



Sustainability Charter 2026



Third-Generation Family Company



The Management of the PHW Group (from left to right):
Doris Wesjohann,
Dr. Heinrich Dröge,
Peter Wesjohann (Chairman of the Executive Board),
Felix Wesjohann and
Marcus Keitzer

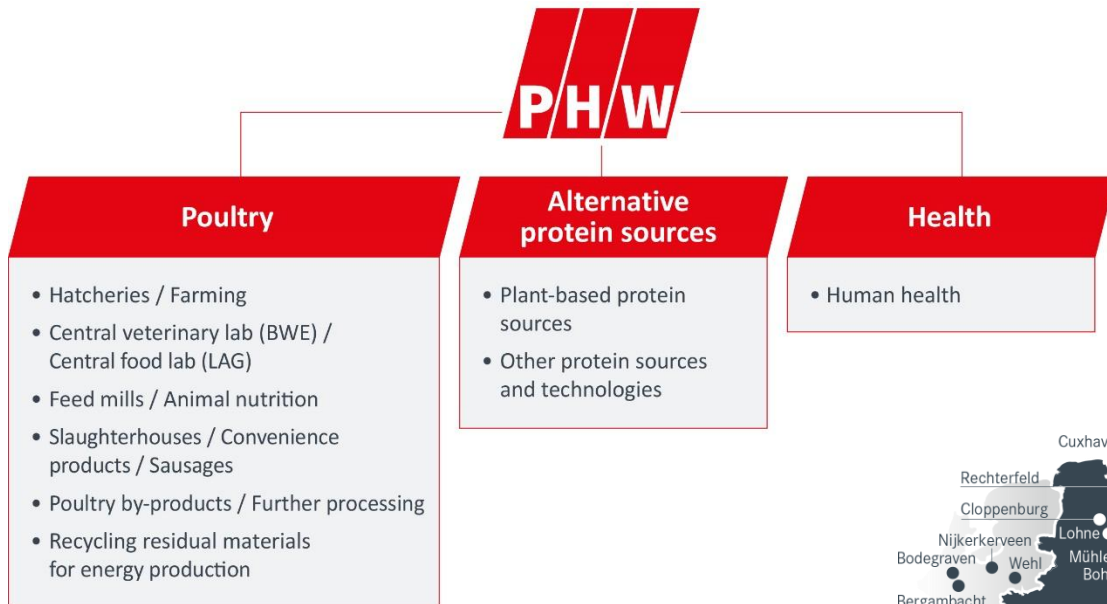
A third-generation **family company** rooted in the Oldenburger Münsterland region.

Looking back on 90 years of company history, which originally started as a small farm with a hatchery is today firmly established as a **leading player within the food industry**.

Growth through diversity: Parallel development of the business units “Poultry”, which focuses on the production and distribution of high-quality poultry specialities, and “Alternative Protein Sources” for the protein mix of the future.

We take **top spot in the poultry sector** in Germany and are ranked among the leading companies in this sector across Europe.

Business areas and locations



Organization of Sustainability Management

Sustainability Council of the PHW Group (founded in 2009)

Central sustainability management of the PHW Group

Executive Board Chairman	Board Member Poultry Integration	Board Member Production
Board Member Alternative Protein Sources	Board Member Purchasing & Finance	Quality Management
Marketing & Communication	Human Health	Feed

Sustainability teams at the PHW sites:

Management		
Workplace Safety	Quality	Controlling
Technology	Human Resources	Purchasing
Energy Management	Environmental Management	Water Management
Animal Welfare		



The **sustainability managers** at the PHW sites are in constant contact with their respective departments and in regular exchange with the central sustainability team.

Overview of various standards

The sustainability activities of the PHW Group are regularly audited by external parties. Below are some of the standards at our locations:

Food standard according to IFS Food	Energy management according to ISO 50001	IFS Logistics Certification	Sustainability rating by ecovadis
Food standard according to BRC Global Standard for Food Safety	Environmental management according to ISO 14001	Quality standard according to GMP+ FRA MI 5.6	Animal welfare standard , e.g., according to ITW, Privathof and ECC
Quality standard according to QS	ProTerra	Member of the Roundtable on Responsible Soy (RTRS)	Social standard , e.g., according to Sedex



