

CORPORATE SOCIAL RESPONSIBILITY REPORT 2025



TAKING RESPONSIBILITY

DEAR READERS,

For Goldbach Neo, 2025 was a year of tangible progress. We enhanced our governance, supported our employees and further reduced our environmental footprint. Clear processes, mandatory compliance training and internationally recognised standards such as ISO 9001 and ISO 14001 boost transparency, accountability and reliability throughout our company.

And the heart of our success is, as always, our employees. Through targeted training and a culture of respect, diversity and collaboration, we create an environment in which people can grow, take responsibility and contribute to our common goals.

At the same time, we have further expanded our sense of environmental responsibility. Energy-efficient technologies, optimised operating processes and the responsible use of resources help us to continuously reduce the environmental impact of our infrastructure.

As a provider of advertising infrastructure in public spaces, we bring companies, institutions and communities together. We offer media that supports cultural initiatives, NGOs and SMEs, while contributing to a vibrant local economy with visibility that makes an impact.

Our CSR strategy remains focused and consistent: concrete initiatives, measurable progress and alignment with international sustainability standards. This report highlights the steps we have taken – and the commitments that will guide our progress going forward.



A handwritten signature in black ink, which appears to read 'T. Gibbings'. The signature is fluid and stylized, with a long horizontal stroke at the end.

TOM GIBBINGS
CEO



SWICA

Du bist zufrieden.
Das ist unsere
Hauptsache.

SWICA ist ein Unternehmen der Swisscom Group und ist
mit Zahlen für den guten Ruf.



Wird in der Schweiz auf Bestellung geliefert.



THE NEW 1
JETZT PROBE FAHREN.

HEDIN AUTOMOTIVE
St. Gallen | Widnau

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CORPORATE SOCIAL RESPONSIBILITY INDEX

GLOBAL REPORTING INDEX (GRI)

We want to know what we are achieving through our commitment to sustainability, where we are making progress and where we can still improve. That's why we focus on transparent, comparable and holistic reporting. Our reporting is based on the internationally recognised standards of the Global Reporting Initiative (GRI). They help us to systematically disclose our impact on people and the environment as well as our sustainability strategy.

SUSTAINABLE DEVELOPMENT GOALS (SDGS)

We want to contribute to the United Nations' Sustainable Development Goals (SDGs). The 17 SDGs are at the heart of Agenda 2030, a global action plan for a future worth living. They were adopted by all Member States of the United Nations in 2015.

CERTIFICATIONS

Our ISO 9001 and ISO 14001 certifications are internationally recognised standards that help us to meet high quality and environmental standards. Each of these certifications focuses on a specific area of the company and allows us to optimise processes and minimise risks.



CARBON FOOTPRINT VALIDATED BY CLIMATEPARTNER

Our carbon footprint has been checked and validated by our independent and qualified partner in accordance with recognised standards. This ensures that our information remains transparent, traceable and reliable. All CO₂ emissions are fully offset by certified and carefully selected environmental projects.



Company with financial

climate contribution

ClimatePartner.com/28368-2603-1001



The title concept has changed this year. Starting with this edition, reports will refer to the previous, completed financial year.

STAKEHOLDERS

In implementing our sustainability strategy, we maintain close dialogue with customers, residents, real estate partners, the public sector and suppliers. We also actively involve our employees and other relevant stakeholders in this dialogue.



CUSTOMERS

Key issues for our customers include transparent information about our sustainability measures and energy-efficient digital advertising media – such as the use of green power for digital screens.



REAL ESTATE PARTNERS AND THE PUBLIC SECTOR

Our real estate partners and the public sector – particularly cantons, cities, municipalities and public transport companies – often pursue ambitious climate targets. They expect energy efficiency, the use of environmentally friendly materials, transparency, the prevention of environmental pollution and, at the same time, economic benefits.



EMPLOYEES

Our employees benefit from fair working conditions, a wide range of further training opportunities and a corporate culture that actively promotes sustainability.



SUPPLIERS

In our dealings with suppliers, we attach great importance to sustainable procurement processes, adherence to ethical standards along the entire supply chain, and long-term collaborative partnerships.



LOCAL COMMUNITIES AND RESIDENTS

We ensure attractive integration of our advertising systems and implement measures to minimise light and noise emissions. We also contribute to society, such as by supporting local and cultural projects.



REGULATORY AUTHORITIES AND POLICY-MAKERS

We ensure compliance with all relevant laws and regulations and maintain transparent, cooperative relations with regulatory authorities and political decision-makers, particularly in the context of urban development projects.



20 Schönen Zentren/Bkt.
Zürich, Bkt. Althausen
N17

GOLDBACH

Unsere Mission:
Weniger Emissionen.
KONA Electric



304 PS
bis zu 484 km Reichweite

Hyundai hat auf dem Weg
zur Klimaneutralität bis 2045.

HYUNDAI

Geissweid



zvv

TOPICS THAT DRIVE US

OUR ACTION AREAS AT A GLANCE



EMPLOYEES

We aim to be an attractive employer. Our open, diverse and respectful corporate culture, along with the right framework conditions, helps us fulfil this ambition. Shared values and mutual respect strengthen our team in the long term.



PROTECTING THE CLIMATE AND THE ENVIRONMENT

We have set ourselves the goal of reducing our greenhouse gas emissions wherever possible. One particular focal point is the reduction of emissions in the area of logistics.



CIRCULAR ECONOMY

We conserve resources, prioritise long-lasting materials, avoid unnecessary waste and repair or recycle products wherever possible. Around 85% of the materials we use are recyclable.



SOCIAL COMMITMENT

Our commitment focuses on supporting non-profit organisations with free poster displays and preserving the poster as an important communication medium. We are also committed to sustainable programmes that promote biodiversity.



GOVERNANCE, ANTI-CORRUPTION POLICIES AND DATA PROTECTION

We see responsible corporate governance as the basis for our sustainability efforts. For us, this means clear governance structures, binding codes of conduct, and systematic compliance management, which together eliminate corruption and ensure integrity in all business areas.

FOCUS TOPICS AND HIGHLIGHTS



We are continuously developing our corporate culture and creating framework conditions that promote trust, responsibility and collaboration. In 2025, we concentrated on developing our culture and harmonising our values.

HEALTH AND SAFETY

The safety of our employees is our top priority. Ten occupational accidents were reported in 2025, resulting in 281 days lost. We analyse every incident systematically and use the results to drive preventive measures. There were 313 cases of illness, with a total of 2,273 days lost. We promote health-conscious work by continuously improving our processes and providing a range of workplace programmes. These include KINASTIC, which supports physical fitness, mental health and healthy nutrition, and is available to all employees.

