

A journey begins.

Giant Group ESG Strategy





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ESG Manifesto



Cycling for a better future

Giant Group is committed to sustainable mobility. As a trailblazer in the cycling industry, we are driven to be a leader in circularity. We have the power to implement sustainable solutions to change our industry and the world for the better.

We believe in the power of collaboration, because impact starts with people. We empower our people to create innovative solutions to combat the challenges of climate change. We are "innovating a clean future." We focus on circularity at all touchpoints of the business, from packaging to materials to extending product lifespan. Working with partners in our supply chain,

we minimize our environmental impact on the environment throughout our manufacturing processes. We reduce resource inefficiencies by "transforming for circularity." Extending our commitments to our communities, we focus on accessibility for all. From the workplace to the road—and in our society—we break down social barriers by "mobilizing for DEI."

We are advancing the cycling world so that future generations can benefit from the actions we take today. We are shaping a sustainable, inclusive, and better tomorrow. Let's raise the bar for a better future.

Our Inspiration

OUR MISSION

Raise the bar

Advancing the entire cycling world

As catalysts of the cycling world, our brand purpose drives us to integrate sustainability and responsible practices throughout our value chain, maximizing positive impacts and minimizing negative ones.

By aligning our ESG strategy with our brand mission, we ensure that our commitment to innovation and raising the industry bar is coupled with a deep-rooted dedication to environmental stewardship, social advocacy, and ethical conduct. This synergy paves the way for sustainable cycling, empowering our clients, partners, and the global community to raise the bar for a better future.

OUR VALUES

Genuine

True to ourselves, empathizing with others.

—

We prioritize transparency and ethical practices, building trust and nurturing long-lasting relationships with our communities and the environment.

Masterful

Obsessive attention to the details, and unmatched precision.

—

We meticulously assess and optimize our environmental impact, implement rigorous social standards, and uphold best practices in corporate governance.

Progressive

Reshape the status quo, redefining what's considered possible.

—

We actively seek innovative solutions and embrace emerging trends and technologies that enable us to lead the way.

Collaborative

Push each other toward success, getting there together.

—

We actively engage with stakeholders, partner with like-minded organizations, and collaborate with communities to drive positive impact.

Our SDG Promise

SUSTAINABLE DEVELOPMENT GOALS



At Giant Group, we understand that cycling for a better future requires a collective effort toward achieving the 17 Sustainable Development Goals (SDGs) set by the United Nations. These SDGs are a framework designed to address the world's most pressing challenges and create a better world for everyone.

We recognize that SDGs are interrelated and interdependent and that progress in one area can positively impact others. Our efforts towards SDGs, such as climate action, good health and well-being, responsible consumption and production, decent work and economic growth, align with our values and business goals and help create positive social and environmental impacts.

By supporting the SDGs, we are cycling for a better future and building a more sustainable world for our stakeholders.

More information:
undp.org/content/undp/en/home/sustainable-development-goals



Our Approach



Innovating a clean future

We are leading the charge towards reduced carbon emissions in our production practices. We reinvent how we work with manufacturing partners and invest in R&D to reduce our environmental impact for future generations.



Transforming for circularity

We are implementing positive changes in our value chain from our suppliers to our customers. We constantly strive for more sustainable materials and processes.



Mobilizing for DEI

We are mobilizing people to advance inclusive communities. We promote accessibility and collaboration in the workplace to allow diverse ideas to flourish.



Innovating

A clean future

We are leading the charge towards reduced carbon emissions in our production practices. We reinvent how we work with manufacturing partners and invest in R&D to reduce our environmental impact for future generations.



The Challenge

Data from trusted sources like the IPCC and UNEP reports reveal the dire state of the climate crisis. Human activities have already driven global warming beyond 1.1°C above pre-industrial levels, causing rapid changes in the atmosphere, oceans, cryosphere, and biosphere. Unfortunately, current efforts fall far short of limiting global warming to safe levels, and we are projected to reach a temperature rise of 2.4°C to 2.6°C by the century's end.

To tackle this pressing challenge, we need a transformative and holistic approach. Urgent action is required to transition to a fossil fuel-free economy and cut greenhouse gas emissions by at least 45% to limit global warming to 1.5°C. This entails rapid changes across electricity, industry, transportation, buildings, and food systems. Protecting natural ecosystems, adopting sustainable diets, improving farming practices, and decarbonizing supply chains are vital components of the solution.

Addressing climate change demands collective efforts from governments, businesses, communities, and individuals worldwide. We must overhaul our economic and societal systems, prioritizing sustainability and reducing reliance on carbon-intensive activities. International cooperation, accessible financial resources, and inclusive governance are crucial for supporting vulnerable regions and communities.

Tackling climate change is an urgent and shared responsibility. It necessitates immediate and ambitious action to reduce greenhouse gas emissions, safeguard vulnerable ecosystems, and foster resilient communities. By uniting our efforts, we can strive to mitigate the severe impacts of climate change and ensure a sustainable and livable future for generations to come.

Source :

www.ipcc.ch/report/ar6/syr/resources/spm-headline-statements/
news.un.org/en/story/2022/10/1129912

" Climate Change

Our Goal

Decrease our products' carbon footprints and our company's overall GHG emissions while increasing the public's adoption of sustainable mobility.

