

# SUSTAINABILITY REPORT 2017

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INSPIRED BY THE GRI FRAMEWORK

**OASE**  
OUTDOORS



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# 1. CEO-STATEMENT (102-14)

“I AM PROUD TO PRESENT  
OUR FIRST SUSTAINABILITY  
REPORT IN THE  
COMPANY’S HISTORY”

**Taking responsibility for the environment and the people affected by our business is** of increasing importance as the economic situation and the world around us change. And the relevance of sustainability for a business like ours is certainly increasing as changing values influence market trends. We must be aware that our main footprint lies in the trade we conduct in the Far East with manufacturers outside of our ownership. And that company stakeholders, as well as our target markets, are gradually increasing focus on social and environmental issues. This all drives Oase Outdoors’ prioritization of these areas.

Because the company operates in markets with extended risk, preventative anti-corruption and social compliance initiatives are key considerations. Oase Outdoors plans to implement an anti-corruption policy, extend the work with business environmental and social compliance initiatives, and improve due diligence processes related to business partners, with all aspects developing in width and depth over the next five years.

Culture and engagement are fundamental to the company DNA, making employee satisfaction another important sustainability issue that will continue to be measured through targeted surveys.

Oase Outdoors is also working with a Product Safety Programme to ensure food and safety aspects and chemical management are compliant to relevant standards. This is an ever-expanding task directly proportional to the ever-increasing focus and legal requirements this area attracts.

We have already taken important steps along this road but there is still a distance to be travelled. I welcome all employees and partners to join our journey to become an even better and more sustainability-conscious business partner.

Henrik Arens  
CEO, OASE OUTDOORS APS

## 2. ABOUT OASE OUTDOORS – AND THE REPORT

### Oase Outdoors at a glance

Oase Outdoors was founded in 1984 by Mogens Arens in Vejle, Denmark and, while part of the Ratos group since 2016, it is today run by his son, Henrik Arens, from the company head office in Give, Denmark. The company specialises in the innovation and development of tents and equipment for camping and outdoor life.

The products are sold through a network of dealers and agents in 45 countries, with main markets being the Nordic countries, UK, Netherlands and Germany. It currently has 77 employees, with showrooms in Give and Holland, and its own office in Shanghai. This is its first sustainability report ever.



# OUR VALUES



## INTEGRITY

We strive to be valuable and trustworthy partners in business, we are accountable, and we stick to our agreements.



## INNOVATION & DESIGN

We always challenge the standards to create the future within our business.



## COMMERCIAL MINDSET

We always optimize commercial terms and seek opportunities. We are never complacent.



## WE MAKE IT HAPPEN

There is a short way from idea to action.



## ATTENTION TO DETAIL

We emphasize professionalism through attention to detail, precision and follow-up.



## ENGAGEMENT

We engage ourselves, we have a 'can do' mentality and we strive to make Oase Outdoors a place where people thrive and develop.



## PASSION

We are passionate about Outdoor Living.

## 2.1. VALUES, PRINCIPLES, STANDARDS AND NORMS OF BEHAVIOUR (102-16)

Oase Outdoors is proud to endorse and maintain the highest business ethics with integrity and our core values at the very heart of everything we do.

Alongside our work on the selected topics here, we are active member of a number of organizations, including EOG ([www.europeanoutdoorgroup.com/](http://www.europeanoutdoorgroup.com/)) and EOCA ([www.outdoorconservation.eu/](http://www.outdoorconservation.eu/)) and we help to bring sustainable development to the top of the European Outdoor agenda.



## 2.2. ACTIVITIES (102-2)

Oase Outdoors is the parent company to three independent camping and outdoor brands: Outwell®, Easy Camp® and Robens®. Through our brands we aim to be a one-stop shop for those who enjoy camping and outdoor life. Each brand is targeted to meet the needs of three distinct categories of camper:

- Outwell – Innovative Family Camping
- Easy Camp – Entry Level Camping
- Robens – Outdoor and Adventure

We offer a broad range of camping and outdoor products, including:

- Tents
- Camping furniture
- Sleeping bags
- Sleeping mats and airbeds
- Backpacks/bags
- A comprehensive range of camping accessories

Our in-house design team creates and develops our products, which we manufacture in China, Vietnam and Bangladesh. The consumer plays a significant role in our design and development process. Via our test family programme, Internet panels and a range of social media engagement and surveys, we strive to maintain consistent focus, always involving the consumer in a constructive dialogue on the development of the camping and outdoor products of tomorrow.