Our Sustainability Strategy



We stand for the nutrition mix of the future

Environment



Social



Governance

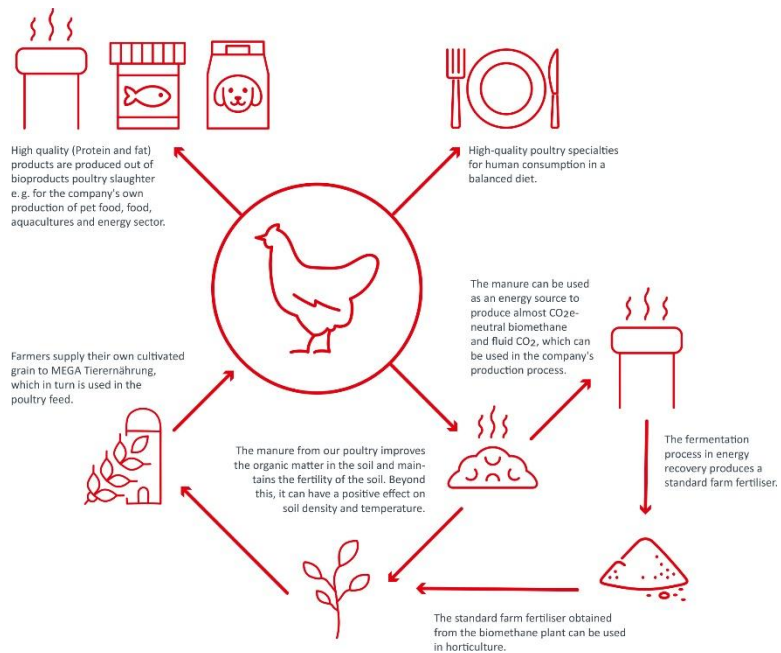


Our Foundation: Acting in holistic cycles

Our Foundation: Acting in holistic cycles



Production stages of German chicken and turkey specialties within the PHW Group



Optimal value creation of the product flows of our poultry division

Our overarching goal is to build up and further develop our own PHW infrastructure in such a way that we always act in cycles and create synergies.



We stand for the nutritional mix of the future.

With future generations in mind, we continuously develop high-quality animal and plant-based protein products while advancing our circular business. An approach that has been guided us for over 90 years.

E - Environment



Climate protection
Biodiversity
Circular economy



S - Social



Own workforce
Workers in the value chain
Consumers and end-users



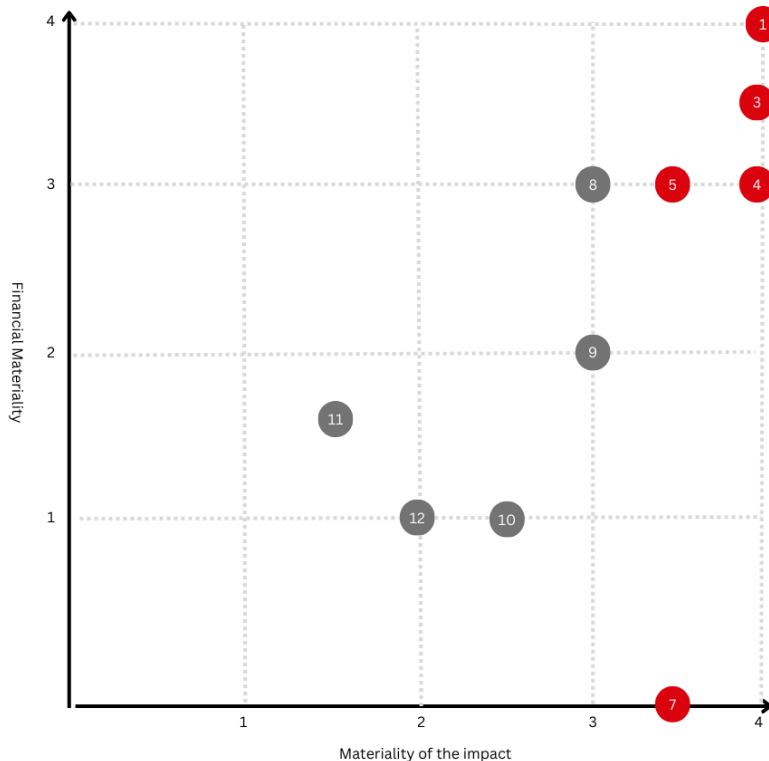
G - Governance



Future-led poultry farming
Nutrition
Strong partnerships
Corporate culture



Materiality Analysis 2025/2026



Environment

- 1 Climate protection
- 5 Circular economy
- 7 Biodiversity
- 8 Air pollution
- 9 Water contamination
- 10 Substances of concern
- 11 Soil contamination

