



Travel
Health
Group



OUR JOURNEY TO A MORE SUSTAINABLE FUTURE

Impact Report 2024



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Dear reader,

We are proud to share our second Impact Report—a reflection on the progress Travel Health Group made in 2024 on our journey toward a more sustainable future and our greater mission: **a malaria-free world by 2030**. While in 2023, we laid the groundwork by establishing the frameworks to define our impact on people and the planet, last year, our ambition takes shape. This report tells the story of progress, collaboration and the drive that sustainability has brought to our organisation.

One of the most meaningful insights I've gained over the past year is how powerful it is when people connect to a cause that resonates with them personally. Our ESG approach creates space for everyone in the team to engage with an area that aligns with their interests or expertise. You can see this in the many great initiatives that have emerged from within the team. Whether it concerns sustainable product development, creating a positive workplace culture, knowledge sharing or reducing our environmental footprint—everyone contributes.

A personal highlight of 2024 was the impact trip to Uganda. Alongside Amber, Emmeline, Pria and Sandra, I helped distribute treated mosquito nets to local communities on the Ssesse Islands. The direct connection with the people we aim to support, seeing our impact firsthand and sharing that experience with the team made our goal—a malaria-free world by 2030—feel more tangible than ever.

This report shows that making an impact is not just about strategy or goals—rather, it is about personal commitment and collaboration. It's an open invitation to continue growing and moving forward with us. To all customers, suppliers, employees, partners and other stakeholders: your support is indispensable. Together, we can make a difference and work towards a malaria-free world.

Carefree travels,

Corine Schmal
CEO



ABOUT TRAVEL HEALTH GROUP

Travel Health Group (THG) has a clear mission: to empower people to become self-reliant and to contribute to carefree outdoor experiences by sharing advice and offering effective and responsible products. With over 30 years of expertise in the travel health industry, THG has become the market leader in the Anti-Insect category in the Netherlands with its renowned and trusted brand Care Plus®.

CARE PLUS®

CARE PLUS®

Care Plus® is a consumer brand offering a wide range of travel healthcare products. The products are categorized into: Anti-Insect, First Aid, Hydration & Hygiene and Sun Protection. Care Plus® offers the perfect range of products to keep you protected—whether you're at home, out in nature, on vacation, or traveling abroad.

BUSINESS RESULTS

- Far exceeded targets. A very successful year!
- Additional listings of innovations with long-term retail partners
- Strengthened the market leadership of Care Plus® in the Netherlands, reaching a 35% share in 2024 (Nielsen P9)

INTERNATIONAL SUCCESS

- Attracted new customers and distributors with a focus on the Scandinavian market
- Care Plus® Deet 40% Spray named best-in-test in Sweden
- Renewed supply contracts with existing partners
- Care Plus® participated in ISPO, the leading European trade fair for sports and outdoor products



REBRANDING CARE PLUS®

In 2024, Care Plus® underwent a comprehensive repositioning. Through in-depth consumer interviews and support by branding specialists we redefined the core of our brand. We sharpened our Why, How and What and introduced a refreshed, modern visual identity, including a revamped logo. This new brand positioning and look is now being rolled out across all channels.



INNOVATIONS 2024

Innovation remains at the heart of what we do. In 2024, we introduced new products designed to promote self-sufficiency in the outdoors.

One of these products is the **Care Plus® Textile Spray**. Applied to textiles, clothing, accessories and surfaces, it protects the user against mosquitoes, ticks, bedbugs, ants, flies and other insects. The spray offers long-lasting protection and is easy to use.

Additionally, the pH-neutral **Care Plus® Handy Wash Wipes** were introduced. These 100% biodegradable wipes are free from plastics and suitable for the whole family and provide a practical solution for hygiene on the go.



In 2024, we also expanded our hydration range. In the spring of 2025, this range will be further expanded with **Care Plus® Carbohydrate Electrolyte** effervescent tablets in two flavours. This product is designed to make hydration on the go even easier and already has been well received by the Trade.





PRIMMED

Under Primmed, we offer B2B customers the opportunity to develop their own private/white label. With over 30 years of experience, Primmed is a reliable partner for a wide range of pre- and post-bite products, with the corresponding registrations.

PRIMMED SUCCESSES IN 2024

- Strong revenue growth
- Multiple customer acquisitions and expanded offerings with current clients
- A standout booth at PLMA that generated numerous promising leads





HIGHLIGHTS 2024

For when you only
have 5 minutes...

In 2024, we took significant steps toward bringing our sustainability goals to life. Here's a quick look at what we accomplished:

ORGANISATION

A growth culture where sustainability is embedded in every decision.

- Sustainability has become a natural part of our daily operations, thanks to the consistent structure of the Scale-up method we adhere.
- And it's paying off. Some recurring statements from our annual internal growth culture survey: **Our organisation has a sustainable mission.** Score increased from **6.7** to **7.7**. **The organisation does everything it can to achieve its sustainable mission.** Score increased from **7.2** to **7.9**.

(Source: Growth Culture Scan)

PEOPLE & SOCIETY

We brought three key objectives to life:

1. A malaria-free world by 2030

- We distributed 12,050 mosquito nets. A 10% increase compared to 2023
- (Re)launch of scientific behavioural research into the use and lifespan of printed nets
- Five team members traveled to Uganda to personally carry out two *outreach* missions on the Ssesse Islands
- We launched a new partnership with the Join for Joy Foundation

2. Becoming the leading knowledge platform on safe travel

- Published 10 new blogs on travel safety
- Reached 210,000 visitors on our website careplus.eu

3. Being the best possible employer for our team

- Our sustainable growth culture approach is showing results, with our eNPS increasing to 40. Employees rate the organisation better than in 2023. Employee satisfaction rating also rose from **7.79** to **7.93**.

