

PURE.

CLEANER PATHS, SIMPLER CHOICES

PURE SUSTAINABILITY STRATEGY
2026

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TAKING THE COMPLEX AND MAKING IT SIMPLE.

DEAR READER

Since our founding, we have been guided by the principle *Taking the complex and making it simple*. We translate complex issues into actionable solutions and create the framework for sustainable and effective results.

In doing so, we tackle one of the central challenges of our time: How can we increase prosperity and quality of life without harming the environment or society?

For us, economic success and socio-ecological responsibility are not opposites, but rather two mutually reinforcing perspectives. Our actions are based on systems theory and a holistic approach to thinking and working. That is why we view economic performance and sustainable development as an inseparable unit.

With our sustainability strategy, “Cleaner paths, simpler choices,” we have defined clear goals for the coming years—and can already look back on measurable progress today. PURE is a driving force for equal opportunity and job satisfaction, with women making up over 50 percent of our leadership positions and workforce. We focus on personalized professional development programs and flexible work models.

As an owner-managed company, we place great emphasis on sound financial management, quality, transparency, independence, and risk management, thereby ensuring the long-term viability of our company.

We view our commitment to sustainable practices as an integral part of our business. In this way, we aim to successfully write our own story of transformation and share solutions with you. We appreciate your interest in our sustainability report.

Your Leadership Team



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1. A HOLISTIC APPROACH

As a systemic complementary consulting firm, we support individuals and organizations in developing future-proof systems. We create structures in which sustainable decisions become second nature. This enables teams, partners, and clients to act effectively over the long term.

Guided by the motto *"Cleaner paths, simpler choices"*, we consistently integrate sustainability into our work. The **European Sustainability Reporting Standards (ESRS)** guide us. They categorize sustainability into the areas of Environment (E), Social (S), and Governance (G).

A central principle here is **Double Materiality**. It considers the impacts of our actions on the environment and society, as well as the opportunities and risks for our organization.

Based on the European Standards and the Principle of Double Materiality, our sustainability strategy is structured in four steps:

1. **Evaluate and prioritize impacts** — We analyze environmental and social impacts and assess them according to the principle of double materiality.
2. **Set goals** — We define measurable sustainability goals for each of the three pillars: environmental awareness, social engagement, and governance.
3. **Develop actions** — We develop concrete plans and implement effective measures that contribute to our goals.
4. **Evaluate results** — We review our progress, analyze the impact, and continuously improve our measures.

This approach creates a binding framework. At the same time, it enables us to continuously improve.

Step 4: Evaluate & adapt results

Step 1: Identify the impacts of environmental protection, social engagement, and governance



Step 3: Develop measures

Step 2: Set holistic goals for Environmental Protection, Social Engagement, and Governance

PERSPECTIVES OF DOUBLE MATERIALITY

The “inside-out” perspective assesses the impact of a company’s business activities on the environment. The “outside-in” perspective evaluates the financial materiality arising from the opportunities and risks facing the company.

HOW WE PROCEEDED

Our analysis began by mapping the relevant impacts to the sustainability aspects of the ESRS. We conducted a systematic assessment using a nine-point scale developed on the basis of the two materiality dimensions.

Building on this, we identified potential risks and opportunities and assessed their probabilities of occurrence. The result is a definition of the material impact areas, which serves as the strategic foundation for our goal-setting and action planning.

OUR MATERIALITY MATRIX

The result of this process is our materiality matrix. Figure 1 shows how we prioritize ESG issues based on the principle of double materiality, taking into account both the impact on our organization and our impact on the environment, society, and governance.

Issues such as equality, work-life balance, data protection, compliance, and skills development are particularly relevant from a strategic perspective, as they are of great importance to both us and our external stakeholders.

Issues such as CO2 emissions, resource use, and sustainable corporate governance are of moderate relevance, while aspects such as water management and community rights are currently a lower priority.



Figure 1: Materiality Matrix

2. ENVIRONMENTAL PROTECTION

Our goal is to achieve economic growth while reducing our consumption of resources.

