

Sustainability Report 2024

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LÖFBERGS
ETABLERAT 1906

Highlights

ONE YEAR OF FOSSIL-FREE SEA FREIGHT

As the first Swedish coffee roaster, Ljöfbergs started using 100% fossil-free sea freight this year, which reduced the CO₂ emissions with almost 1,400 tons in 2024. [Read more on page 43.](#)

TEN YEARS WITH THE LÖFBERG FAMILY FOUNDATION

The Ljöfberg family strengthened its sustainability commitment in 2014 by establishing a private foundation, which promotes sustainable development in coffee producing countries. Ten years later, the foundation can look back at a number of successful projects in South America and Africa. [Read more on page 28.](#)

THE COFFEE OF THE FUTURE GROWS WITH AGROFORESTRY

A pilot study for agroforestry has been carried out in Brazil with the purpose of reducing the climate impact, increasing the resilience to climate change, and creating financial benefits for the farmers. 50 farmers have attended the training, and more than 1,100 trees have been planted. [Read more on page 31.](#)

TRACEABILITY, AN INTEGRAL PART OF OUR SUSTAINABILITY WORK

The EU Deforestation Regulation (EUDR) places significant demands on transparency and information sharing between all involved in the supply chain. Ljöfbergs has a great competitive advantage – we are already a step ahead many others when it comes to traceability. [Read more on page 36.](#)

A GROWING SHARE OF RECYCLABLE PACKAGING

Packaging material in mono-material can be used in more packaging lines after comprehensive testing, which means that even more of our packaging can be recycled. We make sure that our packaging meet or exceed future regulatory regulations through proactive efforts. [Read more on page 44.](#)

COFFEE GROUNDS BECOME SOIL

We are, in collaboration with Evergreen Garden Care and Econova, creating nutritious potting soil by composting coffee waste with forest residues. The peat-free potting soil will be available for sale in 2025. [Read more on page 49.](#)

DEVELOPMENT PROJECTS PREPARE SMALL-SCALE COFFEE FARMERS

Our development projects contribute to better development and living conditions for small-scale coffee farmers. We have now supported more than 190,000 farmers in the framework of International Coffee Partners and coffee&climate. [Read more on page 27.](#)

OVER 40 MILLION TO SMALL-SCALE COFFEE FARMERS

Our purchases of green coffee from Fairtrade certified farms have contributed with about SEK 40 million in premiums for cooperatives, including extra payments for organic farming to small-scale coffee farmers. [Read more on page 59.](#)

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CEO's comments:

Sustainability and competitiveness go hand in hand

The past year has been characterised by great insecurity worldwide, on many levels. Climate change, financial challenges, and geopolitical tensions have had an effect on our entire value chain, from coffee farmer to consumer. And us too, of course. But we have still delivered a stable result, and I am very proud of that. It allows us to keep on investing in sustainability.

Green coffee prices rocketing to record heights is an issue that has been frequently discussed during the past year. Extreme weather in the producing countries resulted in reduced crop yields, while the global coffee consumption increases. We are reminded that coffee is a commodity that requires care, investments, and long-term thinking.

Sustainability is a part of Löffbergs's DNA, and our sustainability ambitions are just as high as before. It is not just about taking responsibility for people and environment – ambitious sustainability efforts are also an opportunity to create value for our customers and ourselves.

One thing that is positive with the higher prices is that coffee farmers are getting more paid. They can invest in sustainable farming methods, which is good for the environment and future crops. It is a development strengthened by the development projects that we carry out together with others, within the framework of International Coffee Partners and coffee&climate. This kind of effort and industry commitment are important, not least in times when national and international aid is cut down or abolished.

At the same time, there are new laws and directives placing high demands on transparency and traceability. Even though it results in an administrative burden, it advances progress in a positive direction. The European Parliament's

postponement of the implementation of EUDR was also a good thing, as more will have reasonable means to live up to the EU Deforestation Regulation. Our work did not take a break, and with initiatives like Era of We, we can offer important tools that favour us, our suppliers, and our customers.

We continued to take important steps during the past year. We invested in fossil-free sea freight, methods for more climate-smart farming that improve the conditions of the coffee farmers, and continued to further develop packaging with renewable and recyclable materials. The key factor for success here, as in many other contexts, is the collaboration with suppliers, customers, and others. We can find sustainable solutions together, even where our direct influence is limited.

I am convinced that a sustainable transition is necessary and crucial for companies that want to be relevant and competitive. We focus on this by driving the development forward and contributing to a more sustainable coffee industry.

Therefore, I would like to truly thank all my colleagues, our suppliers, our customers, and other partners. We are making a difference thanks to you. Together, we continue to drive a positive change for our industry and the world around us.

Anders Fredriksson
CEO, Löfbergs



LÖFBERGS

2024



OPERATING PROFIT/LOSS

SEK **104** million

TURNOVER

SEK **2,765** million



about **12** million cups of COFFEE per day



28,976 tons OF COFFEE



133 tons OF TEA



SEK **40.2** million in Fairtrade premiums and extra payments for organic farming



73% renewable packaging material



about **45,000** coffee farmers



The Löfberg family in its **third and fourth** generation.

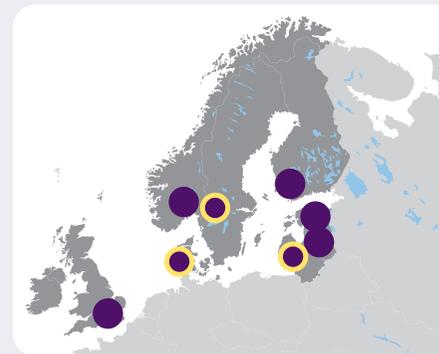
BRANDS



EMPLOYEES



316



Market Company Roastery

“As a family business, we are not taking any short cuts”

When Anders Löfberg and his brothers Josef and John started their coffee roastery in Karlstad in 1906, they laid the foundation for something bigger than perhaps they could imagine. But one thing was clear from the beginning – the business should be built on sustainable values. This is a principle that still lives on, and a principle that Kathrine Löfberg, Chair of the Board and coffee roaster in the fourth generation, is passionate about passing on.

“We have always had a long-term perspective, and as a family business, we are not taking any short cuts. We know that every decision we make affects us, coming generations, and the communities we operate in,” says Kathrine Löfberg.

Sustainability has been a guiding-star since the beginning and permeates everything from farming and production to transports and packaging.

“We were early with investing in aluminium-free packaging and certified coffee, and we are constantly working to develop even more sustainable solutions. Our ambition is to lead the industry forward and contribute to a positive change.”

The Löfberg family have a deep-rooted commitment to the producing countries. Löfbergs is one of the founders of International Coffee Partners, where seven family-owned coffee roasters with similar values collaborate to support small-scale coffee farmers. The family has also established a foundation, which contributes to sustainable development in the producing countries.

“I have seen for myself how our commitment makes a difference. During my trips to the producing countries, I have met farmers whose living standard has improved through greater knowledge, collaborations, and technology due to our initiatives.”

Löfbergs has grown from a small local coffee roaster in 1906 to an international company. Today, Löfbergs is one of the biggest family-owned coffee roasters in the Nordic region, with exports to about 20 markets.

“I am very proud that we have been able to grow without compromising with our values. Being a family business makes us unique and gives us the liberty of long-term thinking, which is a strength for us as well as the world around us.”

Coffee is more than just a beverage for Kathrine and her family – it is something that unites people all over the world.

“Coffee is community. Coffee creates meetings, conversations, and relationships, no matter if it is in the producing countries, at home at the breakfast table, or in a café. Which is why we continue to strive for a sustainable coffee industry – for future generations to be able to enjoy a good cup of coffee.”



About Löffbergs

Löffbergs was founded by the brothers Anders, John, and Josef Löffberg in 1906. We are still a family-owned company, now in its third and fourth generation. A lot has happened since 1906, but the passion for great tasting coffee and doing good for people and the planet is and has always been our driving force. We produce about 12 million cups of great coffee every day, making us one of the largest coffee roasters in the Nordic region.

Our ambition is to be a successful and responsible company for at least a hundred more years. Our strength is our long history and our will to collaborate with others for a positive and sustainable development.

PURPOSE, STRATEGY, AND VISION

Our purpose – Together for a world where people and coffee can grow – defines why we exist and the value it creates for society. It lays the foundation for local and global efforts and collaborations that contribute to development possibilities and improve the environment.

We have worked with a growth strategy aiming at 2030 for the last two years to achieve the ambitious goals we have set. After careful and in-depth analyses of the world around us, our possibilities,

and our challenges, we have determined three focus areas on our journey ahead. In short, it is about strengthening our brands, improving the efficiency of our work and processes, and establishing in new markets.

It will take us towards our vision, which is to be: First in mind when it comes to taste, coffee know-how, and sustainability in the world of coffee.

OUR VALUES

Our values are used as our compass on how we act towards each other and the world around us, and they unite all of us who work at Löffbergs. They act as guidelines in our work and create a security that makes us take a stand and pursue matters that are important to us.

We have identified behaviours connected to the values, which we continue to develop to achieve our goals. The values are integrated in the entire business and guide us, our co-workers, and our managers in appraisals, salary discussions, recruitment processes, department meetings, and tough conversations. Weekly pulse surveys are carried out to get a clear up-to-date picture of the organisation's perception of us following our values.



We are Together

We create and learn together. Together we make things happen.
Together we are stronger, and together is more fun.

We are Inclusive

We meet all people and ideas with an open mind, no matter their background or beliefs. Being inclusive helps us see new perspectives which makes us smarter

We are Accountable

We are all accountable for everything we take active or passive part in. We look at ourselves and the choices we make, understanding their effect on the world around us. Our perspective is infinite; we are here to stay.

We are Enterprisers

We dare to undertake new ventures, test new ideas and love doing good profitable business. By never standing still, but challenging the status quo and staying true to our purpose, we grow.

OUR ORGANISATION

We have a central organisation for Sustainability, Brand, International Business, HR, Finance, IT, and Communication. Our business areas consist of three geographically divided sales companies and a purchasing and production company.

The fundamental principle is that everything that is based on the customer relationship will be decentralised, and that everything that has economies of scale will be centralised to a group level.

The operational business is managed by the group management team, which consists of nine executives – three women and six men. Anders Fredriksson is our CEO and group chief executive. The board of directors consists of seven ordinary members – three owners and four external members, of whom four are women and three are men. The board also has a representative and a deputy. Kathrine Löfberg is Chair of the Board.

WHERE WE OPERATE

Löfbergs has its head office and two modern roasteries in Karlstad, Sweden. Most of our coffee is roasted here. We also roast coffee in Denmark and Latvia. We have market companies in



eight countries: Sweden, Norway, Denmark, Finland, Estonia, Latvia, Lithuania, and UK.

OUR BUSINESS AND SALES

Coffee in all its forms is the core of our business, and we are constantly developing new products and services to offer great tasting and sustainable coffee.

We operate in some ten core markets in northern Europe under the brands Löfbergs and Peter Larsen Kaffe, and with tea under the brand Kobbs. We are also collaborating with many other well-known brands that we develop and roast coffee for.

We sell our products in retail stores and through hotels, restaurants, cafés, work places, and vending companies. Sweden is our biggest market and represents more than half of our turnover.

