

REPORT OF
2025

LUND
SWEDEN

TAKING

RESPONSIBILITY

THROUGH ACTION

SUSTAINABILITY REPORT 2025

This report reflects not only our sustainability progress during 2025, but the continued evolution of Fitness24Seven's culture, a culture grounded in accessibility, responsibility, and long term thinking.

ABOUT THE REPORT

This report reflects not only our sustainability progress during 2025, but the continued evolution of Fitness24Seven's culture, a culture grounded in accessibility, responsibility, and long term thinking. From the very beginning, our founder Christian Ask envisioned more than gyms. He envisioned inclusive spaces where everyone, regardless of background, feels welcome and empowered to pursue a healthier life. That vision continues to shape how we grow, how we lead, and how we define responsibility today.

Sustainability at Fitness24Seven is not a separate initiative running alongside the business. It is embedded in every decision, every gym, and every relationship we build. During the year, we further strengthened our foundations, guided by international frameworks such as the Global Reporting Initiative GRI Standards and our preparations for the European Sustainability Reporting Standards ESRS. Although we are no longer formally within the scope of the CSRD, the process has sharpened our internal awareness, improved data quality, and strengthened our long term strategic focus. We move forward not because we must, but because we believe it is the right way to build a resilient company.

Our ambition reaches beyond compliance. We strive to create tangible and lasting value for the people who train in our gyms, for our employees, for our suppliers, and for the communities we are part of. Over time, our social engagement has evolved from fragmented initiatives into deeper, long term partnerships. Today, we focus on collaborations where we can contribute not only financial support, but also time, competence, and genuine human presence. Across our markets, employees actively engage in initiatives that promote health, inclusion, mentorship, education, and opportunity.

We are proud of the measurable improvements achieved during 2025. Yet what matters most is the growing sense of purpose across our organization. Sustainability at Fitness24Seven is not driven by obligation, but by conviction. It is powered by people who choose to contribute because it matters.

This report is both a reflection and a promise. We will continue to evolve, learn, and act with integrity as we lead people toward a healthier, fairer, and more sustainable life, no matter who they are or where they live.

Fredrik Krüeger

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INTERVIEW WITH
FREDRIK KRÜEGER - HR AND SUSTAINABILITY DIRECTOR

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SUSTAINABILITY HIGHLIGHTS OF 2025

This report reflects not only our sustainability progress during 2025, but the continued evolution of Fitness24Seven’s culture, a culture grounded in accessibility, responsibility, and long term thinking.

SUSTAINABLE MOVE

Sustainable Move was launched in close collaboration with our partners Helamalmö, Bulltofta IF and SOS Children’s Villages and Stadsmissionen – bringing together community and social impact

MEMBERS MAKING A DIFFERENCE

For every response in our monthly NPS survey, we donate to a charity organization of our choice. This initiative turns member feedback into meaningful social impact and invites our community to be part of creating positive change.

SUSTAINABILITY IN EVERYDAY WORK

Sustainability is now a natural part of our daily work and is continuously embedded through trainings, workshops, conferences and ongoing dialogue.

CREANDO FUTURO – 7 YEARS

In 2025, we further strengthened our social impact in Colombia by launching an additional basketball project alongside Creando Futuro through our foundation Esperança, reinforcing our long term commitment to children’s and youth development in the region.



● SUSTAINABILITY HIGHLIGHTS OF 2025



SUSTAINABILITY STRATEGY

Our sustainability strategy was further strengthened through close collaboration with the global management team in a series of focused workshops and dialogues.



DIVERSITY

Our office reflects the global world we operate in, bringing together colleagues from many different nationalities. This diversity strengthens our culture, broadens our perspectives, and helps us grow as one team.



LEADERSHIP

Our continuous work with diversity, inclusion and learning shows increased representation of different ethnic backgrounds and a growing number of women in management positions in Sweden.

● **SUSTAINABILITY HIGHLIGHTS OF 2025**

SECTION 1.0**About Fitness24Seven**

We are Fitness24Seven – a global fitness community built on the belief that everyone deserves access to health, movement, and a sense of belonging. Since the very beginning, our mission has been to make fitness accessible, affordable, and meaningful. What started as a gym chain has grown into something much bigger. Today, with more than 280 gyms and over 460,000 members across Sweden, Finland, Norway, Thailand and Colombia, we are a movement that empowers people and communities to thrive.

At the heart of everything we do lies a deep commitment to sustainability. We believe that every choice matters: from how we design our gyms, to how we engage with our members, and how we show up in the communities we are part of. Our ambition is to contribute to something greater than ourselves.

Fitness24Seven is more than a place to work out, it's a place where health becomes hope, and movement becomes change.



OUR VALUES

At Fitness24Seven, our values are more than words, they are our inner compass.

They guide how we make decisions, how we collaborate, how we meet our members, and how we build an organization that is designed to last. Our culture is the foundation of everything we do. It creates direction, belonging, and clarity in both everyday operations and times of change. Together, our values, our culture journey, and our sustainability initiatives form a shared way of thinking, acting, and developing - it forms 'the way we do things around here.'



01. LONG-TERM THINKING

Fitness24Seven is here for the long run. We make decisions based on long-term impact, even when that means prioritizing sustainable development over short-term financial gain. Our mission is to enable a healthier lifestyle – and that is never a quick fix.

02. ON THE CUSTOMER'S TERMS

It all starts with our members. We always put the member first and aim to meet or exceed their expectations in everything we do.

03. LEARNING ORGANIZATION

We learn from the past to become better in the future. Through continuous evaluation, development, and improvement, we strengthen both our business and our people.

04. COOPERATION MAKES THE TEAM

Together we are stronger. Through cross-functional collaboration, knowledge sharing, and mutual support, we create efficiency, engagement, and development.

05. SOCIAL RESPONSIBILITY

Fitness24Seven has the privilege of being able to contribute to a positive social impact. We translate the company's thoughts and ideas into practical actions for a sustainable development in communities where we operate.

06. CULTURE & VALUES – OUR SHARED FOUNDATION

Our culture journey and values are the heart of Fitness24Seven. They create a shared identity, a common language, and a strong leadership platform. Through storytelling, training, symbols, rituals, and ambassadors, we build a strong culture where our values are not only communicated – they are lived every day.

07. SUSTAINABLE MOVE

From values to action Sustainable Move is our global commitment to turning social responsibility into real impact. Through local and international initiatives, we create movement for people, communities, and future generations. This is where our values meet reality, through volunteering, partnerships, and concrete community projects.

The company was founded in 2003 and operate fitness sites throughout Sweden, Norway, Finland, Thailand and Colombia through our subsidiaries.

COMPANY FACTS

Fitness24Seven is a private limited liability company that is registered and located in Sweden. Our headquarter is located at Stora Södergatan 17 in Lund, Sweden. Fitness24Seven has had a continued organic growth both in terms of members and expansion. Additionally, our markets in Colombia and Thailand are becoming more mature.

283
GYMS

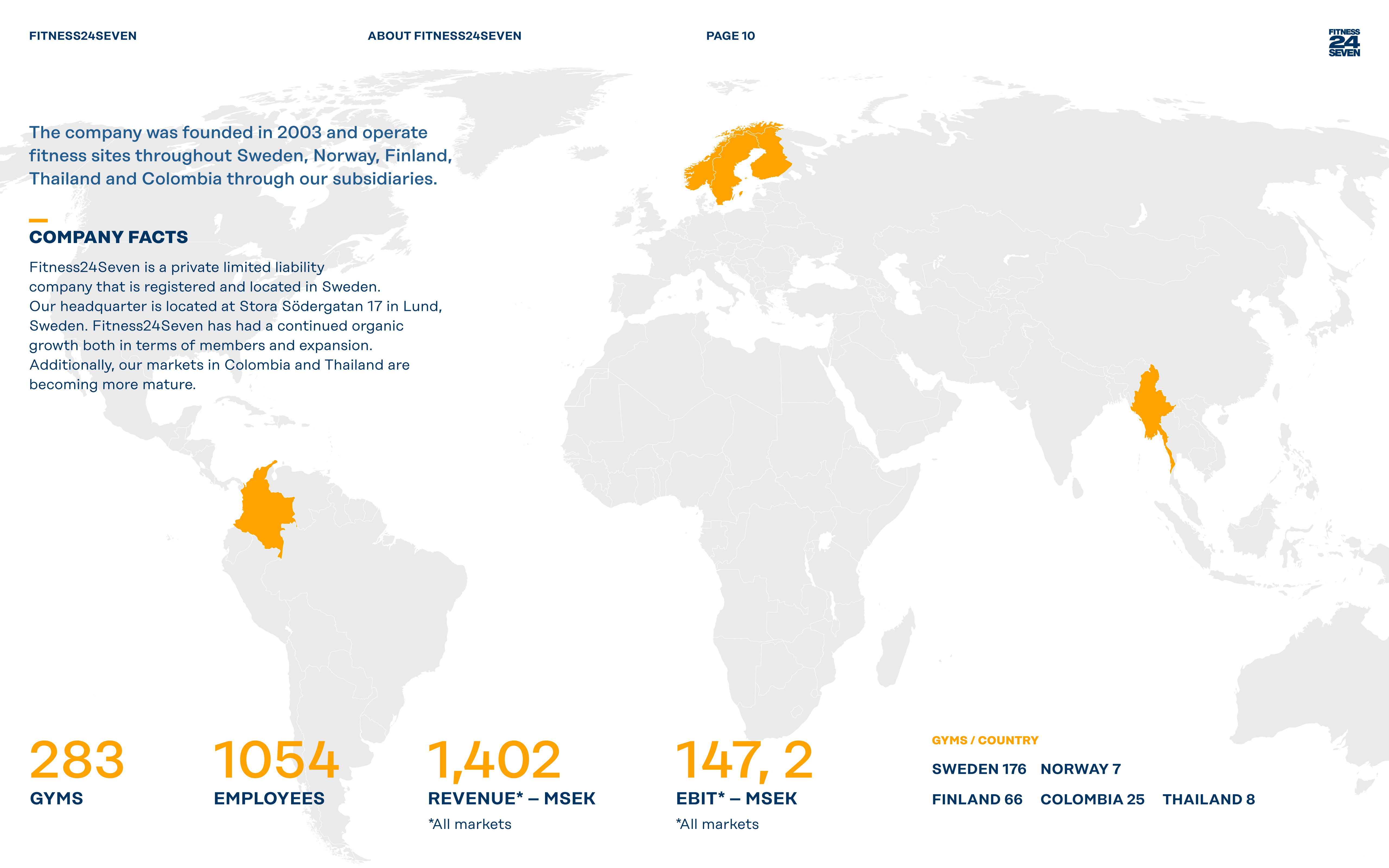
1054
EMPLOYEES

1,402
REVENUE* – MSEK
*All markets

147, 2
EBIT* – MSEK
*All markets

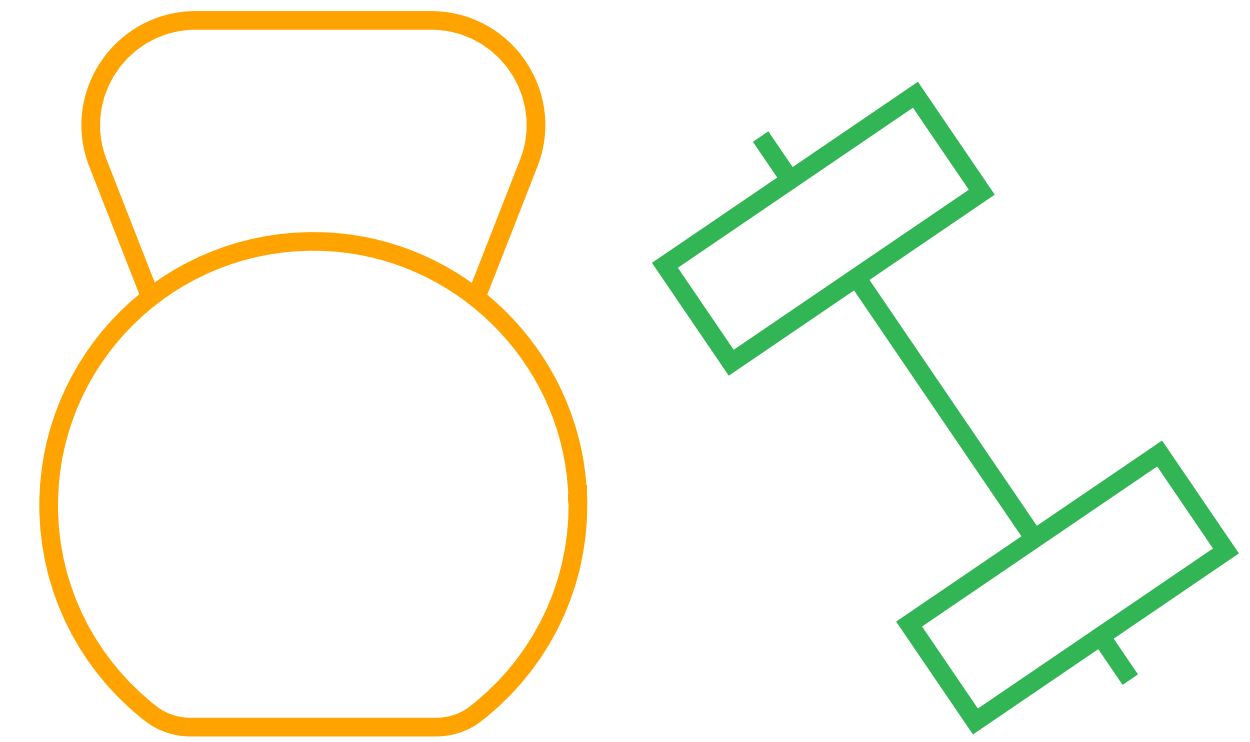
GYMS / COUNTRY

SWEDEN 176 NORWAY 7
FINLAND 66 COLOMBIA 25 THAILAND 8



ALIGNING FOR IMPACT

As Fitness24Seven continues to grow across continents, sustainability remains the foundation of our journey – guiding how we operate, expand, and create value for society. The United Nations Sustainable Development Goals (SDGs) provide a global framework that aligns naturally with our mission: leading people to a healthier life, no matter who they are or where they live. Our business model naturally contributes to several of the global goals, particularly those linked to health, equality, and inclusion: When we move with purpose, we move the world closer to the goals we all share.



GOAL 3**GOOD HEALTH AND WELL-BEING****Ensure healthy lives and promote well-being for all at all ages**

Ensure healthy lives and promote well-being for all at all ages. Our vision of leading people to healthier lives, regardless of who they are or where they come from, is inherently aligned with this goal. Through our affordable and accessible fitness offering, we empower people across multiple countries to adopt healthier lifestyles. By making health and wellness part of everyday life for a broad demographic, we also inspire positive ripple effects in families, communities, and workplaces.

GOAL 5**GENDER EQUALITY****Achieve gender equality and empower all women and girls**

Gender equality has been embedded in our concept from the very beginning. Every Fitness24Seven gym includes a women's only section – a deliberate decision to remove barriers that prevent women from accessing health-promoting environments. We believe this option creates a safer, more comfortable space for many women, encouraging more to begin or maintain an active lifestyle.

GOAL 10**REDUCED INEQUALITIES****Reduce inequality within and among countries**

We contribute to a more inclusive society by offering one of the most affordable gym memberships on the Swedish market. By lowering financial barriers, we enable more people to benefit from wellness regardless of income or background. Many of our gyms are also located in the most socio-economically vulnerable areas of society. We firmly believe that living a healthy life should neither be a luxury nor determined by social class, but accessible to all. The wellness industry plays an important role in uniting individuals from diverse backgrounds, thereby fostering social inclusion and contributing to the reduction of inequalities through the shared promotion of health and wellbeing.