BY 2030: LONGER LIFESPAN FOR ELECTRICAL APPLIANCES, 100% SUSTAINABLE EVERYDAY PRODUCTS

We take care to use the products we employ in our work in a way that conserves resources. To consistently implement the principles of the circular economy (Refuse-Reduce-Reuse-Repurpose-Recycle), we have set ourselves the goal of consciously extending the useful life of our electronic devices by 2030.

We either make retired devices available for a second life or ensure they are recycled. By 2030, 100% of our products for everyday use will be certified as sustainable.

BY 2030: 50% LESS PAPER, 80% RECYCLED RAW MATERIALS

The use of paper is essential for our daily work. Starting in 2026, we will begin tracking our paper usage. Based on this data, we have set a goal to reduce paper consumption by 50% by 2030. We have already established a deposit system for our printers and pens.

For materials that cannot be avoided, starting in 2027, we will track the amount of reusable materials in our procurement with the goal of increasing the share of recycled raw materials in our work materials by 50% by 2030.

BY 2030: EXPANSION OF LOW-EMISSION TRANSPORTATION OPTIONS

The key element of our transportation network is our centrally located office in the heart of Vienna. Here, we encourage the use of public transportation both for the daily commute to the office and for business trips to our clients.

The PURE modal split (see Figure 2) shows that nearly 90% of our employees commute to the office by public transit, bicycle, or on foot. We do not purchase company cars or reserve parking spaces exclusively for employees.

For business travel, we have a travel policy that promotes environmentally conscious behavior. For business trips within the Greater Vienna area, we will maintain a 90% share of low-emission modes of transportation through 2030. For regional business trips (<5 hours travel time), we will increase the share of low-emission modes of transportation by 20% compared to the base year 2025.

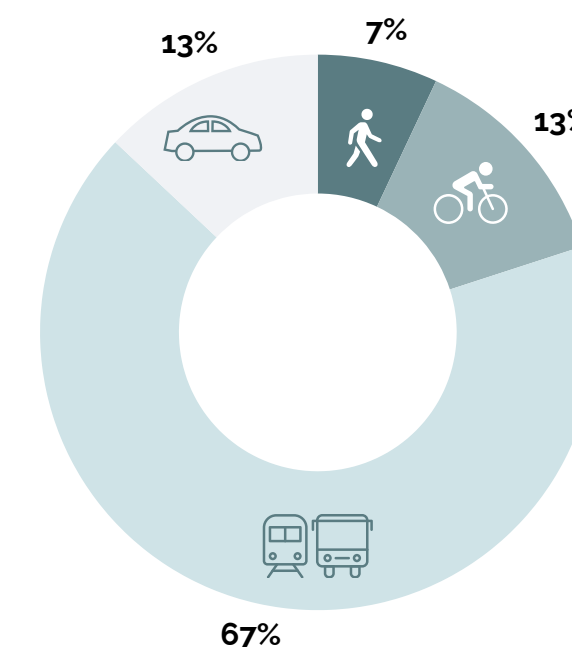


Figure 2: Our modal split 2026

To further reduce our environmental footprint in the future, starting in 2027 we will evaluate the modes of transportation used for our regional business trips in the DACH region with the goal of increasing the proportion of trips taken by train.

For those emissions that are still generated and that we can track based on our measurements, we are seeking an offsetting solution.

3. SOCIAL ENGAGEMENT

Our ambition is to make equality, development, and positive leadership—both internally and externally—the benchmark for our social responsibility toward the people in our organization and in our immediate community.

BY 2030: ENSURE DIVERSITY, PROMOTE INDIVIDUAL DEVELOPMENT

The essence of our work lies in the collaboration of people with different personalities. We draw on this diversity of skills and individual strengths in projects with clients as well as internally.

We have set ourselves the goal of maintaining this diversity, enhancing the qualities of our team, and continuing to meet individual development needs. That is why every colleague has an individual budget for professional development programs.

Through mentoring and peer coaching, we help our employees recognize their individual strengths and put them into practice. Since 2024, we have been jointly implementing 40 hours of in-house training as part of a 5-day workshop. We will continue these initiatives in the coming years.