Green Production



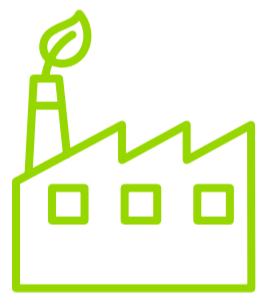
An entire ecosystem.
verified green.

Production.
reimagined.

now

future

Why it matters?



We are reimagining our production processes to reduce carbon emissions, rapidly adopting renewable energy throughout our ecosystem, and finding new ways to increase efficiency from logistics to constructing “green buildings.”

OUR TRACK RECORD

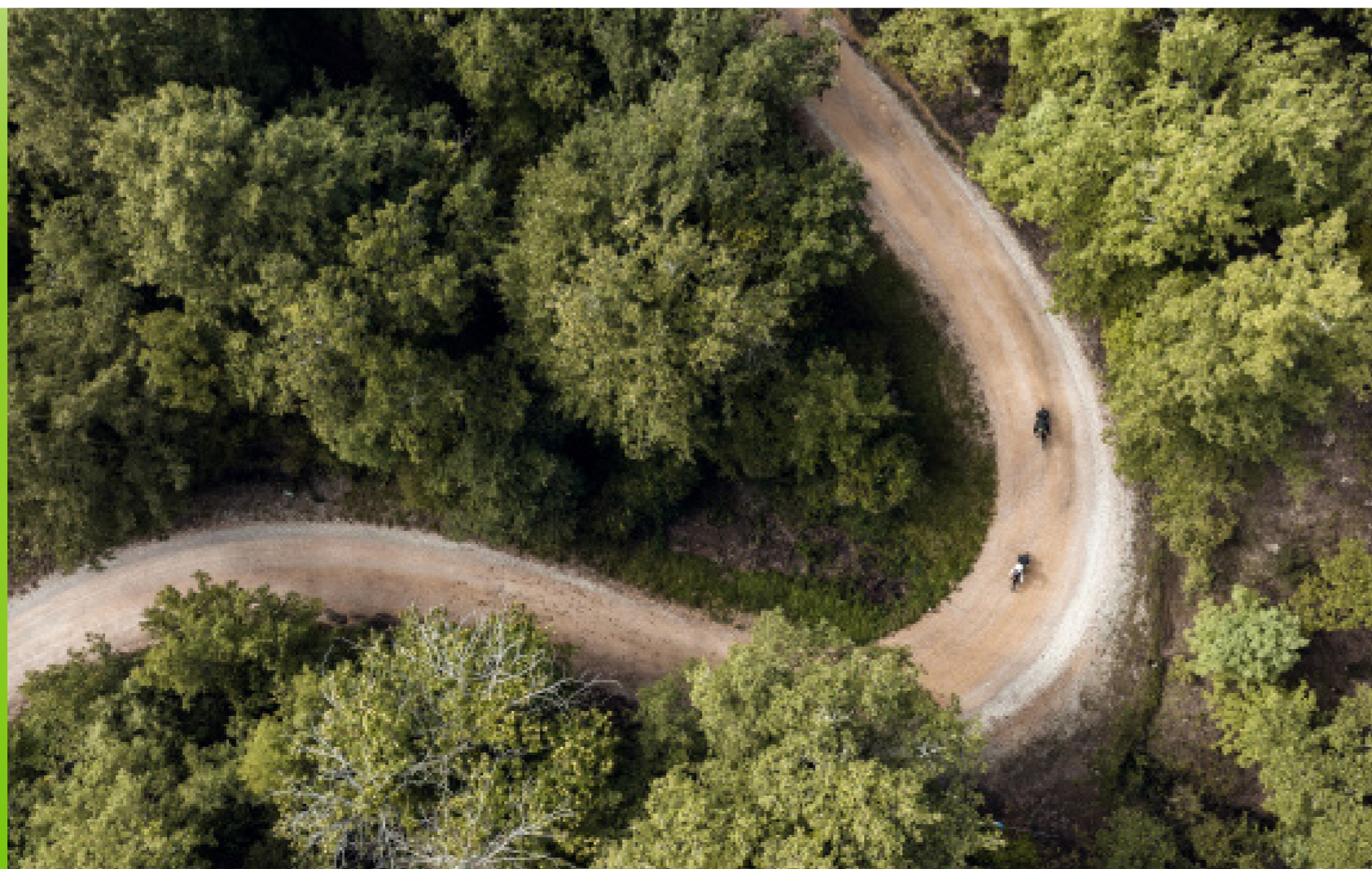
26 % Increase in renewable energy usage

We implemented various measures to reduce the environmental impact in our factories. To increase the use of renewable energy, we built solar photovoltaic equipment in four factories, resulting in a 26% increase in renewable energy. We have also developed a greenhouse gas reduction plan that includes process optimization and behavioral management to save energy. Additionally, each manufacturing site created a water monitoring system to manage water resources.

