involvement of clinical experts in product development at MAM consequently leads to the benefit of children and guarantees the best possible products”.

- Leading role in SIDS research
- Longstanding cooperation in product development, e.g. MAM Perfect Pacifier
- Co-author, among others, of MAM SIDS Prevention Brochure, Breastfeeding Brochure, Preemie Folder, Pacifier Brochure



Dr. Peter Weiss MSc., PhD., C.Chem., FRSC., MRSH

Vice President Research of the International Children Medical Research Society (ICMRS), (UK)

“MAM never stands still – always striving for perfection in every aspect of their operation and products. Their interface with their external medical and technical experts, but especially with parents, is second to none. Finally, I always have the satisfying feeling that what I am contributing is benefiting the health and safety of babies and young children”.

- A World-wide leader regarding the use of pacifiers and of sucking behaviour
- Longstanding cooperation in product development, e.g. MAM Preemie (pacifier for premature babies)
- Co-author, among many others of MAM Preemie Folder, Anti-Colic Factsheet



Dr. Yvonne Wagner

Dentist at the Jena University Clinic for Preventive Dentistry, Germany.

“I like working with MAM, because MAM is involved in prevention; MAM cares for prevention of dental and oral diseases in small children”.

- Cooperation in product development, e.g. MAM Perfect Pacifier, MAM Mini Teethers
- Co-author, among others, of MAM Oral Care Brochure, Oral Care Information Leaflet, Oral Care Poster
- Scientific lectures



Traude Trieb

Freelance midwife, Baden district, Vienna/Austria

“My twins grew up with MAM pacifiers and were as enthusiastic about MAM as I am. I work as a midwife for 25 years and have my own office since 15 years. I regularly get positive feedback on MAM products from the mothers I work with. Happy mothers are a proof of quality for me and therefore I will continue to recommend MAM products.”

- Co-author of MAM Breastfeeding Brochure, Information Leaflet
MAM Anti-Colic Bottle
- Expert advisory function
- Expert support at consumer events



Dr. Alejandro Gustavo Jenik

Head of the Pediatric Apnea Center at Hospital Italiano, Buenos Aires, Argentina

“I consider MAM as a big family with current priorities that include the development of education and research programs which contributes to children’s health.”

- Leading role in SIDS research in Latin America
- Scientific studies on the relationship between pacifiers and breastfeeding
- Scientific studies on the MAM Anti-Colic Bottle

ICMRS (International Children Medical Research Society)



In addition to regular and sometimes remarkably long cooperation with our MAM Med Experts, in 1996 we initiated and supported the ICMRS foundation (International Children Medical Research Society). Located in Wollerau, Switzerland, it conducts independent research on infant health under the direction of Dr. Peter Weiss. The ICMRS receives orders from MAM, but also from other clients that are completely independent from us.

The current members of the ICMRS come from the fields of medicine and material/functional technology and are working full time in universities, clinics and testing laboratories. Through the ICMRS they receive access to studies, professional contacts, and laboratory and test resources while in return the ICMRS can, with every project it manages, expand its extensive data bank and provide information to organizations concerned with the well being of children and their future health.

Health & Research

Joint research for baby health



“Look! With their studies, MAM finds out what’s good for me.”

In addition to the global exchange with experts from medicine, developmental education and lactation counselling, whose knowledge we make accessible, whose networking we support and scientific work we support, we regularly put forth initiatives for research work. Several times a year, insights that are precisely tailored to the daily life and needs of parents & babies are created in this way. This knowledge does not go just towards product development either. We make study results available to the specialist community and those with a continued interest in the well-being of children.

“We take the health of babies to heart!”

We would like to present three recent and important studies as examples.



1. The Project for the prevention of Early Childhood Caries (ECC) – Prevention is Everything

Background: Caries is one of the most common childhood diseases. Early Childhood Caries (ECC) affects teeth shortly after they first appear and can lead to complete dental decay. Depending on the region, between 10 and 50 percent of children aged 0–3 years

are affected by this severe form of tooth decay. (Vadiakas G [2008]. Case definition, aetiology and risk assessment of early childhood caries [ECC]: a revisited review. *Eur Arch Paediatr Dent*. 9[3]:114–25.)

The Project: “Prevention is Everything” is a pioneering prevention project and interdisciplinary collaboration from the dentists at the Jena University Clinic and midwives. It is aimed at expectant and new parents. The goal is the prevention of ECC through brushing and prevention. MAM supported this important project from the beginning with dental care products and informational materials. As of May 2012, we have been responsible for the patronage and financing for the next two years.

Approx. 1,000 children are born in Jena each year. Since the start of the project in 2008, the Jena midwives and social workers have informed parents of the most important measures children’s dental health and oral hygiene:

- brushing with a fluoride toothpaste from the first tooth
- proper children’s brushing technique
- tooth-friendly foods
- importance of the first visit to the dentist

The parents were invited to participate in a prevention program. After initial preventive checkups during baby hour at the Clinic for Children’s Dentistry the children were assigned ongoing dental care according to risk. Parents received courses on theory and background, current prevention recommendations and practical training in proper brushing for children. 256 families participated in 28 courses in 2009.

Additional program measures provided by dental students from the Jena Children’s clinic are oral hygiene courses, counselling through birth preparation classes and baby gymnastic and baby massage courses.

The initial results of the project study: 33 percent of three year old children have an increased risk of caries, five percent of children aged four to nine months have

at the onset, and one percent advanced tooth decay. (Interim analysis of 512 participating families for the period July 2009–July 2010 for a total of 1162 initial visits). This illustrates the need for action in dental hygiene. The following measures were taken for an increased risk of caries:

- quarterly dental checkups instead of semi-annual
- teeth treated with fluoride varnish
- Change of drinking and eating habits
- Particular attention to brushing: Brushing instruction and professional cleaning in a dental practice

The model project “Prevention is Everything” will be comprehensively evaluated in 2013. The results should lead to the establishment of permanent interdisciplinary cooperation resulting in the improvement of children’s dental health.



Current Dental Health Study: MAM supports a multidisciplinary prevention project at the Jena University Clinic in Germany to prevent Early Childhood Caries.



2. The study “Reducing Colic in Babies”, Austria, 2011

Background: One of the most common questions doctors get from parents of infants is how to deal with colic or colic-like symptoms. During the first few months of life, usually in the late afternoon or evening, babies have regular phases of restlessness.

The approach: To not just relieve colic, but to reduce it from the outset. An important factor is the drinking flow from the bottle. In general: The steadier it is, the better it is for babies. This is in contrast though to how conventional baby bottles are vented: When the child lets off after sucking a few times to prevent a vacuum, air flows in through the teat. This ventilating causes turbulence in the liquid and the baby swallows the air while drinking.

We have found a way to solve this problem with our innovative MAM Anti-Colic baby bottle: The patented vented base means the air comes in through the bottom without having to pass through the liquid – the drinking flow remains smooth, there are no air bubbles and no swallowing air.

The study: A scientific team led by Dr. Bettina Lehner and Dr. Reinhold Kerbl, along with ten paediatricians from Styria (Austria) as well as 73 infants and their families tested to see whether the principle of the MAM Anti-Colic could actually help. The parents used the Anti-Colic exclusively to feed their babies for 6 weeks. The effect on the frequency and duration of colic attacks was studied. The possible influence of other methods (fennel tea, massage, homeopathic medicine, etc.) was studied in a multivariate analysis.

The result: After just two weeks with the Anti-Colic, a significant improvement was seen in colic symptoms ($p < .001$). The other treatment methods used could not explain this effect, with only 6.9% of the reported changes being attributable to these other methods. After completing the study 79.3% of the parents stated that using the Anti-Colic significantly reduced discomfort for their child.



Scientifically tested: The patented vented base of the Anti-Colic baby bottle helps to reduce colic. Thus, the risk is reduced by around 80%*

The impact on MAM: We have received confirmation from families with babies, and their doctors, that the vented base of the MAM Anti-Colic actually helps to reduce the risk of colic. This keeps us highly motivated to always be looking for alternatives and new ways to make life more pleasant for babies and their parents through intelligent product design.

* Market research USA 2010 / medical study Austria 2011, n=204

3. The Study “Connection Between Pacifier Shape and Malocclusions”, Austria, 2009

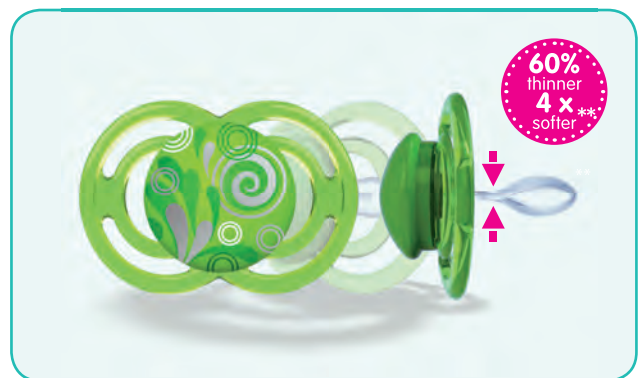
Background: The direct relationship between pacifier use and tooth and jaw development is discussed in research and clinical practice. Questions like symmetry of the teat shape and safety of the placement – symmetric teats always sit correctly in the mouth – have long been considered by MAM. Still to be asked however, is whether the right pacifier design can go even further and offer more performance by supporting healthy development of the jaw and teeth. Independent experts agree: The less pressure that is exerted on the teeth and jaw, the lower the risk of malocclusions.

The approach: The MAM team for plastics technology has developed a new solution for the material and shape of a pacifier. The MAM Perfect Dento-Flex® has an only 2.78 millimetre thick teat neck, the teat is 4** times softer and more adaptable than a traditional pacifier.

The study: In studies was checked whether the special teat shape of the MAM Perfect could actually provide positive effects. At the Vienna University Dental Clinic

(Austria), a team led by Dr. Bantleon tested 37 models of pacifiers for the softness and adaptability of their teats. Parallel to this, Dr. R. Kerbl et. al. at the Leoben Regional Hospital (Austria) conducted ultrasound studies with babies using the MAM Perfect to determine the effect of its especially thin teat neck compared to conventional pacifiers on the positioning of and distance between the upper and lower jaw.

The result: The test at the Vienna University Dental Clinic (Austria) showed: The MAM Perfect teat is four times** softer than those of other pacifiers tested. The conclusion of the team led by Dr. Kerbl showed the advantage of the MAM Perfect even more clearly: Compared to conventional pacifiers, the especially thin teat neck and soft material significantly reduces the distance between the upper and lower jaw.



Compared with other pacifiers: The teat neck of the MAM Perfect is 60% thinner and the teat four times** softer than others – so the risk of malocclusions can be prevented.

The impact on MAM: The relationship between material and shape of the pacifier teat and the effects on the tooth and jaw development is well documented by clinical studies. In this respect, the MAM Perfect represents a best performance and pacifier development at MAM will continue to be driven in this direction.

** Average values: 36 – 76% thinner / 2 – 8 times softer than standard silicone soothers

Babies & Parents

Dialogue with parents



“Look! At MAM, they listen to what we have to say.”