CULTURE ECHO GROUP

The Culture Echo Group is a new format for collecting and monitoring feedback from the organisation and making it visible. The group listens, identifies patterns and provides impetus – an important step towards an open, learning organisation.

MANAGEMENT AND CULTURE

To embed the new values in our day-to-day work, we conducted comprehensive leadership training at all levels. The aim was to boost the company's role as a pioneer and promote cultural catalysts within the organisation. There were also cultural 'nugget' training sessions on topics like psychological safety as well as feedback and feedforward.

EMPLOYMENT

In the year under review, we employed 257 people [198 full-time and 59 part-time]. The staff turnover rate was 13%, which is stable compared to the industry as a whole. Our workforce is diverse. We have employees of 18 nationalities and a balanced age structure – from young people just starting out on their careers to experienced employees in the 50-plus bracket.

CORPORATE VALUES

At the outset of the year, we harmonised the corporate values that Goldbach Neo had developed with those of Goldbach Group. The result is a common foundation of values: **TRUST, RESPONSIBILITY, PERFORMANCE, COURAGE** and **TEAMWORK**. All employees received information on the values in writing, while a roadshow offered them the opportunity to actively contribute and ask questions.



TRAINING AND DEVELOPMENT

We consciously invest in the development of our employees. In 2025, they completed a total of 1,494 hours of training, of which managers accounted for 1,033 hours. We also financed 496 hours of external training. This boosts our expertise in the areas of technology, management, sustainability and compliance.

DIVERSITY AND EQUAL OPPORTUNITY

We are committed to fair opportunities and equal development opportunities. Women make up 23% of our workforce and 20% of management roles. The salary ratio between men and women is transparent and ranges between 1.0/1.0 and 1.0/1.2, depending on the level.





PROTECTING THE CLIMATE AND THE ENVIRONMENT

We aim to measurably reduce our carbon footprint – with specific actions both within the company and along our value chain. One focal point here is logistics.

ELECTRIC VEHICLES

We are committed to protecting the climate. As part of this, we have set ourselves the target of reducing our fossil fuel-powered vehicle fleet by 80% by 2040. And we took one big step forward in the year under review, by increasing the number of electric vehicles from 18 to 27 (+50%) and hybrid vehicles from two to four. This, in combination with optimised route planning, allowed us to significantly reduce emissions from mobile combustion.

ENERGY EFFICIENCY

The average energy consumption per advertising site fell by 4.2% to 942 MJ in the 2025 financial year – a resounding success which proves that our measures are already having an impact today. We also improved the efficiency of electricity usage in our buildings: of a total consumption of 281,473 kWh, 252,616 kWh came from sustainable sources.

E-BIKE

We use a foldable e-bike for quality checks in Bern, Zurich, St. Gallen, Lucerne and Winterthur. This reduces emissions, cuts down on traffic and improves the efficiency of our teams in urban areas.

GREEN ELECTRICITY

We already use 89.7% green electricity in our buildings. Our goal by the end of 2026 is to use only green electricity at all Goldbach Neo sites wherever we have a direct influence on electricity purchasing.

SMALL APPLIANCES

All small appliances previously powered by fossil fuels – including lawnmowers, cleaning machines, compressors and power generators – have been completely replaced by electrical appliances. This cuts down on emissions and reduces noise and pollutants.



BUSINESS TRAVEL

In the year under review, business travel generated 83.63 t of CO₂, which makes it a relevant source of Scope 3 emissions. Through increased digital collaboration, optimised travel planning and fewer journeys between locations, we succeeded in reducing these emissions compared to the previous year. Our aim is to avoid all business trips that are not absolutely necessary and to promote climate-friendly alternatives.



CIRCULAR ECONOMY

We are committed to the conservation of resources and circular business practices that prioritise durability. Our aim is to avoid waste, to use products for as long as possible and to keep materials in circulation. We already use 85% recyclable materials in our advertising media – a key lever for a sustainable out-of-home infrastructure.

MATERIAL CYCLES

Our advertising media are made of durable materials such as aluminium, glass and steel. There is a total of 1,096,748 kg aluminium, 189,185 kg glass and 115,358 kg steel in circulation. Modular design allows for targeted replacement of defective components without replacing entire systems. This extends the lifespan of our advertising media to up to 50 years and significantly reduces the need for new production.

WASTE REDUCTION

In the 2025 year under review, we succeeded in reducing total waste by 13.3% to 229 tonnes. Of this, 85.6% [196 tonnes] was recyclable. We also introduced a uniform recycling concept at all our sites, which ensures waste separation, proper disposal and avoidance of PET waste.



REUSE OF ADVERTISING MEDIA

Before we dispose of advertising media, our Technical Service checks for reusable parts. Where possible, we store the demounted advertising media and reassemble them in new locations. This practice saves resources and reduces emissions in the 'capital goods' category, which amounted to 573.72 tonnes of CO₂ in 2025, making it one of the largest sources of emissions.



SOCIAL COMMITMENT

Democracy depends on free access to information. That is why an important part of our contribution to society is preserving the poster as a means of communication for all.

PROTECTING THE POSTER

Posters are a democratic, local and accessible means of communication. In 2025, we were one of the founders of 'Pro Plakat', an alliance of more than 40 organisations dedicated to the protection and promotion of posters. Because if you ban advertising, it doesn't disappear – it simply shifts to global tech companies. The initiative is supported by NGOs, SMEs, cultural professionals, sports clubs, businesses and individuals from all over Switzerland.

NON-PROFIT ORGANISATIONS

In 2025, we provided non-profit organisations with free poster displays with an advertising value of CHF 5,436,668 – a 46% increase on our commitment over the previous year.

CLEANING UP

Clean Up Day sends a sustainable message against littering and promotes a clean Switzerland. Our locations in Zurich, Hünenberg, Geneva and Locarno took part in the campaign and collected rubbish.



BIODIVERSITY

Goats are sustainable landscape champions – they increase biodiversity by eating shrubs, blackberries and young trees. This prevents valuable dry sites and meadows from becoming overgrown with shrubs and trees. One of the projects we have supported and also visited under our long-standing partnership with Coop in their sponsorship for mountain areas is the farm owned by Eva Clivio, who keeps a herd of Capra Grigia goats.



GOVERNANCE, ANTI-CORRUPTION POLICIES AND DATA PROTECTION

We see responsible corporate governance as the basis of our sustainability efforts. For us, this means clear responsibilities, transparent decision-making processes and binding guidelines that ensure integrity and fairness throughout the entire company.