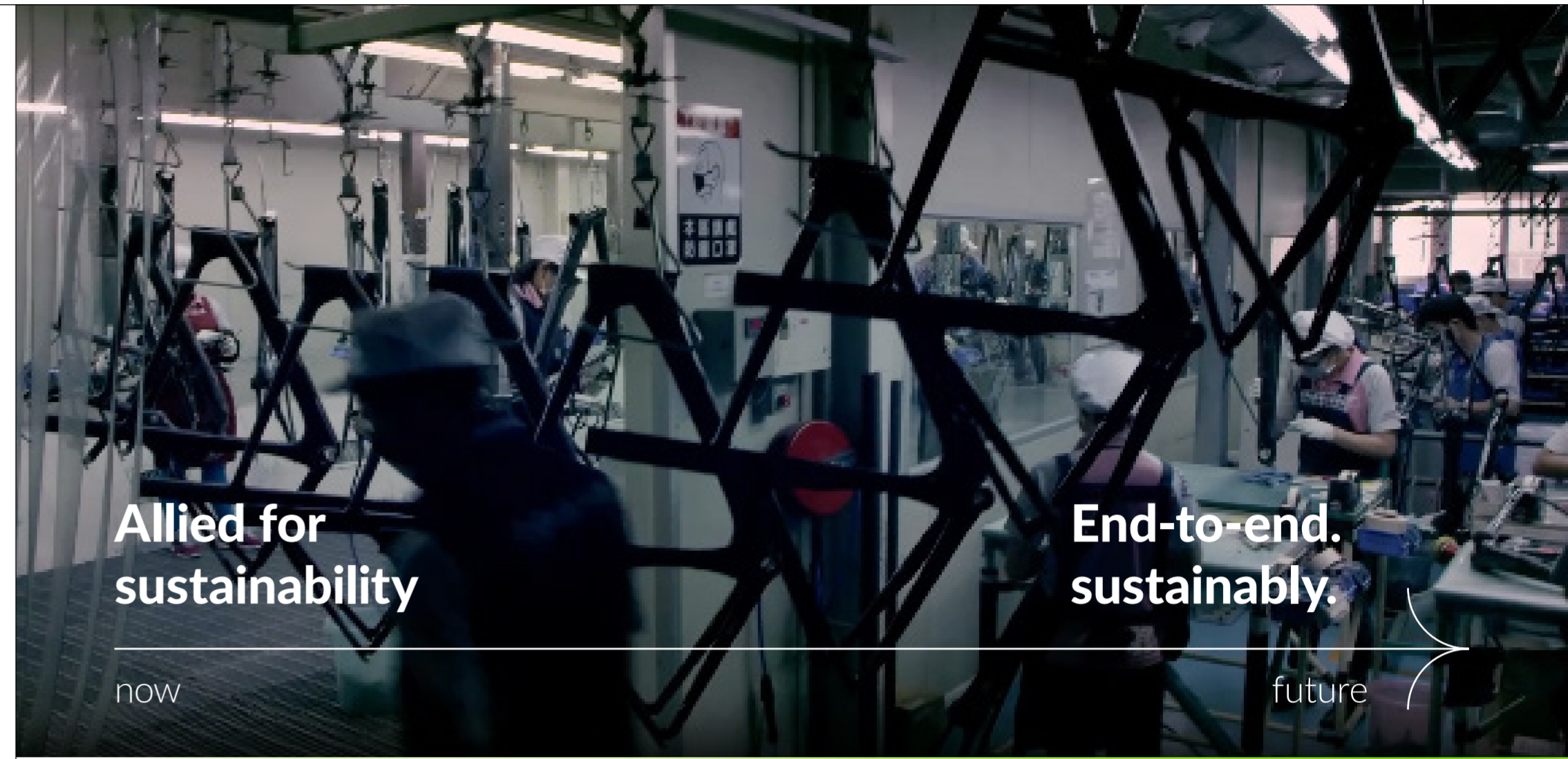
OUR TRAIL AHEAD

25 % 2030 GHG Reduction

We continuously work towards reducing our carbon footprint and increasing efficiency through our innovative production processes. As part of our sustainability commitment, we aim to use 15% of renewable energy by 2030. In addition, we are working to reduce our water usage by 30% by 2030 and using water-based paint in 88% of our product's coating by 2030.



Sustainable Supply Chain



Why it matters?



We are holding our supply chain accountable to establish our sustainable supply chain alliance. Giant Group works closely with our partners to reduce emissions and setting standards for our overall carbon footprint.

OUR TRACK RECORD



Through our Bicycling Alliance for Sustainability (BAS), we gathered industry leaders on World Bicycle Day 2022. The Goal? To create a coalition for the industry to interact, share ideas, and develop new initiatives to help the bicycle industry move toward more sustainable production practices.

OUR TRAIL AHEAD

A shared Carbon Inventory

Giant Group collaborates with key suppliers to disclose their Carbon Inventory and track carbon emissions of provided parts/components. This fosters sustainability awareness and capabilities, aiming for mutual benefits and a promising future.



Eco-Mobility



More than half a billion rides...

Revving up with Youbike 2.0e

now

future

Why it matters?



Promoting sustainable transportation is crucial in reducing carbon impact. Recognizing that 80% of the world's population has yet to ride a bicycle, we actively encourage people to embrace cycling as a low-carbon solution. Our commitment to developing innovative and energy-efficient e-bikes supports urban micro-mobility and promotes the adoption of cycling for a greener future.

