# JSC SAKRET HOLDINGS GROUP SUSTAINABILITY REPORT 2024





## Information About the Company and the Report

#### **JSC SAKRET HOLDINGS**

Registration number 40103251030 Legal address "Ritvari", Rumbula, Stopiņi Parish, Ropaži District, Latvia, LV-2121



JSC SAKRET HOLDINGS and its subsidiaries are hereinafter referred to as SAKRET, unless otherwise specified.

#### Companies included in the holding

SIA SAKRET (100%) Reg. No. 40003622109, "Ritvari", Rumbula, Stopiņi Parish, Ropaži District, Latvia, LV-2121

SIA SAKRET PLUS (90%) Reg. No. 40003749392, "Ritvari", Rumbula, Stopiņi Parish, Ropaži District, Latvia, LV-2121

UAB SAKRET LT (100%) Reg. No. 300598522, Biochemiky g. 2, LT-57234, Kėdainiai, Lithuania

OÜ SAKRET (100%) Reg. No. 11196147, Mäo küla, Paide vald, 72751 Järvamaa, Estonia Contact information: Phone +371 67803650.

e-mail: info@sakret.lv

Sustainability report available electronically:

on the website www.sakret.lv

Reporting period: January 1, 2024 - December 31, 2024

### **About the Report**

### JSC SAKRET HOLDINGS sustainability report reflects the company's activities in the Baltics.

The report has been prepared based on Nasdaq ESG guidelines and in accordance with the United Nations (UN) Sustainable Development Goals (SDGs) framework.

SDG data were analyzed by internal stakeholder groups, including the Executive Board and the Supervisory Board. The analysis covered all current activities of the company - production and marketing of dry and ready-to-use building materials.

Unless otherwise stated, all information included in the report refers to the year 2024.



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### **Message from Management**

Every responsible and sustainability-minded company must evaluate its performance not only financially but also in the context of environmental, social, and good corporate governance aspects. Such an approach provides a much broader perspective on the company's development, values, and long-term potential.

The preparation and publication of JSC SAKRET HOLDINGS' annual ESG (Environmental, Social, and Governance) report for 2024 is a part of our ongoing commitment to ensure transparency, accountability, and sustainable development — priorities not only for this year but also for our long-term path toward future growth.

The past year, 2024, has been a stable and steady period of development, during which SAKRET continued to strengthen its market position and actively laid the foundation for sustainable growth in the future. Management of changes, efficiency, and environmental awareness were our key drivers, helping us achieve the set goals at both financial and organizational levels.

Despite market uncertainties and geopolitical challenges, SAKRET met its financial targets in 2024 and continued the growth trajectory initiated in previous years. Throughout the year, operational efficiency was improved by increasing automation and optimizing internal processes. This not only reduced costs, but also enabled faster responses to customers' needs and market demands, thereby enhancing SAKRET's competitiveness.

The year 2024 marked a new phase in SAKRET's sustainability development. A successful alternative energy project was implemented. In spring 2024, a solar panel power plant was opened at SIA SAKRET's Rumbula production facility. The project

involved an investment of 250 TEUR and was funded under the European Union's Recovery and Resilience Mechanism (#NextGenerationEU) in cooperation with the Development Finance Institution Altum JSC.

The solar power plant covers an area of 7000 m<sup>2</sup> and consists of 518 solar panels, capable of generating up to 2768 MWh of electricity annually. The energy produced at the solar park not only reduces dependence on fossil fuels but also lowers CO<sub>2</sub> emissions generated during the production process.

This project is just one of the steps in SAKRET's sustainable development journey, reinforcing our commitment to reducing environmental impact while promoting long-term cost efficiency and stability.

Digital transformation is one of the most important development directions on the path to becoming a comprehensive, modern, and competitive company. In 2024, SAKRET implemented digital solutions, including improvements to data analytics tools, modernization of internal information systems, and the development of algorithms to sequentially introduce their application in production management processes across all factories. The digitalization of processes enabled us to better plan, forecast, and make data-driven decisions, while reducing the amount of manual work and minimizing the likelihood of errors.

It is important to highlight the strengthening of cooperation with scientific and academic institutions. We continued and expanded our collaboration with leading universities in the Baltic states by implementing joint research and development projects.

These projects make a significant contribution to innovation and help attract talented young specialists from academia, providing opportunities for them to join our team in the future.

Our employees are our greatest asset. In 2024, special attention was given to employee well-being, professional development, and improving the internal work environment. SAKRET organized various training sessions and promoted collaboration between departments to strengthen team spirit, focus, and mutual trust. These initiatives enhanced the workplace atmosphere and increased employee engagement, which is essential for SAKRET's sustainable development.

We are grateful for the active participation and involvement of every SAKRET employee in our processes and express our sincere appreciation for their dedication and strong sense of responsibility. Only by working together toward a common goal and cooperating can we achieve results to be proud of. In 2025, we will continue to move forward with a clear focus on competitiveness, sustainability, technological advancement, and strengthening of our human resources.

Vice Chairman of the Supervisory Board Andris Vanags Chairman of the Management Board Juris Grīnvalds



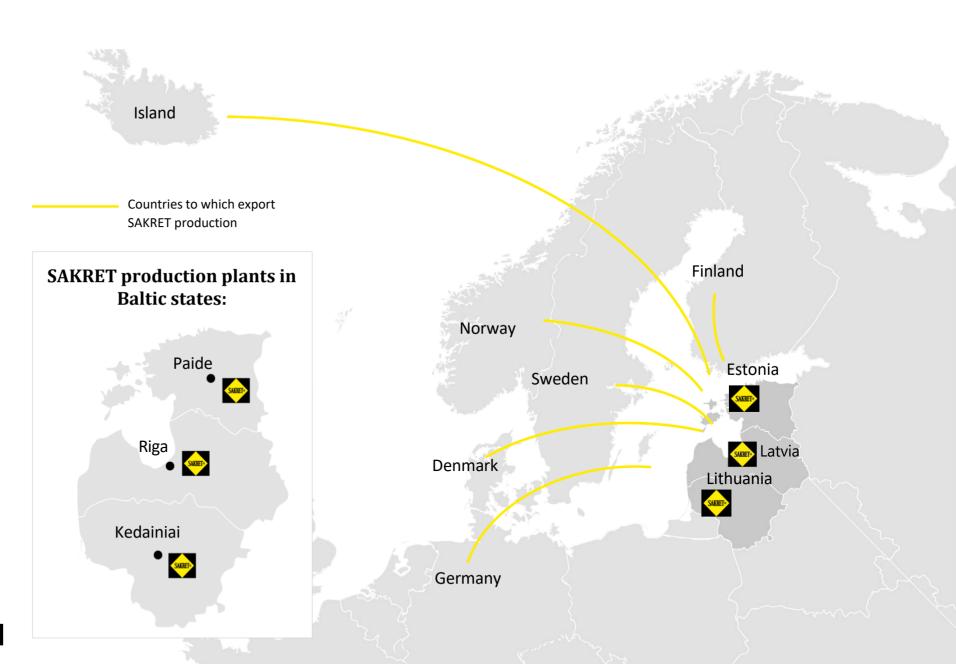
### **About Us**

The core business of ISC SAKRET HOLDINGS and its subsidiaries (hereinafter SAKRET) is the production and sale of dry and ready-to-use building materials. SAKRET is one of the leading construction materials manufacturers in the Baltic states. SAKRET offers a wide range of construction materials for various areas of the construction process. including cement-based dry building mixtures such as thermal insulation adhesives, concrete, masonry mortars and repair compounds, plaster mortars, tile adhesives. decorative plasters, as well as other types of products. SAKRET also offers ready-to-use building materials decorative plasters, primers, construction chemicals, paints, and other related products. The Group provides services and convenient packaging solutions that facilitate product application, including the rental of mobile silos, mixers, and plastering machines.