SECTION 2.0

Business Model & Strategy

Our Group Management Team holds primary responsibility for overseeing business processes, including the evaluation of our sustainability reporting, policies, and Code of Conduct. The Sustainability department, led by our HR & Sustainability Director along with the Sustainability Coordinator, is responsible for managing sustainability reporting, driving key initiatives, and fostering engagement across the organization on financial, environmental, and social sustainability. They also play a critical role in ensuring compliance with relevant sustainability standards and legislation. Initiatives involving changes to policies or business strategies require approval from the Group Management Team.

Our Group Management Team play a critical role in ensuring compliance with relevant sustainability standards and legislation.

We contribute to a more inclusive society by offering one of the most affordable gym memberships on the Swedish market.

GROUP MANAGEMENT TEAM & OPERATING MODEL

Fitness24Seven has a functionally structured organization with a distinct focus on the operational side of the business, complemented by support functions. The Group Management Team consists of the Owner, CEO, CFO, COO, Expansion Director and Marketing Director, who have direct management control of the company. The Group Management Team not only oversees operations but also actively integrates sustainability into business decision-making. Each director carries specific sustainability objectives within their area, from energy efficiency and responsible procurement to employee well-being and community engagement.

Their responsibilities involve monitoring the CEO's work, overseeing the company's long-term goals and strategy, and tracking risks and company performance. The management organization reflects the seamless integration of all markets into our operating model. The support functions are vertically integrated in the organization and work across legal entity structures, country- and market boundaries. Operations in the different continents, of Europe, Asia and South America, are more separate but still working closely to optimize the business in each market.





At Fitness24Seven, sustainability is not just a department – it's a shared movement across the company.

SUSTAINABILITY DEPARTMENT & FORUM

The Sustainability Department acts as a driving force, coordinating efforts, building competence, and ensuring that sustainability is embedded in every part of our operations.

To strengthen this work, the Sustainability Forum brings together passionate representatives from all markets, creating a dynamic platform for dialogue, learning, and action. Through quarterly meetings and ongoing collaboration, the Forum translates strategy into daily practice – ensuring that every employee, regardless of role or geography, can take part in shaping a healthier and more sustainable future.

SUMMARY OF SUSTAINABILITY STRATEGY

Our sustainability approach is built on the three pillars of **Environmental, Social, and Governance (ESG)**. Our focus areas are grounded in our core belief that sustainability is achieved through everyday actions and shared responsibility. Together, they translate our values, long-term perspective, cooperation, and social responsibility into measurable goals that guide how we operate across all markets.

KEY FOCUS AREAS OVER THE STRATEGY PERIOD

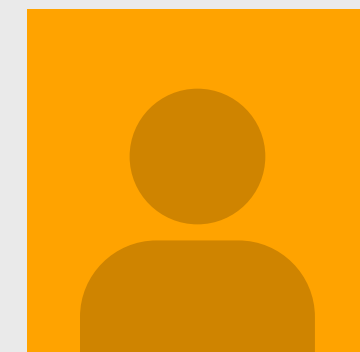
- Regulatory compliance, including tax transparency and regular Double Materiality Assessments.
- Sustainable operations, with efforts to reduce energy and water use, promote ecofriendly alternatives, and collaborate with responsible suppliers.
- Employee and member engagement, encouraging participation in community initiatives such as our 'Sustainable Move' program and other wellness events.
- Governance and implementation, our sustainability strategy is guided by the European Sustainability Reporting Standards (ESRS), and we are implementing a structured reporting system to ensure transparency and accountability. Progress will be reviewed quarterly, shared in internal forums, and published externally. Implementation will occur in phases, led by our Sustainability Forum, with active participation from all departments and stakeholders.
- Clear communication, both internally and externally, to highlight our social initiatives and promote diversity in our brand and workforce.
- Continuous improvement, driven by department-level KPIs and performance tracking.
- Culture of engagement, foster a workplace culture where sustainability is part of daily decisions and personal motivation. From the gym floor to the management team.

STRENGTHENING OUR STRATEGY THROUGH STAKEHOLDER DIALOGUE

Our main stakeholders include our owner, customers/members, employees, suppliers, local communities, and both domestic and international regulatory bodies. We engage in dialogue with each of these groups through various channels:

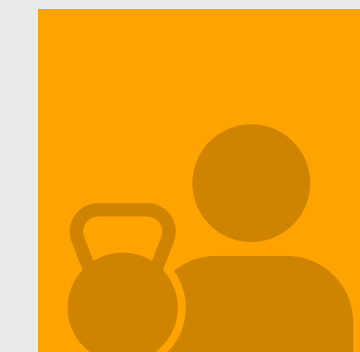
Over time, our dialogue with stakeholders on sustainability has evolved into a stronger, more structured, and more impactful collaboration. Through workshops, e-learning programmes, and targeted competence development initiatives, we have deepened our understanding of what it truly means to take responsibility in the gym industry. Stakeholder engagement is not a one-off activity, but an ongoing journey of learning and improvement. We firmly believe that meaningful change is created together. That is why partnerships and open dialogue are at the heart of our sustainability work.

By bringing colleagues together in sustainability forums, listening to our members through sustainability surveys, and maintaining close, continuous dialogue with our partners and suppliers, we create a shared platform for inspiration, learning, and action. Together, we aim to turn commitment into concrete progress – and to take joint steps towards a more sustainable society.



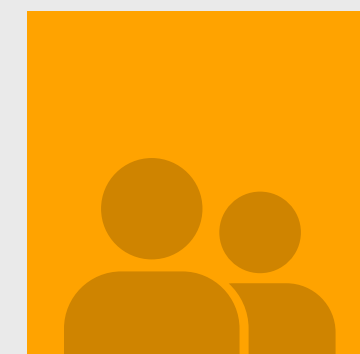
OWNER

Strategic meetings and regular reporting.



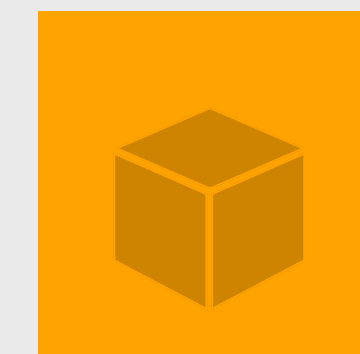
CUSTOMERS AND MEMBERS

Suggestion boxes, sustainability and satisfaction surveys, and our customer service chatbot.



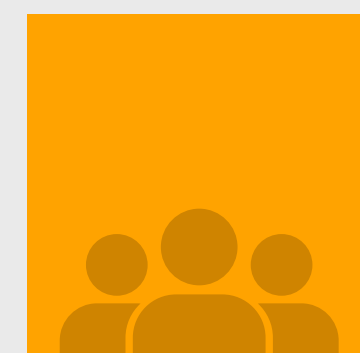
EMPLOYEES

Focus groups, employee forums, and internal communication platforms.



SUPPLIERS

Supplier meetings, adherence to our Supplier Code of Conduct, and regular audits.



LOCAL COMMUNITIES

Close collaboration through our social responsibility initiatives.



REGULATORY BODIES & GOVERNMENT

Compliance with applicable legislation, and staying informed on relevant frameworks, recommendations, and policy updates.

FEEDBACK

Listening to our members is one of the most valuable tools we have for driving positive change. Feedback helps us see our business through the eyes of the people we serve - guiding us toward better gyms, more meaningful experiences, and a stronger sense of trust.

One of the key instruments in this process is our Net Promoter Score (NPS) survey, conducted quarterly. It provides clear insights into how members perceive our service quality, atmosphere, and brand experience across markets. These results form the basis for continuous improvement at both local and group level.

To give this dialogue even deeper meaning, we link it directly to social impact. For every response in our monthly NPS survey, 10 SEK is donated to a selected charity.

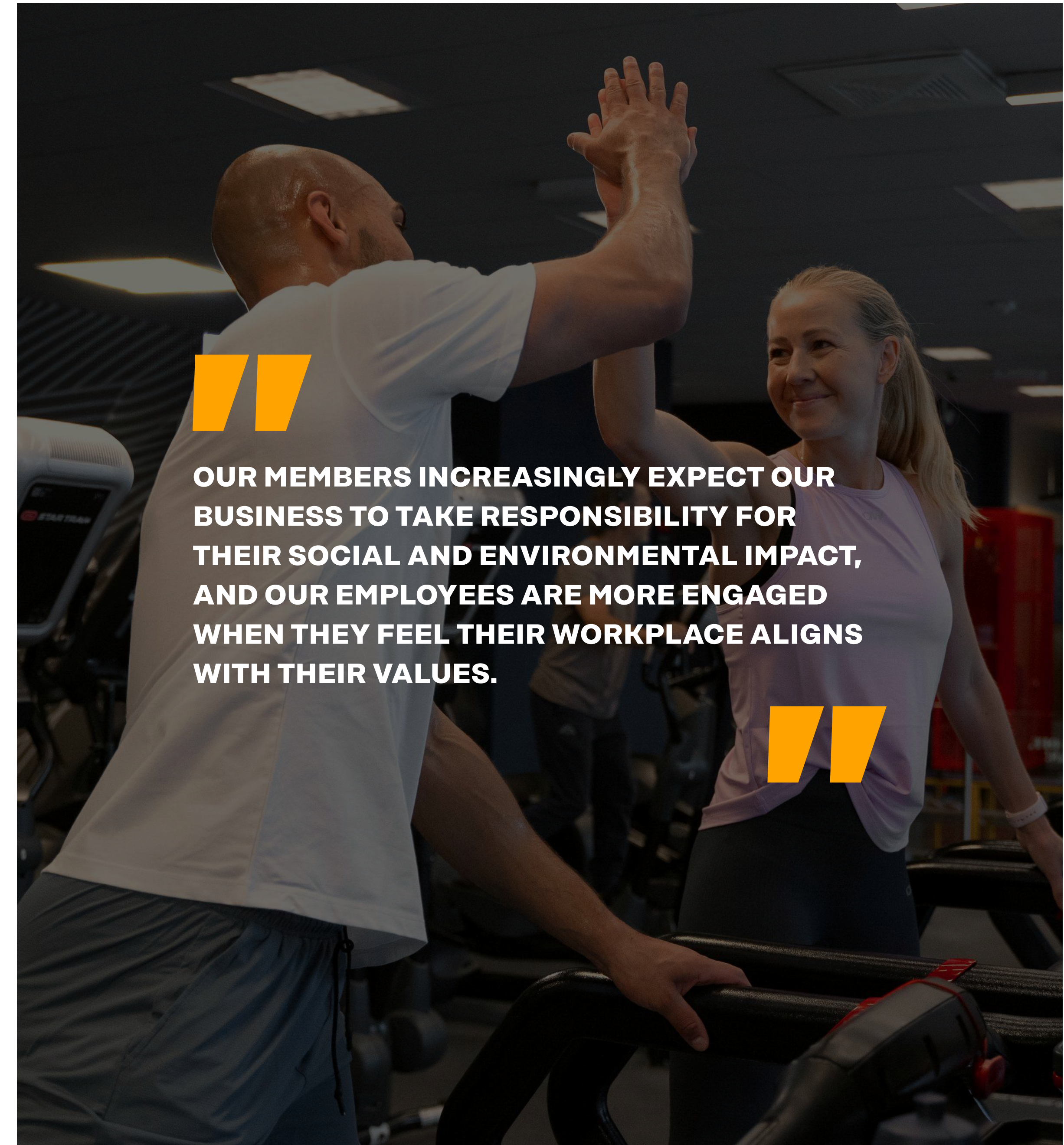
During 2025, this initiative generated 82,250 SEK in Q1 and Q2 for Maskrosbarn, supporting children growing up in families affected by substance abuse and mental illness. In Q3 and Q4, 128,800 SEK was donated to Stadsmissionen, a Swedish non-profit organization working to support people in vulnerable life situations through social

care, housing, education, and employment initiatives, and employment initiatives, with a strong focus on dignity, inclusion, and long-term empowerment.

Through this model, member feedback is transformed into tangible community support – strengthening both participation rates and our positive societal contribution.

We know that delivering a service that exceeds expectations is critical to building sustainable, long-term relationships with our members and to supporting our continued expansion. Our members increasingly expect our business to take responsibility for its social and environmental impact, and our employees are more engaged when they feel their workplace aligns with their values. Likewise, our local communities benefit when we contribute positively to their development.

We are pleased to present our progress across the ESG dimensions based on the key focus areas identified through our stakeholder dialogue. Further details on how we engage with and support our prioritized stakeholders, such as employees, suppliers, and local communities, can be found in the Social chapter of this report



OUR MEMBERS INCREASINGLY EXPECT OUR BUSINESS TO TAKE RESPONSIBILITY FOR THEIR SOCIAL AND ENVIRONMENTAL IMPACT, AND OUR EMPLOYEES ARE MORE ENGAGED WHEN THEY FEEL THEIR WORKPLACE ALIGNS WITH THEIR VALUES.

SECTION 3.0**Environmental**

For us, environmental sustainability is not a side initiative, it is a natural and integrated part of how we run our everyday business.

Long-term thinking guides our decisions. We believe that real progress is created when technical innovation, environmental responsibility, and economic viability reinforce one another. Sustainability is not about compromise, but about designing solutions where all three dimensions move forward together. True sustainability emerges when ambition is matched with action and responsibility is embedded into daily operations.

At Fitness24Seven, we are committed to operating in full compliance with all applicable environmental legislation, regulations, standards, and requirements. Beyond compliance, our ambition is to continuously improve our environmental performance and contribute to a more sustainable fitness industry.

When technical feasibility, environmental responsibility, and economic viability align, real sustainability is created.



Sustainability is embedded in everyday decision-making and supported by a clear and well-established environmental policy.

BUILDING ENVIRONMENTAL COMPETENCE & AWARENESS

We strive to cultivate a strong culture of sustainability, where awareness and responsibility are translated into concrete actions that reduce our environmental impact. Sustainability is embedded in everyday decision-making and supported by a clear and well-established environmental policy, ensuring that all employees understand what responsible environmental performance means in practice.

Our environmental policy is accessible to all colleagues via our intranet, Just Ask, and serves as a practical guide in daily operations. In addition, our e-learning programme on

the basic understanding of sustainability is now an integrated part of our competence development, strengthening environmental awareness across the organization.

Together, the policy and the training form a solid foundation for informed choices at every level – reinforcing our long-term ambition to continuously improve our environmental performance and contribute to a more sustainable fitness industry.



ENERGY EFFICIENCY

As part of our long-term commitment to improving energy efficiency, Concept 2.0 serves as our comprehensive facility design framework for both existing and future gym locations. The concept is built on insights from an external energy assessment conducted in 2017, which identified strong potential for reducing energy consumption through solutions such as LED lighting and smart lighting controls.

Across our gyms, we apply energy-efficient ventilation and heating systems that are adapted to usage patterns and designed to minimize unnecessary energy use. In contrast to many traditional fitness facilities, our gyms do not include saunas or swimming pools – facilities that typically require high energy input. In addition, our fitness equipment is carefully selected with a strong focus on durability, cost-efficiency, and low energy consumption. Together, these measures reduce both operating costs and environmental impact, supporting our ambition to operate an energy-smart and sustainable fitness network.

2025, the total energy consumption across Fitness24Seven gyms in Sweden amounted to 8,001,044 kWh. This corresponds to an average of approximately 53,000 kWh per facility annually, or around 145 kWh per day. To put this into perspective, that is approximately the same amount of energy used by 380 average Swedish households in a year. Given that our gyms are open 24/7, this relatively low consumption per unit demonstrates a high level of energy efficiency. It reflects our ongoing efforts to optimize lighting, ventilation, and equipment usage to reduce our environmental footprint.

The result reflects our continuous efforts to optimise lighting, ventilation, and equipment usage – reducing our environmental footprint while maintaining a high-quality training environment for our members.