Retail is our largest customer segment, and we collaborate with major grocery chains regularly. We are also present in the customers’ digital channels and on their e-commerce platforms, where we see an increasing demand for products that are not always available in stores.

Hotels, restaurants, cafés, and work places are a growing market, where the demand has increased for several years. Besides coffee deliveries, we also offer quality controls, trainings, and services linked to the coffee experience.

Our own coffee bars and digital channels make it possible for us to directly meet our end-consumer. Löfbergs Roastery & Coffee Bar in Karlstad, Sweden, is a popular destination, We also create presence in all our markets with our mobile coffee bars and collaborations at festivals and events.

We have been selling our products to end-consumers through our own web shops in all Nordic markets for several years. Here we get the opportunity to strengthen our brand awareness and show the breadth of our assortment.

OUR BRANDS

We offer cold and hot beverages for end-consumers under three brands. We sell coffee under the Löfbergs brand in all our markets. In Denmark, we also sell coffee under the Peter Larsen Kaffe brand. Our tea is sold under the brand Kobbs.

TAX – ONE OF OUR MOST IMPORTANT INVESTMENTS IN SOCIETY

Paying tax is one of our most important investments in society. It is a matter of taking responsibility for the public system and services, which are a precondition for our society to work. We balance ownership interests with societal interests in a transparent way, and we do not engage in aggressive tax planning. Our policy is always to pay tax in the country where the revenues are obtained, and we follow established principles for internal pricing.

Direct economic value generated and distributed

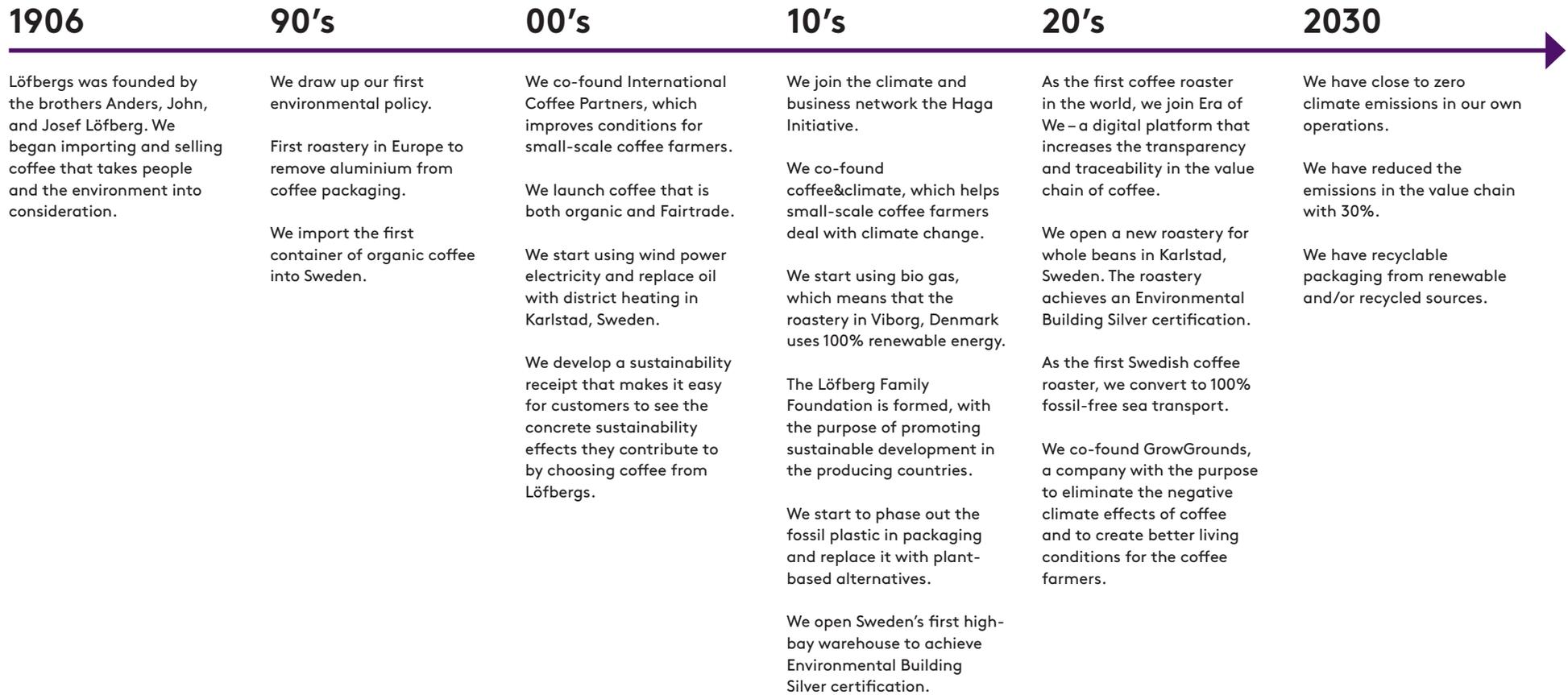
Revenue	2,855,801
Operating expenses*	-2,467,302
Salaries & remuneration to employees.....	-279,897
Payments to providers of capital	-57,260
Tax paid to the public sector	
Sweden	-13,784
Denmark.....	0
Norway.....	-976
Latvia.....	-103
Finland.....	-229
UK.....	0
Community investments.....	-15,198
Economic value retained	36 250

(all figures are in SEK thousands)

* Refers to operating costs excluding personnel and depreciation

Our sustainable journey

The passion for great tasting coffee and doing good for people and the planet has been with us since the start in 1906. Here are some of our milestones along the way.





The Löffberg family has roasted coffee that both tastes and does good for more than a hundred years. The fourth generation is carrying the legacy forward: Martin, Helene, Therese, Mikael, Kathrine, and Niklas.

Our framework for sustainable development

We updated our framework for sustainable development in 2023, and continued to implement it in 2024. The framework defines what issues we focus on and our goals for the short and the long term.

The framework reflects significant sustainability matters given the impact of the operations, both risks and opportunities. It is about how we, together with our stakeholders and partners, will address the challenges to secure the coffee of the future. The sustainability framework includes our entire value chain – from the conditions for farming and farmers to how we can create a resource-efficient production and increase the demand for sustainable coffee.

OUR CODE OF CONDUCT

Our code of conduct is the top-level governing document for our sustainability efforts. The code is based on UN Global Compact's ten principles and covers human rights, working conditions, environmental issues, and anti-corruption. It also includes Children's Rights and Business Principles, UK Modern Slavery Act, and UK Bribery Act.

The code applies to all co-workers and controls our relationships with customers, partners, and other interested parties. All employees carry out an e-learning about the code of conduct, which is included in our introduction training for all new employees.

We also have a code of conduct for suppliers that all suppliers have to follow.

MANAGEMENT APPROACH

The sustainability issues are fully integrated in our strategic and operational steering, and our daily activities. The group management is ultimately responsible, and the work is managed through initiatives and goals in our strategic plan for sustainability.

Head of Sustainability is a central function that works close to the market companies and coordinates the comprehensive sustainability work of the group. Our Head of Sustainability is the extension of group management and has several internal forums available, such as the cross-functional Sustainability Team, where various

sustainability issues are decided. Other forums include the Environmental Team, the Packaging Forum and temporary project groups.

OUR CONTRIBUTIONS TO AGENDA 2030

Löfbergs supports Agenda 2030 and the global goals for sustainable development. They provide our sustainability work with guidance and framework, not least in terms of the level of ambition for our own comprehensive goals.

We have carefully analysed and identified which of the global goals that are most relevant for our business and value chain. Several of the goals have a direct connection to our work. It is mainly about the goals 12, 13, and 15, where we focus on reducing our climate and environmental impact, strengthening the resource efficiency, and increasing circularity. The social goals are also crucial, especially goal 1 (No poverty), goal 5 (Gender equality), goal 8 (Decent work and economic growth), and goal 11 (Sustainable cities and communities). Last but not least, in line with goal 17, we believe in cooperation and the power of doing things together.

Together for a world where people and coffee can grow



Farming countries

- Climate adaptation
- Biodiversity and ecosystems
- The living conditions and incomes of the farmers
- Traceability and transparency



Processing

- Net zero climate emissions (Scope 1 & 2)
- Recyclable, renewable, and/or recycled packaging
- Minimise waste
- Inclusive work place



Consumption

- Safe products
- Sustainable and circular offers
- Inspiration and knowledge for sustainable consumption

Reduced climate impact throughout the entire value chain (Scope 3)

A catalyst for positive impact

Challenges for the coffee of the future

Being able to produce great tasting coffee in 2050 is not a given. The coffee industry is facing great challenges, environmentally and socially. Where the coffee plants can grow in the future and who is going to farm the coffee are issues that we already work with.

PREREQUISITIES TO FARM COFFEE

The climate change affects the farming of coffee to a great extent. The land areas that are suitable for farming coffee today are expected to be halved by 2050. When the coffee plantations need to be moved higher up in the mountains, the risk for deforestation and competition for the land increases. More extreme weather events threaten coffee yields, and the coffee is also affected by increased occurrence of pest and spread of diseases.

Like all agricultural activity, the farming of coffee represents a significant part of climate-related emissions. Investing in climate-adapted and more sustainable farming methods that reduce the negative climate impact is crucial to secure the coffee of tomorrow.

NEXT GENERATION COFFEE FARMERS

The profitability is a challenge for many coffee farmers. Coffee is often farmed in countries with a high risk when it comes to human rights and working conditions. Many farms are run at a loss and cannot invest in more sustainable and resistant farming methods. Coffee is a commodity on a flexible market with uncertain and volatile prices, which forces many small-scale farmers to sell their coffee straight away to support themselves.

The average age among coffee farmers increases, and more young people choose other ways to support themselves. About 45,000 farmers farm the coffee that Löfbergs purchase today – but who will do it tomorrow?

To secure the coffee of the future, sustainable business models are required, which make it possible to invest in better farming methods and more secure working conditions. We also need to secure traceability, working conditions, and human rights throughout the whole value chain – for every bean.



Our value chain – from bean to cup

The coffee's way from bean to cup is long and complex. The illustration describes the different stages and some of the most important sustainability issues we work with. It is about how our business affects people and the environment, and about business-related risks and opportunities.



AT THE FARMING STAGE, it is about securing the supply of sustainably farmed coffee today and tomorrow. Important issues are the use of land and water, climate, ecosystems and biodiversity, changed farming prerequisites as well as the living conditions and the livelihoods of the farmers.

AT THE TRANSPORT STAGE, it is about optimising the logistics flow and transitioning to renewable fuels.

FOR OUR CO-WORKERS, it is about being an attractive and developing place of work. Important issues are health and security, inclusive culture, skills development, and skills supply.

IN THE DIALOGUE WITH OUR CUSTOMERS, it is about being first choice as a coffee supplier and carry out a sustainable transition through transparent and traceable information about our products together.

LOCALLY WHERE WE OPERATE, it is about our active role in the local trade and industry and as an employer as well as about our commitment in collaborations for local societal development.



IN OUR PRODUCTION, it is about using raw materials and other resources efficiently but also about securing the good quality. Important issues are energy usage and climate impact, packaging and choice of materials, innovation, and circular flows.

AT THE CONSUMPTION STAGE, it is about offering great tasting and sustainable coffee as well as inspiring more people to more sustainable consumption.