ENVIRONMENT & CLIMATE

Reducing our footprint:

4. Travel Health Group to become net zero by 2030

- We measured our CO₂ footprint again in 2023, with Climate Partner.
- In 2024, we compensated for our emissions using Carbon Credits and donated a significant amount to the Gold Standard Cookstove Project in Ethiopia.
- Since February 2024, we are Climate Partner Certified.
- Various emission reduction initiatives have been launched, such as a sustainable procurement policy.

5. Creating a more sustainable core product range

- Together with our partner Citrefine®, we refined the carbon footprint data of our Care Plus® Natural Anti-Insect product range.
- Continued optimising of the packaging of the anti-insect product range:
 - We have deepened our knowledge of sustainable packaging
 - Together with consulting partner Now New Next B.V., we analysed the full product lifecycle—from input to waste—for our anti-insect category. This included discussions with the Sustainable Packaging Knowledge Institute and recycler Morssinkhof.
 - A roadmap was formulated with further rollout in 2025.

6. Being a strong partner in a more sustainable supply chain

- Full transparency:
 - We actively share our knowledge with retail partners to drive sustainable improvements across the supply chain.



20%

revenue growth
vs. 2023



12.050

mosquito nets
distributed



50%

women
in managerial positions



7.9

employee
satisfaction score



40

eNPS
score



210.000

website
visitors



6.700 kWh

of self-generated electricity
in 2023



46.53 tonnes

CO₂ emissions
in 2023



3.102 kg

CO₂ emissions
per employee in 2023



AMBITION, VISION AND OUR PLAN

A photograph of two people sitting on a mountain peak at sunset, looking out over a valley. A tent is visible on the right side of the image. The sky is orange and yellow, and the mountains are silhouetted against the light.

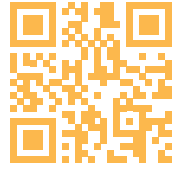
In this second Impact Report, we look back on a dynamic year marked by initiatives that have strengthened our organisation. We made meaningful progress toward our sustainability goals—many have already been achieved, while others are well on their way. Sustainability is becoming more deeply embedded in our daily operations.

Thanks to the Scale-up method, each goal is translated into actionable annual and quarterly targets for each responsible team. This structure enables measurable actions, sharper focus and better tracking of our impact—whether it's our eNPS or our carbon footprint, we're monitoring progress closely.

The entire organisation is evolving. Our theme for 2024—"Our journey to a sustainable future"—was brought to life through meaningful activities that invited every team member to reflect on what sustainability means to them. And the effect is paying off. Our annual Growth Culture Scan shows that sustainability is becoming more deeply rooted across the organisation:

- "Our organisation has a sustainable mission." Score increased from **6.7** to **7.7**.
- "The organisation does everything it can to achieve its sustainable mission." Score increased from **7.2** to **7.9**.

(Source: Growth Culture Scan)



**Watch our
podcast**
on THG's vision
and mission

To help explain our sustainability mission and the corporate strategy behind it, CEO Corine Schmal and Impact Manager Noor Hendriks recorded a podcast. In it, they discuss Travel Health Group's vision and share the steps we've taken so far. This podcast is available on our corporate website: www.travelhealthgroup.com.

OUR PURPOSE

Our renewed brand purpose is starting to resonate throughout the company. To bring it to life, we launched a photo contest inviting employees to capture their "*Carefree discoveries in harmony with nature.*"

The top three submissions are featured below—and the public winner received a relaxing overnight stay in a Nature Hotel.

CAREFREE DISCOVERIES IN HARMONY WITH NATURE



SASKIA

This photo captures everything I look for in a perfect vacation day: nature, sunshine and a stunning location. To me, it also perfectly embodies a Care Plus[®] moment—an active, outdoor experience. Canada has more lakes than any other country in the world and this picture was taken at Lake Minnewanka (Banff).

It was a day spent cycling as a family, rolling through the breathtaking landscape.

Cycling was the ideal way to explore here—parking near the lakes is limited and only available for a few cars.

We soaked in the weather and enjoyed the surprises waiting around every bend. There was even a bit of excitement—just the day before, a black bear had been spotted in the parking lot of this same lake!

As we pedaled, we joked about the bear possibly showing up in the bushes beside us, happily munching on berries.





MARCO

There I was—face to face with the pyramids of Giza, while my camel nonchalantly ignored the magnificent view. The moment felt almost surreal, like I had briefly time-traveled and was personally greeting a piece of history. The ancient pyramids towered above everything, but for me, it was this stubborn camel that stole the show. This image sums up my trip perfectly: the striking contrast between the ancient and the everyday, with the sun setting gently over thousands of years of history.



LAURENS

Pushing boundaries. For our family, travel and discovering new destinations is one of the highlights of the year—making memories and having new experiences together! In 2024, we explored a remote corner of Europe: the Azores. A pristine archipelago with breathtaking landscapes and endless ocean views. We hiked through lush forests filled with tropical flowers, swam beneath waterfalls, braved wild waves on black sand beaches, snorkeled, kayaked on a crater lake and picnicked on the edge of a volcano.



SUSTAINABLE DEVELOPMENT GOALS

Our ambitions are directly linked to the United Nations Sustainable Development Goals (SDGs). These goals form the backbone of our ESG strategy, structured around the pillars of Environmental, Social and Governance. Although not always explicitly mentioned, the Organisational pillar plays an equally vital role in creating lasting change.