To ensure a consistently high level of oversight and control of our energy consumption, we continuously track and analyze

usage data in close cooperation with our energy partner, Elkraft. All electricity purchased through Elkraft comes exclusively from 100% renewable hydropower, which means that our electricity supply generates zero CO₂ emissions.

The electricity is certified with Guarantees of Origin (GO) in accordance with EU Directive 2009/28/EC. These certificates provide verified proof that the electricity is produced from renewable sources and ensure full transparency for energy customers. In practice, the GO system makes it possible to trace the electricity back to its exact origin.

In addition, we ensure that the hydropower facilities we depend on meet strict environmental standards, including the protection of local ecosystems through initiatives such as fish passages and other sustainability measures.

* Energy figures include only facilities with direct electricity contracts. We are working to improve data access for locations where electricity is included in landlord agreements.

8,001,044 kWh

Total energy consumption across All Fitness24Seven gyms in Sweden

53,000 kWh per facility annually

Which is about the same amount of energy used by 380 Swedish households yearly.

GO Certified

Guarantees of Origin

100% Renewable

TRAVELS

Travel continues to be our largest source of greenhouse gas (GHG) emissions, with air travel representing the most significant share. For this reason, reducing flight-related emissions remains a key priority for us.

In 2025, our total travel-related emissions amounted to 330.59 tons of CO₂, representing a clear reduction compared to 2024. This demonstrates that our ongoing efforts to travel more sustainably are delivering tangible results.

All travel data is provided by our travel partner Egencia through a user-friendly digital platform that allows us to track, analyze, and follow up on our emissions in a transparent and structured way. This system enables continuous monitoring and supports data-driven decision-making.

Meetings are a vital part of our daily operations, but we actively encourage employees to assess whether physical travel is truly necessary or if digital alternatives – such as phone or video meetings – can be used instead. When travel is required, our internal travel coordinator recommends train as the default option for domestic journeys, unless specific circumstances call for another solution.

In parallel, we have for several years pursued a strategy to reduce the number of company cars, both to lower our environmental footprint and to optimize costs. As a result, the majority of our Group Management Team members now drive plug-in hybrid vehicles. The chart on the following page provides a clear overview of our travel-related emissions over recent years. Looking ahead, we remain committed to further strengthening our initiatives and accelerating the transition towards more sustainable travel habits.



SUPPLIERS & SUPPLY CHAIN

Procurement plays a central role in our sustainability strategy and is a key driver in our ambition to build a more resource-efficient and responsible business. Behind every machine, uniform, and training tool lies a chain of decisions that impact both people and the environment. For us, procurement is therefore much more than an operational function – it is a strategic instrument for long-term value creation.

Our ambition is to work with suppliers who share our values and sense of responsibility. We focus on building long-term partnerships and streamlining our purchasing structure by consolidating product categories and reducing the number of suppliers. Our approach prioritizes quality over quantity – choosing products with long lifecycles, high performance, and a reasonable total cost of ownership.

This applies to everything we purchase – from large-scale fitness equipment to staff uniforms and everyday operational materials. By making the right choices from the start, we reduce the need for new production, unnecessary transport, and material waste.

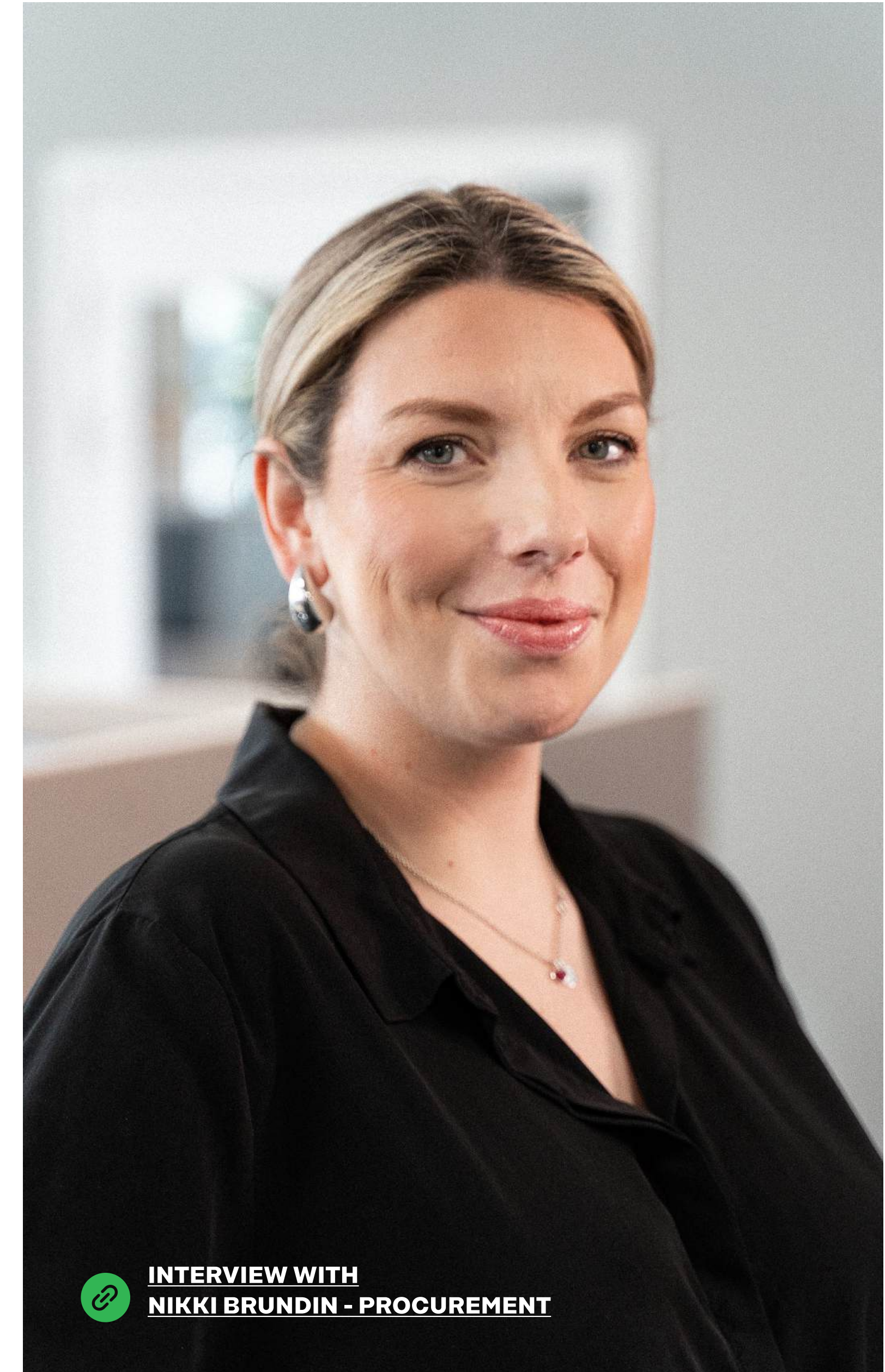
Over the past three years, we have worked systematically to anchor our Supplier Code of Conduct across our supplier base. Today, more than one hundred suppliers have either signed our code or confirmed that they operate in line with their own equivalent standards.

Our Supplier Code of Conduct defines expectations for:

- Human rights
- Fair labor practices
- Environmental responsibility
- Business ethics and anti-corruption

Through this framework, we create transparency, accountability, and shared responsibility throughout the entire value chain.

Our key suppliers include providers of fitness and office equipment, essential services such as cleaning, as well as landlords and promotional partners. A cornerstone of our procurement philosophy is long product lifecycles, supported by maintenance, repair, and reuse.



INTERVIEW WITH
NIKKI BRUNDIN - PROCUREMENT

Our fitness equipment is designed for durability and intensive use. With proper servicing and care, many machines remain fully operational for more than a decade. When equipment reaches the end of its commercial lifecycle, it is often refurbished, resold, or donated to social initiatives, schools, and community organizations – extending its useful life while creating social value.

This circular approach reduces waste, maximizes resource efficiency, and ensures that our investments continue to deliver impact far beyond their initial purpose.

FROM DECENTRALIZED TO SUSTAINABLE

One of our main challenges in the past has been decentralized purchasing, where individual gyms managed their own orders independently.

This sometimes resulted in:

- Inconsistent product quality
- Excessive or overly frequent orders
- Higher costs and unnecessary transport
- Material waste and inefficiencies

To address this, we have introduced a limited product assortment and implemented a centralized procurement system. This new structure strengthens efficiency, transparency, and cost control while ensuring that all purchasing decisions align with our sustainability objectives.

All relevant departments now have shared visibility into procurement processes, enabling better planning, improved coordination, and continuous performance follow-up.

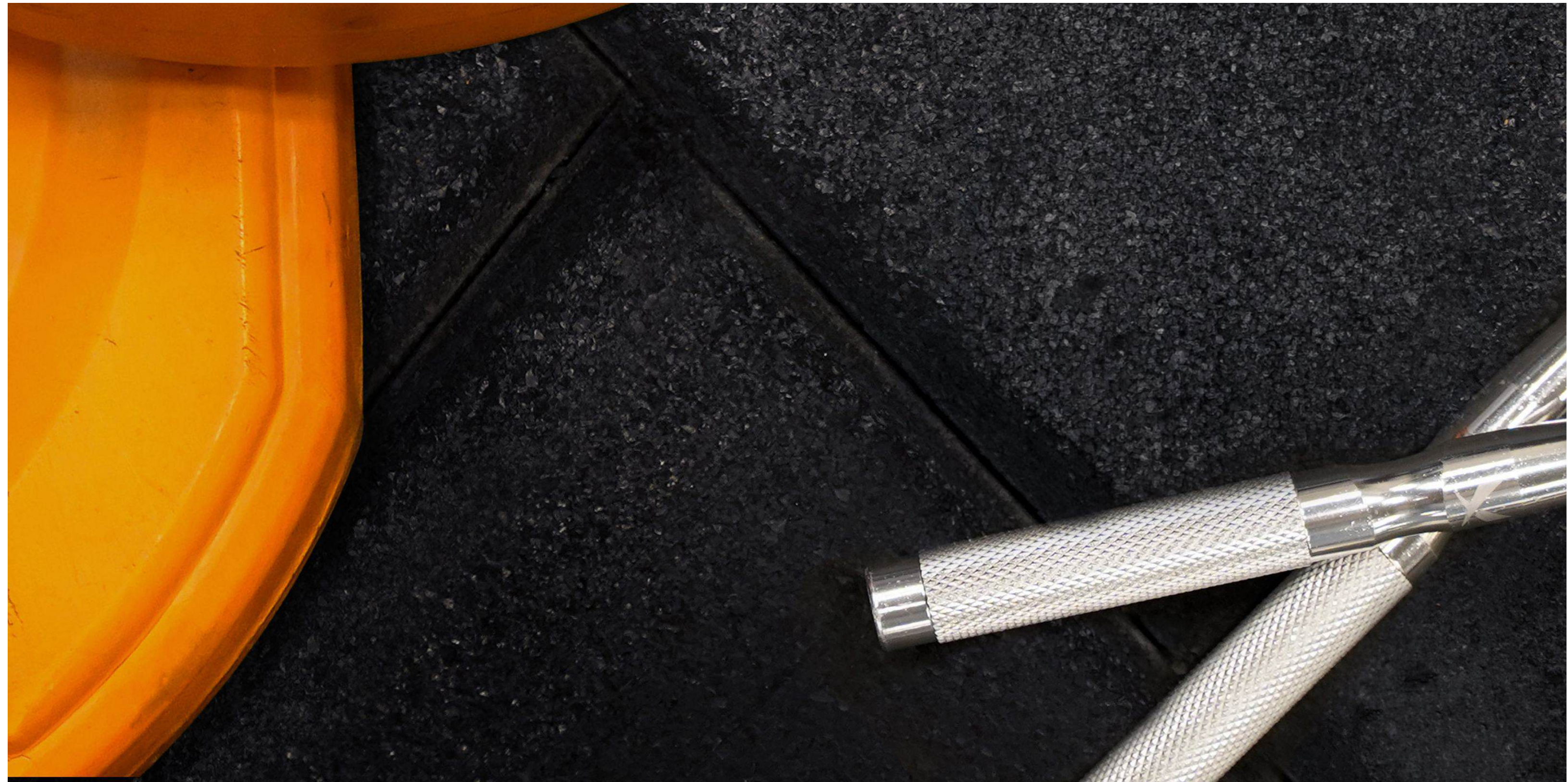
SMALL DECISIONS – BIG IMPACT

Sustainable procurement is built through everyday decisions: better planning, consolidated orders, fewer transports, and smarter forecasting. By working proactively with suppliers and aligning our internal planning processes, we reduce our environmental footprint while strengthening long-term business resilience.

In short, procurement is not only about what we buy – but how, why, and from whom. And when done right, it becomes one of our most powerful tools for driving sustainable transformation across our organization.



...delivering impact
far beyond their
initial purpose.



IT EQUIPMENT

At Fitness24Seven, technology is a key enabler of accessibility, safety, and sustainability. Behind our members' seamless training experience lies long-term IT work focused on building a stable, secure, and responsible digital foundation.

Sustainability is integrated into our IT strategy. Our use of Microsoft Azure reflects a conscious, long-term choice based on strong commitments to energy efficiency, sustainable data centers, and responsible lifecycle management. Environmental performance, transparency, and traceability are central when selecting digital partners.

All Microsoft Surface devices used within the organization are EPEAT Gold certified. We prioritize long device lifecycles, clear processes for refurbishment and reuse, and responsible recycling through Microsoft's refurbishment program and Dustin's Takeback service.

Through sustainable procurement and full lifecycle traceability, we reduce environmental impact while strengthening digital security and operational reliability – supporting both a sustainable business model and the trust of our members and employees.



INTERVIEW WITH
DOUGLAS LEWRÉN - IT OPERATIONS MANAGER

Through (...) full lifecycle traceability, we reduce environmental impact while strengthening digital security.

Sustainability is embedded in everyday decision-making and supported by a clear and well-established environmental policy.

01. ENERGY EFFICIENCY AND CARBON REDUCTION

Microsoft has committed to being carbon negative by 2030, and Azure plays a key role in achieving that. Azure's data centers are among the most energy-efficient in the world, using advanced cooling, AI-optimized energy usage, and renewable energy sources. By migrating workloads to Azure, we reduce reliance on traditional, on-premises infrastructure that typically consumes more energy and emits more CO₂.

02. RENEWABLE ENERGY

Microsoft has been purchasing renewable energy since 2012 and is on track to power 100% of its data centers with renewable energy by 2025. By using Azure, we align our operations with clean energy initiatives without having to invest directly in our own renewable infrastructure.

03. CIRCULAR ECONOMY PRACTICES

Azure supports circular IT practices, including server reuse, recycling programs, and reducing electronic waste. Microsoft's Circular Centers, which sort and repurpose servers and components, help extend the life-cycle of hardware while minimizing environmental impact.

04. SUSTAINABILITY BY DESIGN

Azure provides built-in tools to help organizations monitor and reduce their own carbon footprint. For example, the Microsoft Sustainability Calculator helps us understand the carbon impact of our cloud usage, enabling informed decisions about optimization and efficiency.

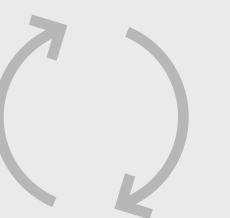
05. FLEXIBLE USE OF RESOURCES

With Azure, we only use the computing resources we need, scaling up or down as demand requires. This flexibility prevents over-provisioning and avoids unnecessary energy consumption, contributing to more sustainable IT operations.

Finally, Dustin Takeback offers a Customer Portal where we as a customer can track the amount of our product units that have been collected by them, how much of it has been recycled or reused, and finally how much CO₂ kg we have saved by returning the units to them. We were recently introduced to this system and are excited to carefully track our units in the coming years.