Collaborations and initiatives

It is important for us to have an influence on the social development. We engage in networks and initiatives to share knowledge and experiences regarding sustainability.

We invest in different kinds of collaborations with customers and other actors, with the purpose to contribute to a positive change in the producing countries and our home markets.

Internationally

International Coffee Partners

Together with six other family-owned European coffee companies, we run the non-profit organisation International Coffee Partners (ICP) since 2001. The goal is to create better living conditions for small-scale coffee farmers.

coffee&climate

We work together with other coffee companies, aid agencies, and local non-profit organisations to help small-scale farmers tackle climate change.

European Coffee Federation

An industry organisation of the European coffee trade and industry with the purpose to promote the common interests of the industry.

10x20x30

An initiative that brings together about 10 of the world's largest food retailers and suppliers, each engaging 20 of their suppliers to halve the food loss and waste by 2030.

GrowGrounds

A company co-founded by Löfbergs. The purpose is to reduce the negative CO₂ impact of coffee and to restore nature. Changed farming methods, access to funding, and new digital tools will secure income and better living conditions for the coffee farmers.

Sweden

The Haga Initiative

A network of companies that strives to reduce the business sector's climate impact with ambitious common goals and a clear effect strategy. The network has 12 members, including Löfbergs, Axfood, Coca Cola, the agricultural cooperative Lantmännen, and McDonald's.

The Swedish Food Federation

The Swedish Food Federation represents the food industry in Sweden and is a member of the Confederation of Swedish Enterprise and FoodDrinkEurope.

DLF Sweden

A trade association for companies that sell goods for resale to grocery retail, restaurants, and large-scale households, with the purpose to promote an

efficient, innovative, and sustainable fast-moving consumer goods industry.

WWF's Sustainable Supply Chain for Food

A network with 15 leading Swedish food companies that together with WWF actively take responsibility to convert and contribute to a more sustainable supply chain for food.

CSR Sweden

A company network focusing on companies' social responsibility and societal engagement.

Junior Achievement Sweden

A non-profit organization offering children and youth the opportunity to train and develop their creativity, enterprising spirit, and entrepreneurship.

The 100% Club

An initiative by the IT company Atea with the purpose to challenge organisations to increase their share of reused and recycled IT units.

Matmissionen (The Food Mission)

A collaboration with Stockholm Stadsmission's social food stores. The stores contribute to reduced food waste and give those in need an opportunity to buy food to low prices.

Denmark

Food & Bio Cluster Denmark

A network with focus on knowledge, development, and sustainability for stakeholders of the supply chain for food in Denmark.

DIEH – Danish Ethical Trading Initiative

A Danish NGO that promotes ethic trade through cooperation with business, public sector, and interest groups.

Knus Kræft

An initiative carried out by Peter Larsen Kaffe, Tom Kristensen, and KidsAid with the purpose to create positive experiences for kids with cancer and other serious diseases.

Brand Manufacturers Association

A commercial association of suppliers to the Danish retail business and Out of Home.

Confederation of Danish Industry (DI)

A private business and employers' organisation representing approximately 19,000 companies in Denmark.



Societal engagements locally

Löfbergs contributes to the development of society where we operate – as an employer, through collaborations in the trade and industry, and sponsorships in the voluntary sector. We also take a stand and pursue issues that are important to us.

A VOICE IN SOCIETY

We believe in the power of doing things together, and we support many non-profit associations and initiatives that promote health, environment, and inclusion. That is why we engage in the voluntary sector and civil society where we operate. Especially in Karlstad, Sweden and Viborg, Denmark, where Löfbergs and Peter Larsen Kaffe are deeply-rooted and have a strong local history.

Our ambition is to use our voice to contribute to a positive development. Our values provide us with a secure foundation, allowing us to take a stand and advocate for matters we are passionate about. We also know that our civic engagement is important to our co-workers – it creates pride and strengthens our ambassadorship.

LÖFBERGS COMMUNITY SUPPORT

Every year, we let 50 associations from our home region Värmland share SEK 500,000 as a targeted

support. This is a way for us to show appreciation for all voluntary forces that make Värmland a better place. Especially in a time where many associations are struggling with their economy. The associations are sports clubs, culture associations, and social actors that work with young and old, girls and boys in all municipalities of Värmland.



“We are so happy! Now we can do even more to strengthen the social community among our 300 members,” says **Ulla Thorén, PRO Forshaga.**

“Amazing! A bunch of our girls are going to a major competition in USA for the first time ever, and this is a welcome contribution to their travelling funds,” says **Emma Nilsson, CheerXplosion in Karlstad.**

“Wow, we are really digging this! Now we can continue to create magical jazz nights and deliver quality music to Kristinehamn and environs,” says **Magnus Lindgård, Jazz i Lusasken.**



Big Heart for children and youth

Färjestad BK is one of Sweden's most successful ice hockey teams with their 10 Swedish championship wins, but their ambition goes way beyond the ice. In 2024, *Stort Hjärta (Big Heart)* was launched, with Löfbergs as one of the main partners. The club wants to be a reliable friend and a positive force for children and youth through different activities.

"We want to show that we are not just a hockey club, but an actor that cares and contributes to a better society. We work to create a sustainable and including society by taking on matters that are important for the world around us – whether it is about health, sustainability, equality, or social inclusion," says **Erik Grönberg, Sustainability Manager at Färjestad BK.**

Why are you doing this?

"We want to take our responsibility as role models and create favourable conditions for the next generation. By being relevant for more people, we want to create a better future and give young people the tools and experiences they need to grow and develop."

Which activities are you most happy with this far?

"Friends with Ture the Wolf, our mascot, has worked amazingly well. We invite preschoolers to a meaningful and instructive experience, where Ture the Wolf inspires them to dream big and believe in their own ability. We believe that early positive experiences lay the foundation for a future where friendship, cooperation, and sustainability are in focus."

Knus Kræft is a key concern for Peter Larsen Kaffe



Peter Larsen Kaffe is passionate about providing support to sick children and their families. We founded Knus Kræft together with KidsAid and the racing star Tom Kristensen in 2016 – an initiative that wants to create positive experiences for kids with cancer and other serious diseases.

MORE THAN 13 MILLION FOR CHARITY

Knus Kræft has contributed with DKK 1.1 million for a youth room at Aarhus University Hospital. In 2023, the foundation financed two treatment room as well as a children and youth room at the regional hospital in Viborg for more than DKK 1 million. The initiative has raised even more money

in 2024, for example through the padel tournament Stjernepadel in Viborg, where celebrities contributed by competing. Knus Kræft has raised a total of DKK 13 million for charity.



“We cannot save the world, but we can make a difference.”

Claus Bertlesen, CEO for Peter Larsen Kaffe, has experienced cancer up close and is deeply committed to Knus Kræft.

“Cancer is a tough disease that affects way too many children and young people. Our contribution may seem small in comparison to saving the world, but creating a joy of living and hope for the ones who suffer the most is priceless,” he says.



Our co-workers

More than 300 people in eight countries call Löfbergs their place of work. Our co-workers are our most important asset, and we value their knowledge and passion highly. We want to be an attractive place of work, where every co-worker thrives and continues to develop together with us.

We strive to create a good place of work in many different ways. Our code of conduct, weekly pulse surveys, active values-based work, a whistleblower function, and leadership and skills development are some examples.

HEALTH, SECURITY, AND WELL-BEING

It is very important for us to offer our co-workers a safe and healthy work environment, which is why we regularly analyse occupational risks in our business. Our most prevalent occupational risks are stress-related illness, accidents within our production, and traffic accidents for our travelling co-workers.

We have a zero-vision for accidents and work preventively by regularly conducting risk assessments. All producing units work actively with this. Routines, trainings, and system support for reporting incidents, accidents, and risk observations

are important parts of this work. This year, 26 work-related accidents occurred in our Swedish operations, where one resulted in shorter absence and one in a bit longer absence.

WEEKLY PULSE SURVEYS

To follow up the well-being of our co-workers, we carry out weekly pulse surveys with six questions linked to our culture and work environment. The pulse surveys give us a picture of the present situation in the categories leadership, job satisfaction, work situation, personal development, commitment, ambassadorship, diversity, equality and inclusion, self-leadership, and our values. The percentage of answers is high (84%), and we get a lot of valuable comments that help us develop on a corporate and department level.

DEVIATION REPORTING AND WHISTLEBLOWING

Every co-worker has a responsibility to pay attention to and report events and behaviours that are suspected to violate our values and policies. Reporting is preferably performed to immediate superior or HR. There is also a system for anonymous whistleblowing, where incoming cases are handled by an external party and then followed up by CEO,



CFO, and Chief Human Resources Officer. No reports were made via the whistleblowing function in 2024.

WORKING ACTIVELY WITH VALUES

Our values unite everyone who works at Löfbergs, and we keep them in mind in everything we do. The values are integrated in appraisals and different internal trainings, and they are used as a foundation for our salary policy.

We are working actively with our values, and we learn and grow all the time. We have linked concrete behaviour with our values, something that leaders use when they work with these matters in their teams.

MANAGEMENT AND SKILLS DEVELOPMENT

A good corporate culture and great leadership are crucial for us being a competitive and attractive company in the long term. They create the prerequisites for us to be an inclusive work place, where all co-workers are doing well.

We are continuously working with management and skills development for all our co-workers, and with our process for impartial and skills-based recruitment.

Every year, we carry out a leadership programme, where 12 participants get training in four modules. Every module has a different theme, for example get to know yourself as an individual, understand how a team works, and how we at Löfbergs manage. Our focus is also to develop secure leaders from a wide definition, a leader does not have to be a manager with staff management.

To keep strengthening our knowledge about diversity and becoming better at including different perspectives, we have developed a digital training about inclusion in general and Löfbergs particularly. This training is a part of our introduction programme for all new employees, together with a number of other courses.

OUR CO-WORKERS 2024

	Number of employees	Women	Men
All of Löfbergs			
Total	316	41%	59%
Leading positions	67	33%	67%
Sweden			
Total	184	42%	58%
Leading positions	39	39%	61%
Denmark			
Total	66	36%	64%
Leading positions	9	22%	78%
Estonia, Latvia, Lithuania			
Total	39	49%	51%
Leading positions	9	33%	67%
UK			
Total	13	46%	65%
Leading positions	5	20%	54%
Norway			
Total	7	29%	71%
Leading positions	2	0%	100%
Finland			
Total	7	14%	86%
Leading positions	3	33%	67%

Almost all employees (95%) are permanent employees and full time. The rest, 5%, are temporary agent workers and mainly work in our production in Sweden. Our staff turnover during 2024 was 13%.

An objective and fair recruitment process



Löfbergs continues to develop the recruitment process to make sure that new colleagues with the right skills are employed. A new recruitment platform is an important part of our work, as it creates the prerequisites for a more structured and objective selection process.

“We see recruitment as one of our most important strategic processes, which is why we continuously strive to improve it. With our recruitment platform, we facilitate a more structured, competence-based, and unbiased selection process. It means that we can recruit from experiences, skills, and potential,” says **Anna Mårtensson, HR Specialist at Löfbergs.**

In what way does the recruitment platform contribute to a more objective recruitment?

“The personal information is limited at the first stage of the application process. We can select the people with the right competence before making a personal opinion. We can recruit in a more equal manner in order to build a strong and diversified team that reflects our values.”

How does it affect the experience for the candidate?