We have numerous patents and innovative IP-protected registrations and Oase Outdoors is one of the market leaders in functional, innovative and easy-to-use camping and outdoor products.

## 2.3. LOCATION (HQ AND OPERATIONS)

(102-3, 102-4)

Our main office is located at Kornvej 9, DK-7323 Give, Denmark – not far from Billund Airport in West Denmark, which allows us to offer our customers and business partners easy access to our facilities. Our 10,000 m<sup>2</sup> premises houses our highly competent R&D, purchasing, sales, marketing and administration teams. Along with our offices and warehouse facilities, we have an inspirational 2,500m<sup>2</sup> showroom and large outdoor display areas. Our products are tested both in the Far East and at our own R&D facilities in Denmark, where we operate some of Europe's top test facilities. In addition to our headquarters in Give, we have sales offices in several European countries, a design studio in Germany and an office in Shanghai, China, that helps ensure that we are close to our suppliers. Our Shanghai office has been operational for more than 20 years and is staffed by our own employees.

## 2.4. Ownership structure / governance (102-5)

Oase Outdoors ownership structure sees Ratos with a 78 per cent interest and the balance spread between Arens and two senior members of the management team. The company is overseen by a Board of Directors comprising five members.



## 2.5. Markets (102-6)

Oase Outdoors is currently active in 45 countries, with the five core markets being Denmark, Germany, the Netherlands, Sweden and the United Kingdom.

Each marketplace has a unique retail network that reflects each of the Oase Outdoors brand's target audience and the outlets available to effectively service the product portfolios.

## 2.6. Value chain perspective

(102-9, 102-10)

While all products are designed at the company's Danish head office, production is carried out in China, Vietnam and Bangladesh. Our Far East network comprises just over 100 suppliers but with a large concentration of purchase at a top five level. Given our relationship with our suppliers it is here that we have the greatest positive social and environmental impact on our surroundings and we have no recent significant changes had in our supply chain that could negatively affect our position.

## 2.7. Scale of the organization

(102-7, 102-8, 102-41)

In 2017, Oase Outdoors employed 87 people in 77 permanent positions with a 60/40 split between male and female, plus ten seasonal part time workers. Employees outside the Danish head office comprised five in the UK, two in the Netherlands, one in Norway, one in Sweden, six in Germany and two in Shanghai, China. We each season keep 1500 Stock Keeping Units. Annual net sales for 2017 were 316 million dkr – for further financial information please see our annual report at [Ratos homepage, ratos.se](http://Ratos.com)



# 3. ABOUT THE REPORT

This is Oase Outdoors' first annual sustainability report and covers the 2017 fiscal year. This report references GRI 101: Foundation 2016, GRI 102: General Disclosures 2016 (most disclosures on level Core, see GRI index), Disclosures 103-1, 103-2 and 103-3 from GRI 103: Management Approach 2016, Disclosure 205-2 from GRI 205 Anti-corruption 2016, Disclosure 308-2 from GRI 308: Supplier Environmental Assessment 2016 and Disclosure 414-2 from 414: Supplier Social Assessment 2016. The report has not been reviewed in full by a third party. Additional information about our ownership structure, financials and governance can be found on the Ratos website, [ratos.se](http://ratos.se)