CERTIFICATIONS

Our ISO 9001 and ISO 14001 certifications strengthen our governance structures. Both standards require clear responsibilities, documented processes, regular audits and systematic risk management. This creates transparency, traceability and a robust foundation for responsible corporate management.

SECURITY

Technical and organisational security measures and clear processes for dealing with data breaches also support our data protection management.

CONTROL

Sustainability is embedded in our management structures and is regularly discussed at the Executive Board level. An internal control system helps us identify risks early on and ensure compliance with our guidelines.

COMPLIANCE

Our compliance principles define how we address conflicts of interest, gifts and benefits, and makes ethical, lawful conduct mandatory for all employees. Training and internal guidelines aid early identification of risks and prevent misconduct. In 2025, all employees completed mandatory e-learning courses on antitrust law, anti-corruption policies, insider knowledge and trading lock-ups.



DATA PROTECTION

For us, protecting the privacy of our customers isn't just a legal requirement – it is a core promise of our digital integrity. In the year under review, we provided all employees with e-learning courses on data protection.



ACHIEVE- MENTS AND OBJECTIVES

ENVIRONMENTAL PERFORMANCE



EMPLOYEES

ENVIRONMENTAL AWARENESS

PROMOTING AWARENESS

We promote environmental awareness through training, internal programmes and participation formats.

Ongoing

SPECIFIC OBJECTIVES

We use our environmental policy and carbon footprint to derive specific targets and initiatives for employees at a team and individual level.

Ongoing

GUIDELINES

Managers receive CSR objectives as part of annual target agreements.

Ongoing

OCCUPATIONAL HEALTH MANAGEMENT

HEALTH PROMOTION

We use prevention programmes, co-payments and other means to support health-conscious work.

Ongoing

TRAINING

Our employees receive regular training in first aid and operational safety.

Ongoing

CORPORATE CULTURE

VALUES

The new corporate values are being embedded in the organisation.

Started

STRATEGY

We regularly review the development of our corporate culture and use this to derive strategic goals.

Ongoing

TRAINING

TRAINING HOURS

The number of training hours increased from 494 hours (in 2024) to 1,494 hours (+202%).

Success

EXTERNAL TRAINING

496 paid hours for external training.

Success

HEALTH AND SAFETY

ABSENCES DUE TO ILLNESS

Days lost fell from 2,750 (2024) to 2,273 days.

Success

PROTECTING THE CLIMATE AND THE ENVIRONMENT

REQUIREMENTS AND ENVIRONMENTAL MANAGEMENT

CONFORMITY

We comply with all relevant environmental laws, regulations and official requirements.

Ongoing

PERCEPTION

We regularly record our environmental impact through our active environmental management system.

Ongoing

RESOURCES

FOSSIL FUELS

By 2040, we will reduce consumption of fossil fuels by 80% [base year 2025].

Started

ELECTRIC VEHICLES

Proportion of electric cars increased from 18 to 27 [+50%].

Success



Objective: Further electrification of the vehicle fleet. Vehicles are being replaced by electric cars where their range and usage profile allow.

BUSINESS TRAVEL

Emissions from business travel fell by 7 t CO₂ [90.5 t to 83.6 t].

Success



Objective: Further reduction through digital collaboration.

COMMUTING

Emissions from commuting to and from work fell slightly [231.5 t to 227.5 t].

Success

USE OF PUBLIC TRANSPORT

We use public transport to carry out maintenance on sites within the Verkehrsbetriebe Zürich [VBZ] network.

Ongoing

ENERGY SOURCES

Wherever possible, our advertising media are powered by green electricity.

Success

BUILDINGS

The proportion of sustainable electricity increased by 34,385 kWh.

Success



Objective: Switch to green power at all locations by the end of 2026 [where directly influenceable].

ENERGY CONSUMPTION

Average energy consumption per advertising site fell by 4.2% to 942 MJ in the year under review – a result directly influenced by the LED conversion, inventory adjustment and more efficient operating processes.

Success



Objective: New advertising media are fitted with low-energy LED lighting, and older media are being retrofitted on an ongoing basis.



CIRCULAR ECONOMY

LIFE CYCLE

DEVELOPMENT

We develop our products and processes taking into account their life cycle impacts.

Ongoing

ENVIRONMENTAL PROTECTION

We prioritise the selection of materials and technologies that protect the environment and enable resources to be used efficiently.

Ongoing

GUIDELINES

Managers receive CSR targets to promote decision-making that reflects the circular economy.

Ongoing

GUIDELINES

A new Supplier Code of Conduct defines environmental requirements for suppliers.

Started

WASTE

CIRCULAR ECONOMY

All locations separate and recycle waste.

Completed

PREVENTION

By the end of 2025, we will prevent potential PET waste by using alternative water sources.

Completed

TOTAL

In the year under review, we succeeded in reducing waste by 35 t (264 t to 229 t).

Success

MATERIALS

OFFICE PAPER

In the year under review, we used 416 kg less office paper.

Success



SOCIAL COMMITMENT

SUPPORT FOR NON-PROFIT ORGANISATIONS

FREE DISPLAY

The value of free poster display rose to CHF 5,436,668 [+46%].

Success

SOCIAL IMPACT

RETENTION

We are one of the co-founders of the 'Pro Plakat' alliance, which is committed to the protection and promotion of the poster as a democratic, accessible and local means of communication.

Ongoing

ADDED VALUE

Our CityMap initiative in the cities of Zurich, Lucerne and Locarno creates added value for the general public. It combines digital innovation with inclusivity and smart infrastructure. In 2025, there were over 200,000 CityMap interactions in Zurich alone.

Ongoing

SUPPORT

In collaboration with the Fachklasse Grafik Lucerne, we are supporting newcomers to the Swiss graphic arts industry with the 'Blickwechsel' exhibition.

Ongoing

BIODIVERSITY

WATER PROTECTION

We support the Société internationale de sauvetage du Léman (International Lake Geneva Rescue Society, SISL) through a sponsorship. Focus: to protect the water quality of the lake and the rivers in the Lake Geneva basin.

Ongoing

SPECIES PROTECTION

Together with Coop sponsorship for mountain areas, we support projects that help to preserve biodiversity – including our bee sponsorship.

Ongoing

GOVERNANCE, ANTI-CORRUPTION POLICIES AND DATA PROTECTION

COMPLIANCE

COMMITMENT

All employees have received mandatory training on anti-corruption policies, antitrust law, handling information, insider knowledge and trading lock-ups via e-learning courses.

