

Celebrate Giving Back to Society

Striving to be the most human-centric company in global travel retail has many facets. And it involves not only direct stakeholders, but also the social community – both globally and locally.

As a family business, Gebr. Heinemann has always felt a special sense of social responsibility. In the past year, the company has continued its historically grown, multifaceted social engagement, both in the form of financial and in-kind donations, as well as through the voluntary work of its employees. Gebr. Heinemann follows the principle of global action with a local approach. In other words, the company gets involved where it can assume local responsibility through its locations and employees. Gebr. Heinemann also focuses on issues where it can have the greatest impact through its core business and expertise.

Strong Focus on Social Issues

As a family business with Hanseatic roots, Gebr. Heinemann holds a deep commitment to supporting a wide range of nongovernmental organizations and charitable projects located around its Hamburg headquarters.

In addition to initiatives for promoting health, education, and refugee aid, the company continued its long-standing financial support for the Altona Children's Hospital and the "Mamalies" educational institution, which helps women from other

countries to learn German and looks after their children in the meantime. For the tenth time, managers got involved in the "Wi mook dat" social day and implemented a construction project in a creative garden for children. Since 2022, volunteers from the company headquarters have been helping with the Heinemann Pottkieker. The Heinemann Pottkieker is a weekly food bank for socially disadvantaged people held on the premises of a church. A dedicated core team of colleagues runs and supervises the evenings, supported by volunteers from the staff on a rotating basis. After serving soup, a main course, dessert, and drinks, they also organize a game of bingo.

Other initiatives in 2023 included employee participation in charity sports events, such as the Rowing against Cancer regatta, the HafenCity Run, and the B2Run. In addition, the company again donated products to food banks in the vicinity of its logistics centers in Hamburg-Allermöhe and Erlensee near Frankfurt via Tafel Deutschland e.V.

The World Cleanup Day in September was a campaign in which around 100 Heinemann colleagues from all over the world took part. They collected litter at various locations, including the beach in Miami (USA), Istanbul (Turkey), Budapest Airport (Hungary), Hamburg's HafenCity, and the area surrounding the Erlensee logistics center. Gebr. Heinemann also continued its close cooperation with Wings of Help and provided ongoing support for aid shipments to Ukraine.

Charitable Engagement to Promote Integration

In Australia, Gebr. Heinemann established a strong foundation for its social engagement commitment last year. As part of its long-term diversity, equity, inclusion, and belonging strategy, Heinemann Australia set up its own charity committee, Heinemann Harmony. The committee, which is made up of around 20 volunteers from the staff, aims to give back to the community and promote inclusion.

For this reason, Heinemann Harmony has decided to support charitable organizations that appeal to a broad spectrum of the population, focusing on Look Good Feel Better, Starlight Children's Foundation and Gotcha4Life. These charities are committed to helping cancer patients, seriously ill children, and people suffering from mental health problems. Heinemann Harmony supports them through product donations, internal and external charity events, and fundraising activities. The committee also involves travelers: they can now easily contribute to charitable causes by donating an amount of their choice to one or more of the three organizations. To this end, Heinemann Australia has set up permanent donation boxes in central shops in the international terminals at Sydney Airport.



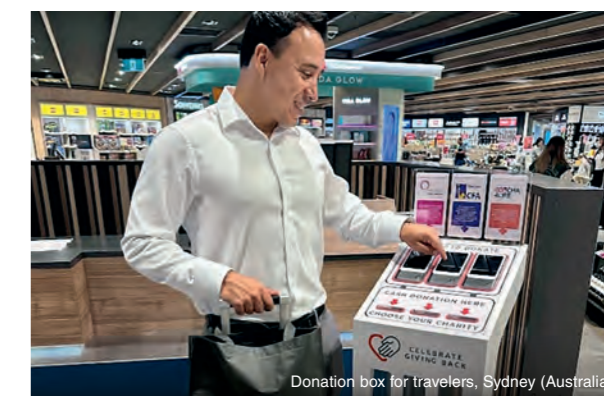
World Cleanup Day, Istanbul (Turkey)



Heinemann Pottkieker, Hamburg (Germany)



Heinemann Harmony, Sydney (Australia)



Donation box for travelers, Sydney (Australia)