Social Responsibility

- 3 Own Workforce
- 4 Workers in the value chain
Consumers and end-users

Governance

- 3 Future-led poultry farming
Organizational culture
- 4 Strong partnerships
Nutrition
- 12 Corruption and bribery

The materiality analysis was conducted based on the principle of double materiality in accordance with the ESRS standards and is reviewed annually. It assesses both the actual and potential impacts of the PHW Group on people and the environment (inside-out), as well as the likely financial effects of sustainability aspects on the PHW Group (outside-in), with the involvement of stakeholders. The goal is to identify the relevant sustainability aspects for the PHW Group and to adapt the sustainability strategy and goals accordingly.

- material
- not material



Status Quo

Holistic Climate Management

The basis of our climate management is a holistic approach. The strategy focuses on avoidance and reduction.

Since 2015, the energy management of the entire value chain of the PHW Group in Germany has been certified according to DIN EN ISO 50001. Each site has its own energy team. In addition, a group-wide energy council was established in 2024 as a permanent body for reviewing and further developing energy projects.

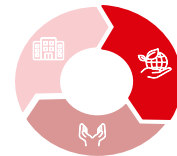
As the PHW Group, we submitted our commitment to the Science-Based-Targets Initiative (SBTi) in December 2024. The target submission to SBTi took place in December 2025. Further information will be continuously published on our PHW website.



The PHW Group has already determined its CO₂ footprint for poultry meat six times. The most recent value is for the calculation year 2017: **2.2 kg CO₂e per 1 kg of chicken meat** (net slaughter weight).

Goals

- ✓ The PHW Group is committed to the Paris Climate Agreement (1,5-degree climate target). To work on reducing our own greenhouse gas emissions based on science-based criteria, we have set binding targets in line with SBTi. The validation of the following short-term targets by SBTi is still pending (base year 2023, target year 2030): *Scope 1 + 2 emissions: 42% absolute reduction. Scope 3 (non-FLAG) emissions: 25% absolute reduction. Scope 3 FLAG emissions: 30.3% absolute reduction.*
- ✓ From 2026, we will annually prepare the climate balance for Scope 1, 2, and 3 and publish the progress report on our homepage. For this, we will review our action plan, which is specifically tailored to the PHW Group.
- ✓ We want to actively engage in dialogue with stakeholders and system providers in the future to transparently demonstrate which reduction measures are not included in existing standards and how they nevertheless make a significant positive contribution through the circular economy, such as the further processing of poultry by-products and poultry manure. The goal is to promote the recognition and acceptance of these measures and to jointly identify further potential for emission reduction and integrate it into industry standards.
- ✓ We will continue to be actively involved in the QS climate platform working group to advance a uniform industry standard for calculating greenhouse gas emissions at the agricultural level.
- ✓ Since 2024, we have been providing several million euros for environmental projects to become more independent from the energy market and thus ensure the future viability of our production sites. We aim to make further investments for the PHW Group's sites in this area year after year.
- ✓ By 2030, a large part of the electricity consumption is to be self-generated from renewable energy plants, procured, or purchased as demonstrably certified green electricity. The switch to renewable energy in other energy areas such as heat and fuel is being focused on but depends on individual framework conditions at the individual operating sites and general innovations in this technology sector.



Status Quo

We strive for diverse and climate-friendlier transport solutions with our own logistics companies. Therefore, our fleet currently has seven **LNG trucks**. Furthermore, we have invested in three vehicles with **electric drive**, which are used in heavy-duty transport. Additionally, we are testing a **CNG truck** and have six **long trucks** (EuroCombi) in operation.

Through modernizations of the production facilities for live animal reception, positive effects on logistics are achieved: optimization of tours through improvement of loading volumes, reduction of empty runs, which overall leads to savings in transport.

In 2025, the majority of the BSG Logistik & Service GmbH fleet was replaced by more emission-efficient and efficient tractor units of CO₂e emission class 3.



Longliner on an electric tractor for transport of BSG Logistik



Electric truck of MEGA Logistik

Goals

- ✓ In 2026, we will continue to test and evaluate alternative drive options and fuels for commercial vehicles and are generally open to any (market-ready) new technology.
- ✓ To improve climate protection and CO₂e reduction in the PHW logistics in the commercial vehicle sector, we will continue to be in constant exchange with truck manufacturers.
- ✓ Expansion of the use of low-emission vehicles such as LNG, CNG, and electric trucks as well as long trucks to continuously reduce CO₂e emissions during the delivery process.
- ✓ Another important point is the improvement of our tour and delivery planning. Here we aim for an increase in delivery efficiency through the use of the latest logistics software and optimized route planning. This also includes the daily search for synergies in customer deliveries – the challenge here in the food retail sector are the fixed time window deliveries.