In 2024, we made significant progress in areas such as Good Health & Well-being and Best Employer. We also deepened our understanding of the environmental footprint of our core product range—knowledge we're already putting into action and which will become increasingly visible in the years ahead.

This was also a year of strong revenue growth and team expansion. To ensure every new employee understands our mission, we've strengthened our onboarding process to include all our ESG goals.

In the following pages, we will walk you through our key highlights and milestones of 2024.

A malaria-free world by 2030

The knowledge platform on safe travel

3 GOOD HEALTH
AND WELL-BEING



**Being the best possible
employer for our team**

8 DECENT WORK AND
ECONOMIC GROWTH



A net-zero Travel Health Group
**Creating a more sustainable core product
range**
An advocate for sustainable travel

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



A trusted partner for a sustainable supply chain

17 PARTNERSHIPS
FOR THE GOALS



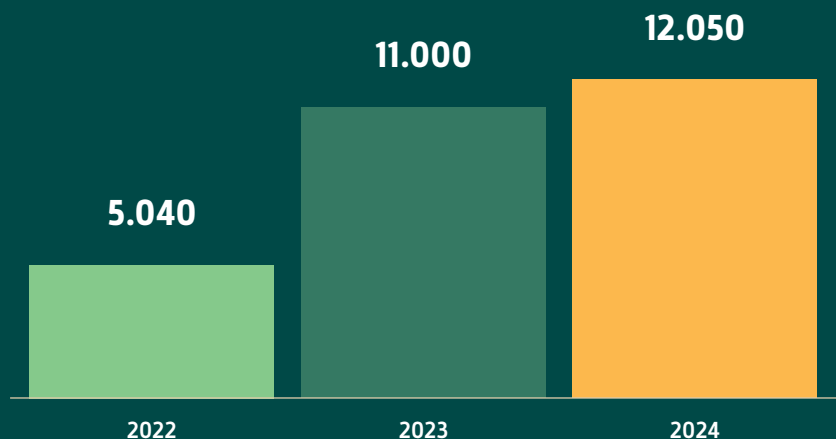


A MALARIA-FREE WORLD

Objective: increase our impact tenfold by 2030

The mission to eliminate malaria has been part of our organisation's DNA for over 30 years. We work alongside partners to distribute mosquito nets where they're needed most, and we support scientific research to better understand how these nets are used and how long they remain effective.

Mosquito nets distributed over the years



Our BHAG (Big Hairy Audacious Goal) is clear: a malaria-free world by 2030. While ambitious, this goal is aligned with the World Health Organization's roadmap—and we aim to increase our impact tenfold by then. To achieve this, we have defined several strategic focus areas where we aim to grow our impact. You can find these below with the corresponding results and targets. Want to learn more? Please read our 7th annual Malaria Impact Report at www.malariafree2030.org.

OUR EFFORTS IN 2024

1. Increasing the number of nets deployed

Mosquito nets remain one of the most effective tools in the fight against malaria. Our nets are locally sourced and printed in Kampala, Uganda. From there, they are distributed through various partners and personally handed out to those who need them the most.

2. Increasing knowledge on net usage

Our nets are intentionally printed with familiar images—such as animals, football stars or other motivational visuals. Research shows that this approach encourages people to use the nets as intended for a longer period. People are less likely to repurpose the nets for e.g. fishing, fencing or poultry coops and instead use them as intended. To share these valuable insights more widely, we initiated a scientific study. This research is being conducted by the Travel Health Group in collaboration with Radboud University Nijmegen, led by Assistant Professor Thijs Verwijmeren. We initially began data the collection in 2023 with partner Survey54, but this method proved less effective than expected. To ensure more reliable results, we chose a new local partner to conduct the interviews, The Field Lab based in Mbale. Led by Director Joshua Balungira.

Study setup

Together with an internal Travel Health Group team, The Field Lab conducted a pilot outreach on the Ssesse Islands. Interviews were conducted on-site immediately after the net distribution, ensuring a controlled environment and reliable data collection.

Pilot phase timeline:

- 1. Nov 2024:** Two test groups are formed: Group 1 receives a printed net, Group 2 receives an unprinted net.
- 2. Nov 2024:** Immediately after receiving the net, participants are interviewed by The Field Lab.
- 3. Jan–May 2025:** Radboud University analyses the initial research results.
- 4. Jun–Jul 2025:** The Field Lab returns to conduct follow-up interviews with both test groups.
- 5. Aug–Sep 2025:** Radboud University analyses the second round of data.
- 6. Oct 2026:** If the pilot proves successful, the project will move forward on a larger scale.



What did you learn about the challenges around malaria in Uganda that you didn't know before?

"I didn't realise how devastating malaria really is in Uganda. I always knew it was an issue, but seeing firsthand how it remains one of the leading causes of illness and death brought the urgency into sharp focus.

Many people simply don't have the means to protect themselves and the lack of medical care often leads to severe consequences."

- Pria

3. Building the winning team

To deepen our employees' connection to our mission, we decided in 2023 to involve THG employees directly in the outreach efforts in Uganda. This way, they could witness firsthand the impact of our commitment to a malaria-free world. As such, in November 2024, the first group of five THG employees joined an outreach initiative in partnership with Rotary Uganda on the Ssesse Islands. Alongside distributing printed mosquito nets, various medications were provided and a dentist was available for necessary check-ups.

How has this experience changed your view of our mission and your work?

"It's made me even more aware of how meaningful our mission is and how special it is to be part of a team working towards such an impactful goal. I'm truly grateful to be involved."