“It is a more fair and professional recruitment for the candidates. We know that recruitment is a two-way process. It is just as much about us finding the right candidate as the candidate feeling safe with us as an employer.”

What are the benefits with the new system?

“Besides providing a more objective and fair recruitment process, the platform is making the whole process more efficient. We can handle applications in a more structured way, and we get better data to analyse and improve our processes.”

Farming countries

Löfbergs's driving force is to be a catalyst for a sustainable world where people and coffee can grow. In 2024, we purchased approximately 35,000 tons of green coffee from more than 45,000 farmers in about 20 countries. Our opportunity to contribute to a positive change is greatest at the farming stage, which is why we are focusing our efforts in the producing countries.

OUR STANCE:

- We base all supplier relationships on our code of conduct and our sustainability requirements.
- We have long-term relationships with farmers and cooperatives.
- We promote sustainable farming methods with a wide range of tools.
- We invest in digital technology to increase the transparency in the supply chain.



Farming countries

- Climate adaptation
- Biodiversity and ecosystems
- The living conditions and incomes of the farmers
- Traceability and transparency

CHALLENGES AND BUSINESS-RELATED RISKS

The price for green coffee was at a record high in 2024 due to extreme weather and loss of yields in several coffee-producing countries. Climate-change and the lack of the next generation's coffee-farmers are two of the industry's greatest challenges. To secure the future, we must urge for a transition that improves the living conditions for farmers and strengthens the nature through climate-adjusted methods.

Degraded farming conditions is an increasing business risk. In the long run, it can lead to a reduced supply of coffee as well as fewer flavours and qualities to choose from. Other challenges are deforestation, emissions, chemical contamination, and water scarcity, which affect both the environment and biodiversity.

There are also multiple social factors that have an impact on the coffee farmers and their families. Inadequate working conditions, more alternative sources of income, and increased urbanisation can reduce the interest of farming coffee, which in turn affects the access to labour and crop land.

GREAT FOCUS ON THE PRODUCING COUNTRIES

Since the greatest sustainability challenges are in the producing countries, we are focusing our efforts there. It is about building long-term relationships with farmers and cooperatives, and increasing the demand for sustainably farmed coffee. Through

different collaborations and development projects, we support small-scale farmers in their adjustment to climate change and the improvement of their living conditions.



INTERNATIONAL COFFEE PARTNERS

International Coffee Partners (ICP) is a non-profit organisation, where we, together with six other family-owned coffee companies, carry out development projects to strengthen small-scale coffee farmers.

ICP focuses on four areas: sustainable agricultural methods, entrepreneurship, strong farmer organisations, and climate adjustment. Promoting equality is an integrated perspective throughout all of the work.

Löfbergs co-founded the organisation in 2001. More than 122,000 small-scale coffee farmers in 13 countries have participated in the projects so far. ICP is administered by Hanns R. Neumann Stiftung. The total budget is approximately EUR 1 million per year, of which Löfbergs's contribution is around 15%.

coffee & climate

COFFEE&CLIMATE

coffee&climate (c&c) is a non-profit initiative, where coffee companies, public players, and local organisations cooperate to help small-scale coffee farmers face climate change and improve their livelihoods. The initiative was founded by ICP.

c&c focuses on innovation and knowledge dissemination, for example through a digital platform with educational material, climate maps, and other methods and tools. A new phase with focus on agroforestry and local climate-adjusted methods was initiated in 2024.

Since the start in 2010, c&c has provided support to almost 140,000 coffee farmers in countries like Indonesia, Ethiopia, Tanzania, Honduras, and Guatemala. Kathrine Löfberg was elected Chair of the Board of c&c in 2022.

10 years with the Löffberg Family Foundation: “A way for us to do even more”

In 2014, the Löffberg family strengthened its sustainability commitment by establishing a private foundation that benefits sustainable development in coffee producing countries. Ten years later, we can look back on a number of successful projects in South America and Africa.

The foundation’s work is in line with the family’s vision to create good moments for coming generations. The focus is on development projects, research, training, and scholarships – with sustainability, equality, and social development at the centre.

“We had talked about establishing a foundation for a long time, and when we were asked to join a project in Ethiopia together with the Lavazza Foundation, we got the nudge we needed. The project was really successful, we got a great start”, says **Therese Gustafsson, Chair of the Löffberg Family Foundation.**

Tell us more about your work?

“The relationships we have built over the years and the experiences we have gotten through our collaboration with International Coffee Partners (ICP) have been of great use. It has helped us finding the right partners and set a good structure for our work. We get quite a lot of requests, but we find most of the projects ourselves with help from the contacts we have built in the producing countries over the years.”

What are the success factors?

“Our genuine passion, I think, and that we are in it for the long-term and work towards specific objectives that we follow up. That we are present and manage to find good partners in the projects. But what really makes a difference is when the participants themselves disseminate the knowledge.”

What are you most proud of so far?

“That is a tough question! We have the project in Ethiopia very much at heart. Partly because the

result was better than expected, but also because ICP later took over and expanded the project. A good mark for everyone involved! I am also really proud of our efforts in Colombia, where we provide support to young coffee farmers in a successful way.”

So, what is the conclusion after the first 10 years?

“It is possible to make a difference, and we will continue to do so.”

PROJECTS FOR A SUSTAINABLE FUTURE

Examples of projects that the Löffberg Family Foundation has been engaged in:

Help to Help

Young people in Tanzania and Uganda get the chance of higher education in essential professions like agronomists, engineers, and doctors. It gives positive effects for individuals, families, and the society in general.

CAFÉ: Coffee Alliance For Ethiopia

2,500 coffee farmers in northern and southern Ethiopia were trained in sustainable farming



methods, equality, marketing, and sales. The project was carried out together with the Lavazza Foundation, Hanns R. Neumann Stiftung, Austrian Development Agency, and local operators.

Seynekun Youth Project

A theoretical and practical training in leadership, sustainable farming methods, and quality improved the living conditions and development opportunities for young coffee farmers from the indigenous people Arhuaco in Colombia.

Young Coffee Entrepreneurs of Antioquia

Young coffee farmers in Antioquia, Colombia were trained in sustainable farming methods, which improved quality, productivity, and the revenue of the farmers.

Solvatten

Small-scale coffee farmers in Uganda were equipped with Solvatten – a Swedish innovation that purifies water in a quick, cheap, and eco-friendly way. More people get access to clean water, which promotes health.

Trine

Loans to solar energy companies in Kenya and Nigeria, which have contributed to a stable and clean electricity supply. The loans have also given women better prerequisites on the job market.



The Löfberg Family Foundation promotes sustainable development in coffee producing countries. Therese Gustafsson and Kathrine Löfberg meet with the coffee farmer Emilio Gonzales, one of the participants in the foundation's project in Colombia.

TRACEABILITY AND TRANSPARENCY

In 2024, we have continued to invest in data-driven systems and processes to meet the increased demands on traceability and transparency. The goal is to be able to follow the farmers' development in a better way and to customise our efforts for a better effect. It is also a matter of automating our and the coffee farmers' sustainability reporting.

MORE TOOLS FOR SUSTAINABLE FARMING

For a long time, Löffbergs has urged on to increase the supply of certified coffee, but the rate of development has not been as fast as we would like. There simply is not one single solution suitable for all coffee farmers. In 2024, we took the next step, and we are now combining more methods to create greater sustainability effects.

Certification is still an important tool, and we will continue to purchase great amounts of coffee that is organic, Fairtrade, and Rainforest Alliance. But we want to do even more, which is why we have added more tools that create development opportunities for even more coffee farmers.

Through an established purchasing model, long-standing and close relationships, and regular visits to the producing countries, we see for ourselves that the development is positive. This, in combination with traceability tools, supplier verifications, and third-party certifications, makes it possible for us to choose the solution with the best sustainability impact.

The legal requirements on social responsibility, environmental impact, and traceability are stricter. New ways of working and new solutions that benefit farmers and sustainability in general are required.



Successful pilot study – the coffee of the future grows with agroforestry

To secure the supply of coffee in the future and to help farmers address climate change, the farming systems of today must change. That is the background of a pilot study in the São Francisco de Paula region in Minas Gerais, Brazil that Löffbergs has invested in. The goal is to create a model for more sustainable and profitable coffee farms that can be scaled up and used to a greater extent.

In cooperation with Hanns R. Neumann Stiftung and the agrotech company GrowGrounds, 50 coffee farmers were trained in regenerative agriculture methods. Syntropic agroforestry was tested on their farms – a farming method where you plant tree and plants together with the coffee plants. The trees are pruned, and the cut off material is brought back to the earth as nutrition. More than 1,100 trees were planted, and precise measurements of the emission of carbon dioxide were made.

“We have focused on three things: to reduce the climate impact from our coffee purchases, to increase the climate resilience, and to create financial benefits for the farmers. The results from the study are very promising, and now we want more people to use this model”, says **Kajsa-Lisa Ljudén, Head of Sustainability at Löffbergs.**

“The pilot project will be certified according to Gold Standard, which means that the carbon dioxide measurements and the dialogue with the local actors comply with international climate requirements and are inspected by an independent party”, says **Christina Singh, COO at GrowGrounds.**

“Last year, Brazil was hit by a long dry period followed by heavy rain. I saw early on that my land with agroforestry did much better than the traditional ones” says **Jânio Delcio Ribeiro, coffee farmer in the project.**



Why agroforestry?

UNPREDICTABLE WEATHER with long dry periods and heavy rain makes it more difficult to farm coffee.

TRADITIONAL MONOCULTURE, the practice of only growing one crop, depletes the soil and is vulnerable to climate change.

FARMING COFFEE together with trees and other plants (agroforestry) provides environmental and social benefits.

THE TREES CAPTURE CARBON DIOXIDE and shade the coffee plants, preserve moist, and supply them with nutrition.

AGROFORESTRY also provides new revenue opportunities from fruit, timber, and carbon credits that are sold to companies that want to compensate their climate impact.

Our coffee – for a more fair, business-driven, and transparent value chain

We work systematically to secure responsibility and traceability in the entire chain. Our aim is not only to guarantee fair conditions, but urging on for better opportunities for coffee farmers and their communities.