Status Quo

For us, biodiversity is reflected in various areas, such as the use of diverse protein sources for food production, resource-saving handling of raw materials, and the pursuit of deforestation-free and conversion-free supply chains

We are committed to regional and diverse production and strengthen regional supply and value chains with our actions, which contribute to biodiversity.

As the PHW Group, we support the fight against global deforestation. Since the second quarter of 2022, we have been ensuring deforestation-free supply chains in our mixed feed for the raw materials soy and palm oil for poultry produced in Germany.

Since January 1, 2024, the QS supplementary module Soy^{plus} has been the industry solution. This means that all soy used in the QS system in feed comes from sustainably certified, deforestation- and conversion-free cultivation - regardless of origin and/or cultivation region. We have actively collaborated on this standard.

Since 2014, we have been a member of the ProTerra Stakeholder Council and are working on the further development of this global standard. We are actively involved in the Working Group on Supplier Audits (AGA) and conduct annual supplier audits. Once a year, we visit our (soy) suppliers in e.g. Brazil and conduct on-site audits. Internal and external training on sustainability topics is regularly conducted.

Goals

- ✓ The continuous research of innovative technologies in all our business areas and the validated review, with a view to a sustainable food supply for the future, are essential for us in the area of biodiversity. Together with partners and our own capacities, we continuously research and invest in this area.
- ✓ Objectives for strengthening regional value chains are detailed in our goals under future-oriented poultry farming on slides 19 and 20.
- ✓ We continue to focus on direct exchange with our suppliers on-site, especially to check and raise awareness for the deforestation-free status of the soy and palm oil used in our mixed feed. The topic of deforestation-free supply remains a focus, especially in view of the planned implementation of the EUDR (deforestation-free regulation).





Status Quo

An important endeavor of the PHW Group is to act in holistic cycles within our vertical integration. For this, we seek ways and implement appropriate measures to close cycles.

For the PHW Group, circular economy means that all production and processing stages are designed in such a way that resources are used optimally and material cycles are closed as much as possible. The goal is to minimize waste and to process by-products meaningfully to ensure a sustainable and efficient use of raw materials. The illustration on page 7 shows how the individual production stages of the PHW Group interlink and create synergies that enable optimal value creation and resource use. The circular economy is thus the foundation of our sustainable corporate strategy and runs through all business areas.

Start of a new cycle

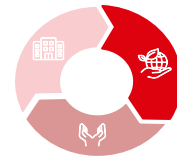
Our biomethane gas plant in Bohmte is another important milestone with regard to the circular economy. The fermentation process using poultry manure offers many advantages: a standardized commercial fertilizer is produced, the recovery of high-purity CO₂ is to be integrated into our production plants, and the biogas can be used as fuel for vehicles via conversion to CNG or LNG. The plant thus makes an important contribution to more sustainable energy generation.

Goals

- ✓ As the PHW Group, we continue to drive innovations company-wide so that closed cycles become the standard across all business areas. To this end, we network material flows, process by-products into high-value products, and convert residues into renewable energy, supported by digital resource management.
- ✓ In the sense of a circular economy, we plan to build further biomethane plants at our PHW locations in the future for energy generation from flotates and poultry manure.



Photo of the biogas plant in Bohmte (July 2025)



Status Quo

Holistic Utilization

Whether chicken legs or filets – high quality-food is produced during poultry slaughter. The by-products of poultry slaughter are integrated into the cycle and processed into high-quality protein and fat products. The PHW subsidiaries GEPRO and PetCom have been system partners of the QS process chain for pet food since 2023 and are thus taking on a pioneering role in this segment.

Furthermore, measures are taken to control overproduction in the production plants, e.g., through factory sales and donations to social institutions in the region (e. g. Tafel e.V.).

Packaging

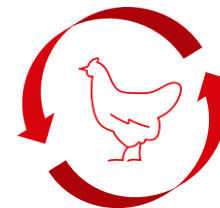
The PHW Group has successfully implemented many sustainable packaging solutions in recent years. It is important for us to address target conflicts in this field with a holistic view of sustainability and always to act and decide in the spirit of the circular economy.