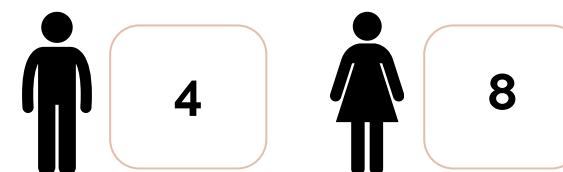
BY 2030: EQUAL OPPORTUNITIES FOR ALL

We actively promote equal opportunity and equality. This is reflected in our equal treatment of all employees regardless of background, age, or gender, a balanced representation of women at all levels, and equal pay.

Women already make up 50% of our workforce and hold 50% of our leadership positions. At 33%, the proportion of women among our owners is above average.

67%

share of women in our workforce



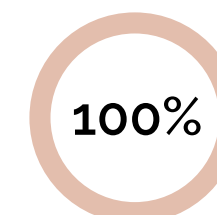
BY 2030: ENSURE FLEXIBLE WORK ARRANGEMENTS, MAINTAIN TEAM COHESION

An organization can only thrive if its employees feel comfortable both mentally and physically.

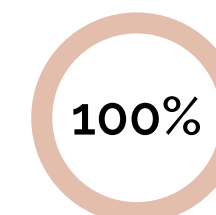
Based on mutual trust, we promote flexible working models. Colleagues choose where they work on their own initiative. Our office serves as a place for team collaboration, networking, and shared learning.

With just 5 days of absence per employee, we are well below the Austrian average of 15.1 days of absence per year. Our return-to-work rate after parental leave is 100%.

Our goal is to maintain 100% workforce participation within the framework of this flexible and self-directed work model. In addition, we provide annual mentoring and peer coaching opportunities for our entire team.



Use of flexible working models



Return-to-work after parental leave

To foster team spirit, we regularly organize team-building activities and will continue to do so in the coming years. For example, we participate annually in the Vienna City Marathon and the Wings for Life Run. Through these events, we've been able to raise funds for charitable causes as a team. We will continue to support charitable projects and NGOs—see Chapter 6, "Impact Stories."

4. GOVERNANCE

Governance is at the heart of our collaboration. That is why we have implemented a sustainability management system to effectively evaluate our results. It complements our corporate values, Code of Conduct, and Privacy Policy, and serves as the foundation for the further development of our governance strategies.

ACT DECISIVELY, APPLY KNOWLEDGE STRATEGICALLY

We set clear, practical goals and achieve them in a pragmatic, unbiased, realistic, and effective manner. Proactive action and continuous development strengthen our resilience. When collaborating, we act openly, directly, and as equals, with the courage to be clear—both internally and externally. We act objectively, neutrally, and without prejudice, mindfully and responsibly. Our knowledge is our capital, which we constantly evaluate for innovation and value for our customers.

OUR VALUES

**PRAGMATIC-
PERFORMANCE & CUSTOMER VALUE**
Great performance. Exceptional value. Succeeding together.

**UNBIASED - APPRECIATION &
CONSIDERATION**
On equal ground. Commitment to clarity.

**REALISTIC -
RESPONSIBILITY & AUTONOMY**
In essentials unity. In action freedom - in all things trust.

**EFFEKTIVE -
LEARNING & DEVELOPMENT**
Growing together. Development never stops.

OUR CODE OF CONDUCT

PURE is an owner-managed company and has maintained stable financial management since its founding. We value integrity, transparency, independence, and forward-looking risk management. These principles are the core components of our Code of Conduct.

We review the agreed-upon content of our Code of Conduct annually. This code is developed by all our colleagues and communicated externally as a unified message.

To ensure the security and confidentiality of the data we collect, we are committed to strictly complying with all relevant data protection laws and regulations in our work with our customers.

SUSTAINABILITY MANAGEMENT SYSTEM

In addition, starting in 2027, we will establish a system for regularly reviewing and improving our sustainability goals. In our long-term corporate planning, we are thus placing greater emphasis on environmental awareness, social responsibility, and governance, thereby ensuring regulatory ESG compliance.