- Sandra

The journey left a lasting impression.. The team witnessed the profound impact our products have on lives and recognized the critical importance of prevention and access to care in the fight against malaria.



What inspired you about the local culture?

"People there are genuinely happy with very little, while in the Western world we often want more—bigger, better, more expensive. In Uganda, they are so resourceful with what they have and live more outdoors, with less screen time. There's a lot we can learn from that."

- Emmeline

Now, it's their turn to share this story. Throughout the year, they will share their experiences to colleagues, helping everyone at THG feel more connected to our mission and understand why our work truly matters.

What moment of this outreach will stay with you the most?

"The positivity and creativity of the local community and the amazing collaboration with Rotary Uganda that made the outreach possible. It was such a special experience to share with colleagues—one I'll never forget."

- Amber

4. Strengthening partnerships

During the outreach in 2024, we met with the Join for Joy Foundation, which trains teachers in rural Uganda and other countries to use play-based learning in their classrooms. Following a successful first meeting, a pilot program is scheduled for February 2025, coinciding with the reopening of schools and the presence of parents. If the pilot is successful, Travel Health Group—in partnership with Meduprof-S—will develop educational toolkits to support teachers in education children about malaria prevention, symptoms, treatment and the proper use of mosquito nets.

5. Advancing reporting & governance

Since 2000, we have actively contributed to the fight against malaria by donating 1% of the turnover from Care Plus®, Moustifluid and now also Primmed. In 2023, we optimised our donation model under the Travel Health Group banner to amplify our impact. As in previous years, this impact report provides transparency about our financial contributions and our ongoing commitment to our BHAG (Big Hairy Audacious Goal).

BALANCE SHEET 2023

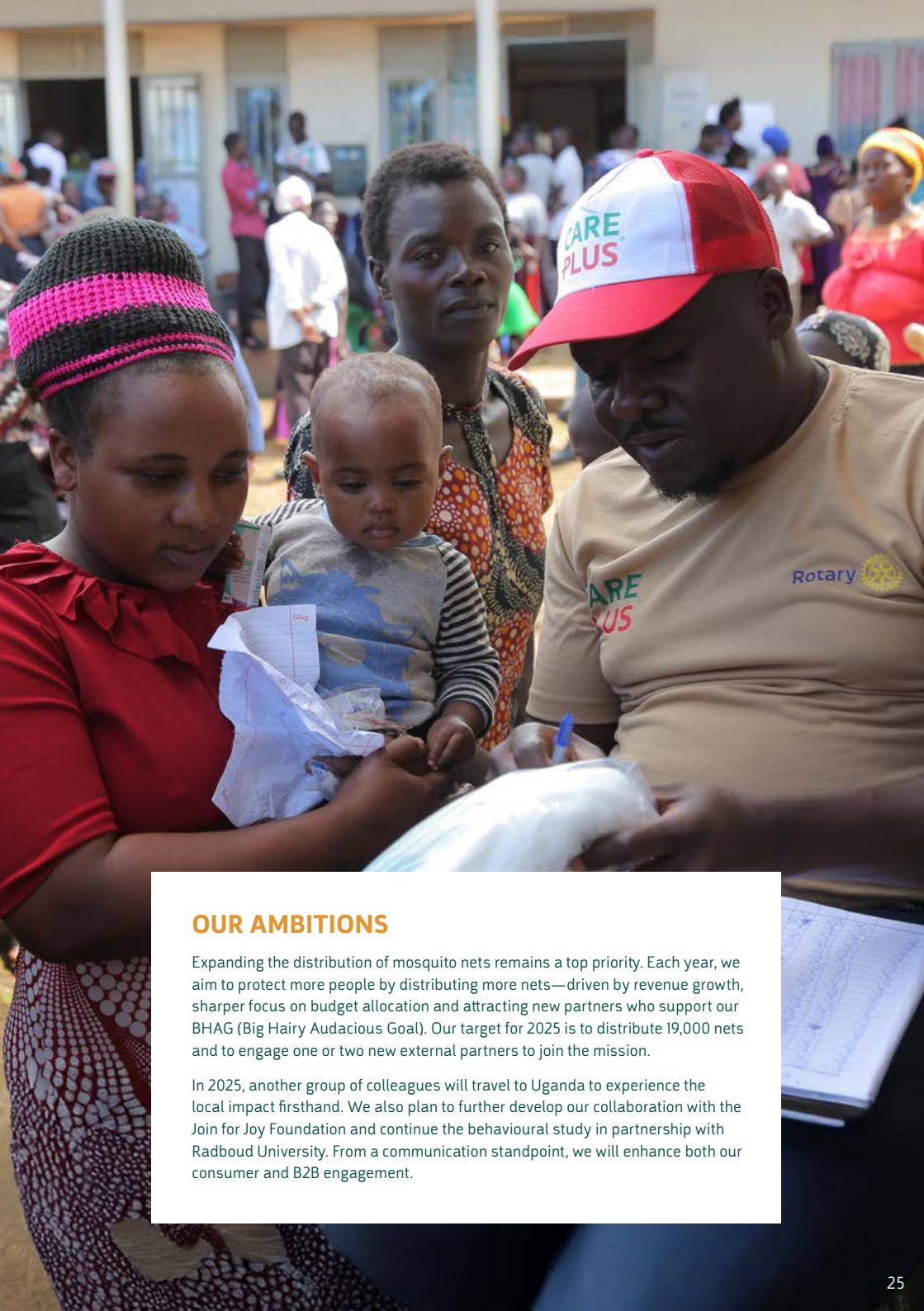
2023 breakdown		
Twiga nets	69	K EUR
Dutch Malaria Foundation	15	K EUR
Research Uganda	12	K EUR
Publication costs to raise malaria awareness	13,1	K EUR
Distribution costs of nets in Uganda	1,6	K EUR
Total:	110,7	K EUR

BALANCE SHEET 2024

2024 breakdown		
Twiga nets	72	K EUR
Dutch Malaria Foundation	15	K EUR
Research Uganda	2.75	K EUR
Publication costs to raise malaria awareness	12	K EUR
Distribution costs of nets in Uganda	5.951	K EUR
Total:	107.701	K EUR
Reserve carried into 2025	17.3	K EUR*

*This reserve was already used in March 2025 to purchase nets for the Join for Joy Foundation.