Digital Resource Management

Digital resource management enables us to create transparency, efficiency and traceability along our entire value creation processes within the framework of the circular business model. The PV systems at the Allfein Dannenberg and Allfein Laage sites, Oldenburger Geflügelspezialitäten, Donautal Geflügelspezialitäten and MEGA Rechterfeld have been integrated into our resource management software.

Goals

- ✓ We are continuously working on various possibilities for digitizing production processes to optimize resource management. On one hand, a software for digital resource management has already been successfully implemented and introduced at several locations. In 2026, the PetCom and WIESENHOF Geflügelwurst sites are in the planning and implementation phase. Furthermore, central control requirements for reducing production surpluses and error rates will be installed at selected locations. Overall, the tools used for production and logistics planning are continuously improved in terms of optimal resource consumption.
- ✓ In the packaging sector, the PHW Group is always looking for holistic new solutions to increase recyclability and reduce packaging material. We also continue to test new packaging in our production plants and evaluate it. For our highly sensitive product, food safety is the top priority.





Status Quo

As a family-owned company, we are aware of our social responsibility towards our approximately 11,300 employees. As the PHW Group, we are committed to employee diversity and integration and to strengthening equal opportunities. We actively promote the integration of our foreign employees by creating various offers as needed. These include, for example, the organization of language courses or extended support measures for family members.

We are committed to the well-being of our employees with a variety of measures. Our offerings include targeted training and qualification programs, comprehensive health programs, regular vitamin days, and initiatives for health promotion. Furthermore, we strengthen an inclusive community through integration programs and diversity measures. With flexible working time models, support in finding housing, and programs for a better work-life balance, we promote a family-friendly work environment. This is complemented by joint company parties and other offers that strengthen team spirit and create a positive work atmosphere.



Goals

- ✓ We commit to equal treatment, fairness, and respect and want to further promote variety within the company and support diversity in our collaboration.
- ✓ Over 50 different nationalities work in the PHW Group. We offer a variety of integration opportunities for employees at our production sites (e.g. language courses, daily life support through 'consultation hours', excursions, help with finding accommodation). These are to be further expanded in the coming years.
- ✓ We are committed to creating good and safe working conditions for all employees by ensuring fair wages, working hours, and additional benefits within the framework of company health management. The PHW Group aims for a group-wide health rate of > 95%.
- ✓ The safety and health of our employees are a high priority. Therefore, we continue to actively monitor, among other things, workplace accidents and the number of days lost due to work-related illnesses. We will also take suitable preventive measures in the future, such as training courses or the expansion of safe workplace design to avoid and minimize accidents and illnesses. Training is offered in the employees' native languages and is regularly reviewed and, if necessary, updated regarding current requirements.



Status Quo

Company Health Management

In the area of company health management, the focus is providing assistance for psychosocial stress, vaccinations and the implementation of health-promoting activities.



Company-based Training

The PHW Group offers training in over 20 different fields. Various campaigns to promote the attractiveness of company-based training, e.g., conducting a two-week social internship at Andreaswerk Vechta for apprentices of the PHW Group.

Award for PHW training companies
MEGA Tierernährung, MEGA Logistik & Service and WIESENHOF International with the IHK quality seal „TOP TRAINING“.



Goals

- ✓ At the individual locations, various further training opportunities and courses for employees are supported and carried out. We want to expand these and further optimize training plans according to the requirements of the respective workplace and the needs of the employees.
- ✓ To live up to our responsibility towards society, we as a company not only want to be actively involved but also give our own workforce the opportunity to support social projects. For example, we participate in 'wishing tree' campaigns in the region, where wishes of children and people in old-age poverty are fulfilled.
- ✓ We continue to strive for the successful certification of the PHW training companies for the IHK quality seal 'TOP TRAINING'.
- ✓ Implementation and use of the company counseling service for mental health, for example, at the Rechterfeld site.
- ✓ Conducting health days.



Social Responsibility – Workforce in the Value Chain



Status Quo

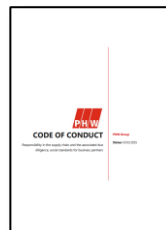
As the PHW Group, we strive to ensure fair working conditions and adhere to our corporate guidelines along the entire value chain. To this end, we conduct annual supplier evaluations.

We bear responsibility for people, animals, and the environment and have laid this down in our commitments, such as the Code of Ethics, the Code of Conduct, and in the policy statement.

Since January 1, 2023, we in the PHW Group have been complying with the requirements of the LkSG (German Supply Chain Act).