We only use the computing resources we need, scaling up or down as demand requires.



SECTION 4.0

Social

When people feel heard, respected, and involved, they grow. And when people grow, so does Fitness24Seven.

Everyone in the Fitness24Seven family plays an important role in shaping our culture and driving our growth. We believe that a strong organization is built on respect, trust, and a shared sense of purpose.

Our employee engagement is guided by three core drivers – People, Purpose, and Potential. Together, they reflect why individuals choose to join us, why they stay, and how they grow within our organization.

People represent our commitment to creating a workplace defined by diversity, equity, and inclusion. We have a zero-tolerance approach to discrimination and harassment and work actively to ensure that everyone feels safe, respected, and valued. We strive to foster a flat and open organizational structure where collaboration is encouraged, ideas are welcomed, and individuals feel a true sense of belonging.

Purpose connects our daily work to something greater. We want our employees to understand how their contributions support our members, strengthen our communities, and contribute to our broader sustainability

ambitions. We all agree that there's a higher purpose to what we do but we also aim to become a good local neighbor by investing time in meaningful cooperations given lots of people the opportunity to engage in fitness related activities.

Potential reflects our belief in growth. We continuously invest in initiatives that help us attract, recruit, onboard, develop, and retain talented people. Through structured development opportunities, leadership programs, and clear performance dialogue, we create an engaging work environment where employees are empowered to grow, take responsibility, and thrive over time. Although we do not operate under a Swedish collective bargaining agreement, our ambition is always to meet or exceed its standards. We strive to offer competitive and fair working conditions that reflect our responsibility as an employer.

Together, we are building a workplace where people feel proud to belong, connected to a meaningful purpose, and confident in their ability to develop their full potential.

GENERAL EMPLOYEE DATA

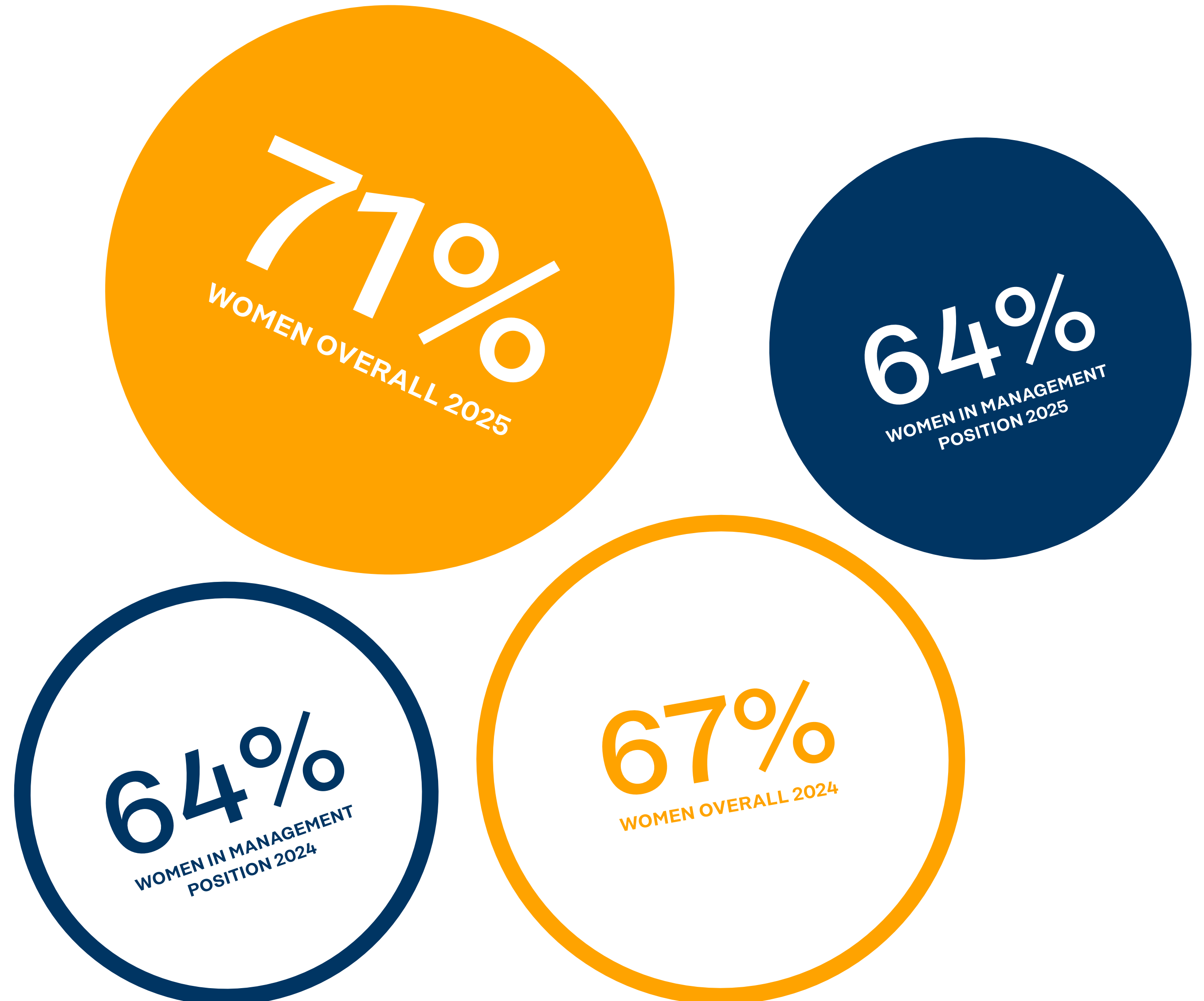
At Fitness24Seven, we actively promote diverse teams and deeply value all dimensions of diversity. We aim to lead by example and work toward a more comprehensive approach to inclusion, one that acknowledges not only traditional categories but also non-binary and third-gender identities.

GENDER DISTRIBUTION

As of 2025, 71.2% of our employees are legally registered as women and 28.8% as men, reflecting a strong female representation across Fitness24Seven’s operations in Sweden.

Within leadership roles in Sweden, women represent 64% and men 36%, corresponding to 41 women and 23 men. At C level, representation is 20% women and 80% men, corresponding to one woman and four men. When including the broader Swedish and global management teams combined, distribution is more balanced at 46% women and 54% men, corresponding to six women and seven men.

We continue to monitor gender representation across organizational levels. While overall and Swedish leadership representation is strong, balanced representation at senior executive level remains an important focus area.



AGE DEMOGRAPHICS

In 2025, the average age of employees at Fitness24Seven in Sweden is 33 years, reflecting the nature of our operations and the roles we offer. A significant share of our workforce is between 20 and 39 years of age, with over 74% of employees falling within this age span. This highlights our role as an accessible entry point into working life for many young people.

The average age tends to be higher in office-based and specialist roles, where positions typically require an academic degree and more extensive professional experience. This natural variation across the organization reflects the diversity of roles and career paths within Fitness24Seven and contributes to a balanced, multi-generational workplace.

EMPLOYEE TURNOVER

In 2024, we carried out a structural reorganization that introduced clearer role definitions and strengthened accountability across the organization. This contributed to greater stability and improved employee retention. Employee turnover amounted to 30% across operations, office employees, and instructors.

During 2025, we continued to build on this foundation by further strengthening role clarity, leadership structures, and support functions within Sweden Operations. This work was complemented by a more structured and frequent employee survey process, conducted quarterly throughout the year. The surveys indicate stable levels of employee engagement and leadership quality, reflecting continued organizational maturity and sustained retention stability.

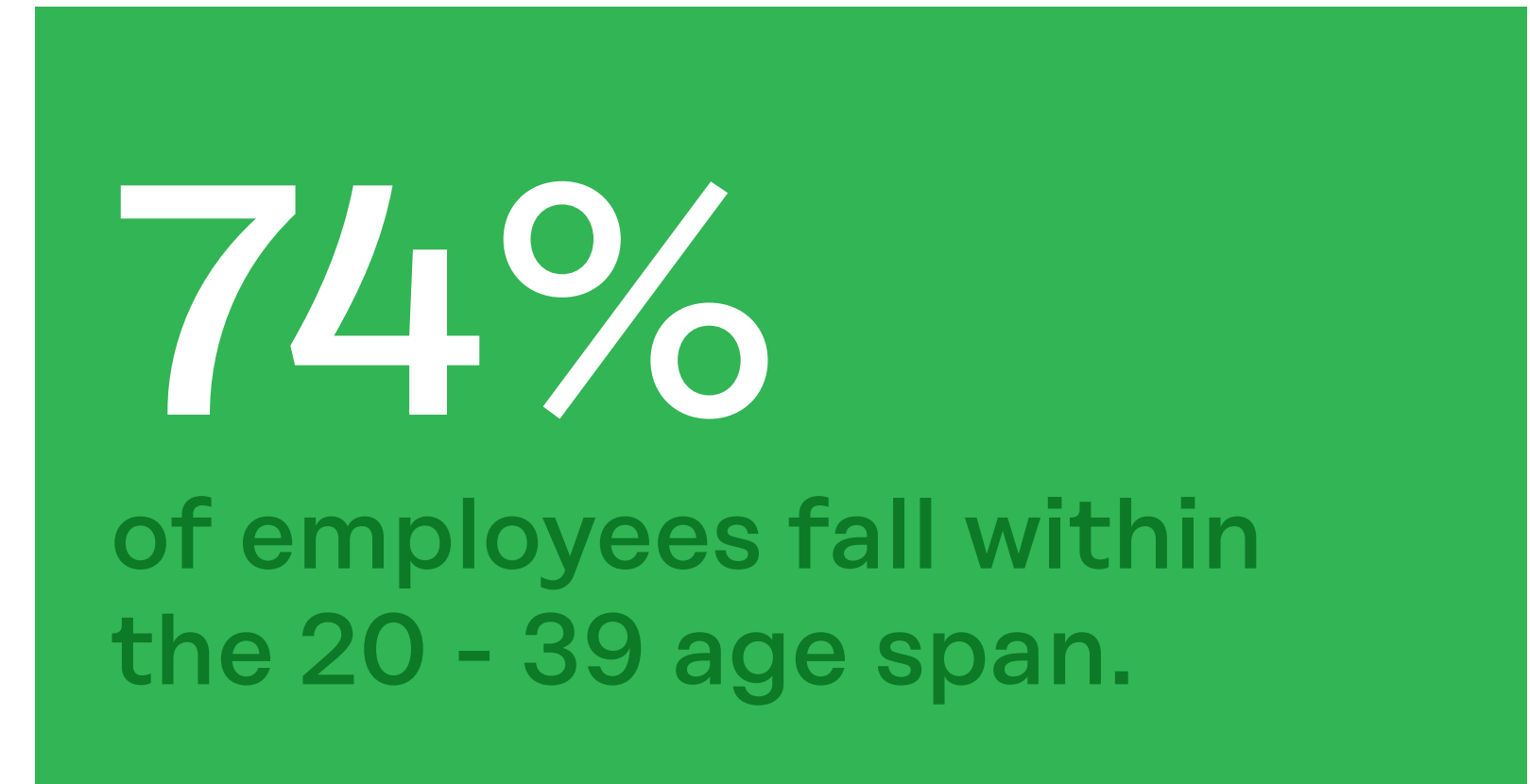
As a result of these combined efforts, employee turnover decreased to 22.6% in 2025, a clear improvement compared to the previous year and strong confirmation of the positive impact of our long-term retention initiatives.

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At the same time, it is important to recognize the nature of parts of our workforce. Many employees join Fitness24Seven during a gap year or alongside their studies, primarily in operational and member-facing roles. For a significant proportion, this represents their first meaningful experience of working life. We are proud to provide young adults with the opportunity to take this important first professional step, gaining responsibility, structure, and valuable experience early in their careers.

Fitness24Seven remains committed to continuously monitoring and reducing employee turnover as a key component of long-term organizational sustainability.



Everyone has the right to feel safe, respected, and valued at work.

ELIMINATING DISCRIMINATION & HARASSMENT

At Fitness24Seven, we care deeply about the people who work with us. Everyone has the right to feel safe, respected, and valued at work. We have a zero-tolerance approach to all forms of discrimination and harassment, as clearly stated in our Anti-Discrimination Policy and Code of Conduct.

We work actively and systematically to create a positive and secure work environment. Clear guidelines are in place to prevent, identify, and address discrimination and harassment, and all employees are supported with a well-defined routine that explains exactly what to do if they experience or witness unacceptable behavior.

Our policies and procedures are easily accessible to all employees through our Work Environment Handbook and the “Just Ask” platform, ensuring transparency and clarity across the organization.

As part of our preventive work, we have also introduced a mandatory e-learning program on diversity and inclusion for all Fitness24Seven employees. The training is based on the seven grounds of discrimination defined in Swedish law and helps connect these principles to our everyday work and core company values. By combining clear expectations, practical tools, and continuous learning, we create a workplace where respect, responsibility, and inclusion are part of how we work – every day.

HEALTH & SAFETY

At Fitness24Seven, health and safety are an integral part of our daily operations and decision making. Through our Safety Committee, we work proactively to identify potential risks for both employees and members, and to develop preventive solutions that reduce the likelihood of incidents before they occur.

During the year, a total of 105 incidents and accidents were reported. Of these, 103 incidents involved employees, while the remaining cases concerned members. The majority of reported incidents were minor and handled in accordance with our established quality and safety procedures. Serious incidents and occupational accidents are reported without delay by HR to the Swedish Work Environment Authority in line with applicable regulations.

HR compiles and reviews all reported incidents annually as part of our structured follow up process. Reported cases included occupational accidents, psychosocial incidents such as threats and harassment, as well as a limited number of cases related to vandalism, theft, and external risk factors in gym environments.

As part of our systematic work environment management, structured work environment inspections are conducted annually across all gym facilities and local offices. In 2025, the process was further strengthened and divided into two components: a physical inspection conducted on site by operational managers and HR representatives, and a digital inspection covering psychosocial, organizational, and social work environment factors, completed individually by employees. Managers are responsible for ensuring completion, and the results form the basis for corrective actions and work environment objectives for the coming year.

The 2025 inspections confirmed that overall routines within our systematic work environment management are functioning well. At the same time, improvement areas were identified, particularly related to indoor climate conditions such as ventilation and temperature, clearer communication channels, continued development of systematic fire protection work, and strengthened support for employees managing threats and harassment in member interactions. Results are analyzed per region and translated into concrete action plans to ensure continuous improvement.

To further strengthen our preventive work and our ability to manage and follow up on incidents, video surveillance is installed in all gyms. In parallel, we continue to roll out crisis management training for local management teams and further develop robust Business Continuity Plans and Disaster Recovery Plans across all markets."

WORK ENVIRONMENT HANDBOOK

Our Work Environment Handbook is the cornerstone of Fitness24Seven's Health and Safety Management System and provides a clear framework for how we work with both the physical and psychosocial work environment. It supports our systematic work environment approach by guiding the organization through four essential steps: identifying risks, assessing them, taking action, and following up.

The handbook brings together all work environment-related policies in one place and is complemented by a new set of practical routines, supported by checklists and templates. Together, these tools give employees clear guidance on key areas such as rehabilitation and return-to-work processes for long-term sick leave, risk assessments, and how to prevent and manage bullying and harassment.



EMPLOYEE HEALTH & WELL BEING

Our approach is grounded in the belief that well being is built proactively.

At Fitness24Seven, employee health and well being are fundamental to how we operate as an organization. We believe that a healthy work environment is created through everyday leadership, mutual respect and a genuine commitment to supporting people in both performance and recovery.

As a service driven organization with many operational and member facing roles, we are aware of the physical and mental demands that can arise in daily work. We therefore place strong emphasis on preventive initiatives, early dialogue and managerial responsibility.

Our approach is grounded in the belief that well being is built proactively rather than addressed only when challenges occur.