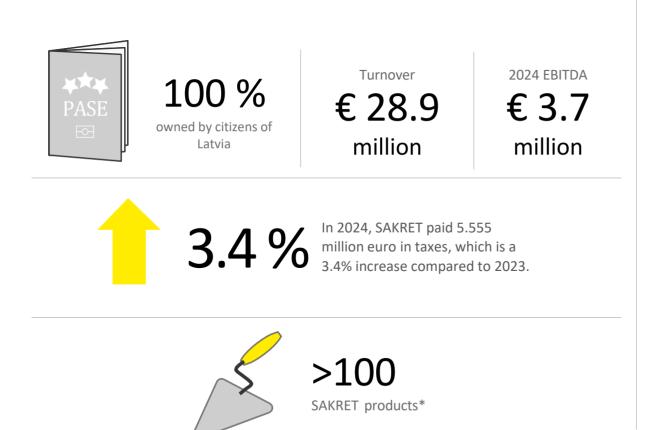
SAKRET has 4 production plants – in Latvia, Lithuania and Estonia.

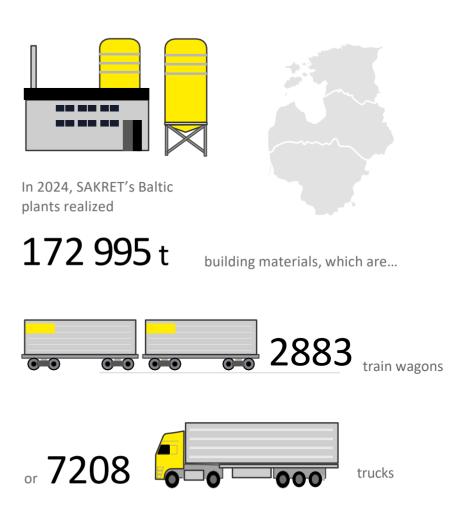
#### **SAKRET structure**





### 2024 Figures and Facts, JSC SAKRET HOLDINGS Consolidated





<sup>\*</sup> SAKRET produces more than 100 products and takes pride in the projects where SAKRET materials have been used. More information is available on the SAKRET website www.sakret.lv, www.sakret.ee, www.sakret.lt

### **Core Values**





Our three core values are the base of the company's identity: how we treat each other, how, based on experience and knowledge, we provide value to our interested parties and implement an innovative approach, achieving constant development.





#### **VISION**

By providing the widest range of construction materials, ensure accurate delivery, execution and consistent quality — to strengthen our position as the leading and most modern producer of building materials and supplier in the Baltic Sea region.



#### **MISSION**

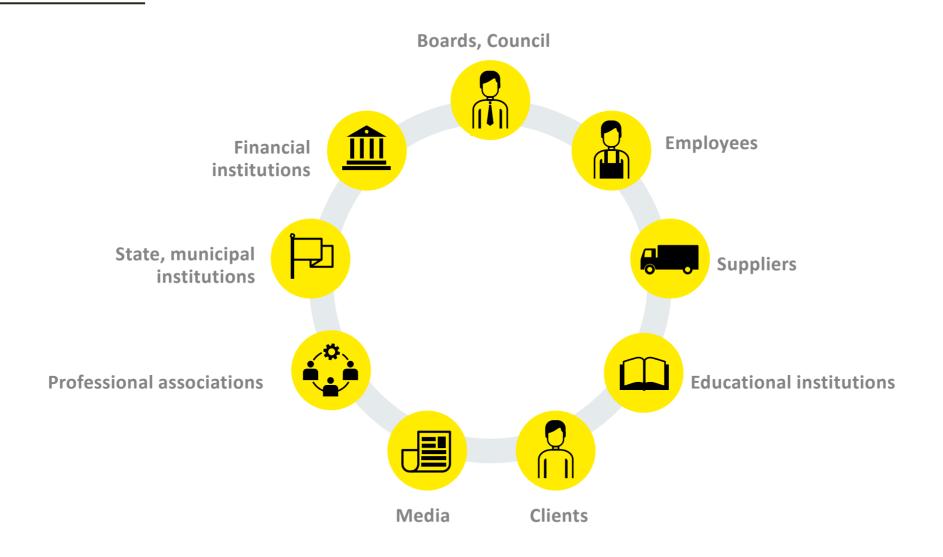
SAKRET's mission is to provide the market with high-quality, wide range and application of competitive building materials, offering not only building mixes, but also complex systems with special and additional products — to provide a full range of products for interior and exterior decoration of objects. Promote public demand for high-quality products that meet EU standards.



#### **GOAL**

To maintain consistently high quality of SAKRET products and their "added value," ensuring sustainable and profitable development.

### **SAKRET Stakeholders**



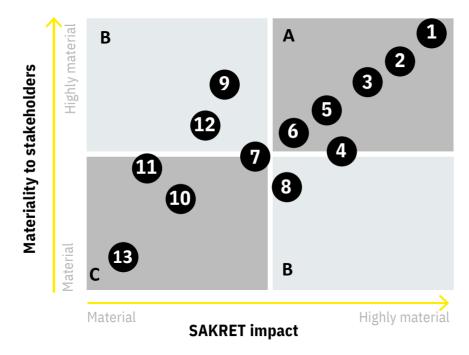
### **Material Sustainability Aspects**

In 2022, SAKRET's management group carried out an assessment of material sustainability aspects. A total of 42 potentially material sustainability aspects were evaluated, from which the 13 most material were selected.

To develop the materiality matrix, the UN Sustainable Development Goals were analyzed, stakeholder interviews were conducted, and an online survey was carried out.

The content of the ESG report has been developed in accordance with the sustainability aspects identified as material by SAKRET's stakeholders.

#### **MATERIALITY MATRIX**



- 1. Product development and quality
- Professional customer service, customer satisfaction
- 3. Resource usage efficiency
- 4. Development and innovation
- 5. Sustainable supply chain, logistics network
- 6. Marketing
- 7. Attracting and retaining of talented employees that are appropriate for the company's internal culture
- Development of working environment, personnel and their competencies
- 9. Health and safety
- 10. Cyber security
- 11. Information circulation in the company
- 12. Use of environmentally friendly technologies
- 13. Support for the local community
- A. SAKRET's primary impact areas aspects that ensure the continuity of SAKRET's operations.
- B. SAKRET's material aspects where positive impact must be enhanced.
- C. Aspects with high potential for SAKRET's future positive impact.

### Membership in Associations, Unions, and Societies



Latvian Chamber of Commerce and Industry



Latvian Concrete Association



Building Materials Producers
Association



Estonian Building Materials Producers
Association



of Builders





Kaunas, Vilnius, Panevezys Chamber of Commerce and Industry



The Association of Latvian
Chemical and Pharmaceutical
Industry

### **UN Sustainable Development Goals**

SAKRET's task is to promote and ensure the achievement of strategic goals by implementing a responsible approach to environmental, social responsibility, good governance and economic matters.

the UN Sustainable Analyzing Goals, SAKRET's Development business model focuses on five of the seventeen sustainable development challenges.

#### **DECENT WORK AND FCONOMIC GROWTH**

Promotion of the creation of decent quality jobs, entrepreneurship, creativity, and innovation. Promotion of workers' rights and a safe working environment for all employees.

#### **RESPONSIBLE CONSUMPTION AND PRODUCTION**

Ensure sustainable consumption and production patterns.

#### **QUALITY EDUCATION**

Lifelong learning opportunities for employees, as well as cooperation with vocational and higher education institutions.