OUR TRACK RECORD

300k⁺ Reduced carbon emissions

Enough to circle the earth 36,000 times, YouBike is the green way to commute, with 1.464 billion kilometers over 589 million rides. Our YouBike initiative has reduced carbon emissions by 333,406 tons – equal to 65 Central Parks!

OUR TRAIL AHEAD

1.2bn Rides

Eco-mobility is set to revolutionize the way we travel. Our e-bike sharing YouBike 2.0e's will provide commuters with greater ease and convenience when using bicycles for commuting. Meanwhile, the Internet of Bicycles (IoB) development has brought about a new era of smart riding experiences, integrating people, vehicles, stores, and online platforms for a seamless consumer experience.



Environmental Activism



Sustainability comes from within

Advocating for a shared future

now

future



Why it matters?

We are advocates for combating climate change to promote education. Giant Group uplifts local communities and furthers research on climate-related issues with local institutions.

OUR TRACK RECORD

Employees G' Day

Starting with our employees, we've launched various events and Initiatives – like the “G' Day Employee's Day Event” and the “Sustainable 22- Micro Eco Actions” - to enable our internal teams to embody sustainability in everything we do.

OUR TRAIL AHEAD

Environmental responsibility

Educating our communities is crucial in the fight against climate change. We're committed to climate education and advocating for sustainable practices. Our goal is to reach people with our message of environmental responsibility. In addition, we're encouraging our employees to volunteer towards climate action initiatives and to log their personal cycling mileage as a symbol of our commitment.



Environmental Activism



Transforming

For circularity

We are implementing positive changes in our value chain from our suppliers to our customers. We constantly strive for more sustainable materials and processes.



The Challenge

The challenge of transforming for circularity centers around consumption and finite resources. Our planet's resources are limited, yet wasteful production and consumption practices continue to deplete them. The UN's World Population Prospects 2022 projects a steady growth in the global population, reaching 10.4 billion by 2100. Meanwhile, the Circularity Gap Report 2023 reveals that our global economy is only 7.2% circular, indicating a significant gap between current practices and sustainable resource use.

To address this challenge, we must implement key circular actions: use less, use longer, use again, and make clean. In the context of Mobility and Transport, a crucial sector with substantial environmental impacts, embracing sustainable solutions becomes paramount. Key steps include promoting car-free lifestyles, investing in high-quality public transportation, creating safe cycling routes, and reducing air travel. By adopting circularity principles in the Mobility and Transport sector, we can reduce material consumption, decrease reliance on fossil fuels, and mitigate environmental harm.

This transformation is crucial for a more sustainable and resource-efficient future. As a company, prioritizing sustainable mobility solutions not only contributes to the circular economy but also aligns with the broader goal of building a more sustainable and resilient world.

Source :

www.un.org/development/desa/pd/sites/www.un.org.development.desa.pd/files/wpp2022_summary_of_results.pdf
www.circularity-gap.world/2023

" Resource Inefficiencies

Our Goal

Integrate cradle-to-grave circular economy principles into every aspect of our operations, from design to manufacturing, by leveraging our integrated production, distribution, research, and value chain.

Sustainable Product Design



Presentation matters

Sustainable design made possible

now

future

Why it matters?



We are establishing a groundbreaking cradle-to-grave carbon footprint assessment, setting a new standard for sustainability. As the bicycle industry's first and most complete method, we evaluate every stage of a product's lifecycle. By assuming responsibility for all stages, we can design products that minimize environmental impact, driving positive change in our industry and beyond.

OUR TRACK RECORD

Giant Group Circularity Program

Our product design strategy incorporates life cycle thinking and carbon footprint assessment. We have implemented a comprehensive sustainable design matrix that serves as a guiding framework for developing and promoting products that exhibit low carbon emissions, are non-toxic, energy-saving, and possess renewable and circular sustainable characteristics.

OUR TRAIL AHEAD

40 kg CO₂e CO₂ reduction per bicycle by 2030

By 2030, we aim to reduce CO₂ emissions by 40kg per bicycle, achieve 100% plastic-free packaging, and increase the use of recycled and recyclable materials across the entire product design. Because sustainability doesn't end at the packaging; it's about the whole package.



Sustainable Product Design

Material Circularity



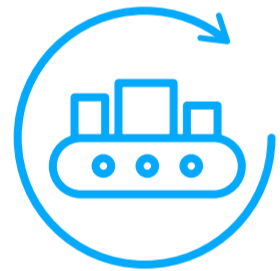
A rebirth
of resources

Closing
the loop

now

future

Why it matters?



We are dedicated to material circularity to reduce waste and carbon footprint. Giant Group incorporates recycled carbon fibers, aluminum, and other materials in our parts like tires, cushions, and main structure to uphold the principles of “Recycle, Reuse, and Reduce”.

OUR TRACK RECORD

Recycle, Reuse, Reduce

Our commitment to circular sustainability includes using tire recycle carbon reduction technology, recycling and reusing carbon fiber, using recycled aluminum alloy, and developing OBC saddles from recycled materials. We work with trusted suppliers to ensure that the recycled materials we use meet rigorous quality and sustainability standards.