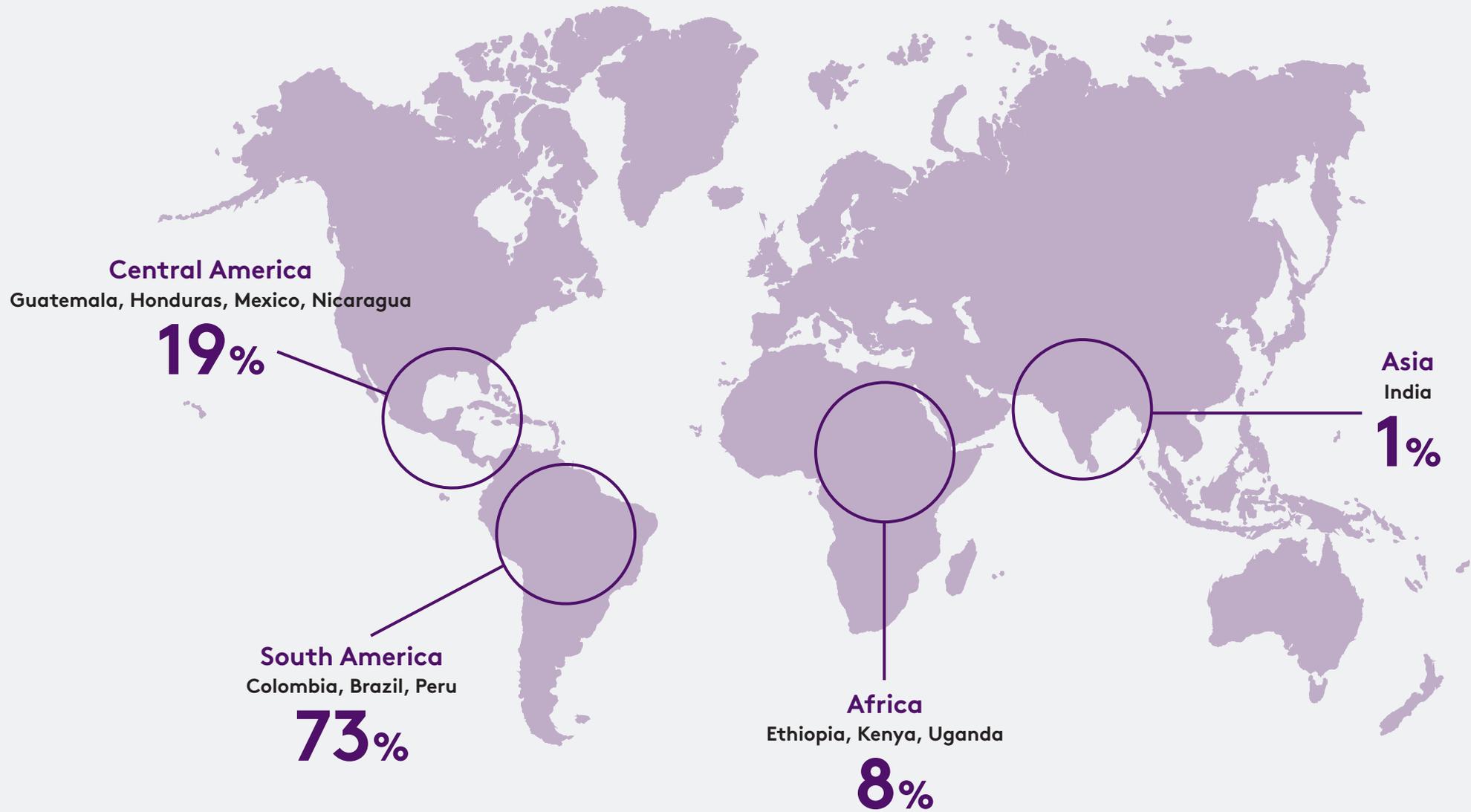
FULL TRACEABILITY

Our largest purchasing category is green coffee, and we purchase straight from the producing countries with as few intermediaries as possible. We purchase coffee from around 45,000 farmers, mainly in South and Central America, but in Africa and Asia as well.

A large share of the coffee comes from cooperatives with small-scale coffee farmers. The cooperatives can consist of thousands of members, but we still have full traceability in our systems.



WHERE WE BOUGHT OUR COFFEE FROM IN 2024

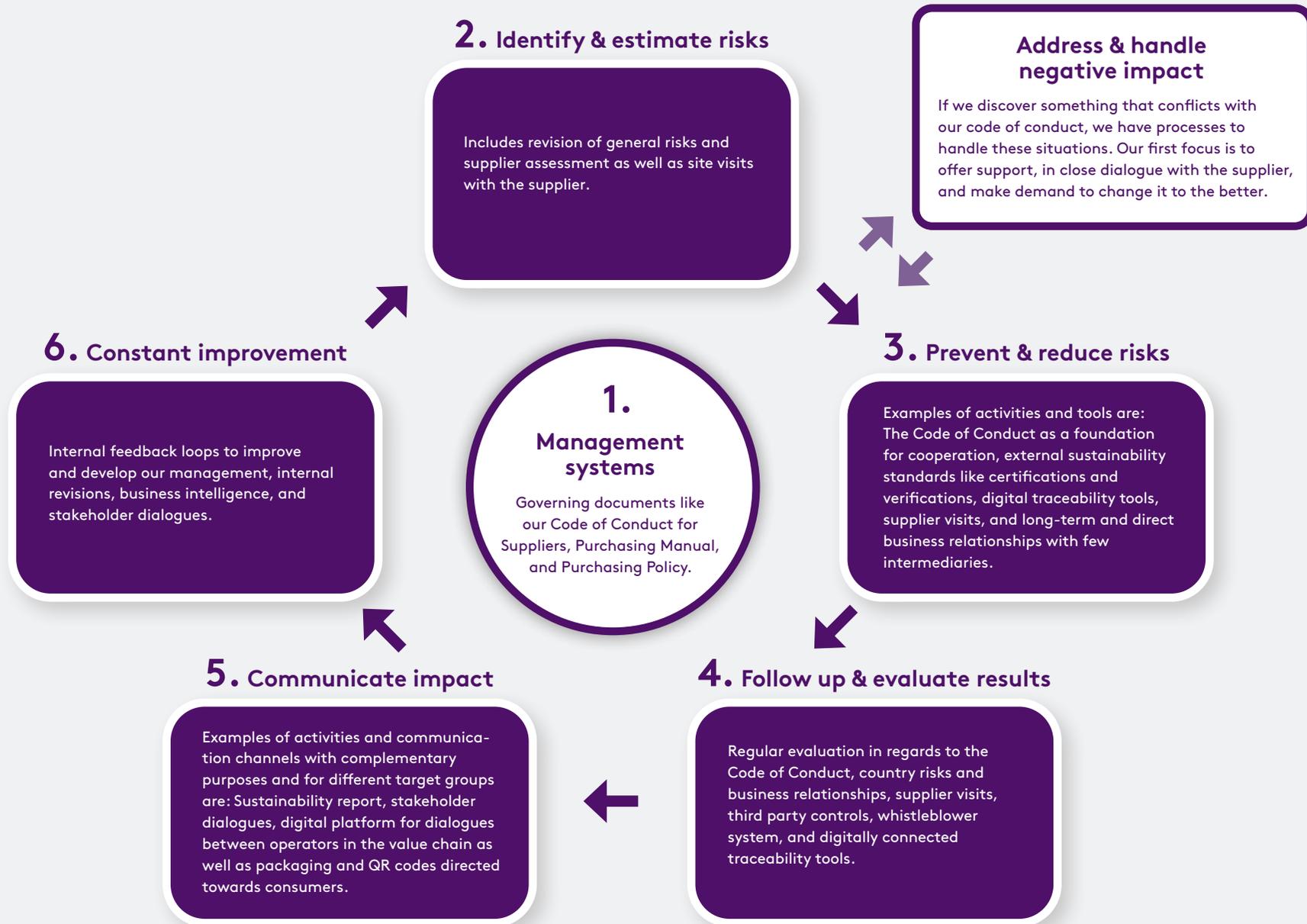


Our due diligence process. A systematic way of working for human rights and the environment



Like all companies, we have a responsibility to work preventively for human rights in the supply chain. Working conditions and human rights are a risk area in the entire agricultural sector, and coffee is no exception.

In 2022, we developed a model to strengthen our purchasing process connected to OECD Due Diligence Guidance for Responsible Business Conduct. This work continued in 2024, and our goal is to be at the cutting edge of new regulatory requirements for social and environmental follow-up in the supply chain.



EU Deforestation Regulation:

"We are already a step ahead"



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Jonny England, Green Coffee Trading and Blending Manager

The EU Deforestation Regulation (EUDR) comes into force in December 2025, with the purpose to prevent trade with goods that contribute to deforestation. The regulation requires companies that trade certain raw materials, for example coffee, to confirm that their products are not associated with deforestation. It requires a careful mapping of the supply chain, where companies document and report that they comply with the regulatory requirements – a prerequisite to sell coffee within EU.

"For us, this means

increased requirements on transparency and information sharing between all actors in the supply chain. We have to be able to trace our coffee back to the farm and make sure that it has not contributed to any deforestation after 2020. We also need to confirm that the production complies with relevant legislation for the environment, social conditions, and human rights", says Jonny England, Green Coffee Trading and Blending Manager at Löfbergs.

How is Löfbergs working with traceability, and why is it important?

"Traceability has always been an important part of our sustainability work. We started working with this long before EUDR came up, and we believe it is necessary for responsible sourcing. It is crucial for us to know where our coffee comes from, how it has been farmed, and under what conditions it has been produced. We purchase a great share of certified coffee, which gives a fundamental level of traceability. We are also working actively to improve our processes further. Era of We is an important tool here."

How is Era of We used to handle and automate data?

“The platform facilitates a digitally connected supply chain, where we can collect, store, and share data between all actors. This makes it easier to make sure that we comply with the rules, at the same time as we can create a more transparent and sustainable coffee production.”

What are the effects of the work?

“It leads to increased transparency for the industry, which provides better prerequisites for a more sustainable coffee production. It gives us at Löffbergs a great competitive advantage – we are already a step ahead many other operators when it comes to traceability.”

“The customers can get a whole new level of insight. In the future, they will be able to easily find out where their coffee comes from and how it has been produced. It creates a trust and strengthens our brand.”



Processing

We roast our coffee in Karlstad, Viborg, and Riga. Sustainable production means continuous work for a more circular and fossil-free business. Through smarter production and product design, we aim to minimise waste, circulate more material, and promote sustainable consumption patterns.

OUR STANCE

- We use fossil-free fuels.
- We develop recyclable, renewable, and/or recycled packaging materials.
- We collaborate with others to minimise, recycle, and make use of waste.



Processing

- Net zero climate emissions (Scope 1 & 2)
- Recyclable, renewable, and/or recycled packaging
- Minimise waste

HOW TO REACH OUR CLIMATE GOALS BY 2030

CLIMATE STRATEGY

Climate change and the loss of biodiversity are the greatest climate challenges for the future of coffee. That is why we are working to reduce our direct emissions and lower the climate impact in the entire value chain.

We have committed to the Science Based Target Initiative (SBTi) and the climate goals of the Paris Agreement since 2023. Our goal for 2030 is clear: net zero climate emissions in our own business (Scope 1 & 2) and a significant reduction of the emissions of the value chain (Scope 3).

Scope 1	Scope 2	Scope 3
<p>Goal: Net zero emissions</p>	<p>Goal: Net zero emissions</p>	<p>Goal: 30% reduced emissions (base year 2018)</p>
<p>Renewable LPG in our roasteries.</p> <p>Renewable fuel and/or electrification of our company cars.</p>	<p>Energy from renewable source in our roasteries and offices.</p>	<p>Reduced climate emissions from farming coffee, for example by purchasing from confirmed sustainable coffee farms and implementing more climate-smart farming methods.</p> <p>Fossil-free transports upstream and downstream.</p> <p>Recyclable packaging from renewable and/or recycled sources.</p>

Scope 1: Direct emissions from our own business, e.g. burning of fossil fuels in production, vehicles, and machines.

Scope 2: Indirect emissions from the energy we use, e.g. electricity and heat produced in another location, like a power station.

Scope 3: Other indirect emissions in the entire value chain, both upstream (e.g. production of raw material and transports) and downstream (e.g. product use and waste management). Business travels are also included here.