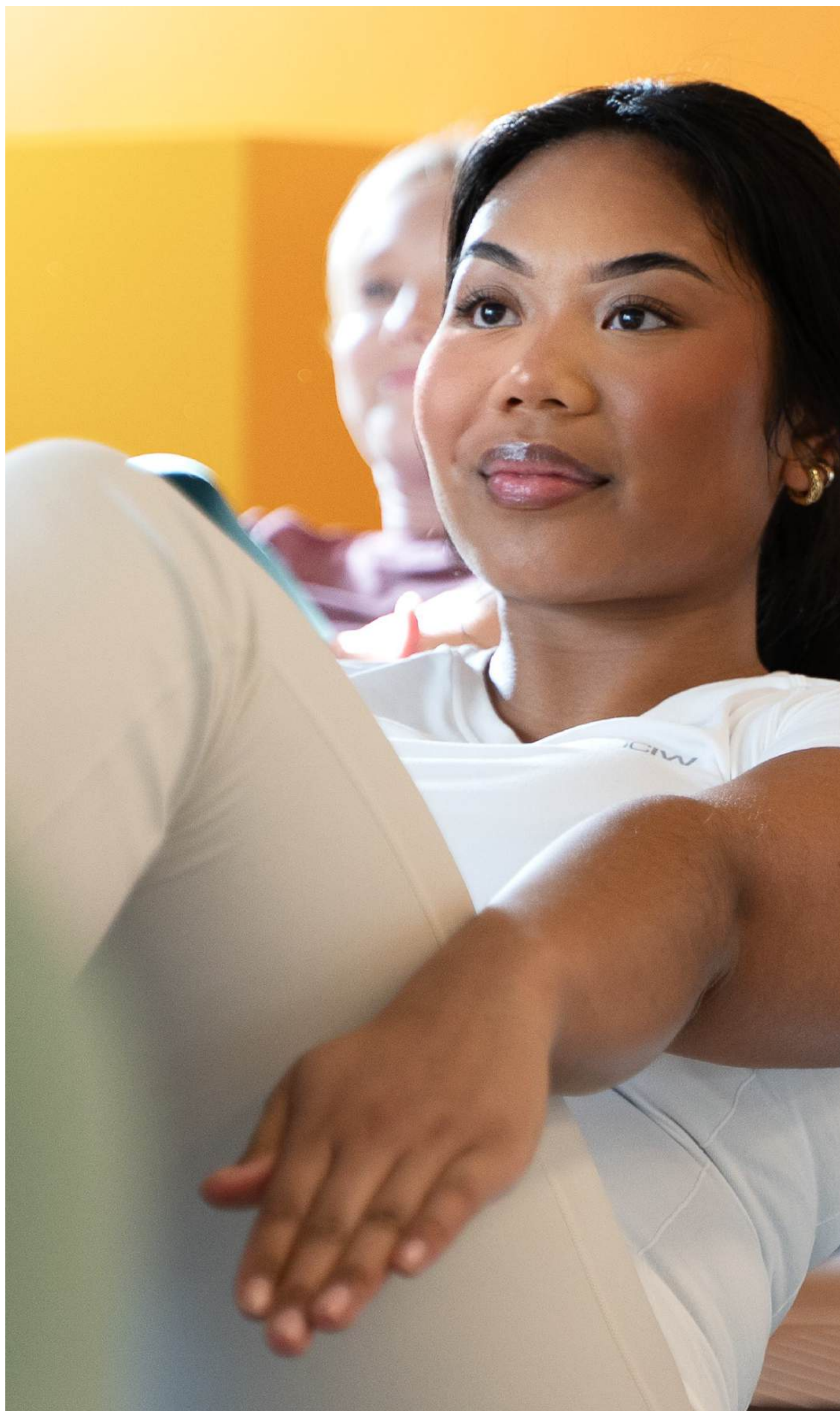
Through our Preventive Health Program, employees are encouraged to maintain an active and balanced lifestyle. Initiatives such as Fitness Friday, which provides office

employees with one paid hour per week dedicated to physical activity, together with complimentary gym membership and an annual wellness allowance, create practical conditions that support sustainable working lives.

Structured follow up processes ensure that managers, HR and Payroll maintain continuous oversight and can offer timely support where needed. The focus is on early conversation, clarity in expectations and individual support, always with respect for privacy and integrity.

Our ambition is to foster a workplace where employees feel valued, supported and equipped to thrive over time.





EMPLOYEE ENGAGEMENT

We approach learning as an ongoing process rather than a one-time activity.

We strive to create a workplace where learning is part of everyday life and where employees feel encouraged to develop, reflect, and grow. Through continuous development dialogues and access to relevant training, we aim to build an environment that supports both individual potential and collective success. Guided by our value Learning Organization, Learning and Development (L&D) remains a strategic priority across the company.

We approach learning as an ongoing process rather than a one-time activity. By regularly reviewing our ways of working, listening to employee feedback, and turning insights into action, we strengthen our ability to adapt, improve, and innovate. Lessons learned are actively used to refine our operations and to ensure we remain a strong and competitive player in the fitness industry.

Over the year, we have continued to expand and refine our L&D offering through a wide range of training initiatives, with a strong focus on aligning learning content to both business priorities and employee needs. This ongoing development supports a more structured and future-oriented learning environment.

Our internal learning platform, Fitness Academy, brings together training for all employees, alongside role-specific programs within Operations and a broad portfolio of leadership development modules for managers. A cornerstone of our onboarding experience is The Big Hello, held quarterly, where new colleagues are introduced to our culture, history, vision, mission, values, and ways of working – laying a strong foundation for engagement and long-term growth.

**DEVELOPMENT DIALOUGE
- EMPLOYEE ENGAGEMENT & SATISFACTION**

In 2025, we significantly strengthened our approach to measuring employee engagement and satisfaction.

To strengthen continuous development and support the well-being of our colleagues, we apply a structured and long-term approach to employee dialogue, leadership development, and engagement follow-up.

This approach ensures that employees have the right conditions to grow, perform, and thrive in a sustainable work environment.

A key component of this work is our annual Development Dialogue (DD) – a structured process where leaders and employees jointly reflect on performance, set goals for the year ahead, review performance, and identify opportunities for further development. In 2025, we enhanced this process by placing greater emphasis on transparency and self-leadership. As part of this shift, the dialogue now places clearer focus on performance, individual strengths, and areas for improvement.

This strengthens quality and fairness in our performance assessments and supports our alignment with the EU Pay Transparency Directive (EU 2023/970). To ensure high-quality and meaningful conversations, managers are supported through preparatory webinars that provide practical guidance, strengthen coaching abilities, and build confidence in conducting forward-looking discussions. The annual Development Dialogue is further complemented by recurring 1:2:1 meetings, held on a bi-weekly or monthly basis, enabling continuous follow-up on performance, well-being, and individual development plans.

Response Rate

44%

Engagement Index (EL)

77

Leadership Satisfaction Index (LSI)

72

A STRENGTHENED APPROACH

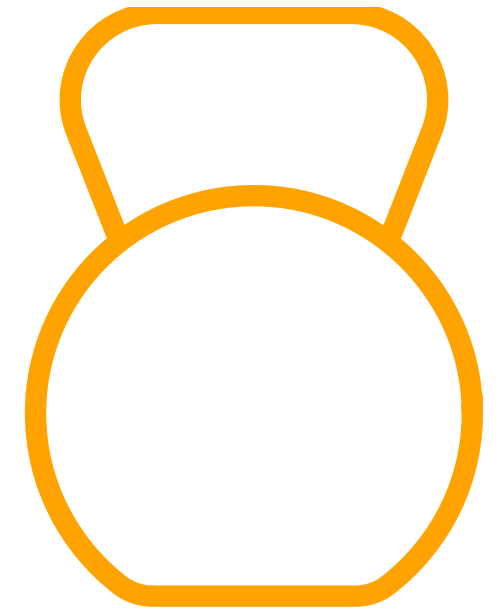
In 2025, we significantly strengthened our approach to measuring employee engagement and satisfaction. Our previous PULSE Survey and Leadership Survey were merged into one unified quarterly employee survey, creating a clearer, more consistent, and more actionable framework.

We see these results as an important foundation for continued development. Increasing participation remains a key priority, as higher response rates will further strengthen the quality of insights and our ability to take targeted actions revealed by the feedback

PAY TRANSPARENCY

The directive aligns closely with our focus on a fair and inclusive salaries.

As part of our commitment to fair and transparent people practices, we are preparing for the implementation of the EU Pay Transparency Directive (EU) 2023/970, which aims to strengthen the principle of equal pay for equal work. By integrating the requirements of the Pay Transparency Directive into our HR processes we actively support a more equitable and transparent workplace. The directive aligns closely with our focus on a fair and inclusive salaries.



LEARNING & DEVELOPMENT

At Fitness24Seven, we place a strong strategic focus on developing and strengthening our leaders as a key driver of a safe, healthy, and high-performing organization. Through Fitness Academy, employees and managers gain a solid foundation in the company's culture and values, combined with role-relevant training designed to support both everyday operations and more complex situations.

Core learning initiatives include mandatory training such as CPR and handling threats and violence, with the objective of creating a safer work environment and increasing confidence and preparedness among employees and managers.

During 2025, we further expanded our learning focus by introducing dedicated training programs on stress and mental health for both managers and employees. This initiative responds to a growing societal challenge that is also reflected in our employee surveys and feedback. By strengthening awareness and competence in these areas, we aim to support more preventive work practices and healthier leadership behaviors.

We also provide targeted training for managers on eating disorders and compulsive exercise, primarily aimed at operational leaders who are most likely to encounter these situations in their daily interaction with members. This training forms part of our broader ambition to promote a healthier training culture and to equip our leaders with the knowledge needed to respond responsibly and professionally.

A central pillar of our people strategy is the systematic development of leadership capability. Managers are supported through structured leadership modules covering Operational Leadership, Labor Law, Working Environment, and Recruit & Retain, ensuring both compliance and strong people management skills. Given that many of our managers are early in their leadership careers, these programs play an important role in accelerating confidence, professionalism, and long-term leadership capacity.

In 2025, we also implemented targeted leadership initiatives, including tailored training for Gym Experience Managers, reflecting the evolving scope of their role during the year. As a continuation of our core leadership programs, we offer several advanced development tracks, such as GEM Bootcamp (Sweden), Fitness Leadership Program (Sweden), Fit2Lead (Finland), and the High Performer Program (Sweden), supporting ongoing growth and leadership excellence across markets.



INTERVIEW WITH
ÅSA SPIJKER - LEARNING & DEVELOPMENT SPECIALIST

Handle Your Cash reflects our core values of care, responsibility, and long-term thinking.

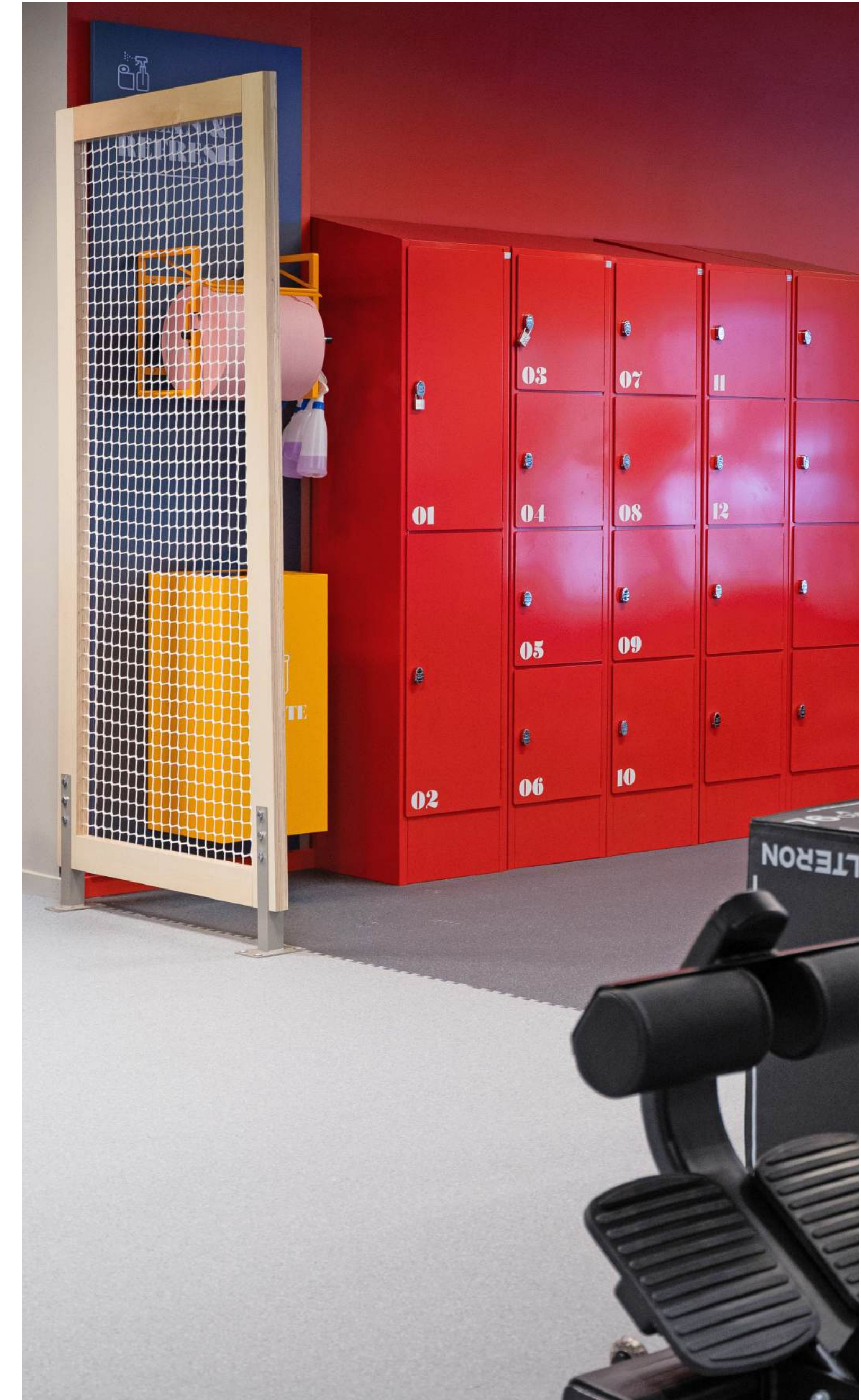
HANDLE YOUR CASCH

At Fitness24Seven, we believe that true wellbeing goes beyond physical health. It is also about feeling secure, confident, and in control of everyday life. That is why financial wellbeing is an important part of our employee development journey.