Completed

DATA PROTECTION

Mandatory data protection training for all employees.

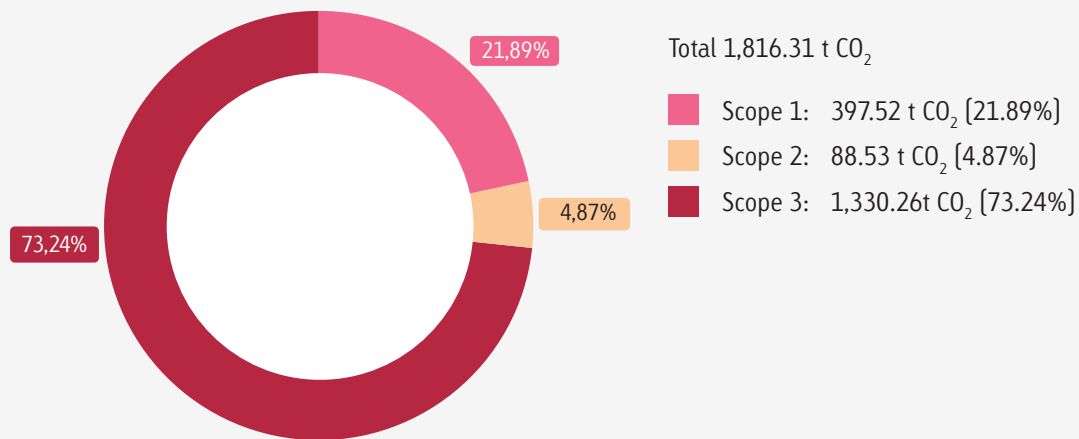
Completed





KEY FIGURES

CO₂ EMISSIONS BY SCOPE



Source: Goldbach Neo carbon footprint – ClimatePartner

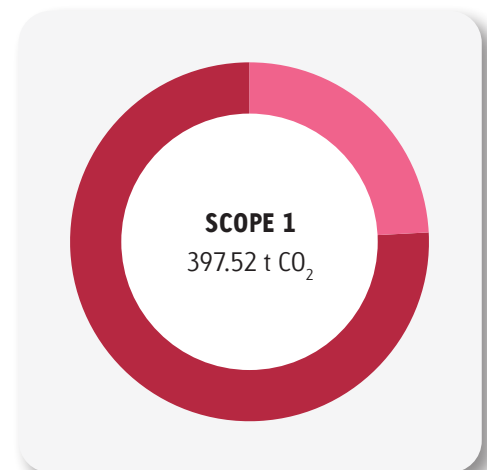
SCOPE 1: DIRECT EMISSIONS

Scope 1 covers direct emissions from sources that we control directly.

STATIONARY COMBUSTION (96.22 T CO₂, 5.30%)



MOBILE COMBUSTION (301.30 T CO₂, 16.59%)



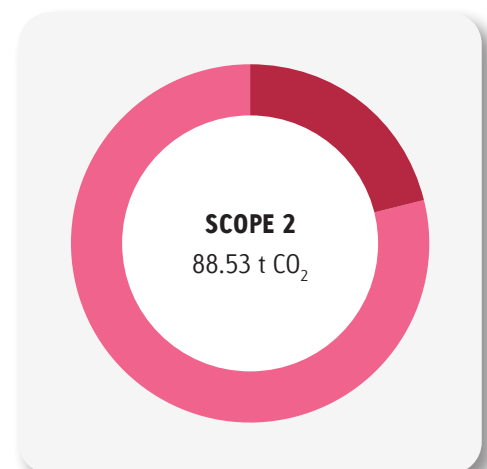
SCOPE 2: INDIRECT ENERGY-RELATED EMISSIONS

Scope 2 covers indirect emissions from the generation of purchased energy [market-based method].

PURCHASED ELECTRICITY (69.78 T CO₂)

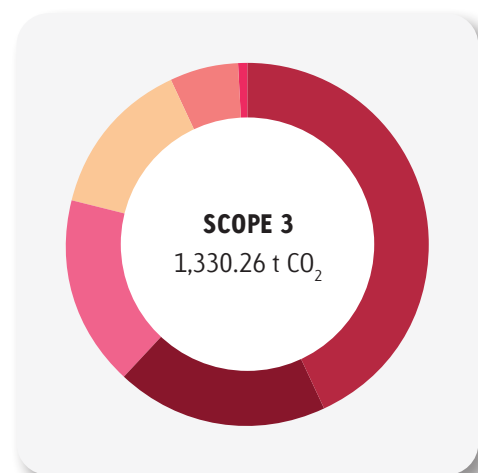
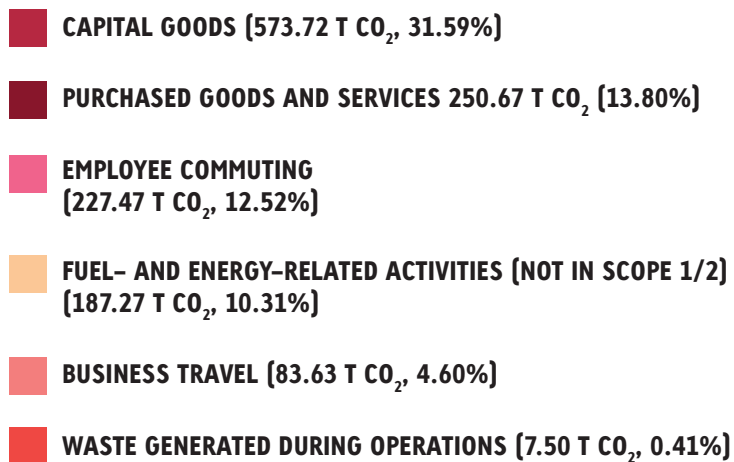


PURCHASED HEATING (18.75 T CO₂)