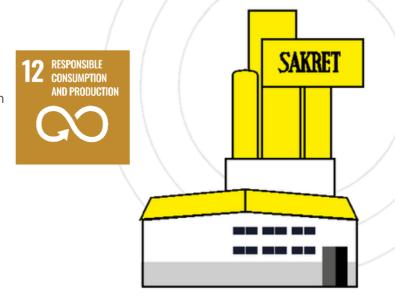


#### **INDUSTRY, INNOVATION** AND INFRASTRUCTURE

Promote research and innovation by increasing the added value of products.



Investments in improving energy efficiency.



B DECENT WORK AND ECONOMIC GROWTH



## **SAKRET Governance and Structure**

SAKRET governance is carried out by the Supervisory Board and the Executive Board, based on external regulatory acts, the company's articles of association, shareholders' meeting decisions, medium-term operational strategy, goals, and budget.

Members of the Supervisory Board and the Executive Board are appointed based on criteria of professionalism and competence. The experience, education, qualifications, and reputation of the Board members ensure the professional fulfilment of duties in the interests of SAKRET.

SAKRET supports fair business practices founded on ethical principles and applies a zero-tolerance policy towards corruption and other illegal activities. SAKRET's professional standards apply to all company employees.

Relationships with partners are based on responsiveness, integrity, and trust.

SAKRET has developed a personal data processing and protection

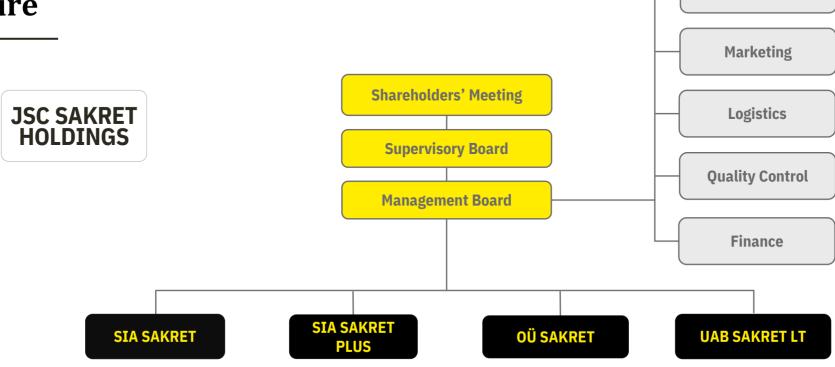
system and appointed a responsible employee who informs and advises on personal data matters and monitors compliance with the General Data Protection Regulation (GDPR).

To ensure compliance with the EU Whistleblower Directive, promote lawful, conscientious, open, and transparent company operations, and safeguard employees' rights to freely express their opinions, SAKRET has established a whistleblowing mechanism. No whistleblower reports were received in 2024.

SAKRET has implemented a Code of Ethics that establishes the main principles and standards of conduct to be followed by all company employees regarding work, interpersonal communication, and cooperation with clients, partners, government institutions, and other organizations. The Code of Ethics also includes fundamental principles on environmental protection and the use of natural resources, as well as information about the obligation to report dishonest and unethical behaviour. No reports of Code of Ethics violations were received in 2024.

SAKRET devotes significant attention to compliance with international and national sanctions and implements a clear and thorough "Know Your Customer" policy. The purpose of the "Know Your Customer" principle is to ensure a safe and transparent environment and to prevent potential risks of money laundering and terrorist financing. To achieve this, SAKRET has developed and implemented an internal control system that defines the fundamental principles for customer and partner due diligence and verification, which SAKRET employees must follow while performing their duties. This ensures the achievement of SAKRET's goals and effective, sustainable, and regulatory-compliant operations. SAKRET provides regular training for responsible personnel.

### **SAKRET Structure**



Administration

|                 | Sales | Administration | Logistics and warehouse | Quality<br>Control | Accounting | Production |
|-----------------|-------|----------------|-------------------------|--------------------|------------|------------|
| SIA SAKRET      | X     | X              | X                       | Х                  | X          | X          |
| SIA SAKRET PLUS | X     |                | Χ                       | X                  |            | X          |
| OÜ SAKRET       | X     | X              | X                       | X                  | X          | X          |
| UAB SAKRET LT   | X     | Χ              | X                       | X                  | X          | X          |

### **Supervisory Board of JSC SAKRET HOLDINGS**



SAKRET's senior management holds technical education in the fields of chemistry, engineering, and mechanics, complemented by education in their respective areas of responsibility. Combined with extensive industry experience, this enables senior management to proactively respond to significant changes affecting the business.

Māris Ķelpis, Andris Vanags and Juris Grīnvalds have been the core of the company since its founding. The management meets regularly to discuss long-term strategy, evaluate performance, market developments, and decide on necessary improvements. The management team is based in Riga and, together with regional managers (in Lithuania and Estonia), is directly responsible for SAKRET operations in Estonia and Lithuania

**Māris Ķelpis** is the Chairman of the Board and Founder of SAKRET. Since its establishment, he has held the controlling stake of SAKRET shares.

"The team is the best investment! Over the years, SAKRET has built a strong team that moves towards a common goal!"

Māris Ķelpis SAKRET Chairman of the Supervisory Board



Andris Vanags
Deputy Chairman of the
Supervisory Board

Andris has worked in building material companies producing cement, concrete, and other products. He holds a PhD in Management Science from the Turība University of Business Administration, as well as a Master's and Bachelor's degree in Engineering from the Faculty of Chemical Technology at Riga Technical University. Andris is a Member of the Supervisory Board of SJSC "Latvian State Roads Maintenance" and the Chairman of the Council at RTU.



Sanija Reiziņa
Member of the

Member of the Supervisory Board

Saniia ioined SAKRET in 2021. starting her career as a lawyer. Since 2024, she has been a Member of the Supervisory Board of JSC SAKRET HOLDINGS. She has over 15 years of experience working as a lawyer in both the private and public sectors. Sanija holds a Master's degree in Social Sciences in Law and a professional higher education degree in Law (lawyer qualification).

### **SAKRET Board**



**Juris Grīnvalds**Chairman of the Board

Juris worked at the Danish paint company SKALFLEX from 1996 to 2003. He joined SAKRET at the beginning of 2003 as Sales Director. Juris coordinates SAKRET sales in the Baltics and Scandinavian countries. Juris graduated from the Faculty of Civil Engineering at the Latvia University of Agriculture. He is currently also the chairman of the Board of the Association of Building Materials Manufacturers.



Laura Miķelsone
Member of the Board

Laura has been working at SAKRET since 2007, when she started as Chief Economist. In 2020, she became the Chief Financial Officer and the member of the Board of JSC SAKRET HOLDINGS group of companies. Laura holds a professional bachelor's degree in economics from the Banking School.

### **Marketing**

SAKRET recognizes the importance of brand image and customer relationships in the company's development and future growth, therefore paying great attention to marketing activities.

Digital marketing is especially important for reaching the target audience, so SAKRET's marketing department actively explores various applications and new opportunities.

#### SAKRET uses the following social media channels:

- Facebook
- Instagram
- Youtube
- LinkedIn
- TikTok

### Categories by which posts are created on SAKRET social media:

- Product applications and their features
- Engagement news
- Reference project news
- Local news (about the company, updates, etc.)
- Master recommendations
- Greetings





47 181 -

the highest number of people reached by a *Facebook* post in 2024.



SAKRET collaborated on social media *Instagram* with the Virsnīši family project "Villa Ape." The publication received wide response, reaching more than 33 thousand views and an excellent engagement rate of 87.3%.



In 2024, the popular platform *TikTok* was actively started to be used. Over the past year, the SAKRET channel has reached more than 53 thousand views in total.

### **Marketing**



### ~ 90 thousand –

total number of **views of videos published** on *YouTube* in the Baltics.



505 900 -

reached audience size on *Facebook* in the Baltics.