The PHW Group has established a comprehensive and low-threshold reporting system for internal and external stakeholder groups.

See also <https://phw-gruppe.de/unternehmen/compliance/>



Goals

- ✓ Continuation and continuous development of supplier evaluations and risk analyses so that potential risks along the supply chains can be identified early and appropriate remedial actions can be initiated.
- ✓ The whistleblower system and the handling of it are to be continuously developed and optimized.
- ✓ Intensification of dialogue with the most diverse stakeholder groups to increase binding standards and transparency along the supply chains.
- ✓ Review and expansion of measures to ensure compliance with the social minimum standards and human rights set out in the Code of Conduct.



Social Responsibility - Consumers and End Users



Status Quo

Our guarantee of origin has existed since 1995. We communicate transparently on our fresh and frozen chicken products with trade class information, indicating which farmer or which regional producer group raised the animal.

Our facilities are all IFS (DE) and BRC (PL, NL, BG) certified. Food safety is an essential component for the PHW Group and is covered within the framework of the IFS/BRC certification. The traceability of our products is continuously monitored and guaranteed.

We accept consumer inquiries about our products at our email address service@wiesenhof.de.

If there is interest in a farm visit to get a personal impression of how our animals are kept and how we work, you can also contact us as the PHW Group. More information can be found on the WIESENHOF website under: [WIESENHOF Unsere Landwirte: Die Übersicht »](#). Further information and interesting insights in the form of videos can be found on our website under: [WIESENHOF Herkunftsgarantie: Hähnchen & Geflügel »](#)

Since 2024, the PHW Group, with WIESENHOF, has been the first meat brand to use the origin label 'Good from German Agriculture' and has labeled its first products with it.



Goals

- ✓ As a food producer, we see it as our duty to produce high-quality animal and plant-based protein products for all social classes.
- ✓ By means of transparent product information, we convey content factually and clearly. On every branded product, there are notes on the specific origin of the meat from Germany, as well as on the farming method, provided the retail companies are participants of ITW (Initiative Tierwohl).
- ✓ We demand mandatory origin labeling for meat products in all marketing channels for reliable consumer information.
- ✓ We are specifically intensifying the involvement of our contract farmers in consumer education and featuring them on our packaging and on our brand websites www.wiesenhof.de and www.wiesenhof-privathof.de. The goal is to provide transparent information about agricultural production and to offer consumers an honest and reliable source of information.





Status Quo

100% of our German chicken production comes from animal **welfare programs** that are classified as **husbandry level 2** or higher by the food retail industry.



100% of our German duck production comes from **husbandry level 2**. In 2025, we develop the standard for **husbandry level 3** for duck production.

Approx. 80% of our German turkey production comes from **husbandry level 2** and higher. Of this, 100% of our German turkey products in the food retail sector come from **husbandry level 2** and **husbandry level 3**. We continue to demand a binding origin labeling for the gastronomy and out-of-home consumption sectors.

Goals

- ✓ Our goal is the structural expansion of husbandry level 3 to 100% of the PHW Group's total portfolio for fresh chicken (Germany) by the end of 2040. This also includes offering sausage specialties from this husbandry level in the future. This goal is dependent on corresponding market demand, approval procedures, and appropriate price premiums.
- ✓ We want to further increase the share of our German turkey production from husbandry level 2. In addition, we want to maintain our position as one of the leading providers of husbandry level 3 and position ourselves even more strongly in this segment. This goal is dependent on the corresponding market demand, appropriate price premiums, and barn approval issues.
- ✓ In duck production as well, we want to bring in our over 25 years of experience from alternative animal welfare programs and once again take on a pioneering role. After developing the standard for husbandry form level 3 in the duck segment in 2025, we will actively seek retail partners from 2026 who are willing to test the market for duck products from husbandry level 3 with us.
- ✓ Making animal welfare more visible along the value chain is a continuous goal of ours. By-products from slaughter are first processed by our subsidiary GEPRO into high-quality protein products for the pet food industry. These are then further refined by PetCom. With its premium brand NutriQM, PetCom offers a certified ITW product, giving consumers the choice to consciously decide for more animal welfare in pet food products as well.



Status Quo

The PHW Group has set the structural expansion of **husbandry level 3** as a sustainability goal. The Privathof concept (**husbandry level 3**) for chickens was already introduced in 2011, which also fulfills all criteria of the European Chicken Commitment.