CLIMATE REPORT

This year’s climate report shows an increase of emissions of greenhouse gases from our roasteries in Karlstad, Sweden. In 2021, we converted to fully renewable bio LPG, which we had to temporarily deviate from in 2023. The reason was significantly increased costs due to unexpected and hastily changing tax rules for bio gas and bio LPG. The decision to use fossil bio LPG continued to apply in 2024, but the plan is to go back to renewable bio LPG in 2025. This shed light upon the industry’s need for long-term, stable means of control to be able to balance profitability and climate benefit.

For the factory in Viborg, Denmark, we purchase 100% bio gas via the city gas system. In Riga, Latvia, we have not yet managed to find an alternative to natural gas.

For upstream transports, we see a reduction of emissions with 55% compared to the base year. This is due to the decision to transition to 100% fossil-free sea freight of all green coffee from the country of origin. By the end of the year, 64% of the group’s company cars were electric hybrids or electric.

CHANGED METHOD OF CALCULATION FOR COFFEE FARMING

As from 2024, the calculation of emissions from coffee farming has been updated in accordance with the GHG Protocol Land Sector and Removals Guidance. The new method also includes emissions

from Land Use Change (LUC), which is reported on its own line.

These changes mean that the emissions from previous years, including the base year, are not comparable to 2024. The emissions from coffee farming show a significant increase, which depends on the updated emissions factors that have higher precision than before. The emissions from land use have also been added to the report. Due to this, no further analysis of difference compared to previous years will be done.

CLIMATE-SMART TRANSPORTS

The coffee beans travel a long way before reaching us – from farms, down mountain slopes, and over the oceans to our roasteries. We minimise the climate footprint by using fossil-free sea freight, trains between ports and roasteries as well as electric lorries for transports to our central storage.

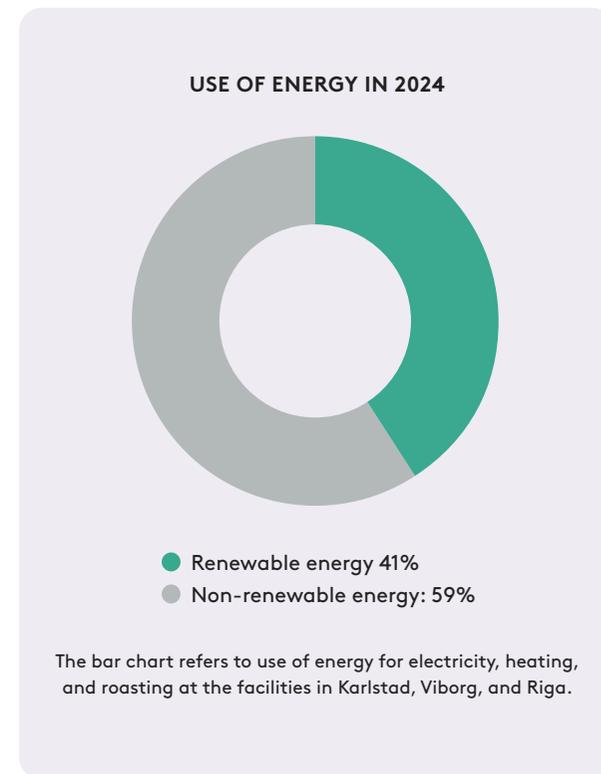
ISO CERTIFIED MANAGEMENT SYSTEMS

Clear management systems are important to achieve our goals. Our operations are largely covered by management systems for quality, environment, and food safety certified by a third party. We also use independent labels for our products.

BUSINESS ETHICAL RESPONSIBILITY THROUGHOUT THE SUPPLY CHAIN

As one of the large importers of green coffee, we are taking our responsibility in the whole supply

chain. We have achieved the EU authorisation AEO (Authorized Economic Operator), which aims to increase security in the world trade and secure efficient and uniform customs control in the EU. The authorisation places significant demands on security of goods, transparent economic flows, and management of customs documentation.



CATEGORY	CERTIFICATION	DESCRIPTION	COFFEE ROASTERY AND OFFICES, KARLSTAD, SWEDEN	COFFEE AND TEA FACTORY, VIBORG, DENMARK	COFFEE ROASTERY, KEKAVA, LATVIA	SALES OFFICE, PETER LARSEN, DENMARK	SALES OFFICE, LONDON, UK
Quality/Food Safety	Certificate of Health	Issued by the Environment and Public Health Committee of the Municipality of Karlstad, Sweden	X				
	E-marking	Fulfilment of EC Directives regarding requirements for correct net quantity	X	X			
	ISO 9001	Quality Management Standard	X		X		X
	U.S. FDA	Approval of the United States Food and Drug Administration	X				
	ISO 22000	Food Safety Management Standard	X	X	X		
	FSSC 22000	Food Safety Management Standard	X	X	X		
	Safe Contractor	Health and Safety Accreditation					X
Sustainability	Dansk Retursystem	Danish Recycling System				X	
	EU Organic	Approved for organic production	X	X	X	X	
	Fairtrade	Approved for production of Fairtrade certified coffee	X	X	X		
	NPA	Swedish Business Producer Responsibility	X				
	ISO 14001	Environment Management Standard	X				X
	KRAV	Approved for organic production (KRAV)	X				
	Rainforest Alliance	Approved for production of Rainforest Alliance certified coffee	X	X	X		
	Soil Association	Organic Import, Production & Warehouse					X
	STEMFS 2014:2	Energy Management Standard	X				
Security	Authorized Economic Operator (AEO-F)	Issued by the Swedish Custom, according to the European Commissions' AEO Guidelines*	X				

* The permit is issued to the legal company Kaffehuset i Karlstad AB.

GREENHOUSE GAS EMISSIONS

EMISSIONS OF OUR BUSINESS ⁽¹⁾	Base year 2018	2023	2024	Distribution 2024 ⁽¹²⁾
SCOPE 1 total	2,220	2,394	2,899	1.7%
Roasting total	1,675	2,001	2,486	1.5%
Energy (own furnaces)	112	73	61	0,0%
Private cars	433	320	352	0.2%
SCOPE 2 total ⁽²⁾	149	169	197	0.1%
Electricity	89	101	124	0.1%
District heating	60	68	73	0.0%
SCOPE 3 total, excl. LUC	147,190	150,092	166,362	98.2%
SCOPE 3 total, incl. LUC	147,190	150,092	276,340	
1. Purchased goods and service (excl. LUC)	120,837	123,320	145,119	85.6%
<i>Farming of coffee – excl. LUC ⁽³⁾</i>	118,072	120,990	142,891	84.3%
<i>Farming of coffee – LUC ⁽⁴⁾</i>			109,978	
<i>Packaging ⁽⁵⁾</i>	2,765	2,330	2,228	1.3%
2. Purchased capital goods	excl.	excl.	excl.	
3. Fuel and energy-related activities ⁽⁶⁾	482	533	552	0.3%
4. Purchased transports	10,141	9,792	4,532	2.7%
<i>Upstream transports ⁽⁷⁾</i>	8,645	9,150	3,870	2.3%
<i>Downstream transports ⁽⁸⁾</i>	1,496	642	662	0.4%
5. Waste management	11	12	19	0.0%
6. Business travel ⁽⁹⁾	494	113	171	0.1%
7. Employee commuting	excl.	excl.	excl.	
8. Upstream leased assets	N/A	N/A	N/A	
9. Customers' own transports ⁽¹⁰⁾	518	806	1,043	0.6%
10. Processing of sold products	N/A	N/A	N/A	
11. Use of sold products ⁽¹¹⁾	14,076	15,514	14,926	8.8%
12. End-of-life treatment of sold products	included in category 11	incl. in cat. 11	incl. in cat 11	
13. Downstream leased assets	N/A	N/A	N/A	
14. Franchises	N/A	N/A	N/A	
15. Investments	N/A	N/A	N/A	
Total emissions (all scopes, excl. LUC)	149,558	152,655	169,458	
Total emissions (all scopes, incl. LUC)			279,436	
Emissions (ton CO₂e) per ton of coffee produced (all scopes excl. LUC)	5.1	4.9	5.7	

Footnotes

- 1 Löfberg's climate report includes the entire group and is carried out in accordance with the GHG Protocol. The data has been collected through invoices, business systems, and/or from suppliers. The table refers to use of energy for each calendar year. The climate projections are carried out by the consultancy firm 2050 Consulting. The climate report has not been audited by a third party, but large parts of the data are audited regularly by different certification bodies.
- 2 Scope 2 is reported with a market-based method.
- 3 Farming, including other processes around the farming of coffee. New emission factors have been developed for 2024, which provide a better accuracy based on geography, coffee variety, and sustainability verification. This means that the emissions cannot be compared to previous years.
- 4 Emissions from Land Use Change (LUC). Only reported for 2024.
- 5 Extraction of raw material and production of packaging.
- 6 Refers to upstream emissions for energy and fuels, whose other emissions are reported in Scope 1 and 2.
- 7 Refers to transportation of green coffee from farm to factory as well as transportation of packaging material and other goods. All transports by ship have been calculated from an agreement on mass allocation of bio gas.
- 8 Distribution of products where the transportation service was purchased by Löfbergs.
- 9 Refers to flights, trains, taxis, private cars while on duty, and hotels.
- 10 Transports where the customer picks up the product from Löfberg's central warehouse.
- 11 Preparation of coffee including waste management at customers and consumers.
- 12 Due to a new calculation method for farming coffee, no comparison with the base year is made in its own column, but only the category's share of the total emissions.

A year of fossil-free sea freight:

“A milestone on our sustainability journey”



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Patrik Bodén, Head of Green Coffee Trading

As the first Swedish coffee roaster, Löffbergs started using 100% fossil-free sea freight in 2024. The solution is based on liquid bio gas produced by manure – the bio fuel that results in the largest reduction of emissions compared to fossil fuels.

“A milestone on our sustainability journey! This transition reduced our emissions from sea transport with 100 per cent, and we can offer our customers even more sustainable coffee”, says **Patrik Bodén**, who led the work at Löffbergs.

Why did Löffbergs take this step?

“We are always working to reduce our climate impact, it permeates everything we do. And we believe that it is important for companies to dare to go ahead and try new solutions. It can hopefully inspire other companies and urge on a necessary change.”

How has it worked?

“Really well! With help from our friends at Scanlog, we purchase certified bio fuel in accordance with the mass balance principle that covers all our sea transports of green coffee. It reduced our CO₂ emissions with almost 1,400 tons in 2024.”

Our journey towards circular and renewable packaging

The right packaging is crucial to preserve the quality and taste of coffee. Since the 1990's, Löfbergs has been leading in innovative packaging solutions that meet our own requirements and the expectations of the world around us.

Our goal is to be able to offer recyclable packaging in all our markets by 2025. All our packaging will come from renewable or recyclable raw material by 2030, while being user-friendly and cost-efficient. A part of the work is to use thinner plastic, new barrier materials, and bio-based plastic solutions.

Our packaging consists of 73% renewable raw material, mainly paper, corrugated cardboard, and fossil-free plastic laminate. The rest consists of fossil-based plastic, which is gradually replaced with recycled or renewable alternatives.