OUR AMBITIONS

Expanding the distribution of mosquito nets remains a top priority. Each year, we aim to protect more people by distributing more nets—driven by revenue growth, sharper focus on budget allocation and attracting new partners who support our BHAG (Big Hairy Audacious Goal). Our target for 2025 is to distribute 19,000 nets and to engage one or two new external partners to join the mission.

In 2025, another group of colleagues will travel to Uganda to experience the local impact firsthand. We also plan to further develop our collaboration with the Join for Joy Foundation and continue the behavioural study in partnership with Radboud University. From a communication standpoint, we will enhance both our consumer and B2B engagement.



THE KNOWLEDGE PLATFORM ON SAFE TRAVEL

Objective: By 2025, 100% of our marketing will focus on safe and sustainable travel, including proper product usage. Our long-term goal is to reach 350,000 unique website visitors annually by 2030.



Carefree discoveries in harmony with nature. This is the mission of Travel Health Group. To truly explore the world worry-free, travelers need more than just great products; they need reliable knowledge. We see it as our responsibility to share this expertise with fellow explorers who are eager to experience nature consciously.

OUR EFFORTS IN 2024

In 2024, our website www.careplus.eu welcomed 210,000 visitors, reflecting a 20% growth compared to the 2023.

We also expanded our [careplus.eu](https://www.careplus.eu) blog with a wide range of new articles focused on (safe) travel, including:

- Winter travel: Make it unforgettable!
- Tips to reduce the risk of catching the flu
- Discovering the world: Do the backpack check!
- The Asian tiger mosquito in Europe: threats and impact
- National Tick Awareness Week
- Dengue fever outbreaks in Curaçao and South America
- Sustainable Travel: Your Guide to Eco-Friendly Adventures
- Your travel first aid kit: smart travel preparation for a healthy and safe trip
- Are you prepared for an emergency?
- Rise in diarrhea outbreaks due to climate change

OUR AMBITIONS

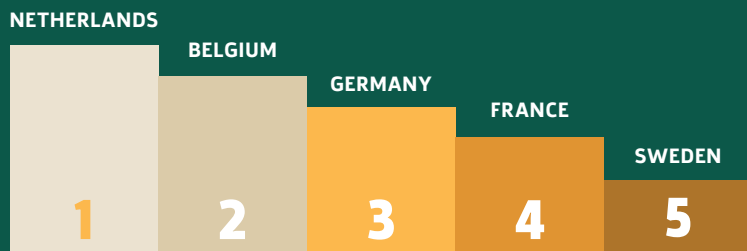
In 2025, we will focus on promoting safe and sustainable travel by collaborating with a knowledge institute and establishing a strong content strategy. Sustainability, safety and proper product usage will become core themes on our website, empowering travelers to make more conscious choices.

We also plan to introduce new communication tools, such as an integrated chatbot and QR codes on products. With these, we aim to provide consumers with quick access to information on safe use and sustainable disposal, with the goal of a better user experience and more conscious use of our products.

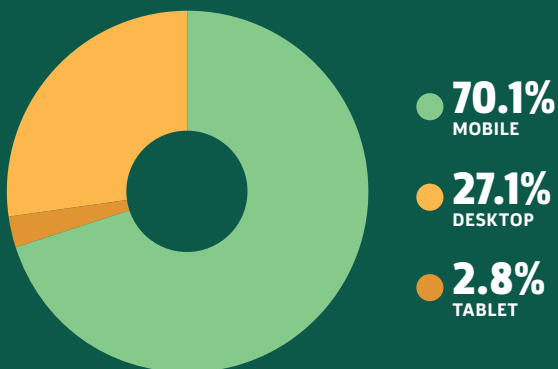
Careplus.eu

A total of 210,00 website visitors in 2024

Top 5 countries in 2024



Visitors by device in 2024





THE BEST POSSIBLE EMPLOYER FOR OUR EMPLOYEES

**Objective: A consistent 9+
employee satisfaction score**



NEW COLLEAGUES

Meet the team!

Our people make the difference – and we continuously invest in our team. 2024 wasn't just a year of financial growth; it was also a year of building a stronger, more diverse team. We welcomed new colleagues who bring fresh perspectives and valuable experience from other organisations. Meet a few of our new team members below:



JOKE

Financial Administrative Assistant

"I haven't even completed my first year yet at Travel Health Group, but after working for 15 years at the same company, this change was a breath of fresh air! It took some getting used to, of course, but the team is great — lots of fun, friendly colleagues.

I hope to stay here for a while."

JORRIT

Key Account Manager Outdoor Retail + New Business

"My first year at Travel Health Group has been a positive one—exciting, challenging and above all, very educational.

I look forward to being part of this amazing team for years to come, celebrating our successes and contributing to the positive impact we create for travelers and the planet."