Through our Handle Your Cash webinar, we support our colleagues in building healthy financial habits and a sustainable relationship with their personal economy. The session focuses on everyday financial management and provides practical knowledge to help employees avoid negative financial patterns and make informed, responsible

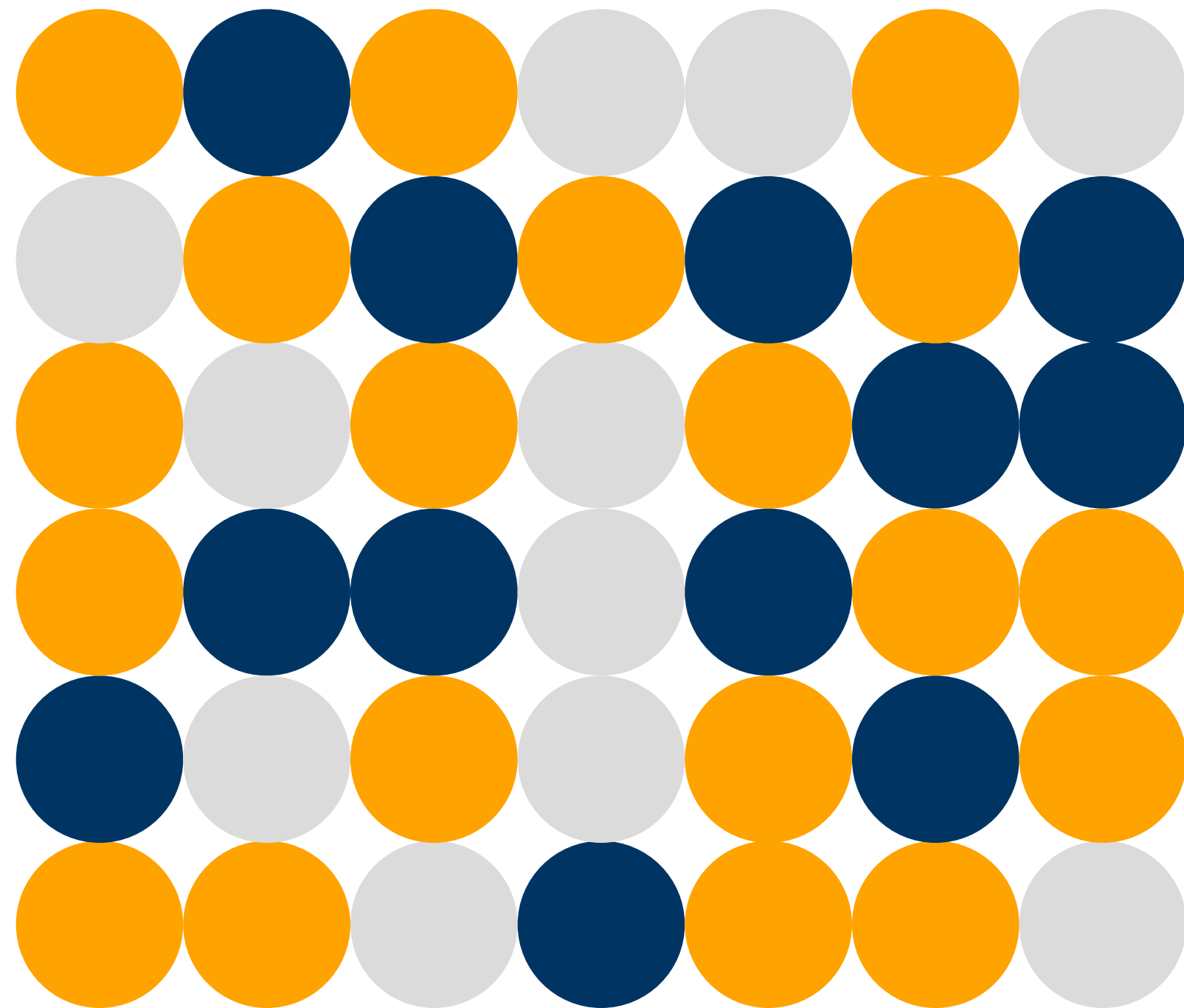
decisions. For many of our employees, this is their first step into working life and their first experience of receiving a salary. We know that financial skills are not always taught at home or in school, and we see it as part of our responsibility as an employer to offer guidance in this important area.

Handle Your Cash reflects our core values of care, responsibility, and long-term thinking. By supporting our employees' financial literacy, we also support their mental wellbeing, reduce everyday stress, and help create a more balanced and sustainable life – both at work and beyond.



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DIFFERENT ETHNIC BACKGROUNDS



EXPANDED MONITORING FOR DIVERSITY, INCLUSION & LEARNING

At Fitness24Seven, we actively promote diverse teams and deeply value all dimensions of diversity. We aim to lead by example and work toward a more comprehensive approach to inclusion, one that acknowledges not only traditional categories but also non-binary and third-gender identities.

At Fitness24Seven, we believe that opportunity should never be limited by background, age, or where your journey begins. We want to be more than an employer, we want to be a platform for growth, learning, and professional dreams. Our ambition is not only to support our colleagues, but also to open our doors to everyone who wants to explore, develop, and build a future within the fitness and health industry.

Operating in multicultural markets with members from all over the world, we see diversity not only as something inspiring, but as a true competitive advantage. Different perspectives strengthen decision-making, innovation, and our ability to meet the needs of a broad and diverse member base.

Since 2024, we have taken an important step forward by expanding the scope of our internal monitoring to include

new data points that reinforce our long-term commitment to diversity, inclusion, and continuous learning. This expanded monitoring allows us to better understand who we are, who we welcome, and how we grow together. Our diversity mapping shows a truly multicultural organization, with colleagues representing close to 42 different ethnic backgrounds.

During the year, 9 individuals joined Fitness24Seven through various internship programmes. Together, they spent 56 weeks gaining hands-on experience in the fitness industry, combining academic knowledge with real-world practice and taking their first steps toward a professional future. We also continue to invest strongly in lifelong learning. In 2025, our employees dedicated a total of 28.7 weeks to competence development through a wide range of learning formats, including internal training programmes, conferences, university-level courses, e-learning modules, and other professional development initiatives.

Through this work, we aim to create an open, inclusive, and inspiring environment where people are encouraged to grow – not only as professionals, but as individuals. Because at Fitness24Seven, we believe that everyone deserves the opportunity to follow their dream.

SECTION 5.0

Corporate Citizenship

At Fitness24Seven, corporate citizenship is the heart of who we are. It connects everything we do: our people, our gyms, our partners, and our purpose. It is here that our values come alive and our vision of leading people to a healthier life expands beyond training – into education, inclusion, and community well-being.

From local partnerships in Sweden and Finland to our foundation Esperança and its flagship program Creando Futuro in Colombia – we strive to make health and opportunity accessible to all. Together, these efforts form the backbone of our social commitment and the clearest expression of our belief that movement can change lives.

Corporate citizenship is therefore not just a pillar of our sustainability strategy. It defines how we grow, how we collaborate, and how we give back to society.

This is where our mission becomes movement – and movement becomes transformation.

OUR FOUNDATION ESPERANÇA

*Esperança is more than a foundation.
It is a promise to the next generation.*

Since its founding in 2012, Esperança has been guided by one powerful belief: every child and young person deserves the opportunity to grow up with dignity, safety and hope for the future.

Through long-term partnerships and locally rooted initiatives across South and Central America, Esperança supports socially vulnerable children and youth with a holistic approach that combines education, sport, psychosocial support and sustainable community development. We work side by side with families, schools and local organizations to create real pathways out of vulnerability and into possibility.

At the heart of our work lies a deep respect for human rights, diversity and inclusion, firmly anchored in the United Nations Sustainable Development Goals. Our mission is not only to protect children from risk, but to empower them to build their own future – with confidence, purpose and belonging.

We measure our impact not only in numbers, but in lives changed. In young people who choose to stay in school. In families who grow stronger. And in communities that begin to thrive.



Progress is built by those who take action.

In the end, progress is not defined by big promises, but by the actions that move things forward – step by step, person by person, community by community.

EMPOWERING COMMUNITIES THROUGH ECOESPIRAL

Over the past years, the foundation has supported ECOespiral, a Swedish-Guatemalan non-governmental organization (NGO) that blends environmental sustainability with education. Through our partnership, two eco-friendly schools have been constructed in indigenous villages in Guatemala, using recycled plastic bottles and waste materials for wall insulation. This initiative has not only

provided 150 children with access to everyday education but has also fostered a culture of environmental awareness within their communities. Colleagues from Fitness24Seven have actively contributed to the project through volunteer work, strengthening our commitment to community driven sustainable development.

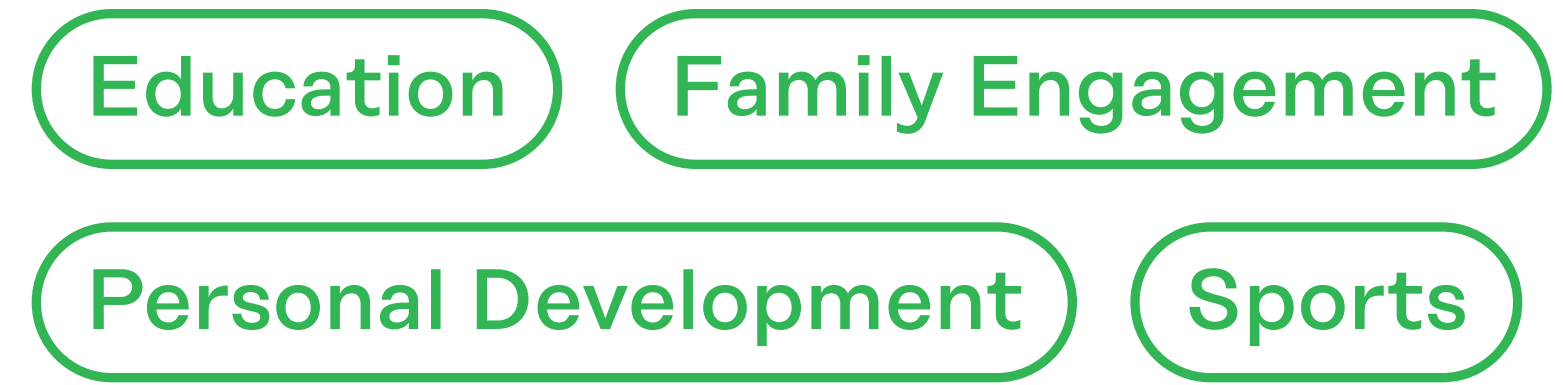
**CREANDO FUTURO
– CREATING A LASTING CHANGE**

Creando Futuro was born from a simple yet powerful belief: when young people are given trust, guidance and opportunity, they don't only change their own lives – they transform their families, communities and future.

Founded in 2019 in Palmira, Colombia, in response to poverty, inequality and limited access to opportunity, Creando Futuro has grown into an integrated program combining education, sport, emotional development and community empowerment. Through daily after-school programs with local schools and universities, we support youth aged 11–18 with academic guidance, life skills, psychosocial support and sport – creating safe spaces where they are seen, heard and believed in.

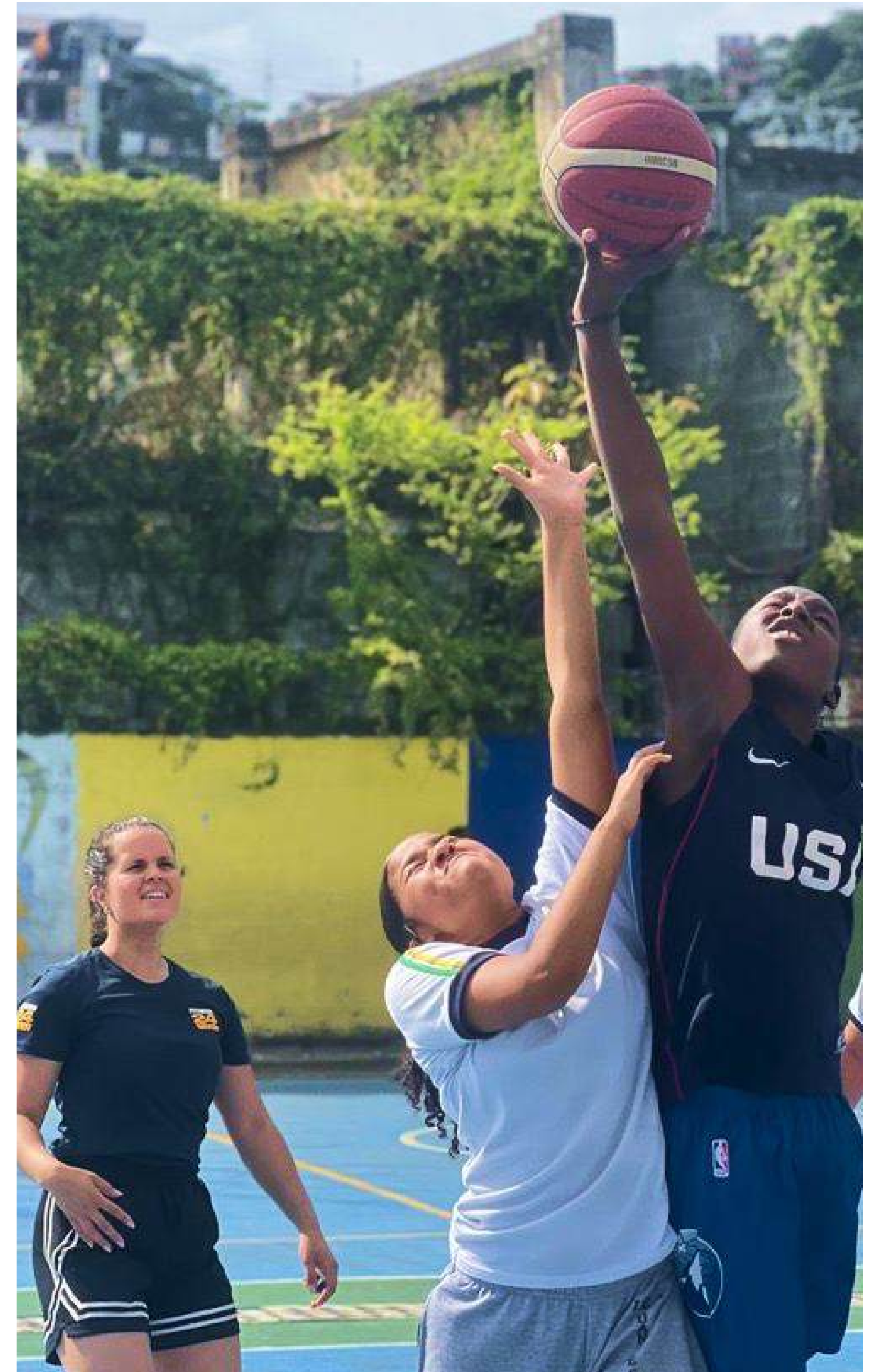
In 2025, the initiative expanded to Siloe, Cali, one of the region's most vulnerable communities, launching a basketball-based program that unites physical training, mentorship and emotional support – offering children and adolescents a new pathway to belonging, confidence and hope.

These programs are built around four key pillars:



Each pillar is translated into concrete actions and support structures that meet participants and families where they are. Our approach combines individualized follow-up, academic reinforcement, structured training and psychosocial guidance to strengthen agency, resilience and life skills.

