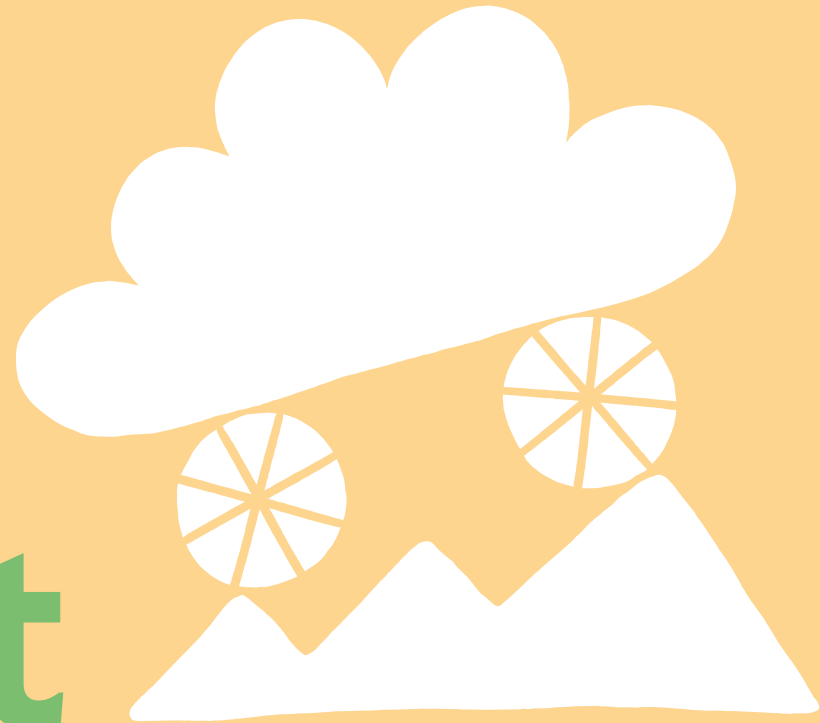


impact report 2025



Setting a clear baseline for future impact

JOOLZ

A word from our CEO

This report marks the beginning of a new chapter. It's our first-ever impact report, and it's an important step forward when it comes to transparency. We're setting a clear baseline, outlining what we stand for, what we're doing and where we're heading. More so than ever before, we'll consistently measure our impact on different areas. Starting this year, we'll publish an annual overview of our efforts and their outcomes.

We know the journey won't be linear: impact never is. Just like parenting, it's messy, rewarding, and full of growth. But we're here for it, committed to learning and improving every step of the way.

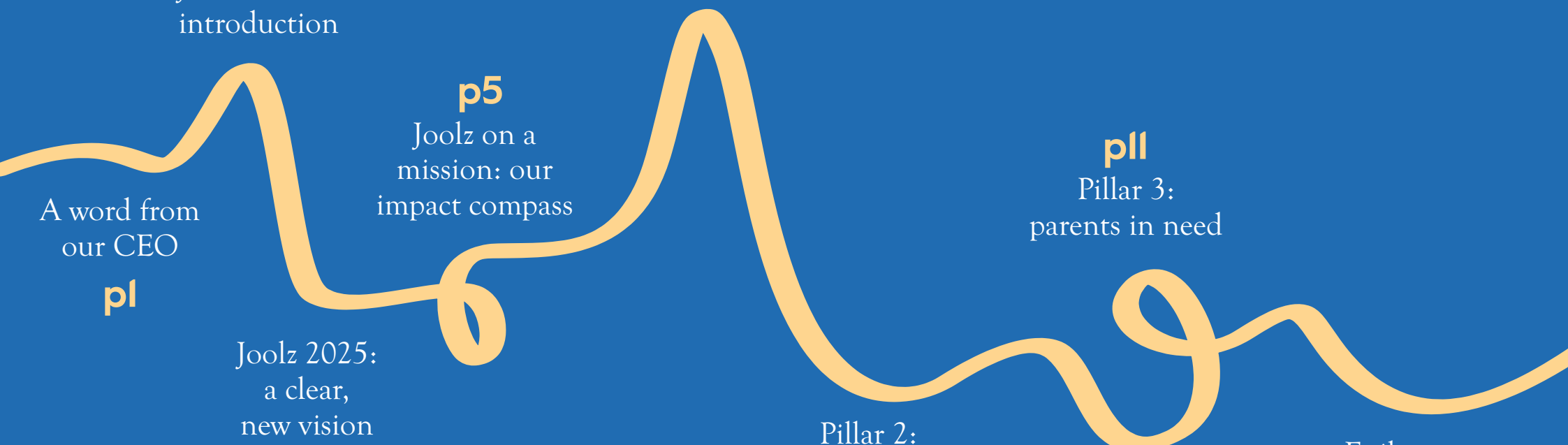
Thank you for being on this journey with us.