We don't do things at MAM just for a “target group”. We do it for people. For mothers, fathers, and all of those in a modern family whose child is important, and in a most special way. We have learned from many discussions that for “MAM Parents” the experience of having a baby is something special. Our MAM Parents are very aware about having their baby and it is often an only child and most of the parents are not too young (our average customer is 30 years old). The change of leading a life with a baby from now on is planned and prepared with love and attention and enjoyed as an enrichment to life. It's simply a joy to accompany your own child as he grows and to actively support his development.

Our MAM Parents come from all income levels but they have something in common when it comes to their attitude towards life: They are modern with their own independent lifestyle and they are willing to invest a little more in baby articles. Provided, of course, that there is more than just a little more quality, safety, functionality and style on offer.

Of course we also look for what market and trend research can tell us about our MAM Families. The Ernest Dichter Institute in cooperation with Ogilvy Germany, for example, points out in the study “Women insight/out-sight” that modern women in no way want to put themselves in the background when they have a baby. On the contrary: They want to find their own way with their child and family, enjoy their baby's development as well as their own personal development and find a good, sensible balance in life. No wonder that the Kelkheimer Zukunftsinstitut (Germany) noted with special attention in its current study “Familienmärkte” (Family Markets) that innovative products that help cope with such a complex family life are in high demand. That's why, with practical ideas such as the self-sterilising function of the MAM Anti-Colic bottle, secure solutions like the MAM pacifier clips or fun-for-all accessories like the MAM learn to eat and drink products, we are on the right track.

And we don't just think it, we know it. Because we talk with many parents on a regular basis, listen to their needs and get their feedback about our work.



MAM meetings with parents & babies:

MAM FeedbackSession: In the last three years alone, MAM market research has communicated with more than 25,000 parents around the world about their demands and opinions about MAM products.



Market research: Between 2009 and 2012 alone, MAM conducted 102 studies with more than 25,750 participants from 13 different countries. We can learn a lot here about living organisation, purchasing behaviour, information sources or about the handling of bottles and pacifiers. One demand that tops the list worldwide: Product health and safety!

“Through market research, we have obtained feedback from more than 25,000 parents in 13 different countries.”

Product tests: Forty-eight times over the last three years and in 9 different countries, we have extended invitations for different parents & babies to test MAM products at home and share their opinions and experience with us. From these “Home Tests” we learned, for example, that MAM pacifier clips would be more practical if it was also possible to attach it to a teether. Therefore, we adapted our clip design to include this function in 2011.

Scientific studies: Since the founding of MAM, a number of scientific studies on MAM products have been conducted world-wide in which parents and babies voluntarily took part in. It could be shown, for example, that the MAM Anti-Colic actually reduces the risk of colic by 80%** and along with the parents, we can be glad that their children are more relaxed and their nights are quieter.

* Market research USA 2010 / medical study Austria 2011, n=204

MAM Club: The MAM Club is one of our continuing dialogue opportunities for customers. Member registration includes:

- monthly news about innovations for safety and health, new MAM styles and exciting baby themes
- the MAM pregnancy calendar – an ideal companion and advisor during the nine exciting months of pregnancy
- the monthly baby development calendar – with things to know about children from their first eye movement to conquering the playground

- MAM Club Advantage Specials (e.g., coupons for family hotels) for fun, saving money and contests to enter
- exclusive invitations to MAM product tests
- a private, direct mail access for individual questions and requests to MAM and our MAM experts

Meanwhile, the MAM Club has over 120,000 members worldwide. More than 21,000 people have downloaded the pregnancy calendar. About 40,000 parents are following the progress of their child with the baby development calendar. And, over 57,000 MAM Fans receive regular news and information on baby topics from us.

MAM on social media: In 2009 we opened our first Facebook page. MAM is now on Facebook in 22 countries and nearly a quarter million people communicate with us this way. The interesting thing for us is what we are usually asked on Facebook: Availability of products, new products, collections and choice of colours, product features (like the luminous MAM Night or the self-sterilising MAM Anti-Colic) and ingredients.



MAM Email: the direct line for personal matters. We are certainly pleased that complaints are very rare – and when it does come to complaints we have so far been able to make a large part of our customers happy again. In 2012 MAM received 3,587 mails with questions from customers around the world with 1,951 of them coming from outside the German speaking regions.

At the head of the topic list, directly after general product and availability concerns, were questions about twin-packs.

MAM CSR project:

Opening a separate dialog area on the MAM website about sustainability (end of 2013)



Babies & Parents

We want to give something back

As a business enterprise, it is our goal to work for profit. Only then can we secure jobs and continue to subsidize the areas of research & development. However, we see it as our responsibility to make scientific available to society as a whole without cost. That is because the research and spread of knowledge that serves infant health is of great concern to us. We would also like to help disadvantaged parents, especially mothers.

That is why we support and promote various projects, like:

SIDS: This abbreviation stands for “Sudden Infant Death Syndrome” and is one of the most feared risks for babies – the sudden infant death. MAM supports the international research community, which is working to reduce this risk. Additionally, MAM has initiated campaigns in many countries and together with partners – healthcare policy, medical facilities, parental consulting – realised a strengthened awareness for the risk of SIDS and its prevention. Actions like the “Safe Sleeping Guidelines” (tips for babies to sleep safely) and relevant specialist events for SIDS prevention are running so far in the USA, England, Austria, Italy, Brazil, South Africa, and Australia. But the MAM SIDS Initiative won’t end as long as there are still parents who need to know how they can safely put their children to bed.

MAM Informational brochures: So far, four MAM brochures on the subjects of breastfeeding, oral care, pacifiers and feeding have been published. The focus is not on our products, but on knowledge and practical tips for expectant mothers and families who want to be aware and well informed while experiencing the development of their child. All MAM brochures can be downloaded for free from the MAM website www.mambaby.com.



MAM & CARE – The “Shakti” project: At MAM, social corporate responsibility also means helping the volunteers whose concerns we share. CARE – one of the largest humanitarian organization in the world – is the perfect counterpart with its Nepal project “SHAKTI – Women Empowerment Program”. The Shakti Project is devoted to the women of the south Nepalese mountain region Churia. Around 7,500 women live with absolutely no access to medical care in this region which is alternately stricken by drought and floods. Non-existent health care along with a lack of knowledge about their own bodies is another key driver of poverty in one of the poorest regions in the world. The following figures illustrate the situation:

- 539 of 100,000 mothers die during childbirth; each additional hour a woman dies from complications during pregnancy.
- 1 in 25 babies die within the first month of life (4 %).
- 1 in 15 babies die before their 1st birthday (7 %).
- 1 in 11 children die before their 5th birthday (9 %).

CARE and MAM work together to help in a fixed five year cooperation (2008 to 2012). The aim of the Shakti project is the transfer of knowledge and the provision of medical services. Together, they make women in the region more independent and enable young families to take planning their lives into their own hands in a stronger and well-informed manner. MAM support is not limited to financial contributions. It also includes the services of experts and local partners as well as active support for fund-raising. And for all of us as MAM employees, regular information on the progress of this project is an important motivator in our business oriented, daily work.

More than donations: MAM supports the “Shakti” project from CARE, promoting medical care for young women and mothers in one of the poorest regions of Nepal.

Objectives, activities and results of the Shakti project:

The aim is to improve the social position of women in the region of Churia. Through training, sustainable farming practices can be put to use, which then strengthens the socioeconomic position of the women and combats poverty.



Concrete goals:

- Strengthen the institutional capacity of local partner aid organizations as well as improve the skills and know-how of poor and socially disadvantaged women.
- Inform women about the sustainable use of natural resources and identify alternative sources of income.
- Improve disaster preparedness and provide clarification about climate influences and protective measures.
- Support victims of gender-based violence, and ensure access to health care for women, especially during pregnancy.

Activities:

- Women receive vocational training
- CARE works with the women to create new possibilities for additional income
- Active support for women so that they have access to land and forest management
- Training in farming techniques to increase the productivity of small family farms
- To prevent natural disasters, riverbanks will be fortified, sources of drinking water protected, drains laid and trees planted.

Together with the local population, CARE developed disaster plans and carries out first-aid training and evacuation exercises. Distribution of megaphones, torches and appropriate clothing for search operations during emergency situations.

- CARE informs women through the media and personal counselling on reproductive health measures.
- Pregnant women receive treatment from mobile gynaecological clinics.
- In cases of sexual violence, women receive legal assistance from CARE.

Findings:

- Today, women of the project groups receive the same wage as men for the same job.
- In August of 2009, 27% of the women reported that they still had to work more than 15 hours a day. By the end of the project this figure was down to 18%.
- In all, over 6,000 women were schooled in health care.
- The number of women working in government institutions has risen by 56% in the project area. This has a positive effect on the participation of women.
- With training in more efficient agricultural methods, about 6,000 small family farms were able to sustainably increase their productivity.
- According to a study, 82% of the women who took part in Shakti now have control over their own income.
- In general, farm worker income increased by 150%.
- A number of measures intended to prevent future disasters: For example, nearly 500 households are now better protected against natural disasters by the planting of new trees.

The story of a project participant: Nirmala Bhandari lives with her five daughters in a narrow valley on the southern edge of the Himalayas. There are no roads, no shops and no schools. Nirmala's life has become easier since CARE started a project in her village. She became a member of a savings and loan association in which the village women save money together for sustainable investments.

The first money saved went to Nirmala: 1,700 Nepali rupees (about 20 Euros), which she invested in growing vegetables. Now she sells the vegetables in the village, which makes everyone happy since it is a day's walk to the next closest market. Within a year, Nirmala was able to put enough money aside to pay back the loan to the group and give another woman a chance at a better life.

MAM & CARE: MAM support is not limited to financial contributions. It also includes the services of experts and local partners as well as active support for fundraising.

To best support the project, in addition to annual donations, MAM launched the following initiatives between 2008 and 2012:

- Part of the proceeds from sales at baby fairs went to the Shakti Project
- The sale of our CARE pacifier in the Online Shop: 1 Euro for every pacifier sold went to the CARE project

Through these two initiatives, several thousand Euros in donations were also collected!





Team

Employees

Appreciation & Respect



“Look! These are the people who make MAM.”

In the International Marketing and Design Centre in Vienna, at the Technology Centre Siegendorf, the production plants in Hungary and Thailand, and the entire worldwide MAM organization, we understand that we are a family business in the best sense. We are looking out for opportunities, promotion of personal and professional development, the compatibility of family and work and a living dialog between operations teams and management as well as a safe, healthy working environment. To only comply with existing laws and regulations would not be enough for us in the CSR employee sphere of activity.

And once again, the professional engagement with sustainability and comprehensive corporate responsibility has taught us that only structured documentation of facts and measures credibly displays our beliefs.



The data collection behind this report provides an overview of the status quo. Based on these numbers we have come up with the initial findings:

At 75 %, the **number of women** working at MAM is especially high. Half of our female employees work in production and at 79 % the proportion here is even higher. In our offices around the world the number of women is also above average at 67 %.