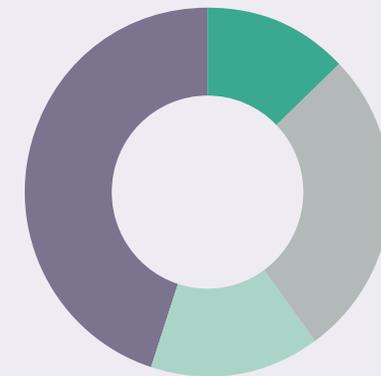
We consider the surrounding world's expectations that our packaging should live up to an increase of regulatory, customer-specific, product-related, and market-specific requirements. This is a work in progress, where some efforts mean investments and challenges relating to production.

CIRCULAR AND RECYCLABLE PACKAGING

Our journey towards circular and fossil-free packaging started already in the 1990's, when we as the first coffee company in Europe removed the aluminium from our packaging. In 2018, we began replacing fossil plastic with renewable raw material. Since 2022, the transition to recycled and renewable raw material is made gradually through a mass balance solution certified by ISCC (International Sustainability and Carbon Certification).

In 2023, we presented our first recyclable packaging in a mono-material structure of polyethylene, which is better adapted for the circular ecosystem. We continued to launch more packaging in mono-material in 2024, which makes it easier to recycle into new packaging. We develop, test, and analyse at the same time as we make sure that our requirements on taste, quality, and production are observed.

RENEWABLE MATERIAL IN OUR PACKAGING



- Fossil-free plastic laminate: 13% (17)
- Plastic laminate: 27% (25)
- Paper: 15% (15)
- Corrugated cardboard: 45% (43)

The chart refers to the calendar year of 2024. (Previous financial year 2022/2023 in brackets).

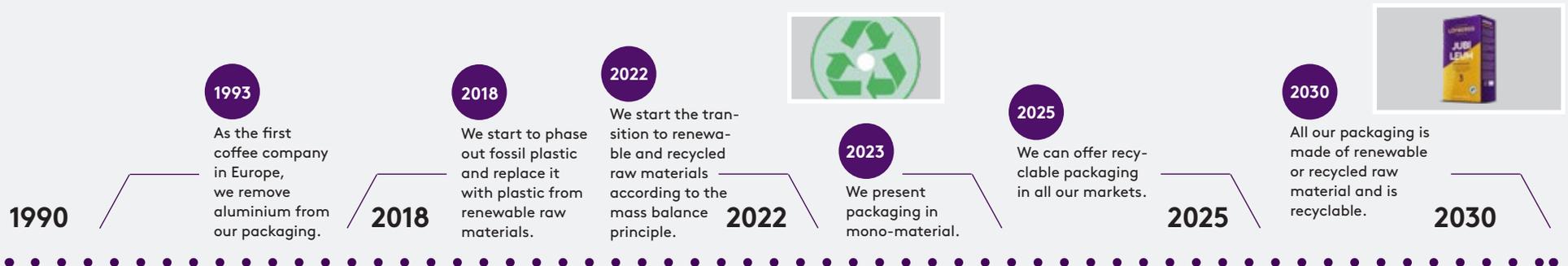
Packaging goals, strategy, and roadmap

PACKAGING GOALS:

By the end of 2025, we will have the opportunity to offer packaging that is designed to be recycled in all our markets. By 2030, all our packaging will come from recycled or renewable raw material.

OUR STRATEGY:

- Reduce the amount of used material
- Phase out unnecessary layers of aluminium and metallisation
- Eliminate dangerous material
- Use renewable and/or recycled resources
- Use traceable and responsibly farmed renewable material
- Reduce the impact on the environment with preserved quality and shelf life
- Preserve the production efficiency
- Switch to material that can circulate and be recycled on a global market.



Designed to down-gauge plastic

Source renewable or recycled plastic

Design for circular recyclability

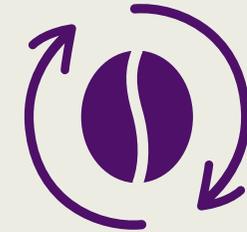
2015

Our iced coffee ICE is packaged in CartoCan®, a cardboard solution made entirely from renewable raw materials.



Sustainable packaging solutions: “Good for us and our customers”

.....
Madelene Breiling, Head of Development and Compliance



Why is packaging development important to Löffbergs?

“Packaging is a central part of Löffbergs’s sustainability work. We have encouraged the progress of innovative solutions since the 1990’s – driven by our own sustainability goals, the expectations of society, and legislative changes. Our ambition is to make it easy for our customers and consumers to choose sustainable. By developing more resource-efficient and recyclable packaging, we contribute to the circular conversion and meet a growing demand for responsible solutions. It is good for us, our customers, and the whole society.”

Löfbergs has been a pioneer in sustainable packaging solutions for a long time. Through systematic and innovative efforts, the company is developing material and design that reduce the environmental impact, facilitate recycling, and comply with new legal requirements. Madelene Breiling, Head of Development and Compliance, explains why packaging is a key feature in the sustainability transition.

What is Löfbergs's sustainability strategy for packaging?

“Our packaging strategy focuses on three things: to reduce the use of materials, to convert to renewable and recyclable materials, and to design for high-quality recycling. It means for example that we increase the share of renewable materials and convert to mono-materials that facilitate the recycling. In the end, it is about offering sustainable and user-friendly packaging alternatives – without compromising on function or quality.”

How does Löfbergs look at new rules and regulations for packaging?

“To adjust to regulatory changes is certainly an important part. We are currently working on implementing the new EU regulation Packaging and Packaging Waste Regulation (PPWR). We are making sure that our packaging meets or exceeds future regulatory regulations by being a step ahead. It makes it easier for us to contribute to a more circular economy, while offering our customers sustainable solutions.”

Less waste

We strive to be fully circular through smart design, resource efficiency, a reduction of carbon dioxide emissions, and fossil-based resources in all our products and packaging. We want to use the full value of coffee and find new ways to transform waste into resources.

GOALS BY 2030:

- 50% less coffee waste in our own production (base year 2020/2021)
- Halve the amount of waste that is burnt up (base year 2022)

FOCUS ON LESS FOOD WASTE

We are actively working to reduce waste as a part of our sustainability work. If coffee beans for some reason cannot be sold as planned, for example when a roasting did not go exactly as planned, we always aim for them to be used in the best possible way. The beans can be used as raw material for new products with us or others. We focus on collaborations, dialogues, and business development.

With our digital process “rework”, we can systematically re-dose coffee beans in the production, which guarantees full control and traceability. We have also developed efficient methods to reduce the waste in warehouse and production through a clearer distribution of responsibilities and costs as well as better management of sales dates in our business system.

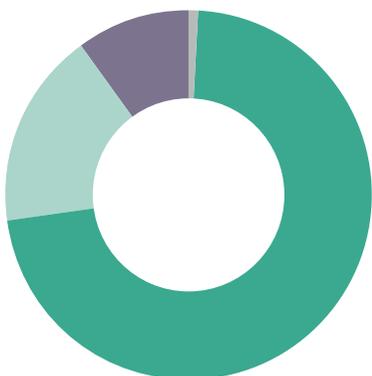
In 2024, only 0.32% of our produced coffee in Karlstad was discarded as waste – only 3 kilos of waste per ton of coffee produced. Through continued focus and commitment from our whole operation, we have taken important steps towards our goal to reduce waste in our own production with half (compared to the base year of 2020/2021: 0.49%).

WASTE AND WASTE MANAGEMENT

In 2024, we generated 640 tons of waste, consisting of packaging material, by-products, and discarded coffee. A great share is used for energy recovery, but the share that is recycled increases. When waste is recycled and gets a new lease of life in new products, financial and environmental profits are created – an important driving force in the circular economy.

0.32% of our produced coffee in Karlstad was discarded as waste. It corresponds to **about 3 kilos of waste per ton of coffee produced.**

HOW WE RECYCLE OUR WASTE



- Destruction: 1% (2)
- Energy recovery: 72% (73)
- Composting: 17% (14)
- Recycling of materials: 10% (12)
- Landfill: 0% (0)

The chart refers to the calendar year of 2024. (Previous financial year in brackets).

Coffee beans get a new lease of life as potting soil

We want to reduce waste, and one way of doing that is to make use of coffee beans that for different reasons cannot be used in our ordinary production. That is why we initiated a collaboration with Evergreen Garden Care and Econova.

Together, we carried out the first large-scale test of making soil of rejected coffee beans. By composting them together with residual materials from the forest, we have successfully created nutritious soil, which can be used for pots and plantings.

This is beneficial for the environment and the economy. By recycling coffee residues, which otherwise would have been seen as waste, they suddenly get a new value – an important driving force in a circular economy.

In 2024, we took the next step in our collaboration and developed a ready product. The peat-free pot soil will be available for sale in 2025. Swedish home growers will be able to purchase sustainable and nutritious potting soil, created by residues from our coffee production.



Consumption

Löfbergs should be a safe and good choice – both in terms of taste and sustainability. We want to be a surety for high quality and a positive impact on people and the environment. It is important for us to do the right thing for customers and consumers. We do that by informing, inspiring, and engaging more to choose sustainable alternatives.

OUR STANCE

- We offer safe products with great taste and high quality.
- We help our customers report and understand their sustainability impact.
- We inspire and raise awareness of sustainable consumption.
- We use digitalisation for increased transparency and commitment.



Consumption

- Safe products
- Sustainable and circular offers
- Inspiration and knowledge for sustainable consumption

OUR ASSORTMENT

We offer coffee for all taste preferences and situations – both hot and cold beverages. Our assortment include filter coffee, whole beans, boiled coffee, instant coffee, and ready-made coffee drinks. We also sell tea, accessories, coffee tastings, trainings, and other services. Our focus is always on quality and taste. And we believe that coffee that is made with consideration for people and the environment tastes the very best.

PRODUCT SAFETY AND QUALITY

Löfbergs stands for quality and security. Our co-workers always work to make sure our products meet the high requirements we set for ourselves, the legislation, and the expectations that our customers have on product safety, taste, and quality. Millions of people drink our coffee every day, a trust that we are eager to hold.

We work systematically to ensure the quality all the way from bean to cup, with well-established processes and routines. We have a clear division of responsibilities and we work continuously with skills development, follow up, and constant improvements.

DIALOGUE WITH CUSTOMERS AND CONSUMERS

We have a close dialogue with customers and consumers through different channels. To better understand trends and expectations, we carry out regular inquires and surveys. Our consumer contact

is an important channel, where we receive views and questions via phone, e-mail, and social media. We work actively to prevent incidents and deviations, and aim to always improve our offer.

SUSTAINABLE AND CIRCULAR OFFERS

Löfbergs leads the work for a more sustainable consumption and a positive development in the coffee industry. It is important for us to make it easier for more customers and consumers to contribute in the right direction.

We have high demands on environmental and social responsibility, which permeates our products and services. Our efforts include the use of certifications, labels, and other solutions. In 2024, we expanded our toolbox to create development possibilities for even more coffee farmers. One example is Gerações, a sustainability standard that the Brazilian cooperative Cooxupé has developed, which has been adjusted for local conditions. The standard leads to more coffee farmers converting to more sustainable farming methods.

We are also working to develop products and assortments in a sustainable direction, and we clearly communicate the sustainable additional value of our products. By talking about how our products contribute to a sustainable development, we want to inspire more people to make good choices.



Product safety and quality:

“We never compromise with the great taste”

.....
Maria Lund, Head of Quality Assurance



Taste, quality, and sustainability permeate all of Löfbergs’s assortment. It means that the products should always live up to high set demands, legislation, and the expectations of customers and consumers.