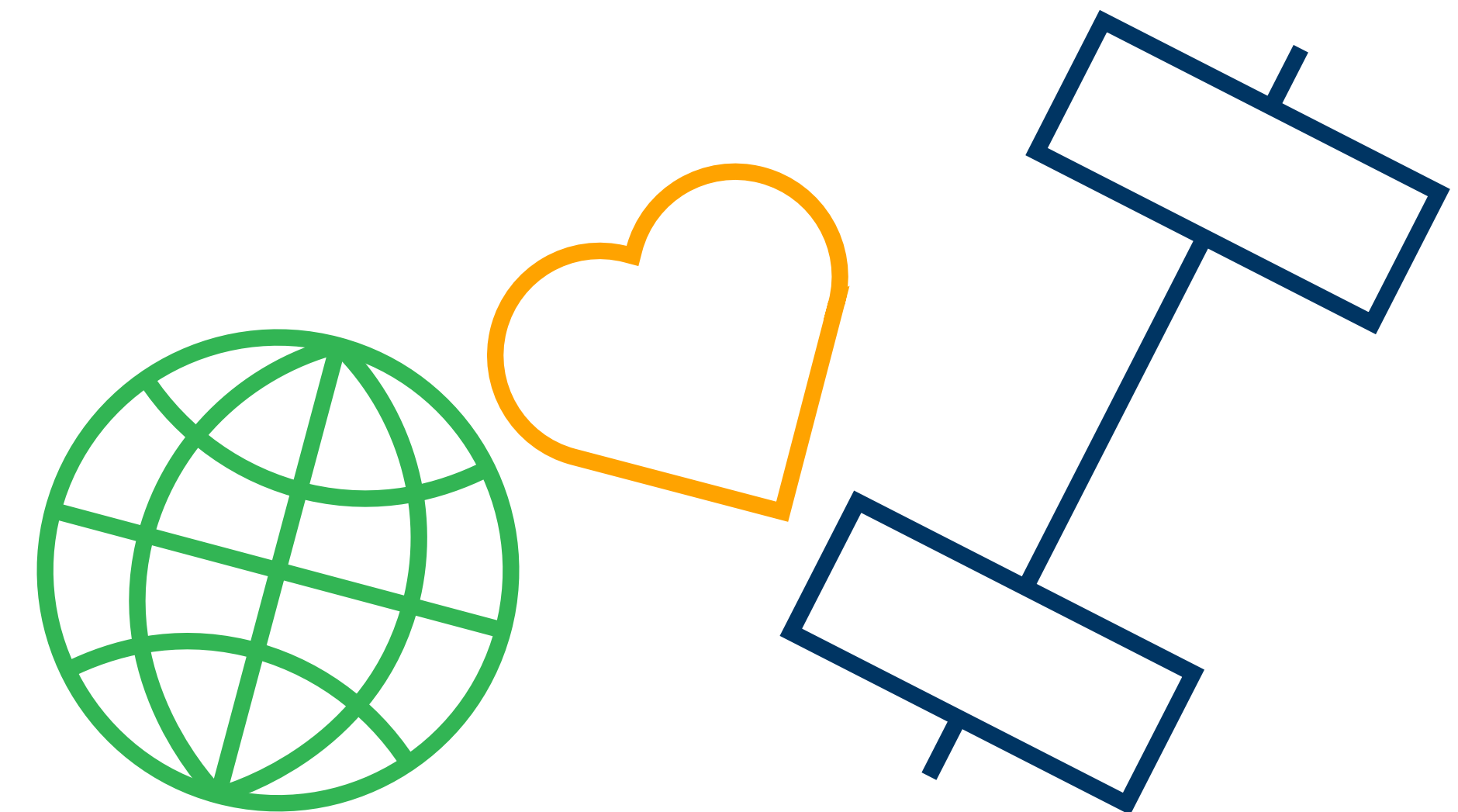
By working side by side with families, schools and local actors, we turn daily support into long-term capacity – helping young people move from vulnerability to ownership of their own development.



OUR COMMITMENT EXTENDS FAR BEYOND SPORTS AND EDUCATION:

- 01.** We work holistically to create real life opportunities for children, youth and their families – addressing both immediate needs and long-term futures.
- 02.** Children are equipped with everything they need to participate fully and with dignity: uniforms, sports shoes, shin guards, transportation to training and matches, and regular health evaluations.
- 03.** We invest in families as a foundation for lasting change. Parents participate in training programmes and workshops that strengthen their skills in entrepreneurship, financial stability and positive parenting. Through education in self-esteem, citizenship, children's rights, sportsmanship and the prevention of physical and mental abuse, families are empowered to build safer, stronger and resilient homes.

- 04.** For youth who are ready to take the next step, we facilitate access to internships and offer scholarships for vocational education – creating concrete pathways from school into working life. In parallel, we actively support the local economy by prioritizing Made in Colombia products and working exclusively with local suppliers and businesses.
- 05.** We also believe in expanding horizons. Through educational field trips – including visits to Fitness24Seven gyms in Cali – many children experience their first journey beyond their own neighborhood, opening their eyes to new possibilities and futures they had never imagined.
- 06.** Guided by our Code of Discipline, we reinforce values of respect for oneself, for others and for the environment.



**COMMITMENT TO THE GLOBAL GOALS
FOR SUSTAINABLE DEVELOPMENT**

At Creando Futuro, we fully recognize our responsibility to contribute to building a more sustainable world.

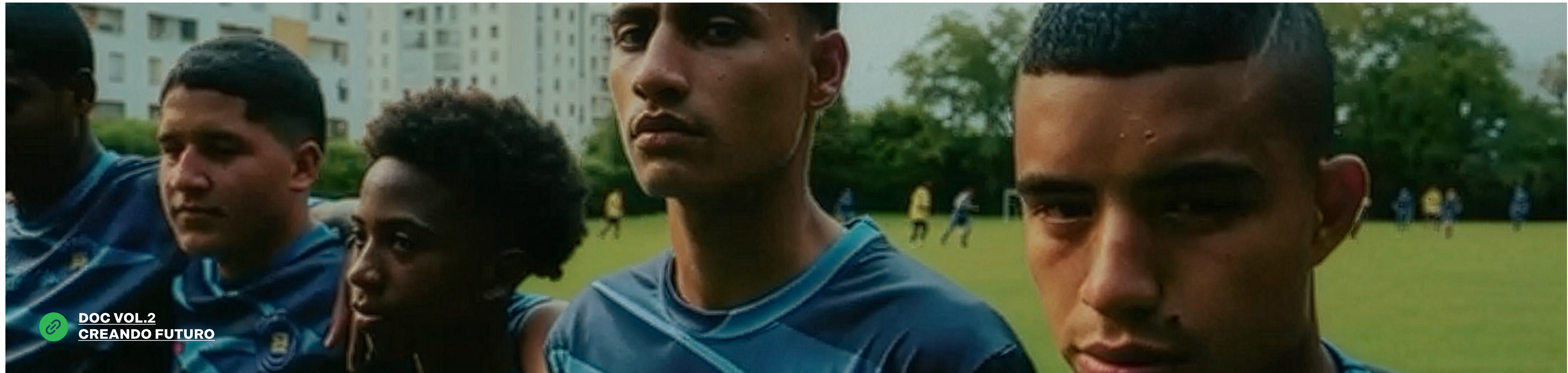
Mindful of the importance of the United Nations Sustainable Development Goals (Agenda 2030), we have designed our project as a catalyst for social and environmental change. By integrating the Goals into our strategies, we aim not only to create a positive impact within our local community but also to inspire others to join this shared journey toward a more prosperous and resilient future.

Our actions directly align with several key Global Goals:

- Goal 3 – Good Health and Well-being: Promoting physical activity and mental well-being through sports and psychosocial support.
- Goal 4 – Quality Education: Providing educational activities that complement formal schooling and develop critical life skills.
- Goal 5 – Gender Equality: Designing sports, psychosocial, and educational activities to ensure equal participation of girls and boys, young women and men.
- Goal 8 – Decent Work and Economic Growth: Strengthening youth skills and confidence, preparing

them for future employment opportunities and positive societal contributions.

- Goal 10 – Reduced Inequalities: Offering personal and social development opportunities for children and youth who might otherwise lack access to education, recreation, and skill-building.
- Goal 16 – Peace, Justice, and Strong Institutions: Fostering community engagement, dialogue, and leadership development to contribute to building a more peaceful and equitable society.



MEASURABLE IMPACT & LASTING TRANSFORMATION

Since its inception, Creando Futuro has grown into a long-term social investment delivering measurable, sustainable impact for children, youth and their families.

The figures presented below represent a selected snapshot of our overall impact and are intended to illustrate the scale, depth and long-term transformation generated through the Creando Futuro program.

To date, 236 children and families have been part of Creando Futuro. Today, 83 children and families are active beneficiaries, supported through an integrated ecosystem of education, sport, emotional development and family empowerment. All 83 receive continuous psychosocial support, with 25 receiving enhanced, specialized interventions based on individual and family needs.

The program also sustains long-term impact, with 19 graduates continuing to receive follow-up support as they move into employment, technical training or higher education.

EDUCATIONAL IMPACT

92 % of participants passed the academic year in 2025, an increase from 85% in 2024 and 80% in 2023.

8 Through scholarships and institutional partnerships, 8 graduates are currently studying technical careers with full or partial financial support.

100% of active participants remain enrolled in school or technical education.

SOCIAL IMPACT

100% of participants remain free from gang involvement and substance abuse

0% Early pregnancy rates remain close to zero

40% Behavioural conflict has been reduced by more than 40% through emotional management programmes and family support

Creando Futuro turns education and support into real opportunities – empowering families, enabling careers, and building lasting social mobility.

TANGIBLE LIFE OPPORTUNITIES

Beyond education and sport, Creando Futuro has created concrete life opportunities that translate development into real economic and social mobility.

At the family level:

- 15 family enterprises have been supported through financial education and entrepreneurship guidance.
- Participant mothers have accessed formal employment, including positions within Fitness24Seven gyms.
- Participant mothers now manage the project's nutrition programme, providing 6,903 meals to children in the project during the period.

At the youth level:

- Young people have transitioned into internships, technical education and formal employment through long-term mentoring and follow-up.
- Graduates are progressing into vocational education, higher studies, military careers and formal employment.

LASTING TRANSFORMATION

Creando Futuro has become a recognized and respected institution in the community of Palmira – known for empowering young people, strengthening families and fostering long-term social resilience. By combining education, sport, emotional development and family empowerment into a single integrated model, the project breaks cycles of vulnerability and replaces them with pathways of opportunity.



INTERVIEW WITH
SEBASTIAN CUASPUD

SUSTAINABLE MOVE

Through Sustainable Move, our colleagues are given the opportunity to volunteer, mentor, coach and support projects (...)

At Fitness24Seven, we believe that real impact is created when people are empowered to contribute with their time, skills and passion – not only through financial support, but through genuine human engagement. Our ambition is to go beyond traditional donations and instead build long-term relationships where our employees become active change makers in the communities around them.

This belief is the foundation of Sustainable Move – our employee-driven social impact initiative built on strategic partnerships with local organizations whose values align closely with our own. Through Sustainable Move, our colleagues are given the opportunity to volunteer, mentor, coach and support projects that create lasting social value, while at the same time developing their own leadership and human skills.

Since its launch in 2024, Sustainable Move has grown into a strong and impactful platform for community engagement. The initiative has been implemented successfully in collaboration with Helamalmö, Bulltofta Idrottsförening in the Skåne region, and SOS Children's Villages in both Stockholm and Gothenburg.

In 2025, we took an important step forward by initiating a new collaboration with Stadsmissionen – a partnership we are especially proud of. Together, we have carried out initiatives in three cities: Malmö, Gothenburg and Stockholm, creating meaningful encounters and tangible support for people in vulnerable life situations.

Through Sustainable Move, our employees do not only give back – they build relationships, create hope and become part of something bigger than themselves.

Together with our partners, we offer specific activities that our employees regularly can participate in

They include:

- Mentorship program
- Fitness & wellness programs developed by our professional trainers
- Leadership development training
- Group workouts



**INTERVIEW WITH
SHAKILA ASCHBERG - GEM & COMMUNITY FORCE**

During 2024, we renovated the training facility at Helamalmö's recreational center, originally donated by Fitness24Seven several years ago. The refurbishment included plastering, painting, and upgraded equipment, resulting in a safer, more functional, and welcoming space for the local youth community.

In 2025, the facility has been fully operational, with Fitness24Seven professionals present twice a week. Through structured guidance and consistent engagement, we support participants not only in physical training, but also in developing healthy routines, self confidence, and a strong sense of belonging.

Looking ahead, our ambition is to further scale the Sustainable Move initiative by forming partnerships with aligned organizations in smaller cities and local communities.

By extending our presence beyond major urban areas, we aim to strengthen both reach and local relevance in our social engagement efforts.

Employees across the company are encouraged to identify and propose potential partners that reflect our values and long term sustainability commitments. To enhance accountability and enable clearer follow up, we have implemented a structured system to record the time dedicated to social initiatives.

Throughout the year, our priority has been to integrate this reporting practice into everyday operations. Building on this foundation, 2026 will focus on consolidation and continued growth, supporting more coordinated participation, improved data quality, and sustained employee involvement in our sustainability work.

Employees across the company are encouraged to identify and propose potential partners that reflect our values and long term sustainability commitments.



40+ youth leaders from Bulltofta IF completed a Fitness24Seven-supported leadership training program.

MIDNDATTSLOPPET & MORE

Since 2014, Running For has united members and colleagues (...).

In 2025, Fitness24Seven became an official partner of Midnattsloppet, one of Sweden's most well-loved running events. As the exclusive gym and training partner, we led the official warm up sessions in Stockholm, Gothenburg, and Malmö, energizing both runners and spectators ahead of the start.

Our presence extended beyond the stage. In the Runners Corner, our team shared training advice, motivation, and practical tips to help participants prepare and perform at their best. Across the three cities, 80 Fitness24Seven employees took part in the race, choosing to run either 5 km or 10 km together. With branded tents, local activities, and strong team spirit, the event became both a celebration of movement and a powerful expression of our culture in action.

While 2025 marked a new chapter through Midnattsloppet, our long-standing Running For charity initiative remains an important part of our sustainability journey. Since 2014, Running For has united members and colleagues to raise funds for global causes through collective movement and gym based engagement. In 2025, we made a strategic decision to pause the campaign in order to relaunch it in 2026 with stronger structure, clearer alignment, and greater long-term impact. In parallel, we continued our support of many charitable sports initiatives such as Spinn of Hope and Vasaloppet

SPINN OF HOPE

Spin of Hope is a nationwide charity initiative organized by Team Rynkeby, bringing together individuals and companies to raise funds for the Swedish Childhood Cancer Fund through collective cycling activities. In 2025, Fitness24Seven partnered with the initiative for the seventh consecutive year, supporting an event held simultaneously at multiple locations across Sweden.

Fitness24Seven contributed by providing spinning bikes and on-site support throughout the day, helping create an encouraging and inclusive environment for participants. To enable broader participation, those unable to cycle during the event were also offered the opportunity to contribute by purchasing spinning bikes for a nominal fee, supporting both community engagement and circularity.

VASALOPPET

Spin of Hope is a nationwide charity initiative organized by Team Rynkeby, bringing together individuals and companies to raise funds for the Swedish Childhood Cancer Fund through collective cycling activities. In 2025, Fitness24Seven partnered with the initiative for the seventh consecutive year, supporting an event held simultaneously at multiple locations across Sweden.

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SECTION 6.0**Governance**

At Fitness24Seven, strong governance is a foundation for long-term value creation and sustainable growth. In 2025, our focus has been on strengthening transparency, accountability, and ethical conduct across all parts of the organization, ensuring that our business is conducted responsibly and in full compliance with applicable laws, regulations, standards, and internal policies. We recognize that trust is central to our relationship with members, employees, partners, and society at large. This trust is built through consistent actions, clear structures, and a shared responsibility across the organization. All employees are expected to act in line with Fitness24Seven's core values and ethical guidelines, contributing to a culture where integrity, fairness, and respect guide everyday decisions.

Through continuous development of our governance frameworks, we aim to support responsible leadership, mitigate risks, and create a stable and trustworthy foundation for our operations across all markets.

**Trust is built through consistency
– by doing the right thing, even when
no one is watching.**

The Work Environment Forum meets on a quarterly basis and works strategically with the company's work environment agenda.

SAFETY COMMITTEE

In accordance with Swedish legislation, specifically the Work Environment Act, companies with more than 50 employees are required to establish a work environment committee. At Fitness24Seven, this requirement is fulfilled through a Work Environment Forum, consisting of both employer and employee representatives.

The Work Environment Forum meets on a quarterly basis and works strategically with the company's work environment agenda. Its scope includes reviewing and addressing matters related to reorganizations, changes to premises, and adjustments to work methods. The forum plays a central role in coordinating, monitoring, and following up on work environment-related issues across the organization.

Fitness24Seven's work environment efforts cover all aspects of operations, including equipment, facilities, leadership, and organizational structure. All managers are expected to have the necessary competence, resources, and mandate to carry out their responsibilities in line with established work environment standards.

The company is committed to systematically reducing the risk of occupational injuries, accidents, and incidents, while promoting employee health, job satisfaction, and operational efficiency. The Work Environment Forum sets and reviews Fitness24Seven's work environment goals on an annual basis, ensuring continuous improvement and compliance.