“75% of our employees are women and over 60% have children.”

We have also evaluated the percentage of women in management at MAM world-wide. Here the proportion is 35 % which, in comparison, may not seem so high. Still, we are above average in comparison to numbers from the EU: 12 % on average for the 27 EU nations, Sweden 26 %, Hungary 14 %, Germany 13 %, Spain 10 %, Austria 9 %, Greece 6 %, Italy 5 %. There are women in management at our production facility in Hungary, for example, as well as at our MAM/Bamed companies in the UK, Sweden and Switzerland.

Kids & careers – they go together especially well at MAM. Among our management staff there are many men as well as women who are enthusiastic parents. Nearly all of them have one or two children. At 81 %, the number of management level personnel with at least one child is actually higher than the overall MAM average of 62 %.

Consequently, we have taken measures to promote the **compatibility of family and work** as well as career opportunities for our employees. For example, contact

with the company is kept up during maternity leave, there are various part-time solutions for parents in use and we provide training during maternity leave or after returning to work. Still, we have room for improvement related to telecommuting and home office solutions regarding our office locations .

Our plant in Hungary also offers the possibility to work part-time (not currently a legal requirement in Hungary). Job sharing (half or whole shift) or only single shift work (only morning or afternoon) for a set 3 year period is possible.

There is a Kindergarten at our production facility in Thailand which cares for the children of our employees there.

A June, 2011 **staff survey** conducted in Vienna, Siegen-dorf (Austria) and Vaskeresztes (Hungary) yielded the first indicators of how working environment, leadership and decision making processes and internal communication are seen within the company as well as the level of employee satisfaction. The most important results: We can certainly be satisfied that so many of our employees are happy, motivated and engaged in working for us. There is potential for improvement in information management (internal communication, especially between sites) and decision making behaviour (opportunities for employees to provide input, bring ideas and help shape decisions).



In creating the first MAM sustainability report we have also begun to collect and document the existing and firmly planned activities in the area of **health care** and **social support**. We can already present the results for our headquarters in Vienna, the research centre in Siegendorf, the plant in Hungary and the MAM Thaimed facility in Thailand.

Location	Health care	Social support
Vaskeresztes (Hungary)	<ul style="list-style-type: none"> ■ Regularly and free of charge: Mammography, eye exam, vaccinations ■ Monthly visit by company doctor for employees ■ Free fruit and vitamin C in winter ■ Free passes for the local swimming pool 	<ul style="list-style-type: none"> ■ Company bus for all employees to & from work (max. 30 min. drive) ■ Legal assistance for private affairs ■ Foundation for financial support of employees in cases of hardship ■ Discount shopping in regional shops (home & garden, sporting goods, etc.)
Vienna & Siegendorf (Austria)	<ul style="list-style-type: none"> ■ Discount medication ordering from wholesale pharmacy ■ Fruit in meetings 	<ul style="list-style-type: none"> ■ Support for employees with personal hardships ■ Food vouchers ■ Optional company travel and auto insurance
Hat Yai (Thailand)	<ul style="list-style-type: none"> ■ Annual health checks at the local hospital ■ Special examinations if needed since the social and health care system there cannot be compared with the system in Europe ■ Sports activities as part of corporate events 	<ul style="list-style-type: none"> ■ MAM Provident Fund: Provision for Thaimed dependents saved monthly per employee ■ Thaimed employees and their families receive additional insurance and extra holiday as well as contributions towards the cost of their children's education ■ Financial support in the event of death of a close family member ■ Additional leave for birth of a child ■ Work uniform provided (Normally not available for free at companies in Thailand)

We have already begun documentation and drawn up initial measures for our **HR activities** in the areas of career planning, training and motivation & recognition in Austria and Hungary:

Hungary: Coach for team coaching and management, voting for employee of the year, career planning for contract works available after 9 months of fixed employment

Austria: Job rotation, individual training opportunities and career planning

In summary, we have noticed during the creation of this first MAM Sustainability report that, although we have already undertaken several individual activities, the documentation and overall concept of measures should be more conclusive and comprehensive. This job is also on our CSR task list.

MAM CSR projects:

Expansion of structured employee data in the areas of training and education (2014)

Develop measures in the areas of health care and the compatibility of work and family in Austria (2014)

MAM corporate culture in Thailand:

In 2002, we opened our Thaimed plant in Thailand to guarantee the quality of the natural latex for MAM latex teats while ensuring the extraction of raw materials and production are carried out with the highest standards for working conditions and output.

Meanwhile, more than 75 men and women, primarily from the local area, have good and secure jobs. MAM is also involved in the region surrounding the Thaimed plant with financial support for the construction of a house of prayer and we also fund a Kindergarten on site for the care of our employee's children.

And, we have the confirmation that our MAM operation in Asia is thoughtfully managed: Thaimed has won several awards for quality of operations and working conditions as

well as the Corporate Social Responsibility Certificate from the Labour Ministry.



Our Kindergarten in the Thaimed facility



CSR Award presentation in Thailand

MAM employee statements

We would like our employees to have a few words in this sustainability report. Therefore, we have invited our colleagues from around the world to tell us why they enjoy working at and for MAM.

"To me, working in the MAM product development for nearly 20 years means being able to work with joy in a global, family team and to actively and positively shape the future. For millions of babies and their families on one hand, and on the other, for the development of the company itself and each individual member of the global MAM family."

Thomas Rohaczek
(MAM R&D; 2 children)



"I have enjoyed being part of a team committed to the health and safety of babies."

Lisa Parkhill
(MAM UK; 2 children)



"MAM stands for great and innovative products without losing sight of the most important thing. The children. I want to support this goal with my work."

Jan-Niklas Martel (MAM Germany; 1 child)



"I like working for MAM for different reasons: the strength of the brand, the MAM culture, the company thinking, the people and the high quality of the products. We are working for babies, so new births, so new lives!"

Josep Maria Silera
(MAM Spain; 3 children)



"I love working at MAM because I have the chance to work with innovative products and market best practices. I can also dedicate myself to my career, without sacrificing my family."

Eline Lee (MAM Brazil; 1 child)



"I like working for MAM because in my opinion, MAM is the No 1 baby feeding and soothing products company. MAM invests in the development of each product in every aspect, from extensive collaboration with medical professionals to parent focus groups. This results in the best quality product on the market. MAM also provides many benefits to its employees."

Sophia Pepperdine (MAM USA; 1 child)



"As a father of three and engineer, I make products for children with a passion which I can enjoy three times over: first with designing, next when I see my children use them and again when I see other children use them."



Andreja Cvetanovic
(MAM R&D; 3 children)

"As creative people, it is a lot of fun for our designers and me to come up with bright colours and designs for baby products. MAM is a paradise for anyone who wants to contribute to a more playful and cheerful world for the children."



Birgit Krenn
(MAM Designs & Collections; 1 child)

"Now that I am a mother myself, the safety of my child is very important to me. I use MAM products myself. I've taken part in the responsibility for the production of these products for many years. I'm happy that I can work in such a cultivated, clean and modern work environment."



Natália Hegedusné Csercsics
(Production Hungary; 1 child)

"I like working at MAM, for 15 years now. When people feel good at work they dedicate themselves: To the job, their colleagues and the company. MAM is not just a job, it's a family."



Claudia Matejka
(MAM Consumer Service; 2 children)

"I am working in Greece with and for MAM for more than 20 years. All these years with MAM I feel proud and secure to represent the best baby brand of the world that never disappoints me and deserves all my devotion."



Letty Varella
(MAM Greece; 2 children)

"I'm happy that I work in such a family atmosphere. I am very happy, since as a MAM employee, I know exactly why our products are so good. I know the manufacturing process, so I know that quality assurance is very important."



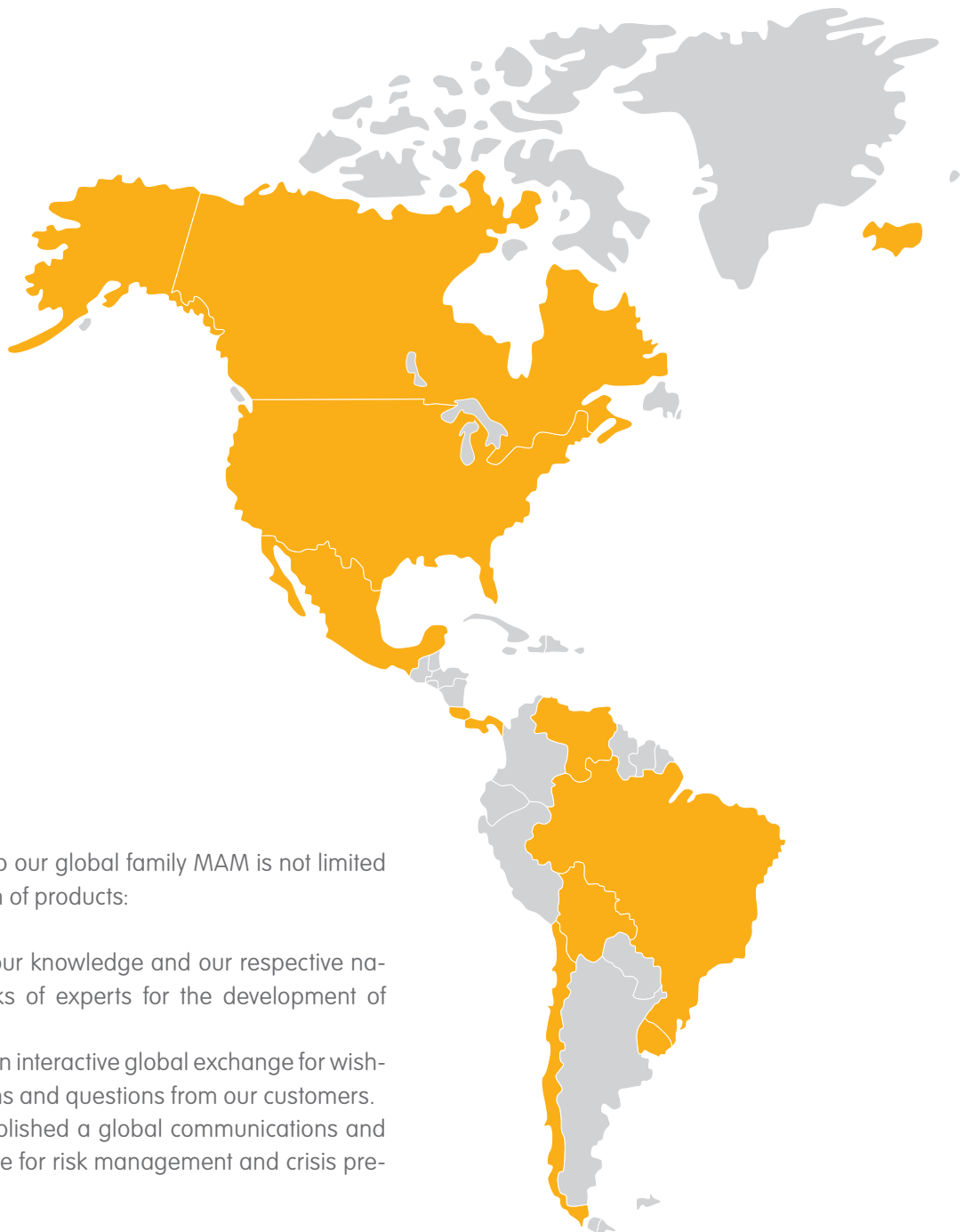
Éva Keresztúri
(Production Hungary; 2 children)