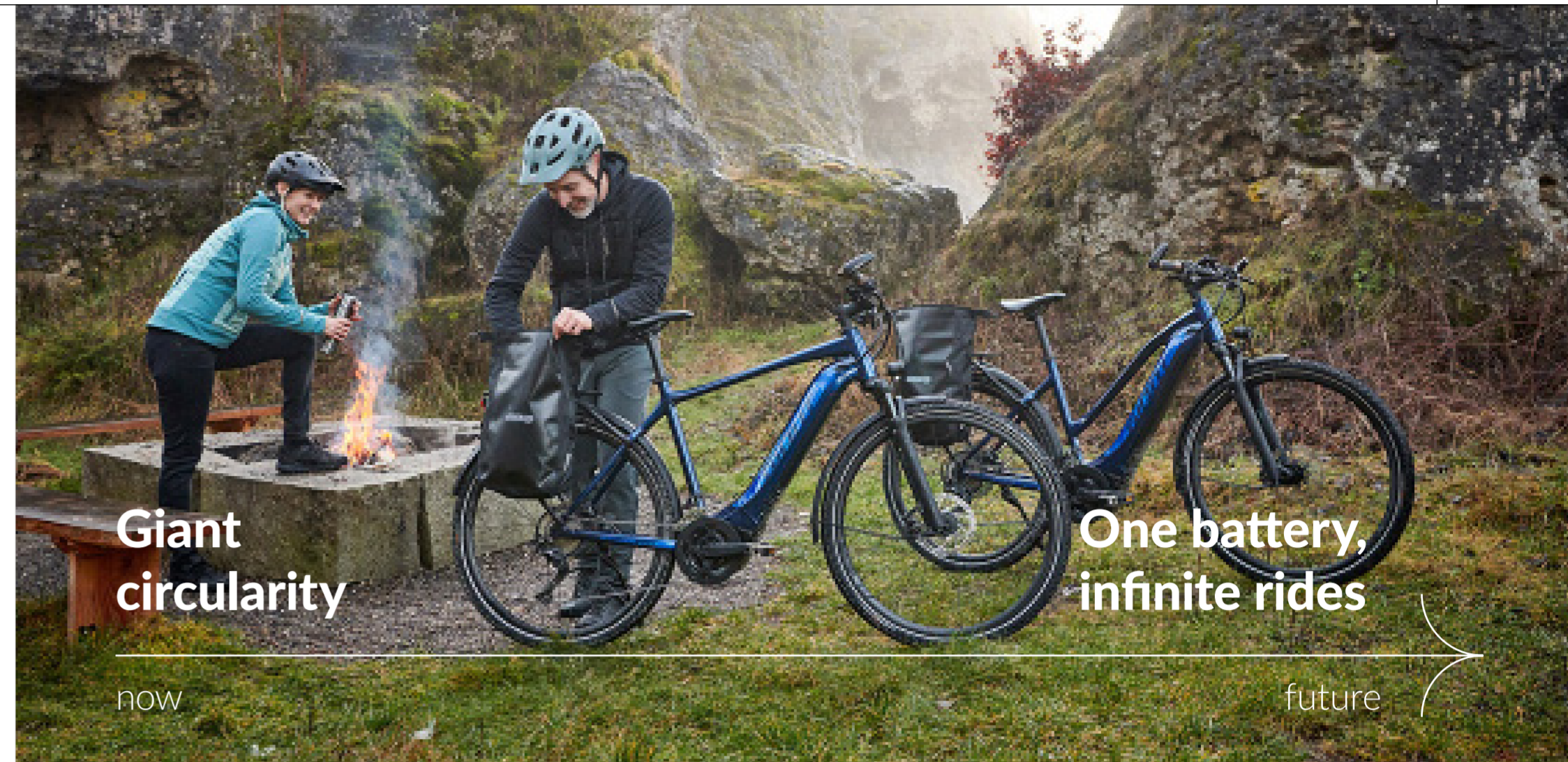
OUR TRAIL AHEAD

100 % carbon recycling
rate by 2030

We aim to close the circularity loop for a sustainable future. Our goal is to reach a 100% recycling rate for carbon fiber, OBC seat cushions, and aluminum alloy, while also extending the application of recycled materials to more and more components.



Energy Optimization



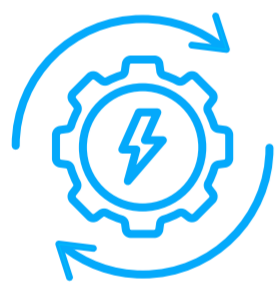
Giant circularity

One battery, infinite rides

now

future

Why it matters?



We are optimizing energy consumption and improving resource efficiency throughout our manufacturing processes. By implementing innovative technologies and strategies, we strive to minimize energy waste. Our focus also extends to enhancing the efficiency of e-bike batteries and establishing a robust battery recycling system.

OUR TRACK RECORD

Battery circular value chain

Our commitment to sustainability extends to circular energy management, focusing on energy efficiency and battery recycling. We have improved our electric bikes' battery capacity and motors under the same weight, reducing carbon emissions and contributing to a cleaner planet. Additionally, Giant Group's battery recycling system allows for the reuse of raw materials, contributing to a circular value chain and reducing waste.