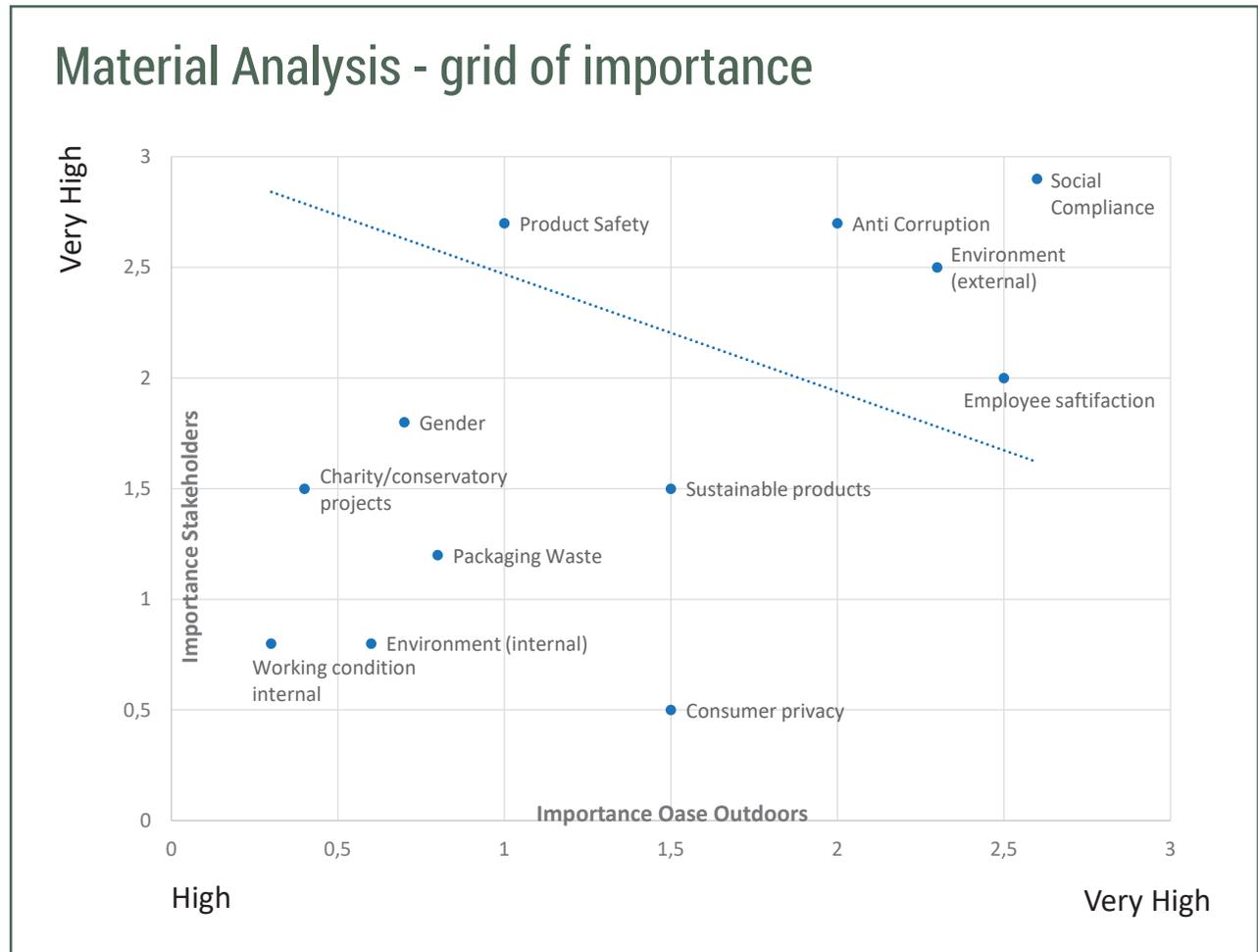
## 3.1. Process

We have tried to live up to the ten reporting principles (see GRI framework for more information about these ten principle). This being our first report, we are unable to report on all KPIs, but work to address these areas has started and will continue. Product Safety is also one of the key areas found in the material analysis. Product safety is already high on the agenda and since 2016 we have been working with a specialized company within this area to make sure that our products and procedures comply to the legal requirements in our markets. Product Safety has been omitted in this sustainability

report due to resource constraints, but our aim is to include more on Product Safety as we progress over the next four-year strategy period.

We first conducted a stakeholder analysis, including a small consultation process with customers and employees. We then analysed our own context to define the key areas in the value

chains for us to investigate the impact of our footprint and sustainability. Finally, we targeted the critical areas that lie above the dotted straight line in the Material Analysis diagram below, for comprehensive action. We did not include all stakeholder, but we will investigate the possibilities of conducting further stakeholder dialogue with other stakeholder groups during 2018.