Partners & Suppliers

Long-term relationships and mutual trust

The MAM distribution network:

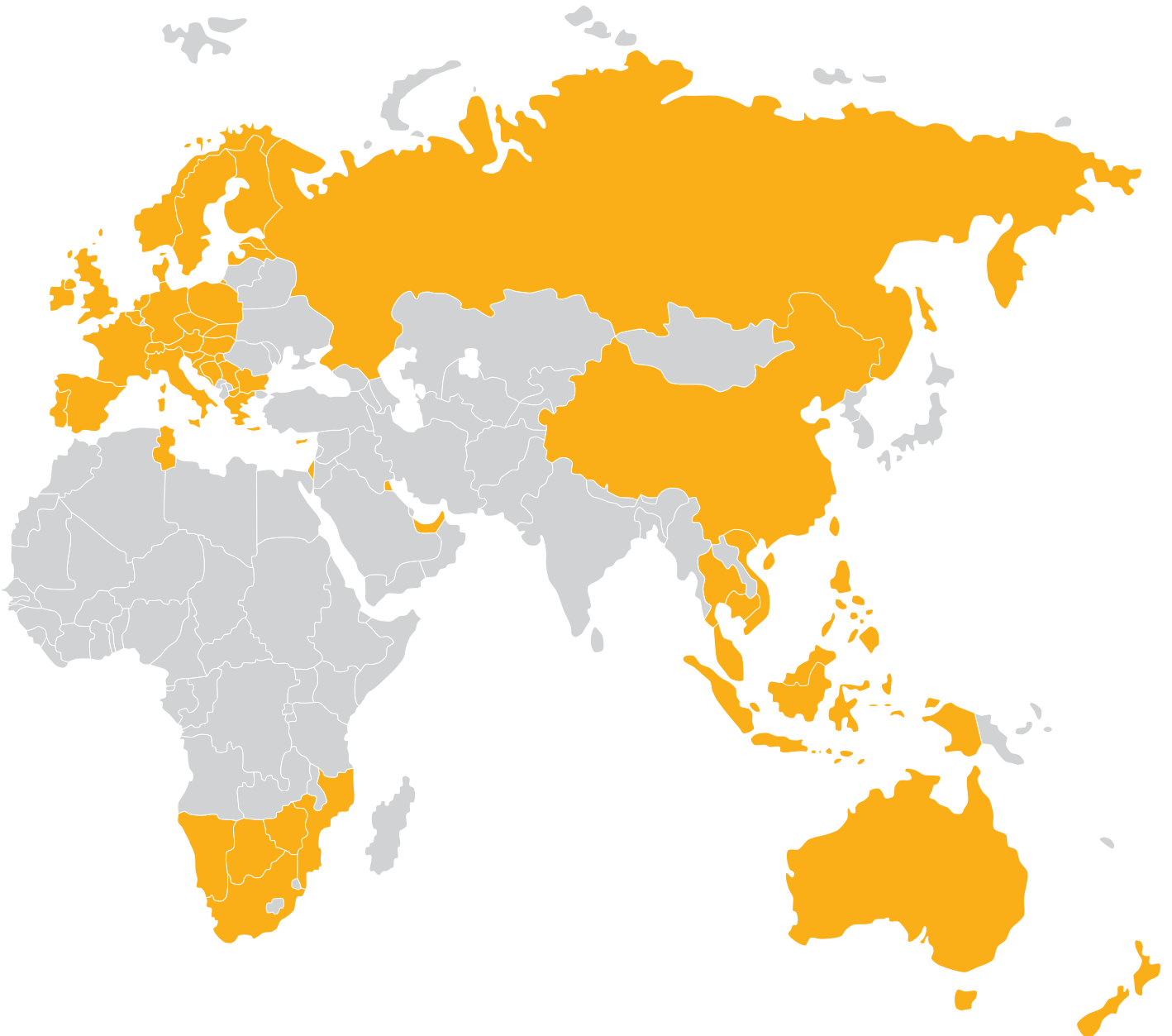
- The MAM / Bamed group is headquartered in Austria and Switzerland with another 10 offices in Germany, France, Spain, Hungary, Great Britain, Scandinavia, the USA, Greece, Brazil and Thailand responsible for a total of 20 countries.
- as well as 23 independent distributors in 41 markets.



The connection to our global family MAM is not limited to the distribution of products:

- We combine our knowledge and our respective national networks of experts for the development of new products.
- We maintain an interactive global exchange for wishes, suggestions and questions from our customers.
- We have established a global communications and action structure for risk management and crisis prevention.

In the course of preparing this sustainability report we have, together with our colleagues, identified potential for improvement. For example, a binding reporting structure for CSR indicators, the development of a Code of Conduct as well as the increased use of modern communication technologies (such as videoconferencing or cloud services) for a lively, fast dialogue across borders and continents.



MAM CSR projects:

Internationalization of reporting and documentation structures for CSR- indicators (2014)

Development of a MAM Code of Conduct for employees (end of 2013)

MAM Suppliers

Besides our own plant in Hungary and the latex production in Thailand, MAM has a number of - mostly long-term -suppliers for material in Austria (i.e., HTP Electronics, Stalim Sterner, Offset Schwarzach), as well as and logistics (Schenker and Gebrüder Weiss). Our relationship with our suppliers is familiar, based on trust and a good business handshake.

When selecting our suppliers we look for **high quality, reliability and someone from the region.**

All of our product parts (most of which are plastic) and packaging are processed and assembled at our own plants in Hungary and Thailand. For us, local means a distance of about 400 km from the factory.

There is so far no written policy, but a proven, best-practice method of selecting suitable suppliers based on know-how, quality and cost. It is in our own best interest to build up local suppliers for best performance. Our measurement is based on a weekly supplier evaluation for all vendors (logistics delivery performance in %).

**“We maintain long-term
“trustworthy” relationships
with our suppliers.”**

For our Hungarian plant, about 85% of the volume is purchased in Austria. The remaining 15% is divided between Hungary, Germany, Thailand (our own subsidiary) and other countries.

Our factory in Thailand is supplied mainly by local vendors. The core business is the processing of natural latex. The latex milk required for this comes from the region around the factory.



Latex milk from the Hat Yai Region

The most important factor in the selection of suppliers is the delivered product quality, followed by cost and reliability. We expect good working conditions for the employees, such as clean workplaces and a high degree of social responsibility. Basically, we require **the same technical, environmental and social standards** that we ourselves have implemented and guaranteed in our own factories. We are interested in long-term partnerships, joint development and innovation.

Certain key principles are not open to discussion for companies that are or want to be MAM suppliers:

- Mandatory stipulation and consistent implementation of our MAM "Workplace Safety & Employment Policy" ensures compliance with all relevant national and international regulations on workplace safety, employment and human rights. We strictly adhere to applicable environmental guidelines and regulations against corruption and discrimination. We require the same correct corporate behaviour by our suppliers.
- Especially in the plastics processing sector, we work hard to stay up to date, learn about new developments as early as possible and even anticipate

them. For us, information and recommendations from international organizations such as EFSA (European Food Safety), FDA (Food & Drug Administration / U.S.), Plastics Europe (European Association of Plastics Manufacturers) or CEN (The European Committee for Standardization) are standard equipment for knowledge. We expect at least the same knowledge level from our plastics suppliers.

With the creation of our first MAM Sustainability Report we have decided to implement a MAM Code of Conduct for all of our suppliers and a process to document compliance with its requirements.

MAM CSR project:

Adoption of a binding MAM Code of Conduct also for suppliers (2014)



Environment

Resources & Climate: Resource Awareness

We don't want to simply make the right products for parents and babies. Rather, we feel a responsibility for the world in which the babies of today will live in as adults in the future. Therefore, we work in areas where we have competence and influence, including the ecological impact of our business activities.

In our view, we need to consider environmental aspects in three areas:

- in production
- in sales
- In the development centre and administration as well as in MAM offices



Regarding our production facility in Hungary we already have a number of certifications and commitments: The operation in Vaskeresztes

- Is ISO 9001 certified since 2001 and ISO 14001 certified since 2007.
- Is regularly checked for greenhouse gas emissions; compliance with prescribed levels was again confirmed during the latest inspection by the relevant environmental authority.

"Exact quantity production!"

- Products and packaging are produced in matching numbers – we avoid overproduction.
- Hot water production using solar roof panels and waste heat from compressors.
- Resource-sensitive technological decisions were made in the last two years: Conversion from oil to tank gas, switching to low energy lighting and printing with laser printing plates (no solvents or waste).

The MAM latex producer, Thaimed, in Thailand is

- ISO 9001 certified since 2004 and
- products and packaging are produced in matching numbers – we avoid overproduction .



MAM teats – made from latex milk

It is well worth noting that in MAM production facilities, the primary environmental issue is that there is no release or emission of harmful pollutants. Latex production results in no emissions. The plant in Hungary is not a plastics producer, but an assembly facility from which only 7% of the waste produced there (or about 16 tons annually - roughly equivalent to the annual waste from 26 Austrian households) goes to hazardous waste disposal. However, material, energy and water usage are indeed relevant.

“We take care of our resources!”

These aspects have been taken into account for our first MAM sustainability report. We have followed the structure and relevant indicators of the Global Reporting Initiative (GRI).

The detailed reporting is shown in the data section starting on page 58. The most important results first:

- In 2012, of the total raw materials used in the MAM production facilities, 41 % are renewable (80 % of the paper and 100 % of the natural latex used). This has increased by 5 percentage points compared to 2011.
- Of the 2,402 tonnes of material processed in 2012, 2 % each are raw and processing materials, 44 % are parts and semi-finished goods and 42 % is packaging material. The materials used in 2012 decreased by 3 % compared to in 2011.
- Of the 17,035 gigajoules (GJ) of energy the MAM production facilities consume annually, 52 % is direct energy use (oil) and 48 % is indirect energy use (electricity).
- MAM used 8,337 m³ of water in 2012. 46 % of the water used in the factories is groundwater, 54 % comes from municipal water supplies. Due to the high safety standards and MAM quality standards for the production of our baby products, the use of reprocessed water is excluded.
- The amount of waste in 2012 was reduced by 20% in comparison to 2011, from 228.7 tonnes to 182.3 tonnes. 81% of the waste is recycled, 9% is incinerated and 10% goes to a landfill.