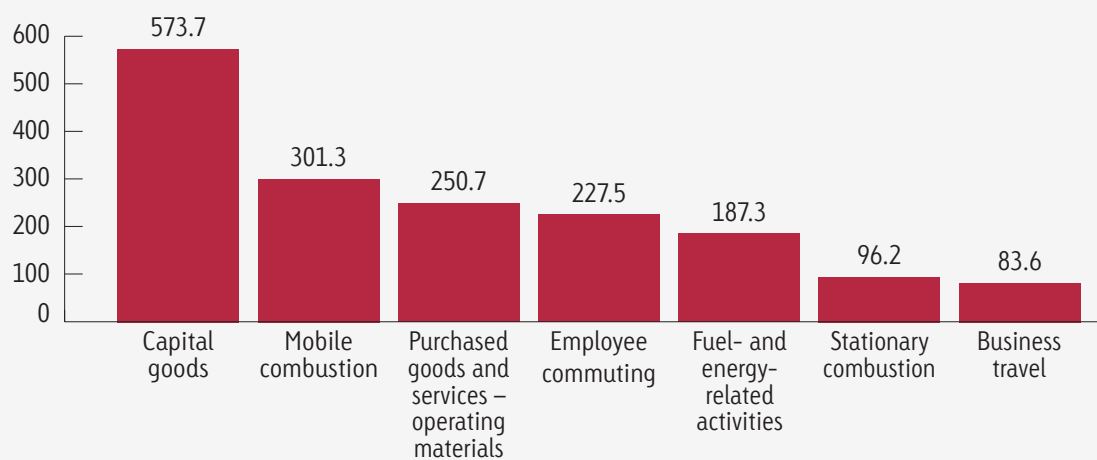


SCOPE 3: OTHER INDIRECT EMISSIONS

Scope 3 covers all other indirect emissions in the value chain.



THE BIGGEST SOURCES OF EMISSIONS



Source: Goldbach Neo carbon footprint – ClimatePartner

COMPARISON 2024/2025

BY SCOPE

SCOPE	2024 (T CO ₂)	2025 (T CO ₂)	CHANGE
Total emissions	2,014.24	1,816.31	-197.93 t [-9.83%]
Scope 1	549.42	397.52	-151.90 t [-27.6%]
Scope 2	41.79	88.53	+46.74 t [+111.8%]
Scope 3	1,424.03	1,330.26	-93.77 t [-6.6%]

Scope 1: the reduction is part of a data cleansing exercise and therefore does not represent purely operational progress. ClimatePartner double-counted fuel consumption for 2024, resulting in an artificially high starting value.

Scope 2: natural gas heating was incorrectly booked as Scope 1, meaning the result reflects reclassification rather than real additional emissions.

KEY INDIVIDUAL CATEGORIES

CATEGORY	2024 (t)	2025 (t)	CHANGE
Mobile combustion (Scope 1)	445.21	301.30	-143.91 t [-32.3%]
Capital goods	594.70	573.72	-20.98 t [-3.5%]
Purchased goods and services	257.85	250.67	-7.18 t [-2.8%]
Commuting	231.51	227.47	-4.04 t [-1.7%]
Fuel- and energy-related activities (also includes upstream emissions from data cleansing for Scope 1)	235.09	187.27	-47.82 t [-20.3%]
Business travel	90.50	83.63	-6.87 t [-7.6%]





SUSTAINABLE DEVELOPMENT GOALS



KEY FIGURES FOR THE 2025 FINANCIAL YEAR

SOCIETAL STANDARDS, 'PUBLIC'

GRI 203	INDIRECT ECONOMIC IMPACTS 2016				DEVIATION IN % COMPARED TO 2024
			2024	2025	
GRI 203-1	Value of free displays in CHF		3,716,925	5,436,668	46.3
GRI 203-1	Social work assignments in days		2	5	150.0
GRI 203-1	Order volume from social enterprises in CHF		2,722,486	2,226,207	-18.2

ECONOMIC STANDARDS, 'PROFIT'

GRI 205	ANTI-CORRUPTION 2016				%
			2024	2025	
GRI 205-1	Incidents related to corruption risks		0	0	-
GRI 205-1	Significant risks identified		0	0	-
GRI 205-2	Informed management members/EXCO and Head of		37	33	100.0
GRI 205-2	Informed employees		215	206	100.0
GRI 205-2	Trained management members		25	32	100.0
GRI 205-2	Trained employees		179	178	100.0
GRI 205-2	Actively informed business partners		0	0	-
GRI 205-3	Specific incidents		0	0	-
GRI 205-3	Disciplinary measures		0	0	-

ENVIRONMENTAL STANDARDS, 'PLANET'

GRI 301	MATERIALS 2016				PROPORTION IN % OF TOTAL	DEVIATION IN % COMPARED TO 2024
			2024	2025		
GRI 301-1	Cleaning agents/percentage that is biodegradable ^{1/2}		80	80	-	0.0
GRI 301-1	Glue/proportion that is environmentally friendly in kg ²		11,529	11,199	100.0	-2.9
GRI 301-1	Antifreeze/proportion that is environmentally friendly in kg ²		1,052	1,022	100.0	-2.9
GRI 301-1	Total number of vehicles ³		117	122	100.0	4.3
GRI 301-1	- of which are electric vehicles		18	27	22.1	50.0
GRI 301-1	- of which are hybrid		2	4	3.3	100.0
GRI 301-1	Own advertising sites, total ^{3/16}		20,827	20,872	100.0	0.2
GRI 301-1	- of which are digital advertising sites		1,802	1,747	8.4	-3.1
GRI 301-1	- of which LED screens in m2		615	645	-	4.9
GRI 301-1	- of which are paper-based advertising sites		19,025	18,480	88.5	-2.9
GRI 301-1	- of which are unlit		16,043	16,229	87.8	1.2
GRI 301-1	- of which are lit ¹¹		2,982	2,251	12.2	-24.5
GRI 301-1	- of which are LEDs ¹¹		1,907	1,690	75.1	-11.4
GRI 301-1	- of which are other lighting fixtures ¹¹		1,075	561	24.9	-47.8
GRI 301-1	Paper for posters in kg ^{2/4}		117,919	115,283	-	-2.2
GRI 301-1	Aluminium in circulation in kg ²		1,108,725	1,096,748	-	-1.1
GRI 301-1	Glass in circulation in kg ^{2/11}		208,765	189,185	-	-9.4
GRI 301-1	Steel in circulation in kg ²		113,352	115,358	-	1.8
GRI 301-2	Office paper/proportion that is EU Ecolabel in kg ⁸		1,704	1,288	-	-24.4