BJÖRN

Administrative Assistant Operations & Supply Chain

"I've been here for about six months now and I've enjoyed every moment. There's a warm, open atmosphere in the workplace and I'd love to be part of this team for years to come. I'm looking forward to growing both personally and professionally while contributing to our shared success."

THE CURRENT TEAM



KOMAL
Customer Care
Assistant



TALISA
Customer Care
Assistant



AMBER
Brand Marketeer



ANGELA
Internal Account
Manager Brand



BJÖRN
Administrative Assistant
Operations & Supply Chain



CORINE
CEO



EMMELINE
Int. Account Manager
Private Label



EVA
Account Manager
Private Label



JERRY
Int. Key Account Manager
Pharma Retail



JOKE
Financial Administrative
Assistant



JORRIT
Key Account Manager
Outdoor Retail +
New Business



LAURENS
CMO



LEONTIEN
Product Manager



MANDY
Sales Manager



MARCO
Supply & Demand
Planner



MAYBEL
Product Manager



NIELS
Key Account Manager
Pharma Retail



NOOR
Impact Manager



PIETER
Supply & Finance
Manager



PRIA
Jr. Controller



SANDRA
Supply Chain
Specialist



SASKIA
Compliance Manager



TANJA
Product Manager



OUR EFFORTS IN 2024

This year was all about putting our growth culture into practice — a culture we began building together in 2023.

Based on feedback from our employee satisfaction survey and our annual activation workshop, we created a roadmap where employees helped set the priorities. This led to several exciting initiatives:

Personal growth & development

- Professionalised our personal and business development processes
- Held a follow-up DISC Insights workshop for new and existing team members
- Rolled out a new program focused on personal work happiness

Improvement & growth culture

- Launched a stronger Feedforward culture through hands-on team workshops

Fun & well-being

- Fun, active quarterly celebrations
- New: Sports & Health budget for personal vitality
- Expanded access to OpenUp for mental well-being
- New: Chair massages introduced at the request of employees

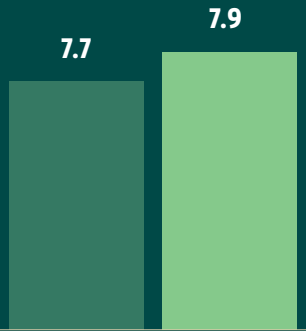


An enjoyable work environment

- Major office makeover
- Sit-standing desks for everyone
- More meeting and workspaces, including quiet rooms
- Office greenery tripled
- And last but not least... Pablo, our virtual office buddy, joined the team!!

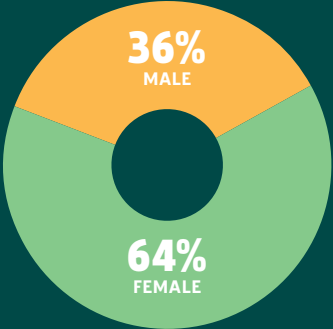
Together, we're creating a workplace that inspires and energises us every day.

**Employee satisfaction
in 2024**



Employee satisfaction

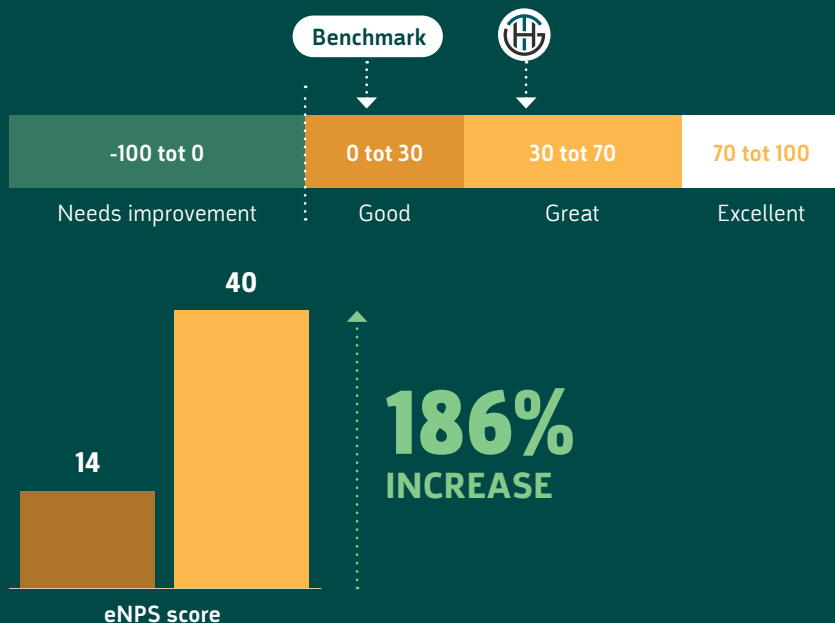
**Gender balance
in 2024**



RESULT

In November 2024, we conducted a new Growth Scan, which showed fantastic progress.

Our eNPS increased by an impressive 33 points to 40! An unprecedented growth. Overall employee satisfaction also increased to 7.9 – a result we are incredibly proud of.



OUR AMBITIONS

In 2025, we will continue to strengthen our growth culture with the People Roadmap, a collaborative initiative shaped by the entire team. Among other things, we will continue to build a Feedforward culture, refine the decision-making process, finalise the staff handbook and organise a volunteer day.

With these initiatives, we aim to increase our eNPS ratings and overall satisfaction by creating a work environment where everyone feels heard and valued.



A photograph of a forest path with sunlight filtering through the trees. Large white text 'C' and 'NET' is overlaid on the right side of the image.

NET

A photograph of a forest path with sunlight filtering through the trees. A large white letter 'D' is partially visible on the left side of the image.

