

PRESS RELEASE

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AcadeMedia's Board Adopts Group-Wide Sustainability Targets

AcadeMedia's Board of Directors has decided to introduce group-wide, measurable sustainability targets covering environmental, social, and governance (ESG) matters. The purpose is to increase transparency, improve monitoring of the company's sustainability efforts, and clarify the Group's strategic direction toward its vision to lead the development of future education.

The targets are based on the company's materiality assessment and cover climate impact, employees and work environment, education, and responsible business conduct. The sustainability targets will come into force on 1 July 2026.

Sustainability Targets

- **Climate and Environment:** Reduction of greenhouse gas emissions measured in CO₂e. Long-term target: net-zero emissions by 2050. Interim target: 25% reduction by 2030.
- **Employees and Work Environment:** Employee Net Promoter Score ("eNPS") above 20. Interim target: above 15 by 2030.
- **Education:** Ensure that all children, students, and participants achieve their educational goals and experience a sense of safety and security, measured through the Results Index and Safety Index.
- **Responsible Business Conduct:** More than 95% of managers to complete the Group's Code of Conduct training.

"By introducing group-wide and measurable sustainability targets, we strengthen not only the monitoring of our sustainability efforts but also the connection to the Group's overall governance and long-term strategy. The targets create structure and clarify our priorities in areas that are important for operational quality, employee engagement, and long-term value creation," says Håkan Sörman, Chairman of the Board of AcadeMedia.

Facts

CO₂e: AcadeMedia's carbon footprint is calculated in accordance with the GHG Protocol. In 2024/25, the footprint amounted to 77,170 tonnes of CO₂e.

eNPS: Is a measure of employee engagement and loyalty. During 2026/27, eNPS calculations will be harmonized across all countries, and a baseline year will be established. The eNPS for the Swedish operations was 12.6 in 2025/26.

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Results Index: A metric designed to provide an overall picture of how successfully AcadeMedia fulfills its core educational mission over time and across different types of schools. The Index is calculated as a weighted measure based on nationally established performance indicators for each school type, as well as deviations from national test results. AcadeMedia's preschool operations are not included in this metric.

Safety Index: A metric designed to provide an overall picture of how successfully AcadeMedia creates safe environments for children and students over time and across different types of schools. The Safety Index is calculated as a weighted average of survey responses from students and guardians regarding their perceived sense of safety.

Responsible Business Conduct: AcadeMedia's Code of Conduct establishes the Group's ethical guidelines. The Code of Conduct has been approved by the Board and serves as a foundation for the Group's governance, focusing on its core mission, accountability, transparency, and compliance. Starting in 2026/27, all managers across all AcadeMedia countries will be required to complete Code of Conduct training.

AcadeMedia's Materiality Assessment: AcadeMedia's materiality assessment is based on the principle of double materiality and draws on dialogues with the Group's key stakeholders, in line with applicable EU legislation (CSRD/ESRS). All stakeholder groups consider learning outcomes and the quality of education to be the single most important sustainability area, followed by workforce-related issues and responsible business conduct. Climate and environmental impact are also regarded as priority areas, with clear expectations regarding the measurement and reduction of emissions.

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About Us

AcadeMedia is Europe's largest education company, operating preschools, compulsory schools, upper secondary schools, and adult education institutions. The company has operations in Sweden, Norway, Finland, Poland, the United Kingdom, the Netherlands, and Germany. Our mission is to build a more sustainable society with education and learning as its foundation. For more information about us and our operations, please visit www.academedia.se