5. SUSTAINABLE BUSINESS MODELS

PURE stands for clarity, pragmatism, and a focus on what matters most. Our mission is to sustainably strengthen organizations' performance and vitality by working with our clients to resolve complex issues related to strategy, structure, and culture.

Our goal in collaborating with our clients is to implement ESG criteria as an integral part of their corporate culture and business strategy. This includes:

01

Governance Structure Consulting

Consulting services to optimize management structures to ensure they are transparent, accountable, and effective. This may include revising policies and procedures and establishing oversight bodies.

02

Strategy development

Developing strategies tailored to the company's specific needs and goals. This includes identifying key areas for improvement and integrating ESG criteria into the company's overall strategy.

03

Implementation Planning

Developing detailed implementation plans, timelines, resource allocations, and initiatives or projects to improve ESG performance. Regularly monitoring and evaluating these initiatives to measure their effectiveness and make necessary adjustments.

04

Trainings and Workshops

Conducting training sessions and workshops for managers and employees to raise awareness and understanding of ESG issues and to highlight the importance of integrating these principles into daily business operations.

05

Reporting and communication

Support in developing ESG initiatives, creating internal reports, and communicating progress to stakeholders, including investors, customers, and the general public.

06

Stakeholder engagement

Assistance in building and maintaining relationships with key stakeholders to understand and address their needs and expectations regarding ESG issues.

6. IMPACT STORIES

By working with people to develop sustainable systems, we achieve lasting results for organizations.

This makes us all the happier to see how our support helps create success stories.



OUR IMPACT STORIES

SUPPORT FOR THE REORGANIZATION OF A MUNICIPAL AGENCY

DESIGNING THE FUTURE ROADMAP FOR A LEADING INDUSTRIAL COMPANY

STRATEGY DEVELOPMENT PROCESS
CIRCULAR ECONOMY

SUPPORTING STRATEGY AND OBJECTIVE PLANNING FOR A SOCIAL SERVICE PROVIDER'S

EDUCATION REFORM PACKAGE
MINISTRY OF EDUCATION

LEADERSHIP DEVELOPMENT
MINISTRY OF LABOR

SUPPORTING EDUCATIONAL REFORM
MINISTRY OF EDUCATION & DIRECTORATE OF EDUCATION

PROCESS SUPPORT TO IMPROVE HEALTH CARE
MINISTRY OF HEALTH

LEADERSHIP DEVELOPMENT OF AN INDUSTRIAL INDUSTRIAL GROUP



SUPPORT FOR THE REORGANIZATION OF A MUNICIPAL AGENCY

Our motivation

The project focuses on governance through the reorganization of procedures and addresses social aspects by improving service orientation and reducing the workload on employees. Improving these areas is essential to making the administration more efficient and responsive to the needs of citizens.

What was the challenge?

The agency faces challenges due to high workloads, backlogs, and declining processing quality, exacerbated by social and political pressure. Approximately 700 employees are involved, organized into 21 subprojects to improve processes and quality management.

What have we accomplished?

We have implemented measures to optimize processes, including simplifying legal procedures, redesigning core processes, and improving employee engagement through training and the redesign of digital workflows.

What impact have we achieved?

Process durations have been shortened, the backlog of files has been reduced, service orientation has increased, and the workload on employees has been reduced. These improvements have led to a more efficient and citizen-friendly administration. The optimizations implemented strengthen the long-term sustainability of administrative processes and improve adaptability to future challenges.

DESIGNING THE FUTURE ROADMAP FOR A LEADING INDUSTRIAL COMPANY

Our motivation

The project integrates ESG aspects by combining environmental and strategic monitoring with the Viable System Model to promote sustainable strategy development. This methodology supports accountability and transparency in organizational leadership, as well as adaptation to market conditions in line with environmental and social responsibility.

What was the challenge?

The central task was to create a solid foundation for strategy development. To this end, market conditions, internal structures, and strategic directions were comprehensively analyzed. Internal teams conducted environmental and strategic monitoring, while large-group sessions helped prioritize strategic areas of action.