Expansion of the Privathof concept to turkey: The first Privathof turkey products were available in retail from Q1 2024.

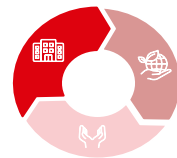
Since 2024, the Privathof concept has also been rolled out more strongly in the gastronomy sector, so that out-of-home guests can consciously choose a poultry product with more animal welfare from German origin.



Photo of a winter garden at a Privathof chicken broiler house.

Goals

- ✓ Through our active participation in German and European associations (e.g., ZDG, AVEC) as well as in various working groups, we want to promote more animal welfare in a binding way for all market participants. For the expansion of higher husbandry levels, we demand that the requirements for barn conversions and new constructions be adjusted to a feasible and quickly implementable scale. An orientation towards the self-sufficiency rate is necessary here to counteract the declining development of the self-sufficiency rate in Germany.
- ✓ For 2026, it is our goal to also implement the online rearing report in other EU countries.
- ✓ Our goal for 2026 is also to limit the use of antibiotics in poultry farming to an absolutely necessary, animal welfare-compliant level and to combat multi-resistant, ubiquitous germs through targeted interventions. More than ten years ago, the entire poultry industry initiated the establishment of an antibiotic monitoring system at the QS system level to create a reliable data basis.
- ✓ Long-term implementation of AI-supported animal and flock assessment in barn management and at slaughterhouses.
- ✓ We want to reduce ammonia emissions in the barns by up to 80% from 2027/2028 if possible, through suitable measures such as alternative bedding materials.



Status Quo

Nutritional Mix of the Future

A healthy and balanced diet includes high-quality poultry products as well as plant-based alternatives, which can contribute to a nutritionally optimized diet. Our approach is not to see protein production as just "black and white." This means we are firmly convinced that every form of protein is essential, whether of animal or plant origin. With regard to the future nutrition of humanity – soon ten billion people will need to be fed – we need every form of protein production in addition to classic animal farming. Not as a substitute, but as a supplement.

The topics and innovations in the field of nutrition are increasingly driven not by traditional methods, but by "technology."



Goals

- ✓ Poultry meat offers many advantages for human and planetary health. It is versatile, low in fat, and a valuable, natural source of protein. It contains many micronutrients. With high-quality poultry products, we want to continue to contribute to a healthy diet for the population by offering these valuable, natural, and protein-rich foods.
- ✓ For our fresh poultry specialties under the WIESENHOF and Chicken Schmiede brands for the German food retail market, we want to gradually reduce the salt content to less than or equal to 1.3g per 100g of product. These changes are expected to be completed by the end of 2025/early 2026. For all new developments of our WIESENHOF poultry sausage products, the future goal is less than or equal to 1.9g per 100g of product. Other product lines are continuously being reviewed regarding their salt content.
- ✓ For our plant-based convenience products, including the Green Legend brand, a systematic nutritional optimization according to the evaluation criteria of the Nutri-Score system will continue. This includes the further reduction of sodium/salt content, the optimization of total fat content, and the increase of protein and fiber content through the continued targeted use of high-quality plant proteins. In parallel, we are pursuing the continuous reduction of ultra-processed ingredients while maintaining the authentic taste profile.
- ✓ The reductions must not lead to any significant loss of taste or negatively affect other factors.



Status Quo

FoodTech Competence

In 2018, the "Alternative Protein Sources" division was added to the PHW Group's portfolio as a strategic business area. Both the associated VTEC Ingredients GmbH and the newly founded VTEC Precision Foods GmbH (2024) are engaged as industrial partners in scientific projects in the field of alternative proteins. Furthermore, since spring 2024, the PHW Group has been a strategic partner of Mosa Meat and has thus continued to invest substantially in the "Cultivated Meat" sector to continue monitoring this market and exploring its potential. Additionally, in 2025, we announced a strategic partnership with Kynda Biotech GmbH, which specializes in the production of mycoprotein based on the fermentation of fungal mycelium.



Goals

- ✓ The PHW Group continues to strive for the use of alternative protein sources from German or European cultivation to strengthen regionality, while taking competitiveness into account.
- ✓ The PHW Group is consistently pursuing the expansion of vertical integration in the Alternative Proteins business field. We are pursuing the independent development and formulation of at least 50% of all recipes and raw materials and aim to achieve in-house processing of plant-based and microbial proteins at the secondary stage by 2030. In this context, new technologies such as fermentation are increasingly being used. This allows the PHW Group to steadily expand its range of sustainable food options.
- ✓ We want to create choices for consumers in their protein supply by offering meat alternatives. This requires support from policymakers and fair framework conditions to unlock the full potential of this sector. Across companies, we are active in this regard at the association level (e.g., BALPro) as well as in numerous formats at the intersection of politics and business.
- ✓ We continue to strengthen our strategic networks with selected partners (Wageningen, Seedhouse, TUM) to consistently expand our technological expertise.