CODE OF CONDUCT

Fitness24Seven's Code of Conduct is a central pillar of our governance framework and reflects the values that guide how we act – both internally and externally.

Introduced in 2020, the Code was developed as a comprehensive and common standard for ethical conduct across all Fitness24Seven markets. Since its full rollout in 2021, it has served as a foundational document for our organization.

All employees complete mandatory annual e-learning training on the Code of Conduct, ensuring continuous awareness and understanding of our ethical expectations. The Code provides practical guidance for handling a wide range of situations and outlines clear principles for responsible business conduct. It addresses key areas such as diversity and inclusion, conflicts of interest, environmental responsibility, and respectful behavior in the workplace.

To further strengthen transparency and accountability, our anti-discrimination policy is emphasized more clearly during the onboarding process. In parallel, we have increased awareness of our whistleblower function, reinforcing our commitment to a safe, open, and trustworthy work environment.

WHISTLEBLOWER FUNCTION

As an integral part of our ethical framework, Fitness24Seven has established a whistleblower function available via our intranet, Just Ask. The function enables employees to anonymously report suspected breaches of the Code of Conduct or other ethical standards. The whistleblower system serves as a secure alternative reporting channel when other internal routes are not appropriate. All new employees are introduced to the function during onboarding, and clear, step-by-step instructions are continuously available to all employees via Just Ask. This ensures accessibility, protection, and confidence in raising concerns.

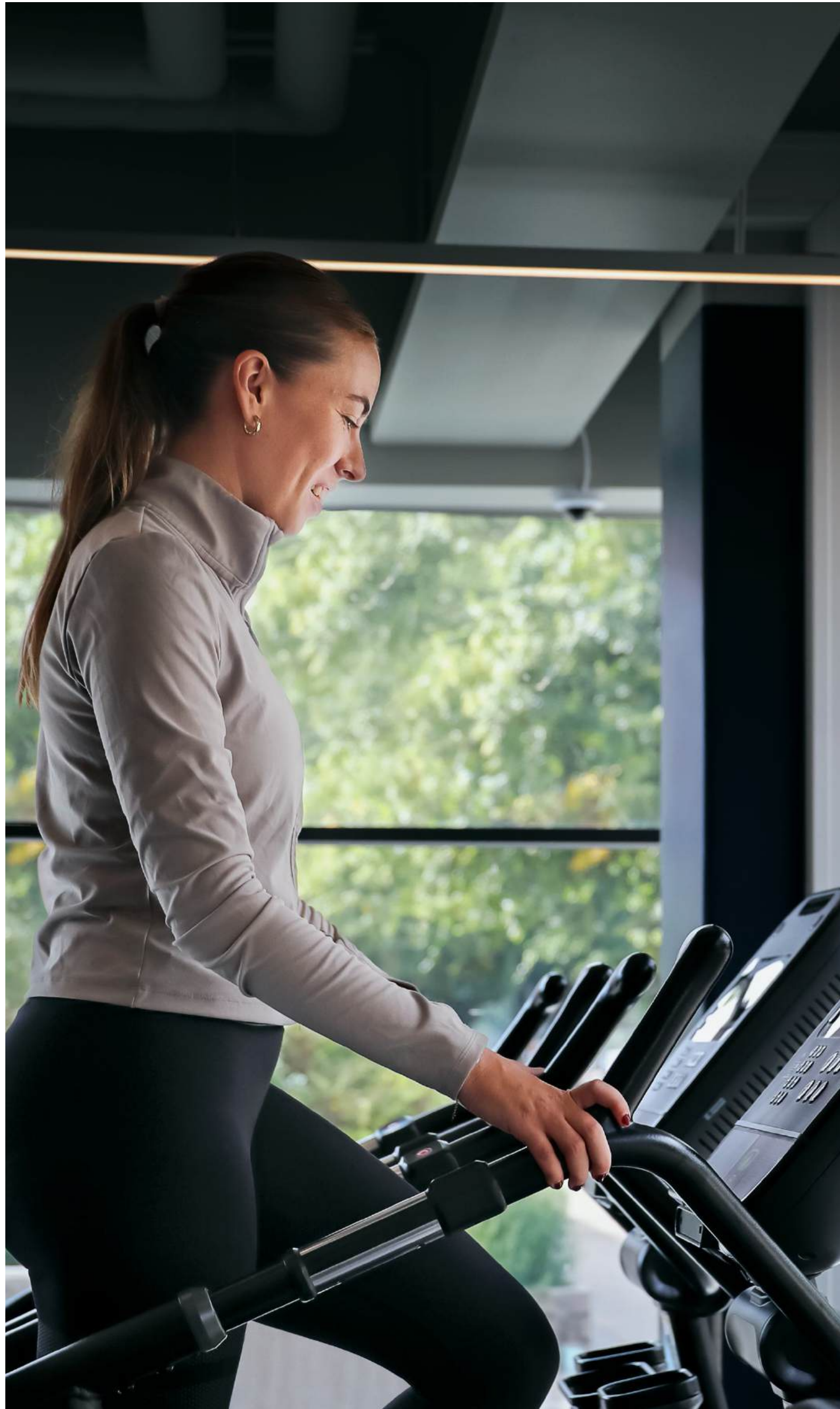
ANTI-CORRUPTION

As a global company with an ambitious expansion strategy, Fitness24Seven places strong emphasis on integrity and responsible business conduct. As we continue to enter new markets, we recognize the importance of continuously strengthening our processes to prevent and mitigate the risk of corruption. During the year, our work to further develop and formalize a clear anti-corruption strategy has intensified, particularly in connection with expansion into markets that score lower on Transparency International's Corruption Perceptions Index. This has reinforced the need for robust

structures, shared standards, and clear expectations across the organization. A key component of our anti-corruption framework is our Culture and Values training, developed in line with Swedish standards and implemented in all new markets. The training is designed to establish a common understanding of ethical behavior, accountability, and responsible decision-making. Our ambition is to ensure that all Fitness24Seven employees participate in this training on a regular basis, supporting a strong and consistent ethical culture across all operations.

The training is designed to establish a common understanding of ethical behavior, accountability, and responsible decision-making





CUSTOMER PRIVACY

At Fitness24Seven, protecting the privacy and security of our members is a fundamental responsibility and a core element of the trust placed in us. In 2025, we continue to treat data protection and information security as strategic priorities, closely linked to our role as a people-focused and digitally driven organization.

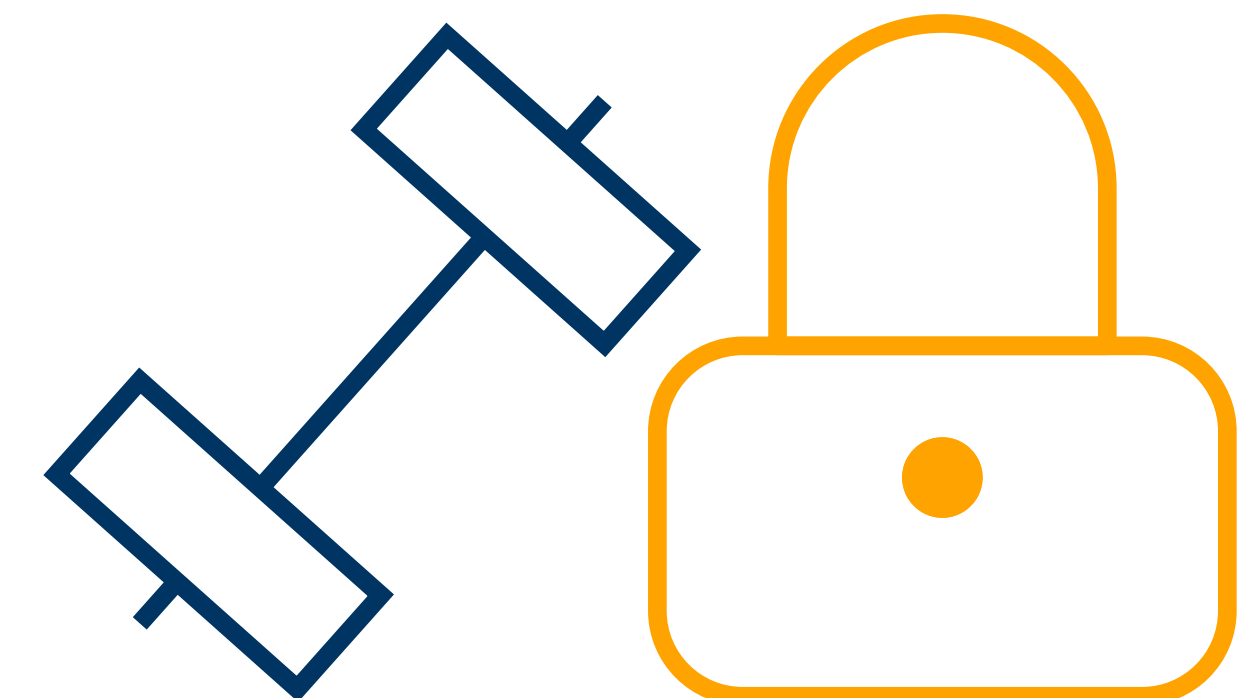
We continuously review and adapt our privacy and security frameworks to reflect evolving legal requirements, technological developments, and the changing global security landscape. In recent years, expectations on organizations have increased significantly – regardless of industry – and we recognize the importance of proactively addressing risks related to privacy, information security, and cybersecurity.

Building on the progress made in previous years, our focus during 2025 has remained on strengthening awareness, competence, and preparedness across the organization. This includes ongoing training initiatives for employees, reinforced collaboration with partners involved in system development, and a structured, continuous approach to data protection and privacy management. As a result, Fitness24Seven today has a strong base of privacy-and security-trained, customer-facing staff, and we remain committed to further strengthening this capability over time.

Our governance structures and processes are designed to ensure that potential privacy and security incidents are identified, managed, and followed up in a systematic and controlled manner. This preparedness continues to be an essential part of our operations and supports the delivery of secure services to our members, as well as a safe and healthy work environment for our employees.

Clear communication also remains a priority. We regularly update and communicate our privacy and IT security policies to employees, members, and partners, ensuring transparency and shared understanding. The fact that we receive ongoing inquiries from members regarding the processing of personal data is viewed positively, reflecting a high level of awareness and engagement. These inquiries are handled with care and diligence, reinforcing our commitment to responsible data management.

Through a sustainable and trustworthy approach to privacy and security, Fitness24Seven continues to safeguard our services, strengthen confidence among stakeholders, and support long-term trust in our brand.



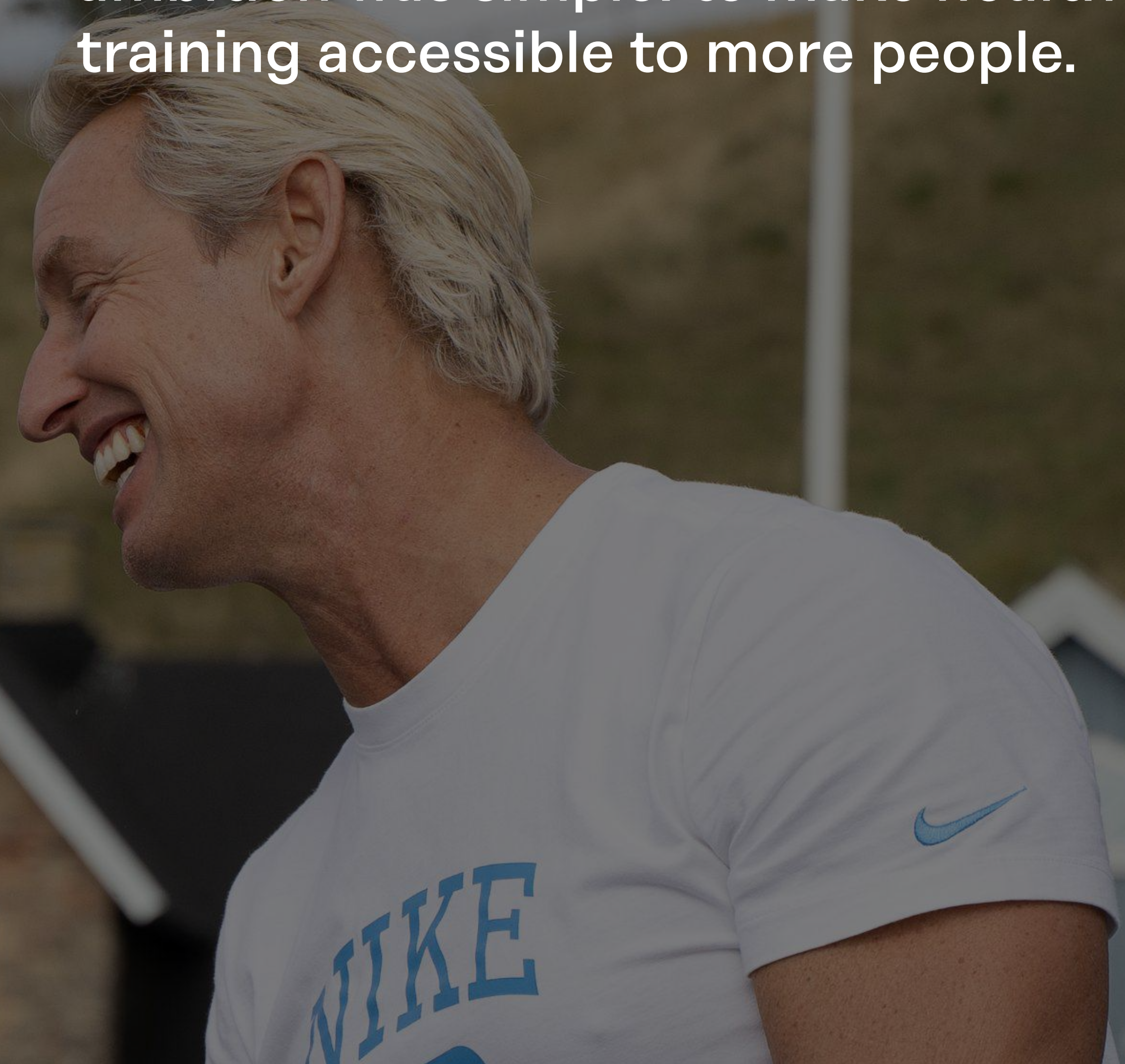
SECTION 6.0

Closing Remarks

In the closing remarks of our 2025 sustainability report, the ambition behind Fitness24Seven is clear: to make health and training accessible to more people – while recognising that accessibility means much more than availability. It's about creating spaces where people feel welcome, included and motivated to grow.

Sustainability is not something we do out of obligation, but a reflection of who we are.

When I founded Fitness24Seven, my ambition was simple: to make health and training accessible to more people.



CLOSING REMARKS

When I founded Fitness24Seven, my ambition was simple: to make health and training accessible to more people. Over time, I've realised that accessibility means much more than just affordable gyms. It's about creating places where people feel welcome, included and inspired to grow.

For us, sustainability has never been something we do because we have to. It's something we believe in. We support social initiatives, partnerships and community engagement because we think companies should contribute to something bigger than themselves and if they can give back to society.

Some of the moments that make me most proud are the ones where our members and employees come together to make a difference. When employees rally to support families in need, when our teams volunteer their time to mentor

young people, or when our gyms become places where people feel they belong – that is sustainability in action.

At the same time, we continue to strengthen how we work with environmental responsibility and governance. For a company to grow responsibly, all parts of the business need to move in the same direction.

What truly defines us, though, is the culture we have built together. A culture where people care, where responsibility shows up in everyday decisions, and where we think long term even when no one is watching.

We don't do this work because we have to. We do it because it reflects who we are. And as Fitness24Seven continues to grow, that will not change.

CHRISTIAN ASK
CEO & FOUNDER



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