MAM CSR projects:

Energy efficiency check at the Vaskeresztes factory, Hungary (end of 2013)

Expansion of heat recovery process to other machinery in the Hungarian factory, such as the blister machine (2014)



The distribution of MAM products presents us with ecological challenges, especially regarding the packaging. On one hand, we want resource conserving, space saving and recyclable packaging, while on the other we naturally want to ensure 100% protection against damage and contamination for our baby articles. In fact, we've managed to do more than just meet EU Directive 94/62/EC for environmentally packaging. We've come up with some solutions that go beyond:

"Many of our packages are reusable."

- Our packaging is as small as possible to conserve resources for their manufacture as well as resources required for transport.
- In 2012 we changed the majority of our pacifier packaging to the MAM box which can be used after purchasing for safe storage and hygienic sterilisation of

the pacifiers. The new packaging is now being used in all of our markets.



Lastly, the ecological effects of our development and administrative offices are to be taken into account. The data we collected shows a relatively low share of resource consumption and CO₂ emissions. We are however, already working on ecological improvements that we will inform on in more detail with our next sustainability report. The establishment of video conferencing solutions in different locations reduces the number of air and auto miles while improving the process of communication on all levels.

MAM CSR project:

Energy efficiency check at office locations in Austria (2014)

MAM & Climate

Eco-Check 2012: CO₂ footprint of the MAM Anti-Colic bottle

The scientific examination and testing of MAM product performance by independent third parties is an integral part of the MAM strategy. In the course of professional dealings with sustainability and corporate responsibility, our overall responsibility as a company, we decided to have our performance evaluated in an ecological sense by external professionals.

From now on a topic from MAM products and business activities will be regularly, ecologically evaluated. The first project:

Evaluation of the MAM Anti-Colic bottle carbon footprint

(conducted by denkstatt GmbH, Vienna, www.denkstatt.at)

An interest in the environmental impact of products is ever more relevant for manufacturers and consumers alike. The media has firmly anchored climate change, and above all the problems with greenhouse gases, in our consciousness.

More and more man-made gases are released to the atmosphere, which enhances the greenhouse effect.

Due to this, a higher percentage of the heat radiated from the earth is absorbed and the radiative balance of the earth is changing (anthropogenic greenhouse effect). The result is global climate change. A measure of this is the Product Carbon Footprint (PCF). It provides information on the total CO₂ emissions a product is responsible for throughout its life cycle. With relatively little effort then, the CO₂ savings potential can be shown and individual products compared regarding their CO₂ emissions.

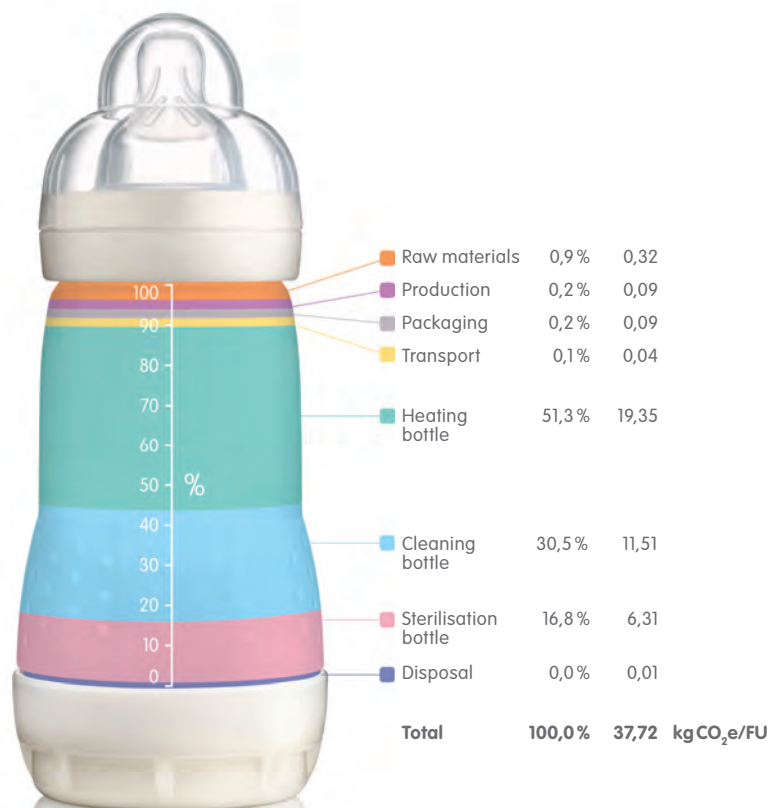
The most important greenhouse gas is carbon dioxide (CO₂) and the global warming potential (GWP) of all other substances (such as methane, nitrous oxide and fluorinated hydrocarbons) is based on this in the form of CO₂ equivalent (CO₂e)..

Purpose of the study:

Create a product carbon footprint for the current plastic (polypropylene/silicone) MAM Anti-Colic baby bottle. The MAM Anti-Colic distinguishes itself from conventional bottles with its silicone vented base which allows babies to drink calm and relaxed and helps to reduce colic. The system is defined for both bottles as "from the cradle to the grave" and accounts for the production and extraction of raw materials, materials and supplies, all shipments by truck, rail, ship or aircraft, effects in the use phase (warming, cleaning, sterilization), as well as the recovery and disposal (end-of-life phase). The use phase and end-of-life phase were created for three different regions – Europe, the U.S. and China – and assume a useful life of six months with daily cleaning and sterilisation.

CO₂ emissions for the individual life cycle phases of the MAM Anti-Colic bottle:

While the production and disposal phases reveal relatively low CO₂ values, the product carbon footprint is driven primarily by the use phase, especially from warming food, cleaning & sterilisation of the Anti-Colic.

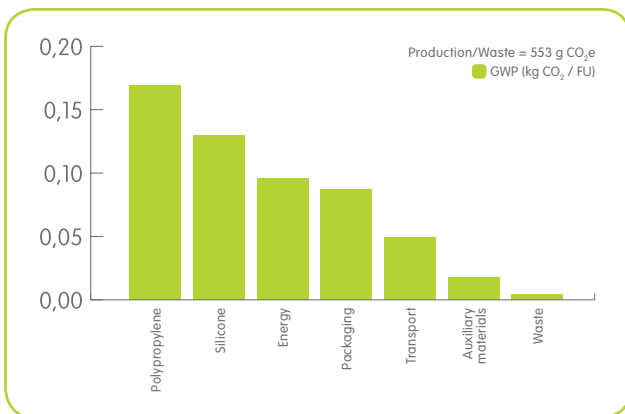


Findings:

A MAM user can greatly influence the amount of CO₂ emissions through the use of the Anti-Colic and therefore make a contribution to climate protection.

The carbon footprint is composed of:

1st Producing the bottle (raw materials, manufacturing, packaging, transport) as well as disposal:



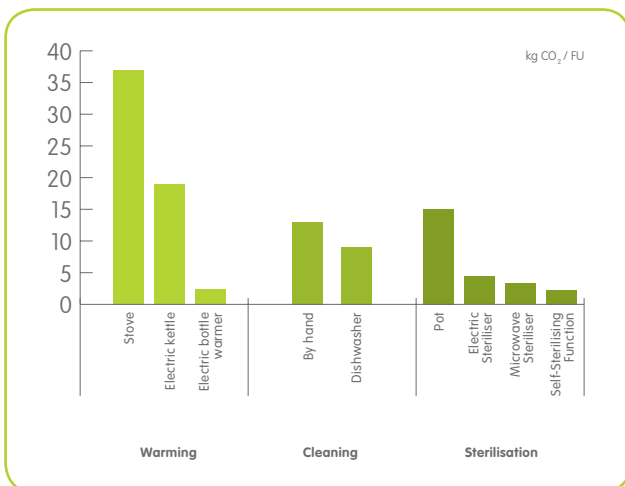
Carbon footprint of the Anti-Colic bottle for the production and waste phases.

2nd Use phase (warming, cleaning sterilisation):

The following options apply to the use phase:

- Warming the water for milk powder:** Stove, electric kettle, bottle warmer
- Cleaning the bottle:** by hand or in the dishwasher
- Sterilisation:** boiling water in a pot, in an electric steriliser, in the MAM Microwave Steriliser or with the self-sterilising function

This is how the CO₂ consumption looks for the different options:



Anti-Colic carbon footprint in the use phase.

The study calculated the following scenarios:

“Low” scenario:

- Warming: 100 % bottle warmer
- Cleaning: 100 % dishwasher
- Sterilisation: 100 % self-sterilising in the microwave

“Average” scenario:

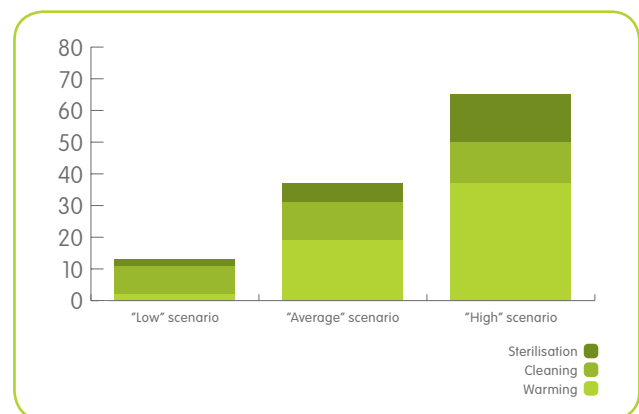
- Warming: 1/3 each bottle warmer, electric kettle & pot
- Cleaning: 70 % hand washing & 30 % dishwasher
- Sterilisation: all 4 methods, 25 % each

“High” scenario:

- Warming: 100 % pot
- Cleaning: 100 % hand washing
- Sterilisation: 100 % pot

The “average” scenario was used for the graphic presentation of the “Anti-Colic bottle carbon footprint”.

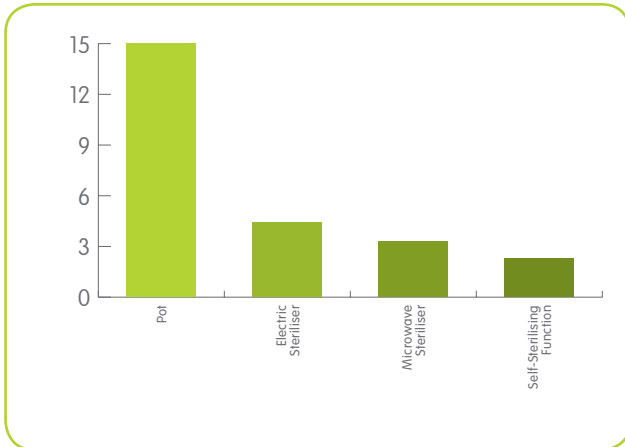
The following graph shows the PCF for the Anti-Colic bottle in Europe for the different scenarios in kg CO₂e per functional unit (baby bottle):



Referencing the chart, we can see that the most important processes of the use phase, and the corresponding CO₂ emissions, are in the hands of the consumers.