## 3.2. Stakeholders

(102-40, 102-42, 102-43 and 102-44)

Given we operate in markets with extended risk, preventative anti-corruption and social compliance initiatives are essential. Our customers and end users also have elevated expectations of Oase Outdoors as a valued partner and home to premium brands.

## 3.3. Scope

The boundaries of this report are limited to the most important part of our value chain. We are focusing on our suppliers (BEPI and BSCI) and our own employees (anti-corruption and employee satisfaction level).

### List of stakeholder groups and stakeholder engagement

#### OASE OUTDOORS STAKEHOLDERS AND FORM OF DIALOGUE

Stakeholder	Form of Dialogue	Key topic raised by stakeholder	Topics incl. Yes/No
Employees	Annual employee satisfaction survey with information shared on the intranet	Motivating and developing employees Safe and healthy work environment Reduce climate impact	Y Y Y
Customers	ongoing part of dialogue in the future	Product safety Reduced climate impact	N Y
Suppliers	Dialog, audits, quality control visits and visit from head office staff	Not included in stakeholder analysis	n.a.
Ratos	Board of Directors	Compliance issues Anti-Corruption training Wish for Sustainable product category	Y Y N
Authorities	Working with Bureau Veritas – a consultancy providing guidance and advice to ensure all legal requirements are fulfilled on products	Product safety Anti-corruption	N Y

### 3.4. Important subjects

Four key topics have been selected after the materiality assessment (see boxes). Although not measured to the UN Sustainable Development Goals (SDG) we find it relevant to see our topics in a broader world perspective. Our key topics support among others the below four SDGs.

#### UN Sustainable Development Goals:



### Oase Outdoors KPIs on Sustainability:



Related to SDG 16.5

Compilation of an Anti-Corruption policy and implementation of an e-learning program. Minimum 90 per cent of relevant employees to complete e-learning program with the result "pass", based on a "Pass/ Fail" basis.

Relevant GRI Standard, Disclosure and chosen indicator(s):

GRI Standard: GRI 200-Economic

GRI Disclosure: 205-Anti-Corruption

GRI Indicator(s): 205-2: Communication and training on anti-corruption policies and procedures



Related to SDG 12.4 & 13.2

High Risk suppliers (determined by internal risk assessment) to be assessed using environmental criteria, directed by the Business Environmental Performance Initiative (BEPI) framework under Foreign Trade Association (FTA).

Relevant GRI Standard, Disclosure and chosen indicator(s):

GRI Standard: GRI 200-Environmental

GRI Disclosure: 308-Supplier Environmental Assessment

GRI Indicator(s): 308-2: Negative environmental impacts in the supply chain and actions taken



Related to SDG 8.5

High Risk suppliers (determined by internal risk assessment) to be included in the Business Social Compliance Initiative (BSCI) framework under Foreign Trade Association (FTA).

Relevant GRI Standard, Disclosure and chosen indicator(s):

GRI Standard: GRI 400-Social

GRI Disclosure: 414-Supplier Social Assessment

GRI Indicator(s): 414-2: Negative social impacts in the supply chain and actions taken



Related to SDG 8.3

Employee satisfaction min. 80 per cent, measured as Trust index from the Great Place to Work (GPTW) survey.

Relevant GRI Standard, Disclosure and chosen indicator(s):

GRI Standard: None

GRI Disclosure: Own disclosure

GRI Indicator(s): Own indicator: Trust Index for 2017 in per cent

# 4. SUSTAINABILITY SUBJECTS

## 4.1. Anti-Corruption

### 4.1.1. Why relevant

Not only is the implementation of an anti-corruption policy an Ownership requirement by Ratos and a part of the compliance of doing business, but it is vital to business success as the long-term sustainability of our business depends on our ability to maintain the highest standards of personal and collective integrity.

### 4.1.2. Scope

Given the need to protect its position as a trusted business partner, relevant Oase Outdoors employees who act under the Oase name will be regulated by this policy.

### 4.1.3. Management approach

We are developing a strong judicious approach to this area and, while we have not come as far as wanted, a set of directives and FAQs for employees is on its way together with what has now also been stated in the Employee staff handbook. We also aim to introduce a system this year where infringements can be reported in confidence.