What have we accomplished?

- Analysis Phase: Conducting environmental and strategic monitoring, as well as an analysis based on the Viable System Model
- Planning Phase: Developing strategic directions and a tailored Target Operating Model through large-group sessions
- Implementation Phase: Creating implementation plans for over 40 project assignments and establishing a framework to manage the implementation

What impact have we achieved?

Together, we defined clear strategic directions and outlined a target operating model for a more efficient organizational structure. Continuous updates and structured implementation management provided sustained support for the strategy's implementation. This improves the organization's ability to adapt to changes in the external environment and promotes long-term alignment with ESG criteria. It enables the organization to respond proactively to social and environmental challenges.

STRATEGY DEVELOPMENT PROCESS CIRCULAR ECONOMY

Our motivation

The company offers services in the areas of waste management, recycling, and environmental consulting to create sustainable solutions for resource use. It aims to convert waste into valuable raw materials, thereby conserving natural resources. Through innovative technologies and processes, it promotes the transition to a circular economy.

What was the challenge?

The challenge lay in further developing the strategic direction, identifying future markets while taking into account diverse international units, strengthening the core competencies aligned with these markets, and firmly embedding the strategic process within the organization.

What have we accomplished?

We updated the vision and mission, embedded the strategy development process, and defined future markets and core competencies. The strategic direction of the company and its business units was aligned. A key performance indicator (KPI) tool based on the Balanced Scorecard (BSC) supports management and performance measurement.

What impact have we achieved?

The measures we have implemented enable effective and efficient management of strategy execution, which strengthens corporate leadership and ensures competitiveness in future markets. The jointly defined processes and tools support sustainable development and help achieve ESG goals through improved governance and market adaptability.



SUPPORTING STRATEGY AND OBJECTIVE PLANNING FOR A SOCIAL SERVICE PROVIDER'S

Our motivation

This project is important to us because it strengthens unity and collaboration within the organization. A stronger shared understanding and an effective strategic direction are crucial for successfully implementing its social mission and achieving ESG goals, particularly with regard to social impact and good governance. Supporting organizations in this effort is part of our core business.

What was the challenge?

Strategy development requires continuous adaptation to changing market conditions. At the same time, it was necessary to establish clear lines of responsibility and allocate sufficient resources for regular reviews to ensure the active participation of managers and employees. The goal was to embed the strategy in the corporate culture for the long term and implement it in day-to-day operations.

What have we accomplished?

We have established a rolling strategy and goal-setting process that promotes a stronger governance structure.

By utilizing process facilitators, implementing regular review cycles, and actively involving managers and employees in strategy development and implementation, we enhance transparency and accountability within the organization.

What impact have we achieved?

The social institution has solidified a shared understanding of and commitment to its long-term goals. The jointly developed rolling strategic planning process ensures this cohesion and fosters a sustainable organizational culture based on shared values and a clear direction. This cultural strengthening enhances the organization's long-term resilience and effectiveness.



EDUCATION REFORM PACKAGE MINISTRY OF EDUCATION

Our motivation

Modern education focuses on sustainable thinking, responsible action, and social engagement. The Education Reform Package supports this goal by promoting environmental awareness and sustainability, as well as by strengthening social skills and ensuring equal opportunities.

What was the challenge?

The Education Reform Package aims to support students so that they can shape their lives as self-confident, independent thinkers while simultaneously taking responsibility for themselves and society. This is achieved through a stronger focus on the systematic development of subject-specific and cross-curricular competencies.

What have we accomplished?

Support for project and program management at the Federal Ministry of Education, Science, and Research Design of processes, discussion forums, and workshops for the individual subprojects of the Education Reform Package.

What impact have we achieved?

The Education Reform Package strengthens competency-based instruction, provides greater clarity and transparency regarding learning objectives, and facilitates ongoing communication about students' progress. In this way, the Pedagogy Package contributes to the development of a responsible generation.