Status Quo

The PHW Group has been family-owned since its founding and has been successfully operating in the agricultural and food industries for over 95 years. Over the decades, through our poultry integration and our value chains in the business areas of Alternative Protein Sources and Health, we have succeeded in building reliability and trust with our farmers, retailers, and customers.

The WIESENHOF brand has existed for 60 years. Long-standing partnerships with German farmers have always been a cornerstone. All WIESENHOF products guarantee 100% poultry from German farms.

We have been working with many of our contract farmers for decades, across generations. Throughout the group, we place great value on long-term partnerships.



Goals

- ✓ As a family business with strong regional roots, we take responsibility for our approximately 1,000 agricultural partnerships. To further strengthen Germany as a business location, we are committed to the preservation and further development of poultry farming in Germany.
- ✓ We want to intensify collaboration on sustainability topics with our partners in the supply chain and create a holistic knowledge transfer for all ESG areas through events, exchange platforms, and general dialogues.
- ✓ Regular projects will be initiated together with our independent contract farmers to validate the contribution of various measures to improved animal welfare and animal health.





Slide 4: Governance - Corporate Culture



Status Quo

We are a third-generation family business. Working at PHW means being part of a family. We place great value on a family-like atmosphere. Respect, fairness, reliability, mindfulness, team spirit, and a down-to-earth attitude are values that are firmly anchored in our corporate group.

Mission Statement

Responsibility for people, animals, and the environment is a task we take on daily in all areas of our business. The responsible and sustainable shaping of the future is and remains our guiding principle, following the motto "We do more" and our guidelines:

1. Thinking ecologically
2. Acting responsibly
3. Practicing open communication
4. Ensuring safety and trust for the customer
5. Showing appreciation and respect for employees

Goals

- ✓ Our motto is growth through diversity and vision. We work continuously on developing new, sustainable business models.
- ✓ Diversity and equal treatment are of crucial importance to us. Business success requires the experiences of people who bring different perspectives, backgrounds, and skills. Only through a diverse and inclusive corporate culture can we develop innovative solutions, learn from each other, and grow together.



Welcoming the Rechterfeld apprentices and dual-study students in August 2025. As a family business, a solid education for our junior staff is very important to us.



Status Quo

Social Commitment and Sponsoring

The support of local initiatives and the sponsorship of regional clubs (such as SV Werder Bremen, SC Magdeburg, Netzhoppers Königs Wusterhausen, RASTA Vechta, Lohne Longhorns, and Straubing Tigers) and foundations are very important to us. Our subsidiaries support a variety of social projects, e.g., promoting children's book readings and playgrounds at local elementary schools, donations to food banks (Tafel), and support for local sports groups.

Especially in the sports sector, we as the WIESENHOF brand have been active for years and support a wide variety of clubs. In 2024, we were an official national sponsor of UEFA EURO 2024 and last year also a national partner of the UEFA Women's EURO 2025. Since 2024, we also have a partnership with the DFB Women's National Team.

Modern Workplace

At the PHW headquarters, there is a Modern Workplace department that, as a team, rolls out topics such as Microsoft 365 and AI for all subsidiary companies.



Photo from the AI training at GEPRO.

Goals

- ✓ For decades, we have sponsored a wide variety of sports clubs in the regions of our production sites, because nutrition and sport are closely linked to a healthy lifestyle. We will continue these sponsorship activities and are always open to new partnerships.
- ✓ In the future, we and our subsidiaries want to continue to be an important employer in many regions and assume social responsibility.
- ✓ As the PHW Group, we want to further anchor digitalization, including the use of Artificial Intelligence (AI), in our corporate culture and drive it forward in our business areas.
- ✓ We enable all our employees – across departments and generations – to actively participate in the digital transformation through modern tools and targeted empowerment.

Detailed Information

The 2017, 2019, and 2023 sustainability reports are available online at



<https://phw-gruppe.de/nachhaltigkeit/>



„Our future depends decisively on our nutrition.“
(Paul-Heinz Wesjohann, 2015)



**Thank you for your
attention.**