“We guarantee

a high and even quality through well-established routines, effort sharing, and focus on constants improvements and skills development”, says **Maria Lund, Head of Quality Assurance.**

What do you do to guarantee the great taste?

“The quality of the green coffee and where it is farmed are crucial for the taste, which is why our long and close relationships with farmers around the world are extra important. Our coffee experts use carefully selected beans to create a wide assortment with unique tastes. Other important parameters are the levels of roasting and grinding.”

How do Löfbergs work with quality assurance of its products?

“All suppliers are carefully inspected, to make sure that they meet our purchasing criteria. We carry out regular quality controls through the entire production line and guarantee full traceability, from supplier to customer. Our product and corporate certifications, with external audits, are proof that we meet high-level standards. At the same time, we continue to develop through internal and external collaborations.”

What are the great challenges when it comes to quality and food safety?

“Climate change is one of the greatest challenges when it comes to the quality of coffee. Which is why we are a part of many contexts to improve the development opportunities and to help farmers meet climate change.”

How do we know it is successful?

“We never compromise on the great taste and the high quality, and our passion shines through in everything we do. It is one of the reasons for millions of people to choose our coffee every day. A trust that we truly value.”

New perspectives on sustainability



Sustainability is something that everyone has to work with for the coffee industry to survive and prosper. Speciality Coffee Association (SCA) has developed The Coffee Sustainability Program with focus on what sustainability involves and the challenges of acting sustainably in the world of coffee. We think it is a great initiative. Two of our colleagues completed the basic level of the programme in 2024.

“The programme gave me new perspectives on how the colonial history of coffee affects existing structures, but it was also an acknowledgement that we are far ahead and make wise decisions concerning our future sustainability efforts”, says **Kajsa-Lisa Ljudén, Head of Sustainability.**

“A perfect opportunity to combine our passion for coffee and sustainability. Participating in the program with people with different experiences and challengers was very instructive. One of the participants runs a coffee farm in Brazil, others worked at a micro roastery or a café. And our teacher Erika Koss has been living in Kenya for many years. I have had a passion for taste and coffee knowledge for a long time, and to add new knowledge regarding sustainability has really broadened and deepened my coffee interest”, says **Anna Nordström, Coffee Expert.**



Sustainable consumption:
“Drinking coffee with a clear conscience should be easy”

.....
Malin Helgman, Head of Digital Marketing

Getting more people to choose sustainable consumption requires more than just sustainable products. It is easier to brew, taste, and enjoy coffee in a more conscious way through inspiration knowledge, and practical tips.

“Our strong market presence is one of our most important channels to understand and reach out to the consumers. By sharing how our coffee products contribute to a sustainable development in a simple, honest, and innovative way, we want to raise the awareness of more consumers”, says **Malin Helgman**, Head of Digital Marketing at Löfbergs.



How do you communicate sustainability information?

“Last year, we launched ‘Doing the right thing is easy!’, where consumers got tips on more sustainable choices and a run-through of the work behind our coffee via QR codes on the packaging. It is time to take the next step, and we are launching a new digital experience on our packaging with whole beans. By scanning a QR code, the consumers can explore an interactive world where AI avatars guide them through different rooms and tell them about our coffee and sustainability efforts.”

What is your view on the problem with coffee waste

“We know that quite a lot of coffee unnecessarily goes to waste, and we want to inspire consumers to better habits by showing them that you can make use of the coffee grounds and left-over coffee. In that way, we are giving the product more value, which we think that coffee has earned as it requires 64, often hand-picked, beans for one cup of coffee.”

What are you doing to help consumers reducing their coffee waste?

“We have developed different concepts to pay attention to this issue. One example is the campaign ‘Caffe Slatte’, where we encourage consumers to drink up the coffee they brew, but also help them find smart ways to reuse leftover coffee – for example when baking. The coffee grounds are also reusable. One of the most read articles on our website recounts how coffee grounds can be used as a plant fertiliser. It proves that there is an interest from consumers to learn how to act more sustainably.”

What do you hope consumers learn from these initiatives?

“Our hope is that more people become aware of how minor choices in our everyday life can make a big difference. By reducing coffee waste, recycling packaging, and making sustainable choices when they buy coffee, the consumer can contribute to a more sustainable future. We want to make it easy to drink coffee with a clear conscience.”

Certifications and labels

We combine different methods and ways of working to create fair conditions for the environment and coffee farmers. We have been working for a long time with independent labels and certifications, as one of several ways to offer coffee with verifiably good sustainability performance. The labels we choose should be verified by a third party and result in clear value added regarding environmental and social responsibility. Here are some of the labels we use:



FAIRTRADE

is an independent product label with focus on human rights. The farmer is guaranteed a minimum price and the cooperative receives extra premiums. This paves the way for better working and living conditions.



RAINFOREST ALLIANCE

is an international non-profit organisation working to preserve biodiversity, to promote more sustainable farming methods and to improve the working conditions and livelihood of farmers.



THE EU ORGANIC PRODUCTION LOGO

is used on food products that are grown without the use of chemical pesticides or artificial fertilisers.



KRAV

is a Swedish eco-label used for food that has been produced without chemical pesticides, artificial fertilizers and GMO, and that only contains natural additives. The label also include good animal welfare, social responsibility, and climate consideration.



FOREST STEWARDSHIP COUNCIL (FSC)

is an international certification that promotes responsible forestry with focus on environment, social responsibility, and financial sustainability.



THE Ø LABEL

is a Danish label that shows that the product is certified according to Danish and EU regulation for organic production. The label guarantees that the product has been produced without chemical pesticides, artificial fertilizers, and GMO.



SOIL ASSOCIATION CERTIFICATION

is a British certification for organic products. The label guarantees production without chemical pesticides and artificial fertilizers, and with animal welfare and reduced environmental impact.



Sustainability receipts show concrete results



We make it easy for our customers to show the effect of their choice of coffee with our sustainability receipt. Cafés, restaurants, companies, and others can share their positive contributions to customers and co-workers in a clear way by using our sustainability receipt.

In 2024, Löfbergs purchased 8,300 tons of coffee from organic farms, 3,400 tons of coffee from Fairtrade certified farms, and 18,500 tons of coffee from Rainforest Alliance certified farms. We use the sustainability receipt ourselves to show the results we have achieved together with our customers.



LÖFBERGS SUSTAINABILITY RECEIPT 2024

With our purchases of organic coffee, we have contributed to converting an area equivalent to **13,000 football pitches** into organic production without artificial fertilizers and pesticides.

Our purchases of green coffee from Fairtrade certified farms have contributed with about **SEK 40 million** in bonuses for cooperatives including extra payments for organic farming to small-scale coffee farmers.

Our purchases of green coffee from Rainforest Alliance certified farms have contributed to the conversion of an area equivalent to **29,000 football fields** to sustainable production.

About the report

This is Löfbergs's 13th annual sustainability report and it concerns the financial year from 1 January 2024 to 31 December 2024. This is where we recount our efforts for a sustainable development and future together with customers, consumers, suppliers, and other partners.

We report our sustainability work annually, and the report includes the whole company and all our brands. Basic data and statistics are gathered from our internal systems and apply to our entire business unless otherwise specified. No external audit of the report has been performed. However, our business is regularly audited by external auditors through our participation in environmental, quality and food safety certification programs. As members of the Haga Initiative climate network, we also receive external support for quality assuring our climate data.

MATERIALITY ANALYSIS

The report reflects the issues that are most significant for our business and value chain as well as our impact on people and the environment. We identify the significant issues through internal and

external dialogues, analyses, and surveys. We use different sustainability frameworks to ensure that the report is relevant and captures what is most important. Some examples are Agenda 2030, the global goals, and the current and coming legal requirements on sustainability reporting.

The knowledge of our sustainability challenges as well as the demands and expectations from the world around us develop and change all the time. The materiality analysis is therefore a living process. The table below shows a summary of significant matters in our value chain.

Our business affects the planet and people in different ways. Climate change and the loss of biodiversity are two serious threats that are closely linked. They are, together with the next generation's well-being and development, great challenges that we are facing together with others.

The materiality analysis also indicates increasing significance of some matters in the future. For example packaging material, the transition from fossil to plant-based, and the circular economy, where waste is used as a valuable resource in new contexts.

The stronger legislation in the field of sustainability makes new and more comprehensive demands on transparency, traceability, quality assurance, and risk management throughout the entire value chain. We think it is positive, but we also see the need to keep on developing digital collaborations and collecting information together with our stakeholders.

**SUMMARY OF RESULTS FROM MATERIALITY ANALYSIS,
SUSTAINABILITY MATTERS IN DIFFERENT PARTS OF THE VALUE CHAIN**

Operational impact	Operational risks/possibilities based on impact and dependence
FARMING	
Climate impact and climate adaptation Use of water Pollution/emissions to land and water Impact on ecosystems and biodiversity Working conditions and work environment Livelihoods	Deterioration of farming conditions Limited access to coffee of the right quality Long-term and responsible supplier relationships Coffee farmers of tomorrow Positive catalyst for change
TRANSPORTS	
Climate emissions Working conditions and work environment	
PRODUCTION, OWN BUSINESS	
Use of energy Climate emissions Material and chemicals in packaging Use of raw material in packaging material and other inputs By-products and waste	New legislation and instruments regarding climate, material etc. Make use of by-products or waste for new products Innovation
WORK PLACE, CO-WORKERS (OWN BUSINESS)	
Working conditions, health, and safety Equality and equal treatment Skills development	Attractive work place leads to competitiveness Diversity promotes innovation and business
SALES, CUSTOMERS	
Market-leading player, sustainable transition of the industry impact (added value)	Contribute to the customer's sustainability strategy, e.g. reducing the climate impact Strong brand with sustainable added value
CONSUMPTION, CONSUMER	
Waste in form of packaging material and coffee grounds Awareness and more sustainable consumption Product information and product safety Good experiences	Climate change can make coffee a premium product, but also reduce the demand Willingness to pay for sustainable added value Strong brand
SOCIETAL ENGAGEMENTS LOCALLY	
Contributions to social development locally Risk for local environmental impact	Keeping and developing business conditions Strong brand locally

DIALOGUE WITH OUR STAKEHOLDERS

Together for a world where people and coffee can grow is our purpose. The dialogue and cooperation with our stakeholders is a prerequisite to achieve what we want and in order to be a functioning and successful business. In the dialogue with our stakeholders, we keep ourselves updated regarding the demands and expectations on us from the world around us.

Our stakeholder dialogue takes place in many channels, integrated in our daily activities in different forums and networks.

COMPILATION OF OUR MOST IMPORTANT STAKEHOLDER GROUPS

Coffee farmers (current and coming generations)
Business critical suppliers (transport, packaging, infrastructure, financial services)
Co-workers (current and potential)
Owner family (current and coming generations)
Customers and consumers (of today and tomorrow)
Industrial players (competitors, trade associations)
Decision-makers (authorities and politicians locally, nationally, EU)
Competent experts (academy, NGO, AI)
Opinion multipliers (media, influencers, NGOs, AI)
Local communities where we operate



Contact us!

Thank you for taking time to read our sustainability report!
Did you find something that you really liked, something you think we should improve, or do you have any other thoughts?

Please contact me:

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