Warm regards,
Richard

Enjoy the read!



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Joolz, a short introduction

Joolz was founded in Amsterdam in 2004 with a clear ambition: to design the most sustainable, high-quality pushchairs and to empower (new) parents. So that they can empower a new generation.

An important part is protecting the very planet on which this generation will be growing up. We're proud to say we've become one of the world's fastest-growing premium pushchairs brands. And as we grow, so does our responsibility.



>1 million
pushchairs sold



718,631
trees planted*



42
awards won



12
countries



2023, 2024, 2025
great place to work



134
employees



3,9/5
employee satisfaction rate



23
nationalities

*one stroller, one tree started 2017

Joolz 2025: a clear mission

After more than four years of building a healthy organisation, in 2024, we turned our attention to something more than commercial impact. We began an extensive and careful process—including Joolz employees worldwide—to determine exactly which other areas we wanted to impact. Our ambition – to support parents with smart designs and sustainable products – hadn't changed, but we matured as a company and sought a new goal for which we could strive, a mission that would keep us on our toes.

first 1,000 days

After two decades in the pushchair business and countless conversations with parents, one truth stands out: the first 1,000 days—from conception to a child's second birthday—are absolutely crucial. This window shapes the foundation for lifelong health, learning, and well-being. In fact, 80% of a child's brain develops during this time, influencing everything from emotional resilience to cognitive ability.*

*Source: United Nations

** Source: https://www.nji.nl/cijfers/opvoeden?utm_source=chatgpt.com

***Source: Stichting Babyspullen

Joolz 2025: a clear mission

But not every child gets the same start. Financial stress, lack of access to essentials, and limited support systems can all stand in the way. That's why we're committed to helping families during this formative period—because a strong beginning can change everything.

**Up to 70% of parents
experience regular stress
related to parenting****

**Every day, around 35 babies
are born into poverty
in the Netherlands*****



Joolz 2025: a clear mission

Diving into these inequalities with the whole company, the conclusion was simple. At Joolz, we want a future-proof world of equal opportunities for every child. And so, our mission was formed:

A promising
start for
every child

The Impact Compass: Our Framework for Change

First, we had to understand where the barriers to a promising start truly lie. Using conversations, research, and data, we identified three key areas where Joolz can make a tangible difference: through our products, helping our Joolz parents and helping disadvantaged families. These areas form the foundation of our impact strategy and will guide our actions from here on out.

**Mission: A promising
start for every child.**



The diagram features three distinct shapes: a green triangle at the top right, a red rectangle at the bottom right, and an orange circle at the bottom center. A thick white line starts from the bottom left, curves around the orange circle, loops through the red rectangle, and then curves around the green triangle, connecting all three pillars. The text for each pillar is placed inside its respective shape.

Pillar 1
our pushchairs

Pillar 3
parents
in need

Pillar 2
our Joolz
parents

Pillar 1: our pushchairs

Sustainable every step of the way

Pushchairs are our main product. And while these pushchairs are designed to last, they do have an environmental footprint.

That's why we're rethinking our entire product lifecycle—from the way we source materials to what happens at the end of a pushchair's life. This means asking tough questions about our design choices, partnering with suppliers committed to sustainability, and helping families extend the life of their Joolz pushchair.



Pillar 2: ourJoolz parents

Reducing stress for parents

The first years of parenting are intense, joyful, and often overwhelming. And too many parents feel isolated by constant pressure. A child's start in life is deeply influenced by their caregivers' well-being. When parents feel supported, informed, and seen, they're better able to provide the stable, nurturing environment kids need to thrive.

That's where we come in, through relatable campaigns, partnerships, a new online platform and smartly designed pushchairs that tackle life's messiest moments. We're building a support system that reflects the honest, messy, joyful reality of parenting—and helps make it a little easier.



Pillar 3: parents in need

Taking care of the bumpiest ride

Many families lack access to basic baby essentials—things like a pushchair to get around in or even a safe place to sleep. Our third pillar focuses on reaching those families through donations and partnerships.

We believe that every child deserves a fair shot at a healthy, happy start. That's why we're working with partners and donations to ensure financially struggling families have access to the essentials: from refurbished pushchairs to a cot and baby clothing.





our pushchairs

Sustainable every step
of the way

Pillar I: our pushchairs

Sustainable every step of the way

Rethinking every step

A promising start begins with a healthy planet. And let's be honest – production can affect this.

Making pushchairs and accessories requires raw materials and energy; it involves global shipping and local distribution.