146 100 -

reached audience size on *Instagram* in the Baltics.



11 400 views - the

number of times SAKRET's **most popular** *TikTok* **video** about the
product – ready mixed lime paint
SAKRET KFF, its application and
properties – was watched

The main marketing goals set are strengthening the brand and loyalty in B2B, as well as promoting recognition in B2C.

#### **SAKRET** organizes and provides:

- 1. Educational seminars opportunities to meet with clients, introduce the current product range, and answer clients' questions about the use of SAKRET products in the construction process.
- 2. Product promotion campaigns marketing activities in traditional and new media.
- 3. Brand activities in retail store shelf design, highlighting unique product advantages.
- 4. Support for various events that enhance the company's recognition.



The goal for 2024 was to establish modern communication by achieving an annual 10% increase in social media followers compared to the previous year, which SAKRET successfully accomplished.

#### Goal:

1. By 2026, achieve an annual growth of 10% on *Facebook* and 20% on *Instagram* platforms compared to the previous year.

### **Recognitions and Awards**

SAKRET has taken a significant step toward a greener future by establishing a solar panel park with the support of the European Union's *NextGenerationEU* Recovery Fund. This project promotes the use of renewable energy and sustainable development.

SAKRET received a certificate of appreciation for providing humanitarian support by donating construction materials for the restoration of a national university in Ukraine.

SAKRET was awarded the 2024 Ropaži Municipality Business Award in the category "Innovation of the Year," recognizing the company's creative and innovative approach in construction, contributing to industry development and offering valuable solutions.







### **Support**

SAKRET participates in charity events and supports community initiatives both locally and globally. The company actively works to create dynamic change by providing assistance and generating a positive impact on the surrounding environment.

In 2024, SAKRET took part in the "APDARNIEKS 2024" competition organized by the Riga Building College, supplying the event with building materials and motivational prizes.

SAKRET supported the Latvian SOS Children's Village by helping to renovate the porches of 12 private houses in the Īslīce village with SAKRET construction materials. The company donated a shipment of concrete, tile adhesive, waterproofing, and primer.

This year, SAKRET also supported Ukraine by donating Latvian-produced building materials for the restoration of a building at the Chernihiv Polytechnic National University.







### **Sustainable Logistics Network**

SAKRET's factories in the Baltics are located in the central regions of each country, ensuring optimal delivery distances. The strategic placement of the factories is designed to reduce CO<sub>2</sub> emissions generated during logistics operations and to maintain economic sustainability of the products — deliveries are primarily made within a 250 km radius of each factory. During the peak season, SAKRET operates up to 20 freight trucks per day in each Baltic country, transporting up to 500 tons of products in total. These shipments occur between SAKRET factories and cooperation partners. Given the specific nature of the products, there is often remaining space in the trucks, which is suitable for delivering partner goods alongside SAKRET materials.

To ensure the company receives the best prices available in the market, the market situation is regularly monitored.

In 2022, a Procurement Policy was developed, establishing a unified procedure for organizing goods and services procurement for all SAKRET factories.





### **Digitalization**

In today's business environment, digitalization has become one of the main drivers of development. Effective implementation of digital solutions improves company's processes, promotes sustainable growth, and ensures rational use of resources.

By investing in digitalization, SAKRET enhances production efficiency, improves customer service, optimizes data management, and strengthens SAKRET's competitiveness.

More than ten years ago, SAKRET implemented an ERP (Enterprise Resource Planning) system. SAKRET continuously improves the system by adapting it to the company's daily operations and adding modern digital capabilities. The ERP system is an integrated platform that ensures the interconnection of the company's main functions. It helps to plan, manage, and coordinate resources more effectively, providing transparent data flow and faster decision-making. A fully integrated ERP system allows for cost optimization, accelerates decision-making processes, and strengthens SAKRET's competitiveness in the construction industry.

In 2024, SAKRET began developing an automated production planning system. In 2025, it is planned to introduce a modern solution with real-time monitoring and integrated data synchronization with the company's business processes. This will significantly reduce resource losses and improve production efficiency.

In parallel, new production equipment software is being developed to increase the level of automation and provide process traceability and digital control.

SAKRET continues work on the logistics module and business intelligence (BI) tools to ensure data-driven decision-making





#### Goal:

By 2028, implement digital solutions in the wrapping and palletizing process.

and real-time process monitoring. To improve logistics processes, a data analytics tool is being developed that will significantly enhance planning, increase process transparency, and reduce overall logistics costs.

By 2028, SAKRET plans to invest in new packaging equipment to improve efficiency, reduce material consumption, and promote sustainability. Production efficiency increase of up to 50% and resource utilization improvement of up to 20% are forecasted. The new digitalization solutions will simultaneously enhance workplace safety.

A new invoice processing module is being introduced in financial process management to improve efficiency and data accuracy.

SAKRET's digitalization strategy promotes sustainable growth, increased efficiency, and responsible resource use. Investments in modern technologies help reduce resource consumption and environmental impact, ensuring the company's competitiveness and sustainability in the future.





64% of respondents rated SAKRET customer service with the highest score.

33% - with 4 stars.

2% - with 3 stars

#### **CUSTOMER SERVICE**

One of the most important sustainability aspects at SAKRET is customers' satisfaction and high-quality customers' service. In 2024, SAKRET conducted the customers' survey again to continue improving service quality.

The survey included respondents from various industries and age groups, representing a wide professional spectrum: 15% were builders, 13% procurement specialists, 59% managers, and 14% representatives of other professions.

This year's survey results confirmed high customer satisfaction

highest possible score, while 33% gave it a rating of 4, which overall indicates strong customer trust and a positive experience in cooperation with the company. These results reflect SAKRET's unwavering commitment to providing high-quality services and continuously improving customer service standards.

Moreover, 61% of respondents acknowledged that the most effective technical support channel is consultations with SAKRET specialists, who provide professional and personalized answers to customer questions. This highlights the specialists' expertise and their ability to deliver the necessary information and solutions to clients.

At the same time, 20% of respondents indicated that they use the company's website as their main technical support source,

which offers extensive information about products, their applications, and technical specifications.

This year, the survey also included questions about sustainability factors – 92% of respondents acknowledged that sustainability is an important factor influencing their choice to purchase SAKRET products. Of these respondents, 49% stated that sustainability is a significant consideration but not the decisive factor when making a purchasing decision. These results confirm the growing consumer interest in sustainable products and support SAKRET's efforts to integrate sustainability principles across all stages of its operations.

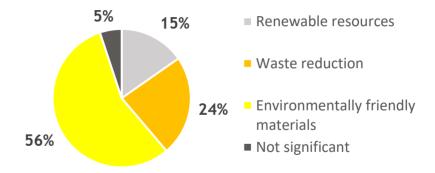
- 64% of respondents rated SAKRET customer service with the

For the second year in a row, **BAK** is the leader in the TOP 3 respondents, while BE ranks second with a slight margin.



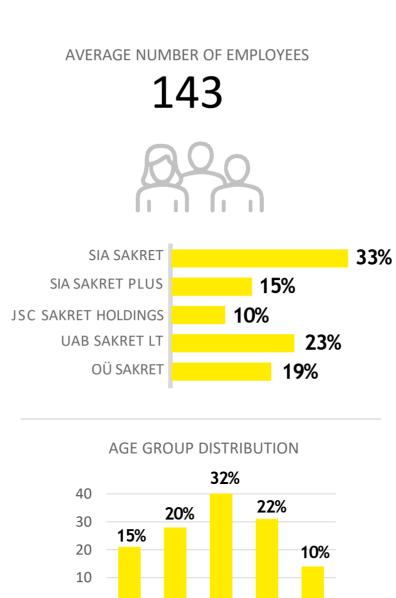
**61%** of respondents believe that the most valuable and effective technical support channel is precisely the support provided by SAKRET specialists.