Warming food with an electric bottle warmer, cleaning in the dishwasher instead of by hand and using the self-sterilising function in the microwave can save up to 52 kg CO₂e/unit, or 80 %, in Europe (within a 6 month period). The most intense variation with regard to CO₂ emissions is warming on the stove, “washing by hand and sterilising in a pot on the stove. This uses 65 kg CO₂e/unit (as compared to 13 kg with the bottle warmer, dishwasher and self sterilising variant). We can see the CO₂ consumption

of the different variations more exactly in the following graph:



Here, 85 % of the CO₂ consumption can be saved if the self-sterilizing function is used as opposed to sterilising in a pot (2.3 kg versus 15 kg). Also, the electric and microwave sterilisers perform much better than the saucepan option.

You can find all the important information about the self-sterilising function of MAM bottles on our website: www.mambaby.com

For Europe, the average scenario results in a carbon footprint of about 38 kg CO₂e per bottle over the entire life cycle.



Of this, only 1.4 % is attributed to the production phase (raw materials, production, packaging, transportation) and recovery / disposal, whereas 98.6 % comes from the use phase.

“The self-sterilising function of the Anti-Colic bottle helps to significantly reduce CO₂ consumption!”

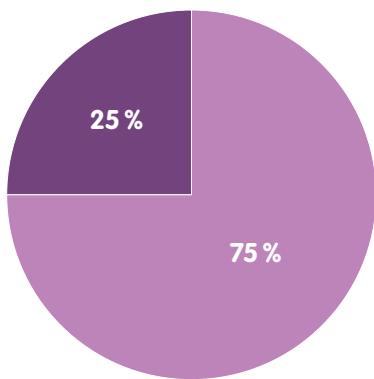
Approximately 38kg of CO₂ correspond to a distance of 176 km by car. Corresponding to [Hertwich & Peters,2009] 2001 consumer carbon footprint in Austria of 13.8 tonnes CO₂e per person. Assuming an annual increase of 2 %, a CO₂ footprint of 16.8 tonnes CO₂e per person results for the year 2011. This means a baby bottle (incl. the use phase with warming the water for formula as well as cleaning & sterilising the bottle) comprises about 0.22 % of the carbon footprint of the typical Austrian consumer for the year 2011.

Facts & Figures

GRI performance indicators

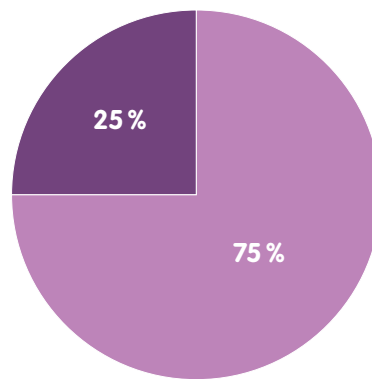
STAFF STRUCTURE

Employees by gender



2011
Total: **563 Employees**

■ Male
■ Female



2012
Total: **578 Employees**

■ Male
■ Female

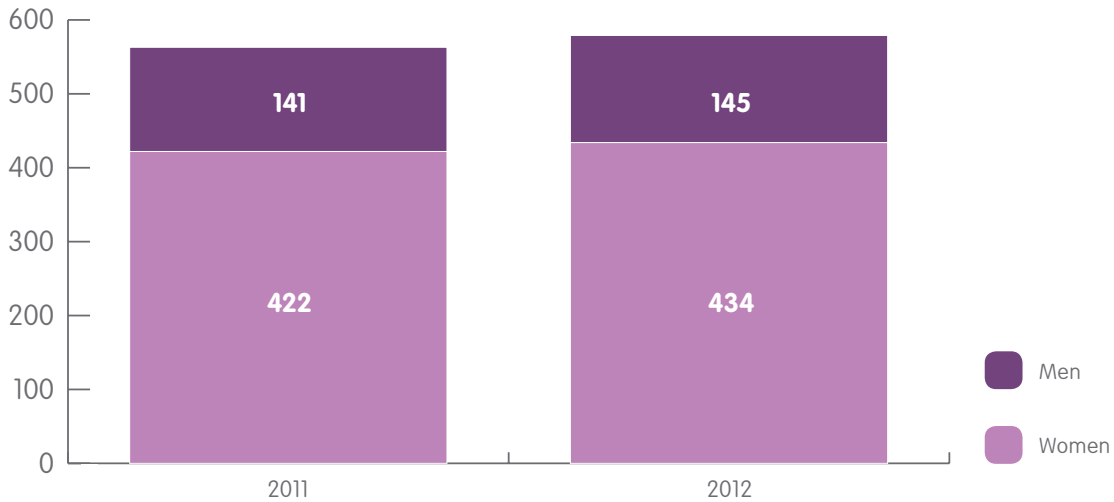
	2011			2012		
	Male	Female	Total	Male	Female	Total
Total workforce	142	421	563	146	432	578
part-time employees	12	41	53	6	41	47
full-time employees	130	380	510	140	391	531
temporary employees	3	2	5	5	3	8
permanent employees	139	419	558	141	429	570
production facilities ¹⁾	71	297	368	76	290	366
offices ²⁾	71	124	195	70	142	212

¹⁾ Hungary, Thailand

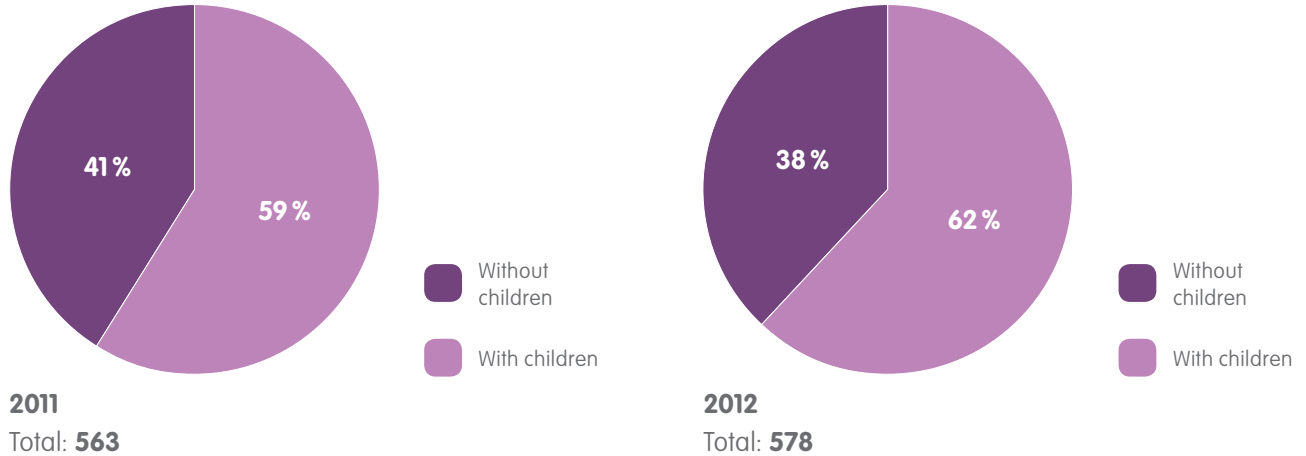
²⁾ Austria, Switzerland, Germany, Sweden, United Kingdom, Spain, United States, Brazil

DIVERSITY: EMPLOYEES*

Employees by gender



Employees with children and employees without children



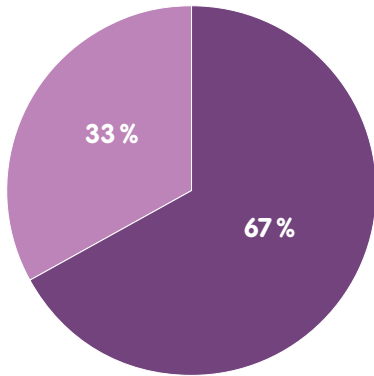
Employees by age group

	2011	2012	% change
Employees < 30 years	158	156	-1%
Employees 30-50 years	329	331	1%
Employees > 50 Jahre years	76	91	20%
Total	563	578	3%

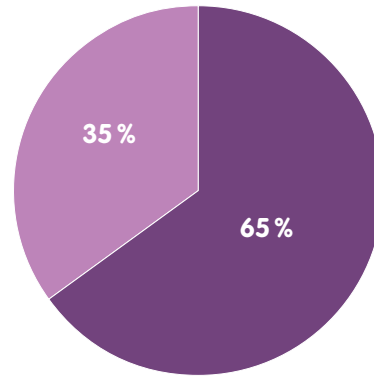
* All employees incl. Management

DIVERSITY: MANAGEMENT*

Employees by gender

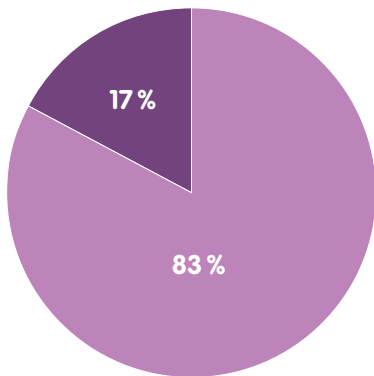


2011
Total: 48

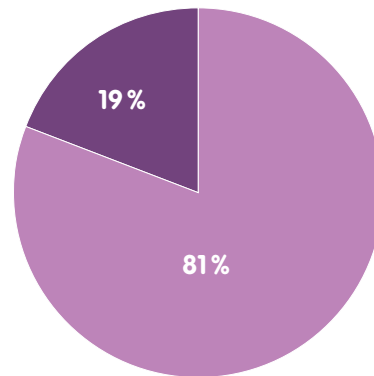


2012
Total: 48

Employees with children and employees without children



2011
Total: 48



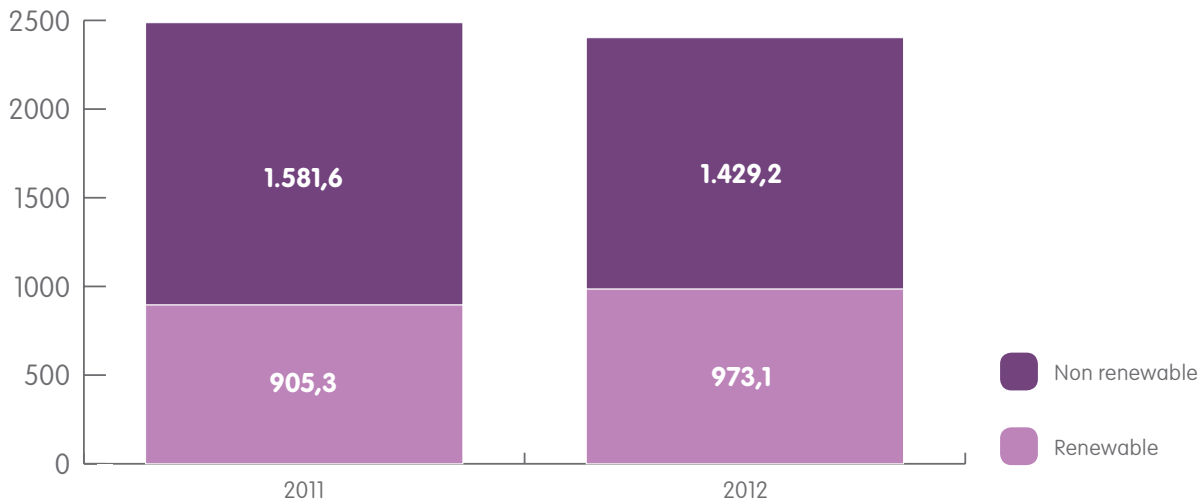
2012
Total: 48

Employees by age group

	2011	2012	% change
Employees < 30 years	0	0	0%
Employees 30-50 years	33	36	9%
Employees > 50 years	15	12	-20%
Total	48	48	0%

* Managing Director and primary department head, responsible for strategic direction.