LEADERSHIP DEVELOPMENT MINISTRY OF LABOR



Our motivation

The development of a shared understanding of leadership within the Federal Ministry of Labor and Economy is closely linked to the social dimension of ESG. It addresses the changing conditions of leadership, which have a direct impact on employees' job satisfaction.

What was the challenge?

The project brings together managers from the Labor Administration Division and managers from the labor inspectorates, fostering a shared understanding of leadership across generations and beyond their respective areas of responsibility. A particular challenge is to strengthen individual leadership competencies while addressing the differing challenges faced by the Labor Administration Division and the labor inspectorates.

What have we accomplished?

- Analysis and concept development: Assessing the current situation, developing an implementation plan, and facilitating a kick-off event with the participating leaders.
- Developing a shared understanding of leadership and conducting workshops on leadership tasks and attitudes.
- Strengthening individual leadership skills through guided self-reflection and one-on-one coaching.
- Support for implementation and a closing event to reinforce the shared understanding of leadership.

What impact have we achieved?

The "New Ways of Working >> New Ways of Leading" project strengthens leadership competencies and establishes a unified understanding of leadership for the Central Office and the labor inspectorates. This promotes the organization's resilience and ensures its future viability.

SUPPORTING EDUCATIONAL REFORM MINISTRY OF EDUCATION & DIRECTORATE FO EDUCATION

Our motivation

High-quality education is essential for leading a self-determined life. It creates the conditions necessary to address environmental, economic, and social challenges at both the individual and societal levels.

What was the challenge?

The challenge of the 2018 education reform was to make the Austrian school system fit for the future in light of growing demands. This involved strengthening school autonomy, modernizing administrative structures, and, at the same time, creating more personalized educational opportunities and greater equality of opportunity for students.



What have we accomplished?

- Support for project and program management at the Federal Ministry of Education, Science, and Research.
- Organizational development measures for the newly established Pedagogical Services Division of the Vienna Education Authority.
- Support for the establishment of education authorities in Styria and Carinthia.

What impact have we achieved?

The 2018 education reform enables schools to respond more flexibly to students' needs and better foster their individual development potential. This represents a significant step toward a more modern and permeable education system that focuses on equal opportunity and the individual development of potential.



PROCESS SUPPORT TO IMPROVE HEALTH CARE MINISTRY OF HEALTH

Our motivation

The goal is to make health care more equitable and efficient, reduce health inequalities, and strengthen the public's trust in transparent and reliable care. Modern technologies and high data protection standards optimize governance and promote sustainable development.

What was the challenge?

The task is to improve healthcare for the population and modernize the technological infrastructure. Various ministries, social insurance agencies, and external partners are working together to create a high-performing, future-proof, and needs-based healthcare system

What have we accomplished?

Our specific services include developing a public health program, providing resources, educating the public, and identifying the professional, technical, and legal requirements for further system development. We are strengthening technical resilience, making targeted use of data, integrating scientific and EU requirements, and establishing appropriate legal frameworks.

What impact have we achieved?

The project has enabled improved healthcare and the implementation of modern technical infrastructure for documentation and tracking. In addition, common requirements were defined, and potential legal obstacles were identified and addressed.

LEADERSHIP DEVELOPMENT OF AN INDUSTRIAL INDUSTRIAL GROUP

Our motivation

Developing a shared understanding of leadership is closely linked to the social aspect of ESG. Sustainability topics are addressed as part of the programs.

What was the challenge?

The organization has grown through acquisitions of other companies. As a result, leadership approaches, knowledge of management practices, and corporate culture vary widely. The talent programs are designed to ensure that future leaders share the same foundational knowledge of management, leadership behavior, and strategy.

What have we accomplished?

- Development of content for the Regional and Global Talent Programs
- Delivery of Modules 1 and 2 of both programs, as well as the respective closing and final events
- Leadership Reflection Exercise in the Global Talent Program

What impact have we achieved?

The programs ensure a consistent knowledge base on the fundamentals of management and leadership throughout the company—both regionally and globally. This ensures that the company has a sufficient number of high-potential leaders in its talent pool, thereby safeguarding the organization's long-term viability.