GRI 302	ENERGY 2016	2024	2025	PROPORTION IN % OF TOTAL	DEVIATION IN % COMPARED TO 2024
GRI 302-1	Electricity consumption: buildings in kWh	258,295	281,473	100.0	9.0
GRI 302-1	- of which is sustainable electricity in kWh	218,231	252,616	89.7	15.8
GRI 302-1	- of which is electricity from fossil sources or unknown ^{9/10}	40,064	28,857	10.3	-28.0
GRI 302-1	Electricity consumption: advertising sites ^{2/3} in kWh	3,956,910	3,940,898	100.0	-0.4
GRI 302-1	- of which is green electricity in kWh ^{5/16}	989,228	1,232,409	31.3	24.6
GRI 302-1	- of which is electricity of unknown origin ^{5/16}	2,967,682	2,708,489	68.7	-8.7
GRI 302-1	Average electricity consumption per electrified advertising site in kWh ^{11/17}	827	986	-	19.2
GRI 302-1	Heating oil consumption in litres	30,757	34,919	-	13.5
GRI 302-1	Natural gas consumption in kWh	96,037	92,484	-	-3.7
GRI 302-1	Electricity consumption of electric heating in kWh ⁹	37,815	6,496	100.0	-82.8
GRI 302-1	- of which is sustainable electricity in kWh	6,574	6,496	100.0	-1.2
GRI 302-1	- of which is electricity from fossil sources or unknown	31,241	0	-	-100.0
GRI 302-1	Electricity consumption of district heating in kWh ¹²	120,951	62,382	100.0	-48.4
GRI 302-1	- of which is electricity from green sources in kWh ¹²	109,840	45,410	72.8	-58.7
GRI 302-1	- of which is electricity from fossil sources or unknown	11,111	16,972	27.2	52.7
GRI 302-1	Refrigerants in kg	0	0	-	0.0
GRI 302-1	Kilometres driven by third-party and own vehicles ²	1,920,821	2,211,584	100.0	15.1
GRI 302-1	- of which driven by own vehicles	1,483,830	1,806,448	81.7	21.7
GRI 302-1	- of which driven by third-party vehicles	436,991	405,136	18.3	-7.3
GRI 302-1	Fuel consumption in litres ²	93,094	118,745	100.0	27.6
GRI 302-1	- of which is petrol	12,180	7,910	6.7	-35.1
GRI 302-1	- of which is diesel	80,914	110,835	93.3	37.0
GRI 302-1	Total energy consumption within the organisation in MJ ⁶	20,464,211	19,653,680	-	-4.0
GRI 302-1	Average energy consumption per advertising site in MJ	983	942	-	-4.2

GRI 305	EMISSIONS 2016	2024	2025	PROPORTION IN % OF TOTAL	DEVIATION IN % COMPARED TO 2024
GRI 305	Total GHG emissions in t of CO ₂ e ^{7/14}	2,015	1,816	100.0	-9.9
GRI 305-1	Direct emissions in t of CO ₂ – Scope 1 ¹⁴	549	398	21.9	-27.6
GRI 305-2	Indirect emissions in t of CO ₂ – Scope 2 ¹⁵	42	88	4.8	111.8
GRI 305-3	Indirect emissions – Scope 3	1,424	1,330	73.2	-6.6

GRI 306	WASTE 2020	2024	2025	PROPORTION IN % OF TOTAL	DEVIATION IN % COMPARED TO 2024
GRI 306-3	Total waste in tonnes ¹³	264	229	100.0	-13.3
GRI 306-4	- of which is recyclable waste in tonnes	226	196	85.6	-13.3
GRI 306-4	- of which paper ²	127	146	74.5	15.0
GRI 306-5	- of which is non-recyclable waste in tonnes ¹³	38	33	14.4	-13.2
GRI 306-5	Hazardous waste	0	0	-	0.0

- 1 Recommended biodegradable products
- 2 Increases and decreases are directly related to the number of advertising sites and their performance
- 3 Owned by us
- 4 Supplied by customer
- 5 Average consumption of digital sites, calculated according to Swiss electricity mix
- 6 1 kWh = 3.6 MJ (physical constant)
Diesel energy density: 35.7 MJ/l
Petrol energy density: 31.4 MJ/l [FOEN/SFOE] [2016], Fact sheet on CO₂ emission factors of Switzerland's greenhouse gas inventory, Table 1
- 7 Calculation of GHG emissions IPCC 2021
- 8 Evaluation of purchasing in the financial year under review
- 9 Elimination of Crissier site
- 10 Geneva procures green electricity via electricity subscription
- 11 Difference results from system-related adjustment of the lighting inventory in FY 2025
- 12 Administrative change at the Geneva site led to misinformation in 2024
- 13 Storage clearance and equipment replacement following the consolidation of Goldbach Neo and ex-Neo Advertising led to increased disposal figures in 2024
- 14 Artificially high starting value: ClimatePartner double-counted fuel consumption for 2024
- 15 Natural gas heating incorrectly booked in 2024 as Scope 1 – reclassification led to arithmetic increase of Scope 2 for 2025
- 16 Includes green electricity on public property from 2025
- 17 Average value from illuminated paper advertising media, digital advertising sites and LED formats in m²

SOCIAL STANDARDS, 'PEOPLE'

For all employees with an employment contract at Goldbach Neo OOH AG, including apprentices and interns.

GRI 401	EMPLOYMENT 2016				2024	2025	PROPORTION IN % OF TOTAL	DEVIATION IN % COMPARED TO 2024
GRI 401-1	Total new starters ¹				100	36	100.0	-64.0
GRI 401-1	- of which are women				30	8	22.2	-73.3
GRI 401-1	- of which are men				70	28	77.8	-60.0
GRI 401-1	- of which are employees under 30				19	11	30.6	-42.1
GRI 401-1	- of which are employees between the ages of 30 and 50				53	18	50.0	-66.0
GRI 401-1	- of which are employees over 50				28	7	19.4	-75.0
GRI 401-1	Employment rate in % ¹				39	14	-	-64.1
GRI 401-1	- of which are women				49	14	-	-71.4
GRI 401-1	- of which are men				36	14	-	-61.1
GRI 401-1	- of which are employees under 30				59	37	-	-37.3
GRI 401-1	- of which are employees between the ages of 30 and 50				46	15	-	-67.4
GRI 401-1	- of which are employees over 50				26	7	-	-73.1
GRI 401-1	Total departures				38	34	100.0	-10.5
GRI 401-1	- of which are women				12	10	29.4	-16.7
GRI 401-1	- of which are men				26	24	70.6	-7.7
GRI 401-1	- of which are employees under 30				9	5	14.7	-44.4
GRI 401-1	- of which are employees between the ages of 30 and 50				21	12	35.3	-42.9
GRI 401-1	- of which are employees over 50				8	17	50.0	112.5
GRI 401-1	Turnover rate in %				15	13	-	-13.3
GRI 401-1	- of which are women				20	17	-	-15.0
GRI 401-1	- of which are men				13	12	-	-7.7
GRI 401-1	- of which are employees under 30				28	17	-	-39.3
GRI 401-1	- of which are employees between the ages of 30 and 50				18	10	-	-44.4
GRI 401-1	- of which are employees over 50				7	16	-	128.6
GRI 401-1	Total number of employees				256	257	100.0	0.4
GRI 401-1	- of which are full-time employees				194	198	77.0	2.1
GRI 401-1	- of which are part-time employees				62	59	23.0	-4.8