What areas of sustainability do you consider most important in construction?

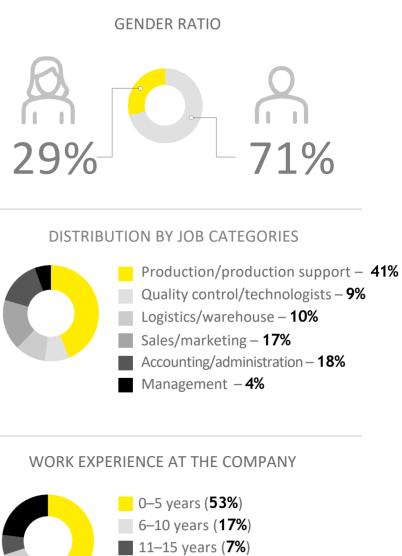


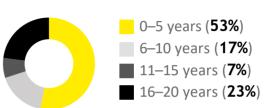
Employees are SAKRET's value and the main prerequisite for successfully achieving goals. When establishing employment relationships and throughout their duration. SAKRET complies with the prohibition of discrimination as set out in labor law regulations. Employees, regardless of their race, skin color, religious, political, or other beliefs, gender, age, disability, national or social origin, property or family status, sexual orientation, or other circumstances, are provided with safe and healthy working conditions, fair and market-appropriate wages determined according to uniform principles.

In 2024, SAKRET employed an average of 143 employees, of whom 29% were women and 71% were men.



18-30 31-40 41-50 51-60 60+





#### **EMPLOYEE SATISFACTION**

SAKRET considers employee well-being and engagement to be essential components of the company's sustainable growth and development. In 2024, SAKRET conducted an employee satisfaction survey again, with 81% of employees participating – a significant increase compared to 44% in the 2023 survey. This demonstrates high employee engagement and a willingness to improve the work environment.

The purpose of the survey is not only to assess overall employee satisfaction but also to gain more detailed insight into collaboration with managers and colleagues, internal company processes, and potential areas for improvement.

Do you feel valued and important as an employee of the company?

Yes

33%

Mostly yes

No

5%

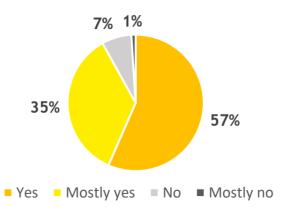
After compiling the survey data, the results were carefully analyzed and presented to management teams. Managers discussed them with their teams to identify key priorities, develop improvement plans, and implement necessary changes.

The SAKRET team includes various professions—from production and warehouse workers to office and administrative specialists. The company recognizes that each employee's experience and working conditions may differ, so special attention is given to ensuring the survey reflects all employees' opinions and provides an opportunity to suggest improvements in various areas.

Promoting employee satisfaction is one of the company's long-term priorities. SAKRET's goal is not only to create a favorable and supportive work environment but also to foster employees' professional growth and sense of belonging to the company. By continuing this initiative, the company reinforces its commitment to developing a sustainable and employee-oriented organization.

Employee satisfaction forms the basis of the company's long-term sustainability.







**73%** of employees believe that all necessary information for performing their job duties is available, while **27%** say it is partially available



**99%** of employees rate their workplace as safe and comfortable, with **36%** of them satisfied but wishing to see some improvements.



**94%** of employees evaluate communication with their manager as positive, with **41%** of them considering the communication mostly successful.



At SAKRET in Latvia and Lithuania, 100% of employees rate communication with colleagues as positive

### SAKRET MANAGEMENT COMPENSATION INDICATORS

In 2024, the average total compensation of board members compared to the average salary of other full-time employees was 3.4:1.

#### **EMPLOYEE COMPENSATION INDICATORS**

These indicators reflect the observance of gender equality within the company – showing the ratio of the median total compensation of women to men in the company. The difference between the average salaries of women and men is influenced by the variety of positions held by employees at SAKRET. In 2024, a comprehensive management structure audit was conducted, resulting in a review of management levels – senior management, middle managers, and department heads. At the employee group level – department heads, men's salaries are 16.4% higher than women's. At the middle management level, men's salaries are 19.5% higher, and at the senior management level, men's salaries are 19.7% higher than those of women.

#### **WORKFORCE TURNOVER**

In 2023, 41% of employees had worked at the company for more than 5 years. In 2024, this figure increased by 6%, reaching 47%, which demonstrates employee loyalty and long-term stability within the company. SAKRET's workforce turnover rate in 2024 was 0.44.

In 2022, SAKRET committed to reducing the turnover of highly qualified employees by 10%, aiming to strengthen team stability and retain the most valuable specialists. This goal was achieved – the turnover rate was reduced by 20.6%. The company creates an environment where professionals feel valued, see growth opportunities, and confidently choose to develop their careers and grow together with SAKRET.

In 2024, all announced vacancies were filled. Vacancy fulfilment depends on the national situation, unemployment rate, and season. For example, in summer, when the number of construction job offers increases, it is more difficult to find production workers.



30% of employees have worked at the company for more than 10 years

#### PROPORTION OF TEMPORARY WORKERS

The proportion of temporary employees reflects the organization's workforce structure in implementing its strategy. It also provides insight into the business model and job stability within the organization. SAKRET does not employ temporary workers as a standard practice. Each year, only one employee is hired for the summer season. Accordingly, the share of temporary employees in relation to the total workforce does not reach the 1% mark.

#### **EMPLOYEE TRAINING**

SAKRET takes pride in its investment in employee growth and development. In 2024, more than 13TEUR was invested in employee training to help build a skilled and resilient workforce. The training initiatives included informative and educational events for sales staff, qualification training for production personnel—such as forklift training—as well as professional development programs for office employees. As members of various industry associations, SAKRET Group companies also provide employees with the opportunity to attend a variety of seminars free of charge. SAKRET believes that by enabling its employees to continuously learn and improve, it fosters not only individual success but also strengthens the overall resilience of the company's team.

#### WORK SAFETY IN THE WORKPLACE

Occupational safety at SAKRET Latvia is ensured by an external service provider, who conducts annual evaluations of workplace risks and provides recommendations for eliminating or reducing them, as well as advises on the most effective occupational safety solutions. Internally, authorized employees monitor occupational safety processes, paying close attention to mandatory health checks to ensure full compliance with all requirements.

Every year, SAKRET employees receive occupational and fire safety training both in person and electronically. In the e-environment, employees review all necessary instructions specific to their position, risk assessments, and then complete a test to confirm they have understood the essential information. Upon starting employment, each employee is provided with all necessary personal protective equipment based on job requirements, including special work shoes and workwear.

At OÜ SAKRET, occupational safety is managed by a qualified internal employee who holds the necessary certification. This enables them to conduct employee safety briefings, carry out safety inspections, and ensure that annual health checks are completed for all personnel.

At UAB SAKRET LT, the company collaborates with an external service provider for occupational safety consultations, while internal safety processes are overseen by employees with the required qualifications.

In 2024, SAKRET invested more than 43TEUR in occupational safety.



In 2024, one workplace accident was recorded

#### WORKPLACE ACCIDENTS

In 2024, one occupational accident was registered within the SAKRET Group – at SIA SAKRET – where an employee violated safety regulations by not using personal protective equipment. The incident resulted in a seven-day work incapacity. No other accidents were recorded in the Group's remaining companies.

The SAKRET team responds swiftly and thoroughly to every incident by conducting a comprehensive analysis and evaluating all contributing factors that could lead to such events. Following any workplace accident, all employees are re-instructed on occupational safety to reinforce awareness of risks and their prevention.

In this particular case, special attention was paid to the mandatory use of personal protective equipment, emphasizing the importance of following safety procedures.