OUR TRAIL AHEAD

90% improved energy efficiency

At Giant Group we continue to push forward with our commitment to energy optimization. Over the next few years, we aim to improve the average energy efficiency of electric bicycles by 85% in 2025 and 90% in 2030. Additionally, we target the reuse of backup batteries with goals of 5,000 in 2025 and 10,000 in 2030, contributing to a more sustainable and circular value chain.



Extended Product Lifespan



A bike's new life

now

Built to last

future

Why it matters?



We recognize that while bicycles are effective tools for carbon reduction, their abandonment can contribute to urban deterioration and environmental burden. It is our responsibility to sustain the life value of bicycles by offering various options based on their lifespan, including test rides, rentals, and second-hand sales. Moreover, we donate bicycles to rural primary schools, extending their usefulness and impact.

OUR TRACK RECORD

Giant pre-loved bicycle program

Introducing the Giant Group Pre-loved Bicycle Certification Program - a global initiative promoting sustainability and lifelong ownership. With 100% certification sales for pre-owned bicycles, we proudly offer customers a trusted and reliable way to purchase pre-loved bikes confidently.

OUR TRAIL AHEAD

A global impact

At Giant Group, circularity is our focus. The longevity and maintenance of our bikes are a vital part of this strategy. We aim to keep our bikes on the roads and trails longer by expanding our service and repair offerings, while also contributing to circularity through donations and lifetime warranties.



Extended Product Lifespan



Mobilizing

For DEI

We are mobilizing people to advance inclusive communities. We promote accessibility and collaboration in the workplace to allow diverse ideas to flourish.



The Challenge

Despite our increasingly globalized world, there has been a concerning trend towards polarization and division, perpetuating inequality and social injustice in our communities. The World Inequality Report 2022 highlights the stark income disparities globally, with the bottom 50% earning less than 15% of total earnings in every major region except Europe. Meanwhile, the wealthiest 10% captures over 40% of earnings, and in many regions, closer to 60%. This extreme concentration of economic power is a significant driver of growing inequality.

Furthermore, gender inequalities persist both globally and within countries. Women's share of total labor income has seen slow progress over the past 30 years, with women earning less than 35% of total income, highlighting the urgent need for gender equality and equal pay.

The OHCHR Report 2022 emphasizes that promoting and protecting human rights is crucial for advancing the 2030 Agenda and the Sustainable Development Goals. The COVID-19 pandemic has exacerbated poverty, inequality, and discrimination, with increased violence against women and disruptions to education access. Human-induced climate change has also contributed to adverse impacts, hindering SDG achievement and necessitating efforts to address climate-related displacement and protect environmental human rights defenders.

Addressing these challenges requires profound policy changes. It is essential to prioritize redistributive policies, combat discrimination, and ensure human rights are protected. By actively promoting a renewed social contract anchored in human rights, we can strive for a more equitable and just society.

Source :

wir2022.wid.world/

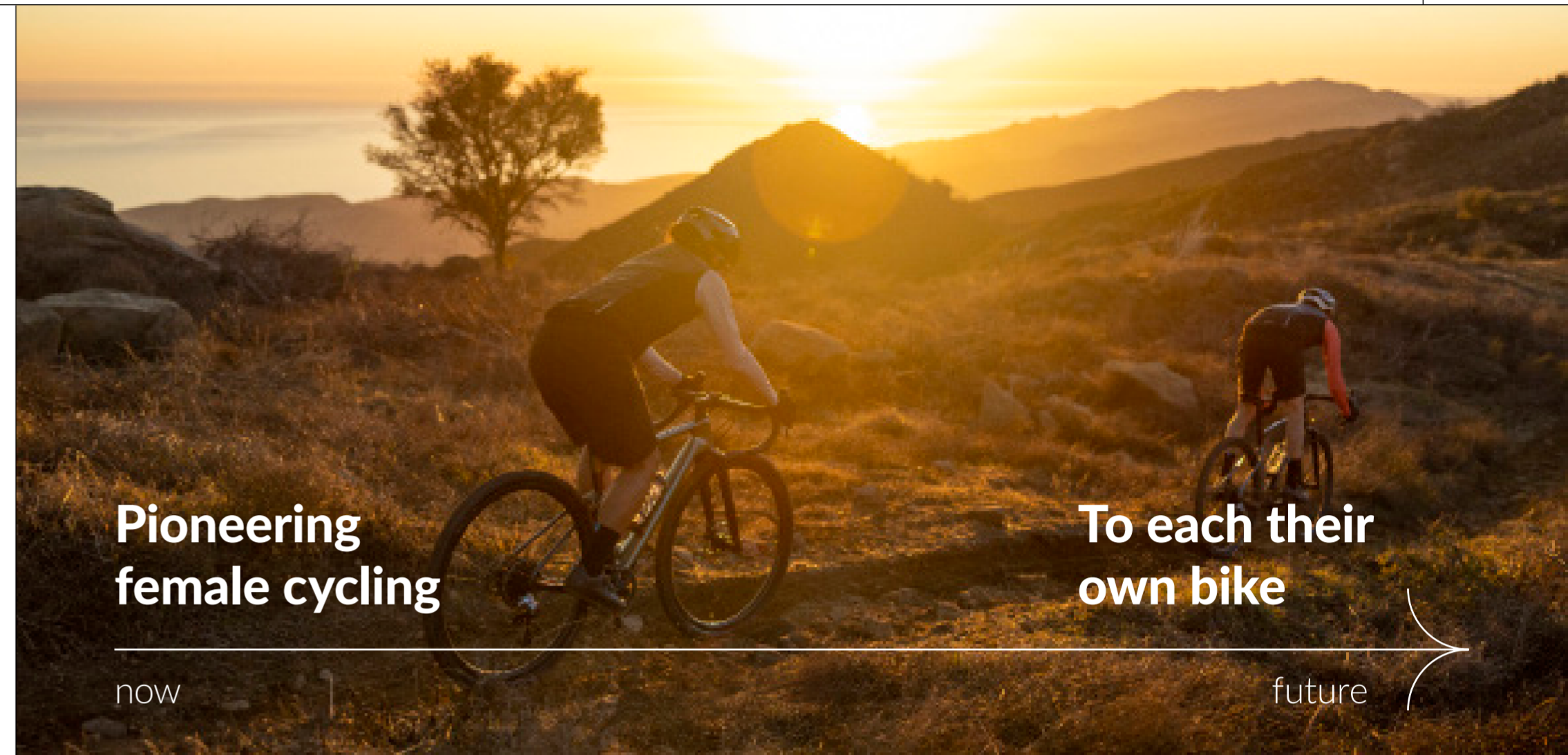
www.ohchr.org/sites/default/files/documents/publications/ohchr-reports/ohchr-report-2022.pdf