### 4.1.4. Activities

We are currently researching the most effective system to conduct employee Dilemma Training via e-learning and expect a minimum annual pass rate of 90 per cent of relevant full time employees.

### 4.1.5. Results

We have received guidance on how to do this and will start training in 2018.

### 4.1.6. Indicators

#### 205-2: Communication and training on anti-corruption policies and procedures.

As the training programme has yet to be completed the indicator pass rate is set at 0 per cent. However, we expect completion of an e-learning programme in autumn 2018 by relevant employees with a minimum 90 per cent pass rate.

## 4.2. Supplier Environmental Assessment

### 4.2.1. Why relevant

Our biggest environmental impact lies in our supplier network and our product portfolio contains products that use potentially hazardous materials, like coatings and metals.

### 4.2.2. Scope

This supplier-only assessment will start from 2019 to allow time to familiarise with the framework and overcome resource constraints.

### 4.2.3. Management approach

The Business Environmental Performance Initiative (BEPI) is a business-driven service

provided by Amfori (formerly the Foreign Trade Association (FTA)) for retailers, importers and brands committed to improving environmental performance in supplying factories and farms worldwide. BEPI provides a practical framework that can support all product sectors in all countries to reduce their environmental impact, business risks and costs through improved environmental practices We will follow the BEPI framework with commitment and set up in accordance to this, overseen by a Procurement Department member of staff.

### 4.2.4. Activities

We are currently familiarising ourselves with the framework and will commence implementation in 2019. Meanwhile, the decision on which suppliers to include in the system will be decided on size and potential risk.

### 4.2.5. Results

Not available as we have no results yet.

### 4.2.6. Indicators

#### 308-2: Negative environmental impacts in the supply chain and actions taken.

As we have yet to commence supplier assessment the pass rate is set at 0.

But high-Risk suppliers (determined by internal risk assessment) to be assessed using environmental criteria, directed by the Business Environmental Performance Initiative (BEPI) framework under Foreign Trade Association (FTA).

## 4.3. Supplier Social Assessment

### 4.3.1. Why relevant

Mirroring environmental issues, our biggest social impact is made sourcing a diverse range of products, often from suppliers located in high risk countries.

### 4.3.2. Scope

The assessment will only include our high-risk and medium-risk direct suppliers. The present BSCI Code of Conduct version 1/2014 is used.

### 4.3.3. Management approach

The Business Social Compliance Initiative (BSCI) is a leading supply chain management system that supports companies to drive social compliance and improvements within the factories and farms in their global supply chains. BSCI implements the principle international labour standards protecting workers' rights. We follow the BSCI framework with commitment and set up in accordance to Amfori (formerly the Foreign Trade Association (FTA)), overseen by a Procurement Department member of staff.

High risk = H ■  
 Medium risk = M ■  
 Low risk = L ■

### 4.3.4. Activities

We are now fully trained in the framework, have performed a risk analysis amongst our 110 direct suppliers, completed a supply chain mapping and started dialogue with some suppliers. We are currently working hard to get our biggest high-risk supplier into the framework.

### 4.3.5. Results

The five suppliers highlighted green in the below table have now been incorporated into the BSCI framework under which they will now be measured. We are working to bring more suppliers into the framework during 2018.

### 4.3.6. Indicators

#### 414-2: Negative social impacts in the supply chain and actions taken.

Determined by an internal risk assessment, we have included the suppliers that will have a significant actual and potential negative social impact if not living up to a framework.

no_	Name	Country	Risk turnover	Category of products	Risk category
9799	Supplier XX	Bangladesh	M	Tents	H
9962	Supplier XX	China	M	Tents	H
9942	Supplier XX	China	M	Tents and accessories	H
9845	Supplier XX	China	M	Furniture	M
9872	Supplier XX	China	M	Sleeping	M
9984	Supplier XX	China	M	Sleeping bags	M
9753	Supplier XX	China	M	Carpets & Footprints	L
9707	Supplier XX	China	M	Kitchenware	L
9973	Supplier XX	China	L	Coolboxes and bags	L
9860	Supplier XX	Vietnam	H	Tents	H

Risk turnover: according to size of business - Risk category: according to strategic importance to us.