SAKRET is committed to taking all necessary measures to ensure workplace safety and to prevent similar incidents in the future – striving to maintain not only effective but also completely safe operations for everyone involved.

#### **HEALTH POLICY**

Every employee, upon commencing employment, is introduced to and signs to confirm that they have read the internal regulations and occupational safety rules. Every year, SAKRET provides fire safety training to its employees. In Latvia, employees who have worked six months in the company are provided with a health insurance policy. Likewise, accident insurance is purchased for sales, production, and warehouse employees from the first day of work.

#### CHILD LABOR AND FORCED LABOR

SAKRET complies with all restrictions set forth in national legislation and applicable regulations regarding child labor and does not practice forced labor.

#### **RESPECT FOR HUMAN RIGHTS**

SAKRET complies with the fundamental human rights established in the European Convention on Human Rights and Fundamental Freedoms and the European Social Charter, ensuring that human rights are not violated within SAKRET.



At SAKRET Latvia, employees who have worked for six months are provided with health insurance policies, as well as accident insurance coverage.



### **Motivational Measures**

To ensure favorable working conditions\*:





Health insurance policies (for employees who have worked at least six months)



Accident insurance (for all employees in production, warehouse, and sales departments)



Co-financing for the purchase of glasses or contact lenses



Hybrid work (for administrative block employees)



Company car (for employees who require it to perform their job)



Annual sports games/teambuilding events



Annual nominations and awards for SAKRET employees

<sup>\*</sup>The SAKRET bonus package in Latvia, Lithuania, and Estonia differs. The differences are determined by each country's policies regarding the provision of healthcare services to employees.

### SAKRET Support for Creative Ideas – 3D Concrete Printing

Since 2021, Riga Technical University (RTU), in collaboration with SAKRET, has established a **3D concrete printing laboratory** to promote the use of innovative technologies in construction in Latvia and the Baltics. The laboratory aims to combine knowledge and technological resources in the Baltics, providing scientists the opportunity to conduct their research projects and the industry the chance to develop new products.

In 2023, SAKRET began participating in a project together with RTU, Kaunas University of Technology, and the Slovenian National Institute of Civil Engineering. Within the project, scientists study SAKRET's dry concrete mixes (which include industrial waste), test how printer parameters affect material properties, examine how tall structures can be printed and how to create freeform constructions, as well as test the load-bearing capacity of printed structures after curing.

Also in 2023, the first 3D concrete environmental object in the Baltics was unveiled — the over two-meter-tall astronaut "LabLabs," created by RTU students in the 3D concrete printing laboratory. Its creation used a concrete mix jointly developed and thoroughly tested by SAKRET and RTU scientists. This project demonstrates the technology's ability to create complex shapes while efficiently using materials and protecting the environment.

#### 3D concrete printing:



Less waste – maximum material utilization



2. Reducing human presence in the process, involving robots.



3. Future building materials.

SAKRET's goal in starting cooperation with RTU's 3D laboratory: to promote the faster introduction of modern materials into Latvia's construction industry, thereby increasing the competitiveness of Latvian building material manufacturers and builders on an international scale.



**3D concrete printing** is an innovative direction in science and technology development that is rapidly advancing worldwide.



In 2024, "LabLabs" celebrated its first anniversary.



### SAKRET Support for Creative Ideas – Historic Plasters

To promote the use of innovative technologies in construction both in Estonia and across the European Union, OÜ SAKRET joined the *HeriTACE* project in 2024. The project studies cultural heritage city archetypes in four countries — Belgium, Italy, Estonia, and Norway — highlighting characteristic historical building phases and architectural features in each.

HeriTACE is an international initiative aimed at transforming culturally and historically significant urban buildings into energy-efficient objects while preserving their historical value. It is an interdisciplinary collaborative project involving specialists from various fields to develop sustainable development solutions for historic urban districts.

The project team is developing innovative, practically applicable solutions that involve a comprehensive approach—from optimized design and durable insulation to smart HVAC (heating, ventilation, and air conditioning) system integration and sustainable energy solutions. SAKRET's role in the project is to develop plaster solutions suitable for historic environments, combining visual authenticity with technical compatibility for external insulation systems. SAKRET actively participates in the development and testing of historic plasters, ensuring that



The goal of the *HeriTACE* project is to find sustainable solutions for ensuring **the energy efficiency of historic buildings** while preserving their architectural and cultural-historical value



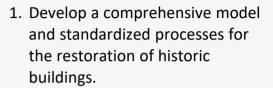
facades not only preserve their historic appearance but also meet modern technical requirements.

The *HeriTACE* project aims to address one of Europe's most pressing challenges – the transition of historic cities to climate neutrality without losing their cultural heritage and identity. The mission of the project is to create a sustainable and inclusive living environment that aligns with the values of the European Green Deal.

Great attention is paid to reducing energy consumption, as well as to the use of renewable and reusable energy, while simultaneously improving indoor climate. Sustainable and efficient solutions for building insulation, modern smart heating and ventilation systems, and visually appealing energy solutions that integrate organically into the historic environment are being developed.

#### **Project objectives:**







 Implement an integrated design approach to renovation, prioritizing the architectural and cultural-historical value of buildings.



 Find sustainable insulation and airtightness solutions without compromising the historic value of buildings.



4. Create smart heating and ventilation systems to improve comfort and air quality.



5. Integrate renewable energy solutions for sustainable energy use.

## **Investments in Industry Development**

Despite rapid growth in the construction sector, the Baltic region faces a shortage of highly qualified workforce with professional knowledge and skills to build safe and high-quality buildings, as well as to perform finishing works according to the latest and sustainable technologies.

SAKRET companies in Estonia, Latvia, and Lithuania collaborate with educational institutions by conducting training sessions at schools and accepting interns. OÜ SAKRET has established cooperation with Tallinn University of Technology (TalTech) and vocational education centers such as Järva Vocational Training Centre (Järvamaa kutsehariduskeskus) and Rakvere Vocational School (Rakvere Ametikool). Meanwhile, UAB SAKRET LT cooperates with Kaunas University of Technology (KTU), Kaunas Technical College (Kauno Technikos kolegija), Jonava Polytechnic School (Jonavos politechnikos mokykla), Kupiškis Technology and Business School (Kupiškio technologijos ir verslo mokykla), and other educational institutions. SIA SAKRET collaborates with Riga Technical University, Latvia University of Life Sciences and Technologies, Turība Business School, and the University of Latvia.

SAKRET supports youth education and in 2024 awarded a scholarship to a master's student at Tallinn University of Technology studying wood, plastic, and textile technologies.







### 158 hours -

SAKRET employees spent time in 2024 training new specialists and promoting the upskilling of industry professionals



878 hours - the time SAKRET employees spent supervising internships

In 2024, SAKRET actively contributed to the promotion of education and professional development by organizing a series of seminars for both young specialists and experienced construction professionals. At Rēzekne Technical School, the company's experts conducted in-depth lectures on decorative finishes and paints, providing students with practical knowledge and industry insights. During the "Builders' Breakfast" event held in Kuldīga, SIA SAKRET experts shared valuable recommendations on plinth plastering solutions and gave hands-on advice regarding the selection and application of finishing materials for buildings.

Experts from UAB SAKRET LT and OÜ SAKRET also actively educated pupils and students, while supporting clients, builders, and architects by sharing industry updates, offering practical advice, and demonstrating the latest construction solutions.

SAKRET remains committed to continuing the education of young talents and providing further training opportunities for industry professionals, thereby promoting the exchange of knowledge and skills in the construction sector.