**So, can we give kids a great start, without harming their planet?
We believe the answer is yes, if we rethink every step.**

At Joolz, we're seriously investigating the negative impact of our pushchairs on the planet. By continuously innovating and making considered choices we try to minimise the carbon footprint of our brand. For example, in cooperation with Tree-Nation, we've created a tree-planting programme where each pushchair sold results in a tree being planted.



**Robert Stadman,
Head of Product Development**

"We aim to develop durable products of high quality because the most sustainable product is a product that you don't throw away and keep using. And we work consistently toward reducing the carbon footprint of our products using recycled material and renewable energy where we can."

The (baby) steps we take

Giving pushchairs a second (and third) life

One way to reduce waste is by extending the lifespan and reshaping the life cycle of products. That is why we design our pushchairs with longevity and recyclability in mind. To encourage customers to keep reusing them, we've introduced a 10-year transferrable warranty in 2023. We've also started a leasing partnership with Tiny Library and a refurbishment programme with Refurbished Kinderwagens.

By increasing refurbishment and leasing options, we can go even further in extending the lifespan of our products, reducing waste and preventing production emissions.

Goal 2028:

Refurbish and repair at least 12,000 pushchairs.

Designing with sustainable and durable materials

We select the most sustainable materials for our designs: long-lasting, recycled (so we don't have to use natural resources) and preferably light weight (because this lowers the impact of transportation). We've already switched to recycled PET for most of our fabrics. In the next three years we aim to reduce our carbon footprint further by increasing the amount of recycled aluminium and plastics in our products.

Goal 2028:

Reduce the emission per pushchair by 23%.



The (baby) steps we take

Lowering the operational footprint

At our headquarters in Amsterdam, we use green electricity with our own solar panels. Next, we want to work with our suppliers to reduce the impact of our operations by limiting water use, waste and encouraging more renewable energy.

Goal 2028:

100% renewable energy at headquarters and working with our suppliers to reduce operational impact.

Joolz birth forest:

718,631 trees planted and
129,773 tonnes of co² captured
since 2017





Our Joolz parents

Stress-free parenthood



Pillar 2: our Joolz parents

Stress-free parenthood



Serious about supporting parents

It takes a happy, healthy parent to provide a healthy start. At Joolz we understand that parenting can be challenging. Because yes. It's the best feeling ever, but it's also a lot.

You're tired, but happy. But tired.

Your heart's full but so is that diaper.

It's one big paradox. We get it.

That's why we want to show parents that they're not struggling alone. Research demonstrates that having a supportive community around you reduces stress and makes parenting more enjoyable. It can significantly ease the bumps and hiccups along the way. And for every bump in the road, no matter how big or small, you'll need a pushchair to help you navigate. We've got you! With our smartly designed pushchairs, we help you tackle life's messiest moments. Good-looking, comfortable, easy to use and made to last.

Showing what real parenthood looks like

We showcase real parenthood through honest storytelling. That's why we never work with models; instead, we work with Joolz parents who are happy to appear in our branded content. It's important to us to feature a diverse range of parents: a dad experiencing disability, a single mom, a same-sex couple – all parents need to be represented. And we stay away from any picture-perfect images. Because perfect

Joining forces with the experts

Lots of organisations are very experienced in supporting parents. We want to join forces with them and facilitate community events and initiatives. Here are some parties we're currently in touch with: de Oudertelefoon, Heike vom Heede (DE), Becki Rabin (UK) and many more.

Sharing the good, the bad and the ugly

This year we're launching the 'Parent Hideout'. The (online) place where parents and parents-to-be can go for all things parenthood. Whether you're in the pre-baby phase, right in the middle of your newborn bubble or surviving the terrible twos: we've got you. Because why do this alone, when you can hop on this roller coaster together? Through the good, the bad and the ugly - Joolz is here for you. The perfect platform for the not-so-perfect moments, with real stories and useful advice from experts.