## 4.4. Employee Satisfaction

### 4.4.1. Why

Besides our specialist knowledge, our most valuable resource is our employees and it is in our DNA as a family-started and family-run business to foster this special relationship and nurture our workforce.

### 4.4.2. Scope

Our Employee Satisfaction survey encompasses active full-time employees only and who have worked for Oase Outdoors for a minimum of three months and who have not been on leave for more than six months.

### 4.4.3. Management approach

The survey is conducted by an external independent party and anonymity is guaranteed. Only departments with a minimum of five employees receive a separate report.

### 4.4.4. Activities

The current survey was conducted by Great Places to Work in autumn 2017 and the data was presented in November and December. All employees have had input on the results at departmental level to help make Oase Outdoors an even greater place to work. The resultant high engagement and impact of the results in each department provide a good indicator for managerial action.

### 4.4.5. Results

The Trust Index of 86 per cent is a very high level against a KPI of 80 per cent

### 4.4.6. Indicators

Although there has been a slight decrease in the Trust Index figure compared to 2016 the result is still highly satisfying and the KPI is at a very high level compared to that of companies participating. See table below.

GREAT PLACE TO WORK	OASE OUTDOORS 2017	Oase Outdoors 2017	Oase Outdoors 2016
		CREDIBILITY AVERAGE	84%
RESPECT AVERAGE		82%	82%
FAIRNESS AVERAGE		87%	85%
PRIDE AVERAGE		88%	88%
CAMARADERIE AVERAGE		92%	92%
<b>Trust Index © average</b>		<b>86%</b>	<b>86%</b>



## 5. SUSTAINABILITY REPORT 2017

### CONTACT (102-55)

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For further information or clarification about any aspect of our sustainability report please contact us at:

Oase Outdoors ApS  
Kornvej 9  
DK-7323 Give  
Denmark  
Telephone +45 7022 8500  
Fax +45 7022 8505

You can follow us at:  
[www.oase-outdoors.com](http://www.oase-outdoors.com)

Or at our brandsites:  
[www.outwell.com](http://www.outwell.com)  
[www.easycamp.com](http://www.easycamp.com)  
[www.robens.de](http://www.robens.de)

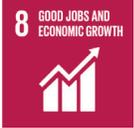
## 6. GRI INDEX <sup>(102-55)</sup>

We have not had the report audited. There are some limitation to the scope – not all suppliers have been evaluated under the BSCI index but only based on buying volume. Further,

our materiality analysis is based on a limited number of customers and employees. However, a substantial amount of internal work has been completed to ensure we target critical areas.

GRI CONTENT INDEX				
GRI 101: Foundation 2017 (does not include disclosures)				
GRI 102: General Disclosures 2017 (core)				
Number of Disclosure	Disclosure	Comment	Page number (s) and/or URL(s)	Other comments
<b>Organizational Profile</b>				
102-1	Name of the Organisation		Section 2 - Article 2.1	
102-2	Activities, brands, products and services		Section 2 - Article 2.2	
102-3	Location of headquarters		Section 2 - Article 2.3	
102-4	Location of operations		Section 2 - Article 2.3	
102-5	Ownership and legal form	<a href="https://www.ratos.se/en/Our-companies/Oase-Outdoors/">https://www.ratos.se/en/Our-companies/Oase-Outdoors/</a>	Section 2 - Article 2.4	
102-6	Markets served		Section 2 - Article 2.5	
102-7	Scale of the organization	See also <a href="https://www.ratos.se/en/Investor-Relations/Financial-reports/Report-archive/2017/year-end-report-2017/">https://www.ratos.se/en/Investor-Relations/Financial-reports/Report-archive/2017/year-end-report-2017/</a>	Section 2 - Article 2.7	
102-8	Information on employees and other workers	See also <a href="https://www.ratos.se/en/Our-companies/Oase-Outdoors/">https://www.ratos.se/en/Our-companies/Oase-Outdoors/</a>	Section 2 - Article 2.7	
102-9	Supply chain		Section 2 - Article 2.6	
102-10	Significant changes to the organisation and its supply chain		Section 2 - Article 2.6	
102-11	Precautionary Principle or approach			X
102-12	External initiatives			X
102-13	Membership of associations	<a href="http://europeanoutdoorgroup.com">europeanoutdoorgroup.com</a> & <a href="http://outdoorconservation.eu">outdoorconservation.eu</a>	Section 2 - Article 2.6	
<b>Strategy</b>				
102-14	Statement from senior decision-maker		Section 1 - CEO statement	
<b>Ethics and Integrity</b>				
102-16	Values, principles, standards and norms of behaviour		Section 2 - Article 2.1	