### **Environmental Impact Assessment**

### Greenhouse gas emissions and their intensity

 $O_2$  emissions have the greatest impact on global climate change. In 2022, SAKRET initiated the calculation of greenhouse gas emissions, marking a significant step in the company's sustainability management. In 2024, emission volumes were recalculated using the greenhouse gas emission calculator developed by the Baltic banking associations and financial institutions. This tool enables standardized, comparable, and data-driven calculations, which are essential for both internal sustainability assessment and transparent communication with stakeholders.

SAKRET's main sources of CO<sub>2</sub> emissions are the consumption of

¹Calculations have been performed for two emission levels (SCOPE): Scope 1 emissions – direct emissions from fossil fuel combustion and transportation; Scope 2 emissions – indirect emissions related to electricity supply. The calculations were carried out using the Greenhouse Gas (GHG) Emission Calculator (Finance Latvia)

natural gas and diesel fuel in the sand drying process. In 2023, emissions from the sand drying process reached 2020.6  $CO_2/t^1$ , while in 2024, this was reduced to 1801.4  $CO_2/t$ .

SAKRET had set a goal to reduce  $CO_2$  emissions from the sand drying process by 10% by 2025. In 2024, emissions decreased by 11% compared to 2023, while production volume increased by 6.35%.

In 2024, SAKRET's total emissions in Scope 1 and 2 amounted to 2957.7 CO<sub>2</sub>/t.

### Direct and indirect energy consumption and energy use intensity

In 2024, SAKRET's direct energy consumption consisted of natural gas, diesel fuel, gasoline, and thermal energy, totaling 11 479.83 MWH. The indirect energy consumption consisted of electricity usage – 1 088.29 MWH.

As part of the energy management system, continuous energy consumption evaluation process is carried out to monitor and reduce energy use within SAKRET.

When assessing energy consumption, SAKRET used its 2024 turnover data and direct energy consumption as the basis. As a result of the calculations, it was determined that in 2024, the energy intensity was 0.000435 MWh per each euro of turnover, providing insight into the company's energy efficiency level in relation to its economic activity.

#### Main energy sources

This indicator reflects the primary sources used for energy generation.

| Energy resource / consumption | in 2022/MWH | in 2023/MWH | in 2024/MWH |
|-------------------------------|-------------|-------------|-------------|
| Diesel fuel                   | 2 792.06    | 4 427.98    | 1416.54     |
| Petrol                        | 541.46      | 543.07      | 535.40      |
| Natural gas                   | 9 458.06    | 6 110.66    | 9435.35     |
| Propane gas                   | 57.47       | 62.21       | 92.54       |
| Electricity                   | 1 291.06    | 1 113.40    | 1088.29     |
| TOTAL                         | 14 140.12   | 12 257.32   | 12 568.12   |

### **Environmental Impact Assessment**

#### WATER CONSUMPTION

Water is a vital resource. SAKRET uses water in production, cleaning, and hygiene processes.

The company monitors water consumption. The largest amount of water, 80% of total consumption, is used for the production of liquid construction mixes. The total water consumption in 2024 amounts to  $1991 \, \text{m}^3$ .

#### **CLIMATE MONITORING**

SAKRET continuously works on researching, implementing, and developing environmentally friendly technological processes. One of the main raw materials in SAKRET products is cement. SAKRET recognizes that cement production generates a significant amount of CO<sub>2</sub>, therefore it works on sustainable solutions by using CEM II grade cements, which have lower CO<sub>2</sub> consumption compared to classic CEM I grade cement. Additionally, they have created the possibility to reduce the amount of cement in their products by partially replacing it with ashes from Narva, Estonia.

Thus, the principles of the circular economy are ensured – ashes, which are industrial waste, are given a second life.

Environmentally friendly are the mobile silos offered by SAKRET, which are filled at the factory, for example, with mortar or reinforcing mortar, and transported to the construction site. One silo replaces 720 SAKRET dry mix paper packages.

At SAKRET factories, opportunities are evaluated to reduce gas/diesel fuel consumption. SAKRET companies have purchased moisture meters that provide prompt and quality information, enabling the reduction of the temperature needed for sand drying. Conditions are being developed to define the temperature required for drying sand to meet quality standards.

SAKRET has conducted testing of its own and other manufacturers' products (thermal insulation, reinforcing mesh, dowels, protective profiles) according to the certification document ETAG 004 developed by EOTA (European Organization of Technical Approvals). SAKRET's insulation systems, certified for 25 years of use, help reduce environmental pollution and save up to 70% of energy resources.



up to 70%

Savings achievable by using SAKRET's certified **insulation systems.** 



more than 3 million — this is the number of m<sup>2</sup> insulated in 2024 using SAKRET products.

SAKRET has not been found to violate any environmental laws or standards (national or international) applicable to the company, and no penalties have been imposed.

## **Environmental Impact Assessment**



Green electricity is generated from sources that are continuously and naturally renewable, such as wind energy, solar energy, and hydro energy

#### **SOLAR PANELS**

Climate change is one of today's biggest challenges. Sustainable energy production and improving consumption efficiency are crucial steps toward a more environmentally friendly future. Recognizing its responsibility and striving for sustainable development, SAKRET launched a significant project in 2023 – the establishment of a solar panel park in Stopini Parish, on the company's production site.

In March 2024, the Solar Panel Park was inaugurated at SIA SAKRET's factory in Rumbula, installed by AS Latvenergo. The project and its infrastructure development involved an investment of 250TEUR. Supported by the EU Recovery Fund *NextGenerationEU*, in cooperation with the development finance institution Altum, the park covers an area of 7000 m² and consists of 518 solar panels capable of generating up to 276.8 MWh of electricity annually. This amount of energy significantly reduces the company's dependence on fossil fuels and considerably lowers CO<sub>2</sub> emissions produced during electricity generation.

The establishment of the solar panel park is a significant step for the company towards energy independence, which not only helps to optimize electricity consumption but also ensures longterm economic benefits.

One of SIA SAKRET's main goals in 2023 was to reduce the company's purchased electricity consumption by 30%. Thanks to the installation of the solar panel park, this goal was exceeded – the volume of purchased electricity was reduced by 35%. This result demonstrates that investments in renewable energy bring not only environmental benefits but also tangible economic impact.

**↓**35%

Purchased electricity consumption was reduced by 35%





### Convenient and Environmentally Friendly – Mobile Silo

**Mobile silos** are containers filled with finished products and used directly on construction sites. SAKRET has been using mobile silos for storing and processing dry mixes, combined with a horizontal mixer or plastering machine, since 2005.

#### ADVANTAGES OF THE SILO:

SAKRET SAKRET

#### lower costs

(the possibility to purchase a larger quantity of product without the need for bags)





safe storage location



longer dry mix storage time



protection against weather conditions

(the tanks are airtight)

convenient to use









In 2024, SAKRET in the Baltic states packed and sold 5567 tons of finished products in mobile silos. If this volume were packed in 25 kg paper bags, then 222 680 paper bags would be used.





so many tons of paper were saved in 2024 by filling SAKRET products in mobile silos.

427

trees



were not cut because SAKRET products were filled in reusable mobile silos, not paper packaging.

One of the company's priorities is stable and high quality production of products, meeting customer requirements.

Each new product is a unique opportunity to showcase SAKRET progress and innovation in the field of sustainability. SAKRET invests many resources in research and development of new products.

product



2—3 years - the time required for the development of one

It takes an average of 2–3 years to go from an idea to a finished product. Ideas for new products arise at the request of the customer, market research in the Baltic and export countries, participation of technologists and SAKRET employees in seminars and conferences, cooperation with universities, under the influence of the EU green course, etc. This is followed by recipe development in the laboratory and testing at the construction site.

The quality of SAKRET products is ensured by professional and experienced technologists, who perform product testing in accordance with regulations, acts and internal factory procedures. Testing takes place at all stages of the production process — raw materials, intermediate products and finished products. After certification is completed, development of marketing plan is underway and activities are being implemented.