" Social Barriers

Our Goal

Audit human rights and occupational safety standards in our supply chain while increasing the diversity of our workplace and promoting inclusive cycling initiatives in various communities.

Inclusive Cycling



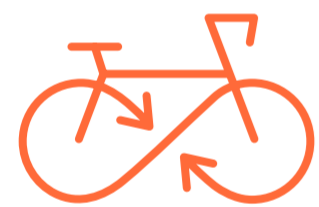
Pioneering female cycling

To each their own bike

now

future

Why it matters?



We are creating inclusive biking experiences for everyone, from promoting female participation to designing bikes for the elderly and inspiring the next generation of riders. We actively support and sponsor teams like the Liv Women's Cycling Team and Team AMANI in East Africa, championing diversity and empowering individuals to embrace the joy of biking.

OUR TRACK RECORD

First female-led cycling brand

Liv is the leading female cycling brand in the world. We put women first in everything we do - investing 100% of our resources into supporting women and creating more opportunities in the sport of cycling.

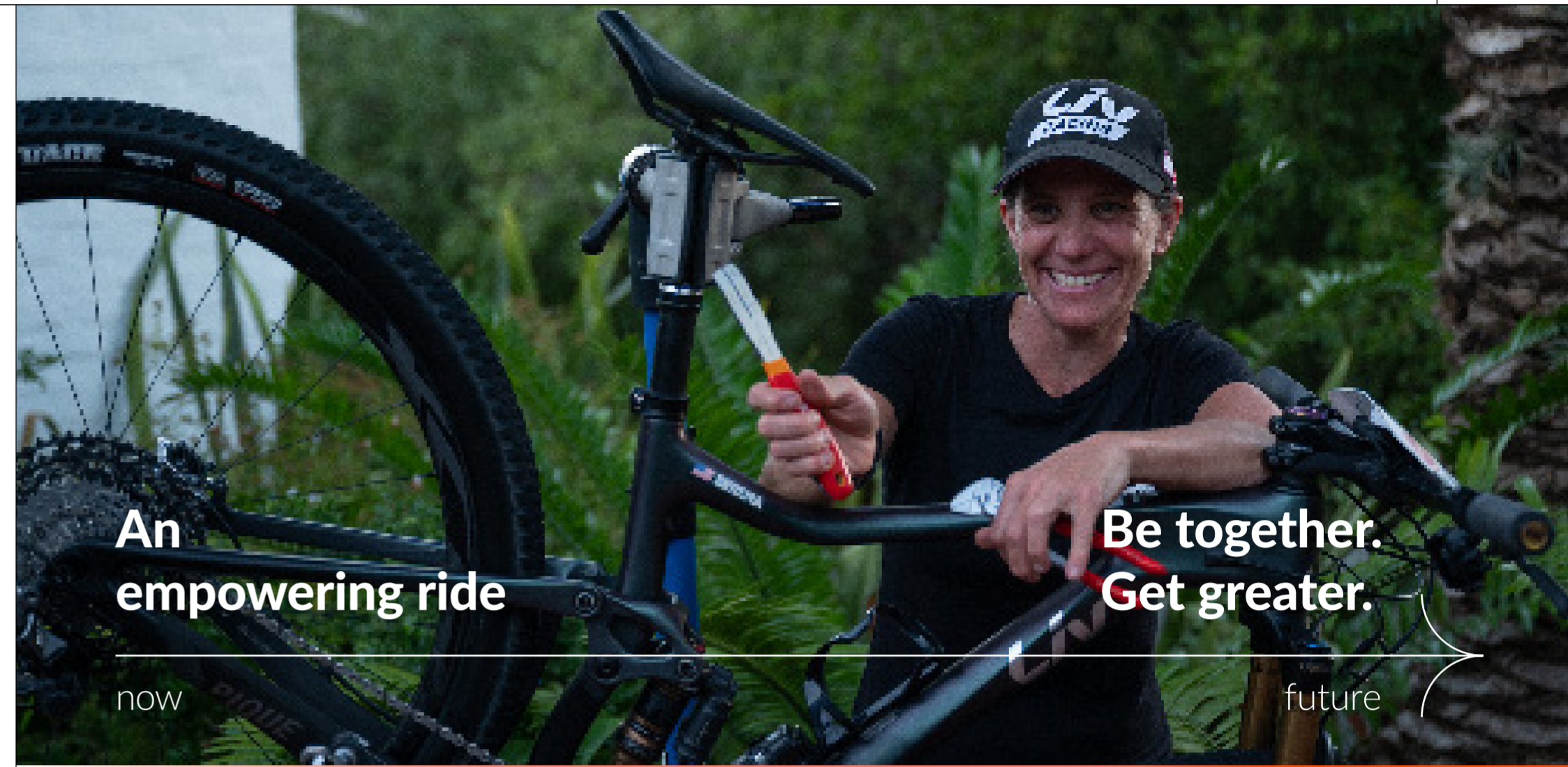
OUR TRAIL AHEAD

Championing inclusivity

At Giant Group, we've made it our mission to bring cycling to people of all ages and backgrounds. Not only are we breaking barriers for female cyclists, but we are committed to helping every generation of cyclists reach their dreams!



Workplace Equality



Why it matters?



We are building a better workplace for all our employees to enable a safe and inclusive environment for everyone to achieve their full potential. Giant Group integrates local talents across different markets, promoting equality and embracing different cultures. We value diversity in hiring, regardless of ethnicity, religion, or gender.

OUR TRACK RECORD

1/3 Over 1/3 of Giant Group's managers are female

Giant Group has a rich history of empowering female talent, promoting equality, and fostering talent. Today, over 1/3 of Giant Group's managers are female, and we have developed team-building programs and courses, such as the Giant University. Additionally, occupational safety is paramount, ensuring a secure and inclusive work environment for all.

OUR TRAIL AHEAD

Unlock workplace potentials

Giant Group is committed to increasing equity in our workplace culture through various initiatives focusing our metrics around multicultural hiring, key talent retention rates, and occupational safety. Our approach also emphasizes the importance of onboarding and comprehensive leadership to achieve a 100% compliance rate.



Social Advocacy



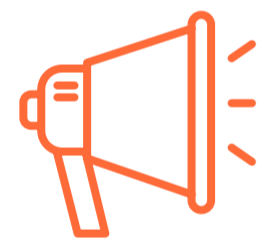
Riding Future

Next Generation of Trailblazers

now

future

Why it matters?