Let's be honest:
Joolz Real Talk

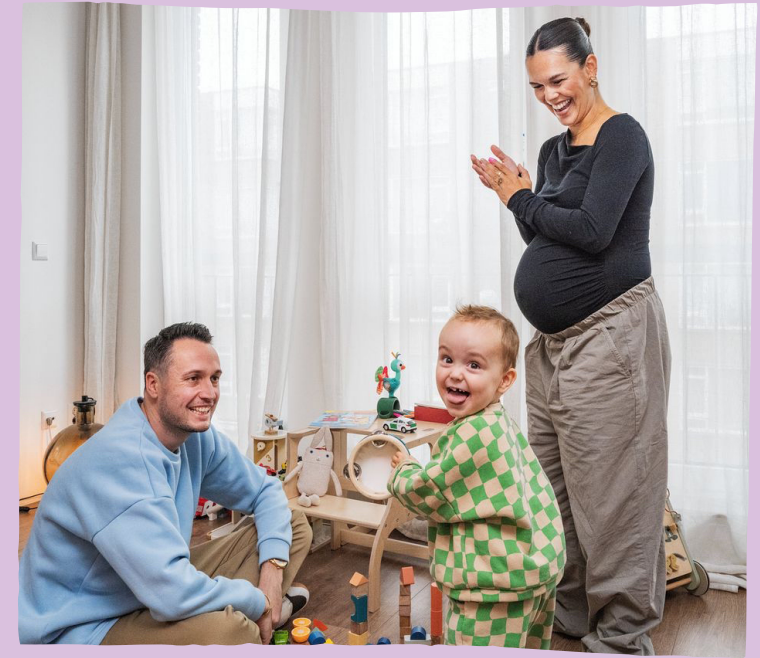


Pillar 2: our Joolz parents

Stress-free parenthood

In the upcoming years, we hope to expand our parental support services, introduce digital tools and host community events that bring parents together to discuss the messy topics of parenthood.

These events will support parents not only with Joolz customers' donated baby gear like clothes, toys and pushchairs, but also with professional advice on important topics like sleep, feeding, and dealing with unsolicited advice. In this way, Joolz helps to create a true community, with parents supporting parents.w



Jill Paat,

Socials & Content Specialist

"The company is always thinking about the challenges of parenting. Being pregnant with our second baby, I was very nauseous during the day. We agreed to flexible hours and working more from home, so I could rest between meetings. Joolz really tries to understand parents' daily struggles, so we can help them!"



Parents in need

Supporting the bumpiest ride

Pillar 3: Parents in need

Supporting the bumpiest ride

Serious about supporting parents

Not every family has the means to provide the basics for their baby's first 1,000 days – even in wealthy European countries like the Netherlands, Spain or the UK. Their parents may struggle financially and are unable to buy a cot, a pushchair or even nappies and baby formula. We want to not only support Joolz parents, but also those who experience the bumpiest of rides.





Supporting the bumpiest ride: donations and partnerships

We are proud to announce the first step in this mission: a partnership with Stichting Babyspullen, a Dutch non-profit that supports families living in poverty by providing essential baby items during the first 1,000 days of a baby's life. To kick off this collaboration, Joolz is donating €100,000 to help Stichting Babyspullen expand their impact and ensure that every baby has access to the essentials. Together we're working towards a future where every child gets the best possible start.

We're also supporting parents by creating cots, offering financial help to provide the most essential products for the babies' first 1,000 days, and sharing our knowledge. This is just the beginning; we aim to find even more partners in other countries with similar needs, to see how we can help families there.

Goal 2028:

Having supported 80,000 disadvantaged families with baby essentials in the first 1,000 days of their child (clothes, cots, etc.)

Employee volunteering

We've started a Joolz volunteer programme to help Stichting Babyspullen with logistics, packing and design questions. This programme will be rolled out over 2025.

Goal 2028:

Every Joolz employee participates in at least 8 hours of volunteer work a year.

Epilogue: aiming steadily

As a mom of two, I know how challenging the different stages of parenthood can be. When I had just become a parent, I struggled a lot with breastfeeding, surviving on 3 hours of sleep a night and, well, basically discovering my baby's needs. And just when I felt like I was handling it like a pro, BAM, in came the unexpected tantrums in public places. I'm actually going through a brand new phase as we speak: having to negotiate with teenagers. All while trying to balance work and home responsibilities. So yes, I can confirm it can make you feel stressed at times. It's never a dull moment, that's for sure.

However, I'm fully aware of how privileged we are. The challenges we face are nothing compared to what many families go through. We don't choose the circumstances we're born into. While some young families are navigating the bumpiest of rides, we're lucky enough to only hit the occasional bump. Even a small, personal effort can make a real difference — I saw it firsthand when we welcomed a foster child into our home.

"They say it takes a village to raise a child. We want to be that village."

They say it takes a village to raise a child. We want to be that village. At Joolz, we're aiming to set a good example and make it a little



easier for other parents to join in. With the right tools and a little support, more families can take that step too. That's how a small idea turns into something bigger. We can't do it alone. But if we do this together, no bump is too big.

Epilogue: aiming steadily

Our new mission statement, giving every child a promising start, truly resonates with me. We recognise that this goal is ambitious — an audacious vision, even. As a standalone brand, achieving it globally may not be realistic. However, we are committed to doing everything within our power to make a real difference in the daily lives of (new) parents and their babies. We're beginning with major collaborations in the Netherlands and have plans to expand the collabs to the United Kingdom, Germany and Spain in the coming years.

Even if it's still in the distance, I can promise that we're aiming steadily at that goal on the horizon. Whether at our headquarters in Amsterdam or at our locations around the world. You have my word on that.

Irene Muller,
Global Brand & Marketing
Director



What a ride

JOOLZ