MATERIAL USE in t

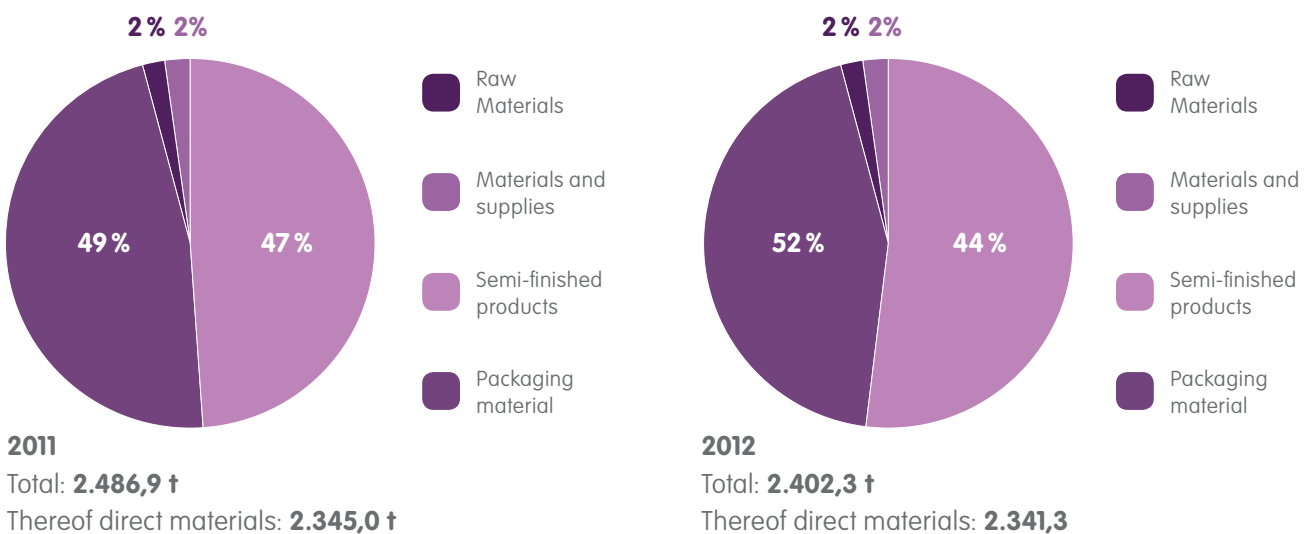


in t	2011	2012	% change
Renewable	905,3	973,1	7%
Non renewable	1.581,6	1.429,2	-10%
Total	2.486,9	2.402,3	-3%

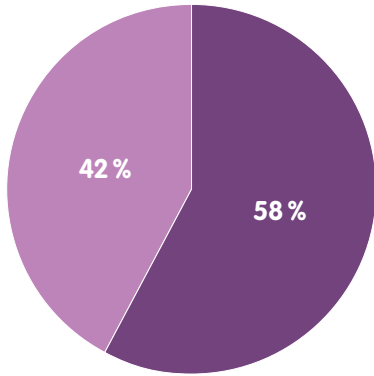
Explanation:

Non renewable: 20% from paper and cardboard (= non-renewable chemicals and fillers in the paper) and 100% of the plastic, 100% of the chemicals

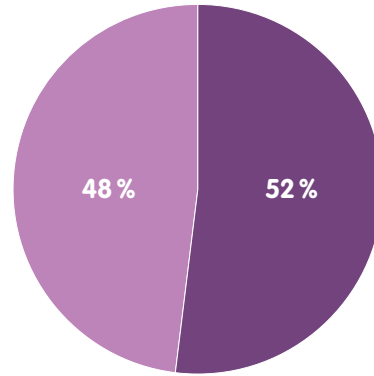
Renewable: 80% from paper and cardboard (= virgin fiber), 100% from natural rubber



ENERGY USAGE



2011
Total GJ: **13.775**



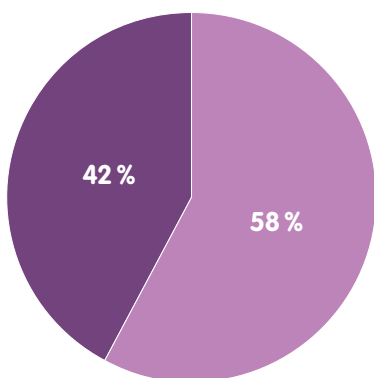
2012
Total GJ: **17.035**

in GJ	2011	2012	% change
Direct*	7.989,5	8.858,2	11%
Indirect**	5.785,5	8.176,8	41%
Total	13.775	17.035	24%

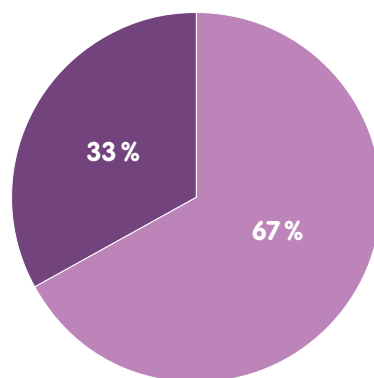
* Primary energy: Heating oil, diesel oil, gasoline

** Secondary energy: Electricity

EMISSIONS



2011
Total CO₂e in t: **1.828**



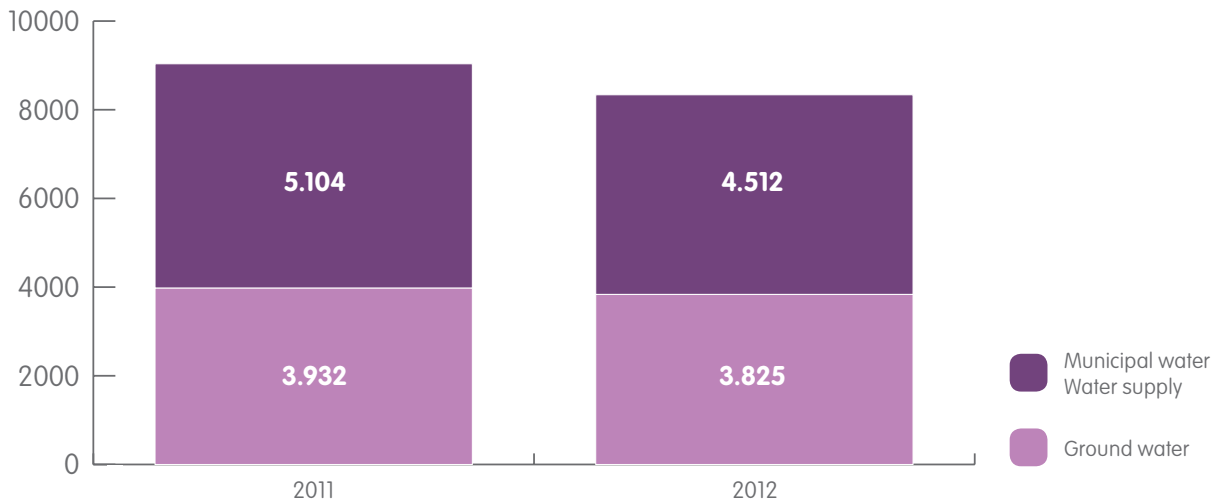
2012
Total CO₂e in t: **2.260**

Explanation:

The amount of CO₂ emissions was calculated. The calculation is based on emission factors derived from the GEMIS database. The emission factors used also include proportional upstream greenhouse gases (resulting from, for example, the extraction and processing of primary energy sources for the production facilities). Due to the inability to obtain certain data, the greenhouse gas emissions from electrical usage were determined using the respective country's electrical supply mix.

* Direct greenhouse gas emissions from primary energy use | ** Indirect greenhouse gas emissions from secondary energy use

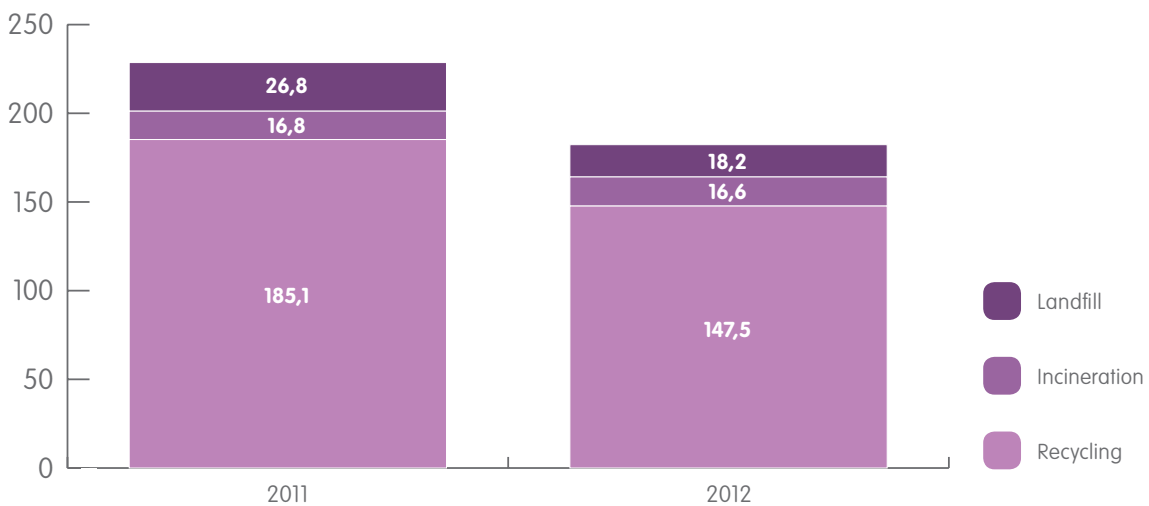
WATER USE in m³



in m ³	2011	2012	% change
Ground water	3.932	3.825	-3 %
Municipal water Water supply	5.104	4.512	-12 %
Total	9.036	8.337	-8 %

WASTE GENERATED in t

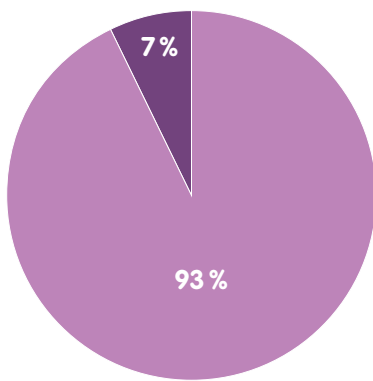
Method of disposal*



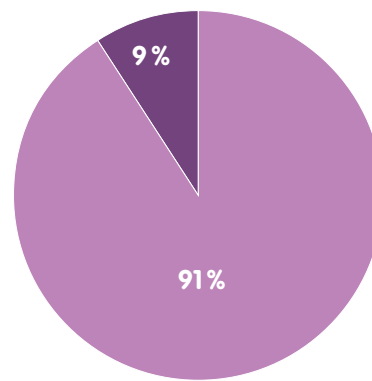
* Information provided by waste disposal firm