D

IN 2030

A NET ZERO ORGANISATION

Objective: Travel Health Group to become net zero by 2030

OUR EFFORTS IN 2024

As an organisation, we take full responsibility for our emissions. In 2022, we conducted our first Corporate Carbon Footprint (CCF) assessment for our Tropenzorg BV office in Almere. With the support of ClimatePartner, we completed the 2023 assessment, covering Scope 1, 2 and partly Scope 3:

Scope 1: Direct emissions from our vehicle fleet.

Scope 2: Indirect emissions from purchased electricity.

Scope 3: Indirect emissions from activities throughout our value chain, such as employee commuting, business travel, procurement and waste processing.

Following ClimatePartner's strategy, we are committed to systematically reducing our environmental impact. Our goal is clear: net zero by 2030. We will accomplish this through active reduction initiatives and offset where necessary through certified climate projects.

In 2024, we were proud to receive the ClimatePartner Certified label. This certification provides a clear understanding of our CO₂ footprint and obliges us to measure annually, report our progress transparently and stay accountable to our net-zero goals.

THE RESULTS

In 2023, our total CO₂ emissions were 45 tonnes, down from 67 tonnes in 2022. This decrease is primarily due to improved data collection methods for commuting, leading to a more accurate picture. We will continue to enhance the quality of our data, which we treat as a guiding tool in our sustainability journey.

Here's how our current emissions break down and what we have measured.

Current reduction initiatives

We have already implemented several major improvements in how we manage our facilities, including:

- A sustainable office powered by:
 - Solar panels
 - A heat pump system (gas-free heating)
 - 100% green electricity
- A fully electric vehicle fleet

While these high-impact steps are crucial, we also recognise the importance of smaller changes in shaping a long-term culture of

sustainability. These include purchasing eco-friendly cleaning products, separating waste, reusing electronic devices, using FSC-certified paper and cardboard and procuring sustainable office supplies.

In 2024, we also introduced policies for sustainable travel and eco-friendly office procurement, which will be rolled out across the company in 2025.

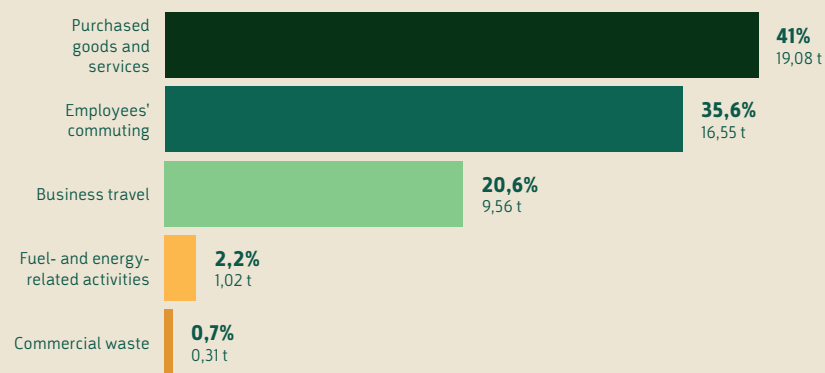
Climate project funding

In 2024, we continued investing in climate projects that help reduce CO₂ emissions. These projects also provide direct benefits to the communities most affected by climate change.

We chose a project that aligns with our BHAG. In Africa, where we have been fighting malaria for over 30 years, we are now also helping the local community in Zambia by supporting the distribution of energy-efficient cookstoves.

This project is Gold Standard-certified and operational since July 2020. More information can be found here: registry.goldstandard.org/projects/details/3100

The biggest sources of CO₂ emissions



Indoor air pollution ranks among the most serious health risks in Zambia. This is largely due to cooking over open fires. Only 17% of the population uses cooking stoves, which are more efficient and better for public health and reduced CO₂ emissions.

Therefore, this project supplies improved cookstoves to households that currently rely on open wood fires as an energy source. This will create local jobs and give about 45,000 households a year access to an improved cook stove.

The improved appliances burn biomass fuels more efficiently, reducing greenhouse gas emissions and particulate matter. This saves about 429,490 tonnes of CO₂ per year and significantly improves indoor air quality.

More information can be found here:

projects.climatepartner.com/en/1436

Project standard

Gold Standard VER (GS VER)

Estimated annual emission reductions

429.495 tonnes CO₂

Verified by

**Carbon Check (India)
Private Ltd.**

Validated by

**Earthood Services
Private Limited**





**Clean stoves
nationwide
Zambia**

CREATING A MORE SUSTAINABLE CORE PRODUCT RANGE

**Objective: 50% reduction in
CO₂ emissions across our core
product range**

THG offers over 200 products designed to help people safely enjoy nature. Our product categories include Insect Protection, First Aid, Hygiene & Hydration and Sun Care. Most of our products are sourced, produced and distributed within Europe.



Anti-Insect



First Aid



Hygiene & Hydration



Sun protection



OUR EFFORTS IN 2024

The largest part of our CO₂ footprint comes from our products—from raw materials and production to transport and packaging. The year 2024 has once again been dedicated to increasing our knowledge. In 2023, we assessed the carbon footprint of two core products. The data demonstrated that packaging alone accounted for 25% of total emissions. As a result, we launched a strategic initiative to reduce packaging emissions.

The project focuses on:

- Reducing packaging materials
- Optimising design for both presentation and logistics
- Switching from virgin to recycled plastics
- Ensuring all branding and information fits on the primary packaging (label)

To support this effort, we partnered with specialized agency Now New Next B.V. and dived deep into the matter.