#### **SAKRET product certificates**

#### Harmonized standards:

EN 13813 Clone materials and clone floors - Clone materials - Properties and requirements

EN 998-1 Specifications for masonry. Part 1: Plaster mortar

EN 998-2 Specifications for masonry. Part 2: Masonry

EN 12004 Tile adhesives. Part 1: Requirements, conformity assessment, classification and designations

EN 13242+A1 Mineral materials for unbound and hydraulically bound mixtures for building and road constructions

EN 1504-2 Products and systems for the protection and repair of concrete structures — Definitions, requirements, quality control and conformity assessment — Part 2: Concrete surface protection systems

EN 1504-3 Products and systems for the protection and repair of concrete structures. Definitions, requirements, quality control and conformity assessment. Part 3: Repair of bearing and non-bearing structures

03

#### Recipe testing

Recipe testing at construction site

04

#### Certification

Certification of product and preparation of documents

02

#### Recipe development

Recipe development in laboratory

#### 01 An idea

The impact of the idea that arose after the request of customer, the result of the cooperation with the university or the EU green course



05

#### Marketing

Planning and implementation of marketing activities

06

Sales

promotion of product in the market

EN 1504-7 Products and systems for the protection and repair of concrete structures. Definitions, requirements, quality control and conformity assessment. Part 7: Protection of reinforcement against corrosion

EN 15824 Specifications for external and internal plastering mortars based on organic binders

EN 14891 Liquid-applied waterproof underlays for use under adhesive ceramic tiles. Requirements, test methods, conformity assessment, classification and designations EN 934-2+A1 Additives for concrete, construction mortar and injection mortar. Part 2: Admixtures for concrete. Definitions, requirements, compliance, marking and labeling

#### **European Technical Assessments**

ETAG 004 External thermal insulation composite systems (ETICS) with plaster EAD 040635-00-1201 Thermal insulation and/or sound insulation based on bonded polystyrene foam

#### **NEW PRODUCTS**

In 2024, after careful planning and product testing, SAKRET began producing several new products, demonstrating its commitment to offering high-quality and innovative construction materials.

SAKRET places special emphasis on innovation and sustainability, investing significant resources in research and development. The company's team of professionals – from technologists to sales specialists – worked in close collaboration to ensure that each of the new products meets both market trends and the high expectations of customers. This confirms SAKRET's commitment to creating value and innovation in the construction materials industry.



#### BOB – self-levelling compound for floors.

Self-levelling compound for medium and thick layer levelling. Excellent adhesion to the substrate. Intended for interior use. Can be applied manually or mechanically.



#### BE Estrich 30 – concrete screed (estrich) for floor covering.

Concrete screed (estrich) for floor covering, C35/CT/F6. For outdoor and indoor use, intended for manual and mechanical application. High mechanical and climatic resistance.



#### SAKRET INTRO – Matte paint for interior use.

Interior paint for walls and ceilings – matte. High resistance to moisture and abrasion, easy to maintain. Good coverage, non-dripping.



> 10 in this many products, SAKRET uses oil shale ash

By replacing part of the cement with reusable resources, the environmental and health impact is reduced while maintaining the performance of SAKRET products.

SAKRET has found a way to partially replace cement with oil shale ash, which remains after the use of oil shale in a thermal power plant. The ash is added to the mix compositions, thus partially substituting cement with ash.

As a result of the increase in total production volume and the number of products in which SAKRET uses ash, the total amount of ash usage has also grown. In 2024, 1942.35 tons of oil shale ash were used.





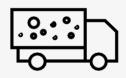
> 5 in this many SAKRET products, glass spheres are used

SAKRET's assortment also includes thermal insulating and acoustic mortars, which gain their properties thanks to glass spheres. Recycled glass is transformed into white granules—or spheres—of various diameters through a granulation process. Ground glass is mixed with foaming agents and then melted at

extremely high temperatures. During production, glass granules of different sizes are created.

This is an innovation that allows for the reuse of leftover household glass. Due to their porosity, the spheres trap air inside the closed granules. This technology supports high thermal and acoustic performance levels.





Easily transportable



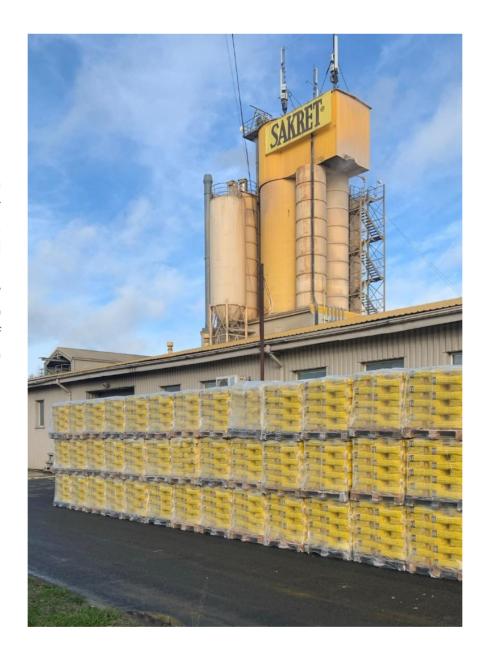
Easily prepared



Excellent and durable quality

SAKRET uses recycled expanded polystyrene (EPS) beads in its products. SAKRET produces a binder which, together with the EPS beads, is used as a thermal insulation material. This material combination is certified as a system, and SAKRET maintains the relevant ETA 22/0112 certificate. Such a material system allows the recycling of previously used expanded polystyrene, which would otherwise have to be disposed of in a landfill or incinerated. The installation of this material is much more labor-efficient compared to laying original expanded polystyrene sheets.







No by-products are generated in SAKRET's production process. In cases where a product does not meet quality standards during production, it is returned to the manufacturing process. Reprocessing non-compliant products does not affect the quality of the final product.

#### Benefits of adding ash to cement:

- Greener approach reuse of industrial waste;
- Maintaining product quality;
- Reduction of CO<sub>2</sub> footprint in the product.

### **2024 in Pictures**



**SAKRET 20th** anniversary celebration



Forest Days in Tervete



**Shadow Days** at the SAKRET factory in Latvia



Fishing competition "Ķelpja Cup 2024"

45

### **2024 in Pictures**



The Minister of Economics, Latvenergo, and ALTUM visited the SAKRET factory in Latvia



Juris Grīnvalds and the SAKRET flag reached a new altitude record – 5416 m above sea level at the **Thorong La pass** 



First-year students from Tartu Vocational Education Centre visited the **SAKRET production facility in Estonia** 



Client Days in Gulbene at the store Mājai un Dārzam



The SAKRET team went to donate blood

## Goals and Objectives for 2025



#### Governance

- 1. Continue the ongoing work on developing the document management module, promoting the digitalization and automation of document flow.
- 2. Start implementing the invoice management module to improve the efficiency of financial document circulation.
- 3. Introduce a fully automated production planning system to enhance the efficient use of production resources and reduce human involvement in planning.
- 4. By 2028, modernize the product packaging system to ensure a more efficient and sustainable packaging process.



### **Social Impact**

- 1. The marketing goal is to strengthen brand positioning in B2B, increase brand awareness in B2C, and create simple, modern communication, achieving an annual social media follower growth of 10% on Facebook and 20% on Instagram compared to the previous year.
- 2. Join the "Mission Zero" initiative to strengthen workplace safety culture, reduce accidents, and enhance employee well-being.

#### **Environment**

- 1. By 2025, achieve reduction in the share of packaging costs in the total product price compared to 2021.
- 2. Develop environmental policy/waste management procedures.
- 3. Create environmental product declarations (EPD) for the mortar product group.