GRI 403	OCCUPATIONAL HEALTH AND SAFETY 2018				2024	2025	PROPORTION IN % OF TOTAL	DEVIATION IN % COMPARED TO 2024
GRI 403-9	Number of work-related injuries ²				12	10	100.0	-16.7
GRI 403-9	- of which are women				0	0	0.0	0.0
GRI 403-9	- of which are men				12	10	100.0	-16.7
GRI 403-9	- of which are bruises				3	3	30.0	0.0
GRI 403-9	- of which are contusions				1	1	10.0	0.0
GRI 403-9	- of which are sprains				2	0	0.0	-100.0
GRI 403-9	- of which are other types				6	6	60.0	0.0
GRI 403-9	Days lost ⁴ due to work-related injuries ²				117	281	100.0	140.2
GRI 403-9	- of which are women				0	0	0.0	0.0
GRI 403-9	- of which are men				117	281	100.0	140.2
GRI 403-10	Illnesses ³				284	313	100.0	10.2
GRI 403-10	- of which are women				59	71	22.7	20.3
GRI 403-10	- of which are men				225	242	77.3	7.6
GRI 403-10	Days lost ⁴ due to illness ³				2,750	2,273	100.0	-17.3
GRI 403-10	- of which are women				133	552	24.3	315.0
GRI 403-10	- of which are men				2,617	1,721	75.7	-34.2

1 Additions in 2024 result from integration of Neo Advertising into the new Goldbach Neo

2 Reports to the occupational accident insurance provider

3 Reports from the first working day

4 Working days

GRI 404	TRAINING AND EDUCATION 2016	2024	2025	PROPORTION IN % OF TOTAL	DEVIATION IN % COMPARED TO 2024
GRI 404-1	Training ⁵ in hours	494	1494	100.0	202.4
GRI 404-1	- of which are women	140	335	22.4	139.3
GRI 404-1	- of which are men	354	1159	77.6	227.4
GRI 404-1	- of which received by non-managers	280	461	30.9	64.6
GRI 404-1	- of which received by managers	214	1033	69.1	382.7
GRI 404-1	Average hours per woman	3	6	-	100.0
GRI 404-1	Average hours per man	2	6	-	200.0
GRI 404-1	Average hours per non-manager	2	2	-	0.0
GRI 404-1	Average hours per manager	4	25	-	525.0
GRI 404-1	Paid hours for external training	336	496	100.0	47.6
GRI 404-1	- of which are women	48	136	27.4	183.3
GRI 404-1	- of which are men	288	360	72.6	25.0
GRI 404-1	- of which received by non-managers	296	456	91.9	54.1
GRI 404-1	- of which received by managers	40	40	8.1	0.0
GRI 404-1	Number of internships	1	1	-	0.0
GRI 404-1	Number of apprenticeships	4	4	-	0.0
GRI 404-1	Apprentices taken on	0	1	-	-

GRI 405	DIVERSITY AND EQUAL OPPORTUNITY 2016	2024	2025	PROPORTION IN % OF TOTAL	DEVIATION IN % COMPARED TO 2024
GRI 405-1	Total employees	256	257	100.0	0.4
GRI 405-1	- of which are women	61	59	23.0	-3.3
GRI 405-1	- of which are men	195	198	77.0	1.5
GRI 405-1	- of which are employees under 30	32	30	11.7	-6.3
GRI 405-1	- of which are employees between the ages of 30 and 50	116	120	46.7	3.4
GRI 405-1	- of which are employees over 50	108	107	41.6	-0.9
GRI 405-1	- of which are Swiss	166	166	64.6	0.0
GRI 405-1	- of which are foreign nationals	90	91	35.4	1.1
GRI 405-1	Employees with a managerial role	39	41	100.0	5.1
GRI 405-1	- of which are women	11	8	19.5	-27.3
GRI 405-1	- of which are men	28	33	80.5	17.9
GRI 405-1	- of which are employees under 30	0	1	2.4	-
GRI 405-1	- of which are employees between the ages of 30 and 50	19	22	53.7	15.8
GRI 405-1	- of which are employees over 50	20	18	43.9	-10.0
GRI 405-1	Number of different nationalities	21	18	-	-14.3

GRI 405	DIVERSITY AND EQUAL OPPORTUNITY 2016	2024 MALE/FEMALE	2025 MALE/FEMALE
GRI 405-2	Effective salary including bonuses and premiums		
GRI 405-2	- Employee level	1/1.2	1.0/1.2
GRI 405-2	- Team leader level	1/0.9	1.0/1.0
GRI 405-2	- Operational management level	1/1	1.0/1.0
GRI 405-2	- Whole company level	1/1.2	1.0/1.2

5 Internal training sessions during working hours

Employees = anyone with a Goldbach Neo AG employment contract, including apprentices and interns. All information correct as of 31/12/2025

GRI CONTENT INDEX

GRI 1 – GRI STANDARD APPLIED

STANDARD	TOPIC	REFERENCES, ADDITIONAL COMMENTS, OMISSIONS
GRI 1	GRI standard applied	GRI 1: Foundation 2021

GRI 2 – GENERAL DISCLOSURES 2021 – THE ORGANISATION AND ITS REPORTING PRACTICES

STANDARD	TOPIC	REFERENCES, ADDITIONAL COMMENTS, OMISSIONS
GRI 2-1	Organisational details	CSR Report page 32
	Name	Goldbach Neo OOH AG
	Offer	https://goldbachneo.com/en/offer
	Headquarters	Hünenberg
	Country of operation	Switzerland
GRI 2-2	Entities included in the organisation's sustainability reporting	257 employees at 10 sites, 20,872 advertising sites owned by us, Goldbach Neo does not publish balance sheets or income statements
	Key figures for the content of the report	CSR report pages 28–31
GRI 2-3	Reporting period	1 January 2025 to 31 December 2025
	Publication of the latest report	Previous year's report covers FY 2024 and was published in July 2025
	Reporting frequency	Annually
	Contact point	tanja.mueller@goldbachneo.com
GRI 2-4	Restatements of information	None
GRI 2-5	External assurance	ClimatePartner Switzerland AG