<b>Governance</b>				
102-18	Governance structure		Section 2 - Article 2.4	
<b>Stakeholder engagement</b>				
102-40	List of stakeholder groups		Section 3 - Article 3.2	
102-41	Collective bargaining agreements	none	Section 2 - Article 2.9	
102-42	Identifying and selecting stakeholders		Section 3 - Article 3.2	
102-43	Approach to stakeholder engagement		Section 3 - Article 3.1	
102-44	Key topics and concerns raised	See also <a href="https://sustainabledevelopment.un.org">https://sustainabledevelopment.un.org</a>	Section 3 - Article 3 & 3.4	
<b>Reporting practice</b>				
102-45	Entities included in the consolidated financial statements		Section 3 - Article 3.3	
102-46	Defining report content and topic Boundaries		Section 3 - Article 3.1 & 3.3	
102-47	List of material topics		Section 3 - Article 3.1	
102-48	Restatements of information			x
102-49	Changes in reporting	none - first report		
102-50	Reporting period		Section 3 - Article 3	
102-51	Date of most recent report		Section 3 - Article 3	
102-52	Reporting cycle		Section 3 - Article 3	
102-53	Contact point for questions regarding the report		Section 5	
102-54	Claims of reporting in accordance with the GRI Standards		Section 3 - Article 3	
102-55	GRI content index		Section 6	
102-56	External assurance		Section 3 - Article 3	none
<b>Material Topics</b>				
<b>Economic standards</b>				
<b>GRI 103: Management Approach 2017 and GRI 205: Anti-corruption 2017</b>				
103-1	Explanation of the material topic and its Boundary		Section 4.1 - Article 4.1.1 + 4.1.2	 16 PEACE AND JUSTICE Related to SDG 16.5
103-2	The management approach and its components		Section 4.1 - Article 4.1.3	
103-3	Evaluation of the management approach		Section 4.1 - Article 4.1.3	
205-2	Communication and training on anti-corruption policies and procedures		Section 4.1 - Article 4.1.6 & 4.1.6	

Environmental standards				
GRI 103: Management Approach 2017 and GRI 308: Supplier Environmental Assessment 2017				
103-1	Explanation of the material topic and its Boundary		Section 4.2 - Article 4.2.1 + 4.2.2	 Related to SDG 12.4 & 13.2
103-2	The management approach and its components		Section 4.2 - Article 4.2.3	
103-3	Evaluation of the management approach		Section 4.2 - Article 4.2.3	
308-2	Negative environmental impacts in the supply chain and actions taken		Section 4.2 - Article 4.2.6	
Social standards				
GRI 103: Management Approach 2017 and GRI 414: Supplier Social Assessment 2017				
103-1	Explanation of the material topic and its Boundary		Section 4.3 - Article 4.3.1 + 4.3.2	 Related to SDG 8.5
103-2	The management approach and its components		Section 4.3 - Article 4.3.3	
103-3	Evaluation of the management approach		Section 4.3 - Article 4.3.3	
414-2	Negative social impacts in the supply chain and actions taken		Section 4.3 - Article 4.3.6	
Own Indicators				
103-1	Explanation of the material topic and its Boundary		Section 4.4 - Article 4.4.4 + 4.4.2	 Related to SDG 8.3
103-2	The management approach and its components		Section 4.4 - Article 4.4.3	
103-3	Evaluation of the management approach		Section 4.4 - Article 4.4.3	
XXX-X	Employee satisfaction min. 80%, measured as Trust Index from Great Place To Work (GPTW) survey.		Section 4.4 - Article 4.4.6	



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