We are engaging our wider community to promote inclusion, social well-being, and the love of cycling. Giant Group believes in the power of social advocacy and corporate citizenship. We invest in initiatives that empower youth and promote the cycling lifestyle, including the creation of the Cycling Lifestyle Foundation and the Cycling Culture Museum.

OUR TRACK RECORD

Giant Group's Children Program

Giant Group has a rich history of promoting bicycles as a sustainable and safe practice from an early age. We organize engaging events like the Giant Group Traffic Day in Hungary, teaching children about traffic safety and the joy of riding bicycles in a fun but secure manner. By instilling these values, we foster a love for cycling in the hearts of children.

OUR TRAIL AHEAD

Cycling for All

As part of our commitment to social advocacy, Giant Group's future goal is to continue to promote a healthy cycling lifestyle, cultural diversity, and female advocacy while investing in initiatives that support these goals. By prioritizing these areas, we aim to positively impact society and help build a more inclusive and equitable future.





ESG Summary

Cycling for a better future

STRATEGY PILLARS

OUR GOALS & INITIATIVES

Innovating a clean future

We are leading the charge towards reduced carbon emissions in our production practices. We reinvent how we work with manufacturing partners and invest in R&D to reduce our environmental impact for future generations.

Transforming for circularity

We are implementing positive changes in our value chain from our suppliers to our customers. We constantly strive for more sustainable materials and processes.

Mobilizing for DEI

We are mobilizing people to advance inclusive communities. We promote accessibility and collaboration in the workplace to allow diverse ideas to flourish.

Decrease our company's GHG emissions and overall carbon footprints while increasing the public's adoption of sustainable mobility.

- Green production
- Sustainable supply chain
- Eco-mobility
- Environmental activism



Integrate cradle-to-grave circular economy principles into every aspect of our operations, from design to manufacturing, by leveraging our integrated production, distribution, research, and value chain.

- Sustainable product design
- Material circularity
- Energy optimization
- Extended product lifespan



Audit human rights and occupational safety standards in our supply chain while increasing the diversity of our workplace and promoting inclusive cycling initiatives in various communities.

- Inclusive cycling
- Workplace equality
- Social advocacy