FROM RAW MATERIAL TO WASTE

We had insightful conversations with several key stakeholders, including the Netherlands Institute for Sustainable Packaging (KIDV), recycling company Morssinkhof and Caroli Buitenhuis, a specialist in biobased materials from Green Serendipity. During these discussions, we focused on the “back end” of the packaging process — exploring recycling streams, waste by-products and how waste processors handle them. We learned what happens to empty products when they are disposed of through household hazardous waste (Klein Chemisch Afval) or PMD (plastic, metal and drink cartons) waste streams. We also investigated the “front end” of the process, analysing the differences between virgin and recycled plastics and exploring the opportunities for using more sustainable materials in our products.

These insights helped us determine the most effective strategies for making our packaging more sustainable. This has led to the development of a three-step approach, which will be rolled out in 2025:

1. Reduction of material usage

- Minimise unit cartons
- Eliminate inner boxes
- Eliminate outer shipping boxes
- Environmental impact on CO₂: each unit box saves 4 grams of CO₂ (source: Climate Partner)

2. Transition from 100% virgin plastic to a mix of recycled and virgin plastic

3. Use of coloured recycled plastic instead of white plastic

The initial steps of this strategy will begin implementation in 2025.

DATA

In 2023, we measured two products from our core range deep into the chain. This was done under the guidance of Climate Partner. In 2024, we expanded the footprint analysis for Care Plus® Natural, working closely with our supplier to improve data quality—a key part of strengthening our strategy.

To make the best possible assessment of our overall footprint, we will continue to analyse it and will keep adding new products.

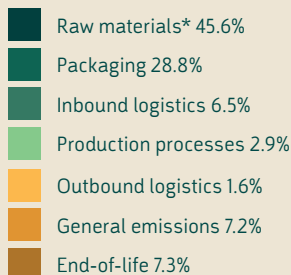
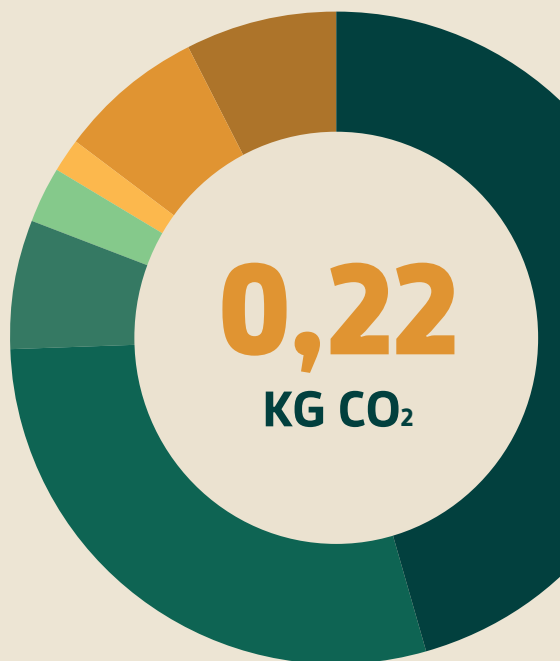
OUR AMBITIONS

The project focused on packaging reduction, among other initiatives, will continue as we take further steps to increase our impact. In addition, we are defining and launching a second reduction project to drive further sustainability.

To integrate sustainability into our innovations, we are developing a policy that puts it at the heart of our approach. This involves adjusting our approval process to consider not only ecological factors—such as CO₂ pricing, sourcing, packaging and waste—but also the social impact on people and communities. These changes will also be implemented in the Vins Management System.

The Product Carbon Footprint of Care Plus Anti-Insect Natural is 0,22 kg CO₂ per 60ml

Considered lifecycle: Cradle-to-Customer
+ End-of-Life



* 19.4% is the active ingredient Citriodiol®. 26.2% consists of other ingredients, including ethanol, isopropanol and water. The supplier is Citrefine® and the active substance is Citriodiol®, which is a renewable plant-based resource. This first attempt at CO₂ emissions analysis of Citriodiol® does not consider possible environmental and social benefits from sustainable management of the growing forest.

THE BEST PARTNER FOR A SUSTAINABLE SUPPLY CHAIN





Objective: Work exclusively with sustainable partners. By 2030, 100% of our partners will be evaluated based on their sustainability performance.

Responsibility within the supply chain is increasing and both retailers and consumers are demanding more. We take a highly critical approach to evaluating our suppliers, conducting annual assessments of the steps they are taking to adopt more sustainable processes.

The focus within this pillar lies on the following aspects:

1. We select new partners based on all social and environmental standards.
2. We challenge existing partners on their sustainable business practices. We do this through quality and sustainability audits with our largest suppliers.

We assess our key suppliers based on their demonstrable sustainability performance, tracking and documenting the steps they take.

We are constantly building new knowledge to ask the right questions of our partners. We invest time and resources in external training, conferences and webinars on relevant topics.

3. We work together with partners to address complex social and environmental challenges. For example, we have worked closely with Citrefine® to assess the footprint of the Care Plus® Natural Range. ClimatePartner helps us carry out the necessary measurements.

AMBITIONS

In the near future, we aim to gain deeper insight into our supply chain. We will also formalise this process further by introducing the necessary tools.

- The sustainability audits of the BIG-5 will be further formalised in 2025.
- The Code of Conduct will be revised with the latest input and resent to our suppliers.
- We have already begun conducting the Amfori Bepi Risk Assessment with our largest suppliers.

Thank you for your interest in our 2024 Impact Report. In the meantime, we are actively working on new projects and initiatives that will amplify our positive impact and reduce our negative impact. More updates will be shared in the 2025 Impact Report. We look forward to sharing our continued progress with you next year!



**Travel Health
Group**

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