Material use in t	2011	2012	% change
Recycling	185,1	147,5	-20%
Incineration	16,8	16,6	-1%
Landfill	26,8	18,2	-32%
Total	228,7	182,3	-20%

Type of waste



2011
Total: **228,7 t**



2012
Total: **182,3 t**



in t	2011	2012	% change
Hazardous	16,8	16,6	-1%
Non hazardous	211,9	165,7	-22%
Total	228,7	182,3	-20%

PRODUCT SAFETY

YEAR		2011		2012	
		Yes	No	Yes	No
Life cycle studies in which the effect of the product on health and safety was tested for potential improvement:					
1	Developing the product concept	X		X	
2	Research and development	X		X	
3	Certification	X		X	
4	Manufacturing and Production	X		X	
5	Storage and delivery	X		X	
6	Use and care	X		X	
7	Disposal, reuse and recycling		X		X
8	Percentage of major product categories covered by such procedures and tested for compliance with this procedure	100%		100%	

GRI Standard

Review of the application level

GRI sustainability reporting guidelines

The Global Reporting Initiative (GRI) develops globally applicable quality criteria for sustainability reporting, referring to a broad range of stakeholders from economics, employer and employee representatives, civil service, academia and other areas. The GRI Sustainability Reporting Guidelines are intended to serve as a general framework for an organization reporting on its economic, environmental and social performance. The voluntary application of the criteria established therein, increases the transparency, comparability and credibility of sustainability reporting.

New: 4th Generation

In May of 2013, the revised sustainability reporting guidelines were published in Amsterdam. Since the release of the first directive in 1999 (G1), there is now the 4th generation (G4) which was developed with the involvement of thousands of stakeholder groups. Since the MAM/Bamed Group had begun preparation of this report prior to the publication of G4, the 3rd generation was used.

G3 – Application levels

According to GRI G3, reporting organizations are obliged to declare the degree to which they are oriented to the requirements of the GRI guidelines.

The following illustration shows the requirements associated with the three possible Application Levels A, B or C.

Report Application Level	C	C+	B	B+	A	A+
G3 Profile Disclosures OUTPUT	Report on: 1.1 2.1 - 2.10 3.1 - 3.8, 3.10 - 3.12 4.1 - 4.4, 4.14 - 4.15		Report on all criteria listed for Level C plus: 1.2 3.9, 3.13 4.5 - 4.13, 4.16 - 4.17		Same as requirement for Level B	
G3 Management Approach Disclosures OUTPUT	Not Required	Report Externally Assured	Management Approach Disclosures for each Indicator Category	Report Externally Assured	Management Approach Disclosures for each Indicator Category	Report Externally Assured
G3 Performance Indicators & Sector Supplement Performance Indicators OUTPUT	Report on a minimum of 10 Performance Indicators, including at least one from each of: Economic, Social and Environmental.		Report on a minimum of 20 Performance Indicators, at least one from each of Economic, Environmental, Human rights, Labor, Society, Product Responsibility.		Report on each core G3 and Sector Supplement* Indicator with due regard to the Materiality Principle by either: a) reporting on the Indicator or b) explaining the reason for its omission.	

*Sector supplement in final version

Confirmation of the application level



Statement GRI Application Level Check

GRI hereby states that **MAM/Bamed Group** has presented its report "MAM Sustainability Report 2011/2012" to GRI's Report Services which have concluded that the report fulfills the requirement of Application Level C.

GRI Application Levels communicate the extent to which the content of the G3.1 Guidelines has been used in the submitted sustainability reporting. The Check confirms that the required set and number of disclosures for that Application Level have been addressed in the reporting and that the GRI Content Index demonstrates a valid representation of the required disclosures, as described in the GRI G3.1 Guidelines. For methodology, see www.globalreporting.org/SiteCollectionDocuments/ALC-Methodology.pdf

Application Levels do not provide an opinion on the sustainability performance of the reporter nor the quality of the information in the report.

Amsterdam, 8 August 2013

A handwritten signature in blue ink, appearing to read "Nelmara Arbex", is written over a faint, large watermark of the GRI logo.

Nelmara Arbex
Deputy Chief Executive
Global Reporting Initiative































The Global Reporting Initiative (GRI) is a network-based organization that has pioneered the development of the world's most widely used sustainability reporting framework and is committed to its continuous improvement and application worldwide. The GRI Guidelines set out the principles and indicators that organizations can use to measure and report their economic, environmental, and social performance. www.globalreporting.org

Disclaimer: Where the relevant sustainability reporting includes external links, including to audio visual material, this statement only concerns material submitted to GRI at the time of the Check on 25 July 2013. GRI explicitly excludes the statement being applied to any later changes to such material.

GRI-Content Index

 Fully reported

 Partially reported

GRI Code	Disclosure	Reported	Cross-reference	Explanation
Profile Disclosures				
1. Strategy and Analysis				
1.1	Statement from the most senior decision-maker of the organization.		p. 6–7	
2. Organizational Profile				
2.1	Name of the organization		p. 3	
2.2	Primary brands, products, and/or services		p. 19–20	
2.3	Operational structure of the organization		p. 3	
2.4	Location of organization's headquarters		p. 48	
2.5	Number of countries where the organization operates		p. 48–49	
2.6	Nature of ownership and legal form			Owner: Röhrig Stiftung, GesmbH
2.7	Markets served (including geographic breakdown, sectors served, and types of customers/beneficiaries)		p. 48–49	
2.8	Scale of the reporting organization		p. 9	*
2.9	Significant changes during the reporting period regarding size, structure, or ownership		p. 9	
2.10	Awards received in the reporting period		p. 24	
3. Report Parameters				
3.1	Reporting period (e.g., fiscal/calendar year) for information provided		p. 3	
3.2	Date of most recent previous report (if any)			This is the first sustainability report by the MAM/Bamed Group
3.3	Reporting cycle (annual, biennial, etc.)		p. 3	
3.4	Contact point for questions regarding the report or its contents		Impressum	
3.5	Process for defining report content.		p. 3	
3.6	Boundary of the report		p. 3	
3.7	State any specific limitations on the scope or boundary of the report		p. 3	
3.8	Basis for reporting on joint ventures, subsidiaries etc.		p. 3	
3.10	Explanation of the effect of any re-statements of information provided in earlier reports			This is the first sustainability report by the MAM/Bamed Group
3.11	Significant changes from previous measurement methods applied in the report			This is the first sustainability report by the MAM/Bamed Group
3.12	Table identifying the location of the Standard Disclosures in the report		p. 68–69	
4. Governance, Commitments, and Engagement				
4.1	Governance structure of the organization		p. 8–9	**
4.2	Indicate whether the Chair of the highest governance body is also an executive officer			No
4.3	For organizations that have a unitary board structure, state the number and gender of members of the highest governance body that are independent and/or non-executive members			Foundation's Board members: 3 persons, male, over 50 years of age
4.4	Mechanisms for shareholders and employees to provide recommendations or direction to the highest governance body			Through business management: regular, direct contact
4.5	List of stakeholder groups engaged by the organization		p. 10	
4.6	Basis for identification and selection of stakeholders with whom to engage		p. 10	

*The MAM / Bamed group is not listed on the stock exchange, so there is no disclosure requirement. We live by the sale of a limited range of products under a single brand in a niche market with low growth. In the global market, we are the only remaining medium-sized company. All major competitors are part of larger, financially strong and diversified business structures. Under these conditions, we estimate the risk as a given that a sales publication of our competitors provides far-reaching conclusions that can be used to our disadvantage.

Performance Indicators				
Economic				
EC6	Policy, practices, and proportion of spending on locally-based suppliers at significant locations of operation		p. 50	
EC8	Development and impact of infrastructure investments and services provided primarily for public benefit through commercial, in-kind, or pro bono engagement		p. 39–41	
Environmental				
EN1	Materials used by weight or volume		p. 61	
EN2	Percentage of materials used that are recycled input materials		p. 28–29	The amount of recycled materials used in 2011 and 2012 was 0%. Rationale, see pp. 28–29.
EN3	Direct energy consumption by primary energy source		p. 62	Direct energy usage was derived exclusively from non-renewable primary energy sources (heating oil, diesel oil, gasoline).
EN4	Indirect energy consumption by primary source		p. 62	The indirect energy usage corresponds to electrical consumption. The specific composition of the underlying primary energy source (power mix) and the primary energy used for the production of secondary energy used were not available for all sites and therefore could not be calculated.
EN8	Total water withdrawal by source		p. 63	
EN16	Total direct and indirect greenhouse gas emissions by weight		p. 62	
EN22	Total weight of waste by type and disposal method		p. 63–64	
EN26	Initiatives to mitigate environmental impacts of products and services, and extent of impact mitigation		p. 52–54	
EN28	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with environmental laws and regulations			There were no violations of environmental regulations during the reporting period.
Social				
LA1	Total workforce by employment type, employment contract, and region, broken down by gender		p. 58	
LA3	Benefits provided to full-time employees by major operations		p. 44	Company benefits are provided to all employees regardless of the type of employment or employment contract.
LA13	Composition of governance bodies according to indicators of diversity		p. 59–60	
SO8	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with laws and regulations			There were no violations of statutory regulations or voluntary codes of conduct during the reporting period.
PR1	Life cycle stages in which health and safety impacts of products and services are assessed for improvement, and percentage of significant products and services categories subject to such procedures		p. 65	
PR2	Total number of incidents of non-compliance with regulations and voluntary codes concerning health and safety impacts of products and services during their life cycle, by type of outcomes			There were no violations of statutory regulations or voluntary codes of conduct during the reporting period.
PR4	Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labeling, by type of outcomes			There were no violations of statutory regulations or voluntary codes of conduct during the reporting period.
PR9	Monetary value of significant fines for non-compliance with laws and regulations concerning the provision and use of products and services			There were no violations of statutory regulations or voluntary codes of conduct during the reporting period.

**The supreme organ of the MAM / Bamed group is the Roehrig private foundation based in Austria, represented by the Foundation's Board of Wolfgang Allichhammer, Dr. Peter Karl Wolf and Dr. Peter Hoffmann. Major strategic decisions require the approval of the Foundation Board. Operationally, the Group is represented by the Bamed AG, Switzerland, led by the Chairman Niklaus Schertenleib, with the Bamed AG is responsible for production and sales. The two Austrian companies Bamed Gmbh and MAM Baby Products GmbH, represented by the Managing Director Ing Peter Roehrig, are responsible, in coordination with the Bamed AG for research and development, as well as for brand management.

Impressum

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(www.plenum.at)

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