GRI 2 – GENERAL DISCLOSURES 2021 – ACTIVITIES AND WORKERS

STANDARD	TOPIC	REFERENCES, ADDITIONAL COMMENTS, OMISSIONS
GRI 2-6	Markets	Swiss advertising market with advertising clients, advertising agencies, media agencies and property owners on public property and on private property
GRI 2-6	Value chain	Suppliers: manufacturers of advertising media and contractual partners that lease advertising media sites
		Internal creation: product design, sales, billing for contractors, compensation for contractual partners
GRI 2-7	Employees	CSR report pages 30–31

GRI 2 – GENERAL DISCLOSURES 2021 – GOVERNANCE

STANDARD	TOPIC	REFERENCES, ADDITIONAL COMMENTS, OMISSIONS
GRI 2-9	Structure	https://goldbachneo.com/en/contact/contact-persons
	CEO statement	CSR Report page 3
GRI 2-10	Governance bodies	Public limited company: Goldbach Neo OOH AG is a wholly owned subsidiary of Goldbach Group, which belongs to TX Group

GRI 2 – GENERAL DISCLOSURES – STRATEGY, POLICIES AND PRACTICES

STANDARD	TOPIC	REFERENCES, ADDITIONAL COMMENTS, OMISSIONS
GRI 2-22	Statement on sustainable development strategy	CSR report pages 8–15 https://goldbachneo.com/en/inspiration/engagements/our-values Management leadership principles: collaborative, appreciative, ready to perform, credible
GRI 2-23	Policy commitments	CSR report pages 9–15 https://goldbachneo.com/en/inspiration/engagements/our-values Risk management in accordance with Swiss laws and guidelines
GRI 2-24	External initiatives	https://goldbachneo.com/en/inspiration/engagements/corporate-responsibility
GRI 2-28	Membership associations	https://goldbachneo.com/en/inspiration/engagements/partnerships

GRI 2 – GENERAL DISCLOSURES 2021 – STAKEHOLDER ENGAGEMENT

STANDARD	TOPIC	REFERENCES, ADDITIONAL COMMENTS, OMISSIONS
GRI 2-29	Approach to stakeholder engagement	CSR Report page 7
GRI 2-30	Collective bargaining agreements	None

GRI 3 – MATERIAL TOPICS

STANDARD	TOPIC	REFERENCES, ADDITIONAL COMMENTS, OMISSIONS
GRI 3-1	Process to determine material topics	CSR Report page 9
GRI 3-2	List of material topics	CSR Report page 9
GRI 3-3	Management of material topics	CSR report pages 9–15

GRI 203 – INDIRECT ECONOMIC IMPACTS 2016

STANDARD	TOPIC	REFERENCES, ADDITIONAL COMMENTS, OMISSIONS
GRI 3-3	Management of material topics	CSR Report page 14
GRI 203-1	Infrastructure investments and services supported	CSR Report page 14

GRI 205 – ANTI-CORRUPTION 2016

STANDARD	TOPIC	REFERENCES, ADDITIONAL COMMENTS, OMISSIONS
GRI 3-3	Management of material topics	CSR Report page 15
GRI 205-1	Operations assessed for risks related to corruption	CSR Report page 28
GRI 205-2	Communication and training about anti-corruption policies and procedures	CSR Report page 28
GRI 205-3	Confirmed incidents of corruption and actions taken	CSR Report page 28

GRI 301 – MATERIALS 2016

STANDARD	TOPIC	REFERENCES, ADDITIONAL COMMENTS, OMISSIONS
GRI 3-3	Management of material topics	CSR report page 13, 19
GRI 301-1	Materials used by weight or volume	CSR Report page 28
GRI 301-2	Recycled input materials used	CSR Report page 13
GRI 301-3	Reclaimed products and their packaging materials	CSR Report page 13

GRI 302 – ENERGY 2016

STANDARD	TOPIC	REFERENCES, ADDITIONAL COMMENTS, OMISSIONS
GRI 3-3	Management of material topics	CSR Report page 12
GRI 302-1	Energy consumption within the organisation	CSR Report page 29

GRI 305 – EMISSIONS 2016

STANDARD	TOPIC	REFERENCES, ADDITIONAL COMMENTS, OMISSIONS
GRI 3-3	Management of material topics	CSR Report page 9
GRI 305-1	Direct [Scope 1] GHG emissions	CSR report pages 23, 25, 29
GRI 305-2	Energy indirect [Scope 2] GHG emissions	CSR report pages 23, 25, 29
GRI 305-3	Other indirect [Scope 3] GHG emissions	CSR report pages 24, 25, 29

GRI 306 – WASTE 2020

STANDARD	TOPIC	REFERENCES, ADDITIONAL COMMENTS, OMISSIONS
GRI 3-3	Management of material topics	CSR report page 9, 13
GRI 306-3	Waste generated	CSR Report page 29
GRI 306-4	Waste diverted from disposal	CSR Report page 29
GRI 306-5	Waste directed to disposal	CSR Report page 29

GRI 401 – EMPLOYMENT 2016

STANDARD	TOPIC	REFERENCES, ADDITIONAL COMMENTS, OMISSIONS
GRI 3-3	Management of material topics	CSR report page 10, 11
GRI 401-1	New employee hires and employee turnover	CSR Report page 30

GRI 403 – OCCUPATIONAL HEALTH AND SAFETY 2018

STANDARD	TOPIC	REFERENCES, ADDITIONAL COMMENTS, OMISSIONS
GRI 3-3	Management of material topics	CSR report page 10, 17
GRI 403-9	Work-related injuries	CSR Report page 30
GRI 403-10	Work-related ill health	CSR Report page 30

GRI 404 – TRAINING AND EDUCATION 2016

STANDARD	TOPIC	REFERENCES, ADDITIONAL COMMENTS, OMISSIONS
GRI 3-3	Management of material topics	CSR report page 11, 17
GRI 404-1	Average hours of training per year per employee	CSR Report page 31

GRI 405 – DIVERSITY AND EQUAL OPPORTUNITY 2016

STANDARD	TOPIC	REFERENCES, ADDITIONAL COMMENTS, OMISSIONS
GRI 3-3	Management of material topics	CSR Report page 11
GRI 405-1	Diversity of governance bodies and employees	CSR Report page 31
GRI 405-2	Ratio of basic salary and remuneration of women to men	CSR Report page 31

GLOSSARY

CSR Report	Corporate Social Responsibility Report
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