

**FYUL** ✨

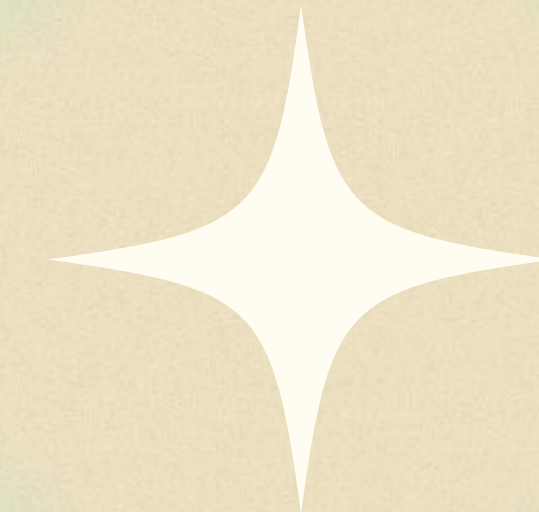
2025

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# **Sustainability Report**

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# 01

# Introduction

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# On-demand, for good

This is our first sustainability report as one company, and it arrives at a pivotal moment.

Printful, Snow Commerce and Printify came together to build something neither could do alone: the world's most powerful on-demand manufacturing platform. Not a merger of convenience, but a deliberate bet that on-demand is the future of how things get made – **and that doing it right, from the start, matters.**

That belief is what this report is built on.

This report covers the **2025 fiscal year for all three brands in the FYUL portfolio** – Printify, Printful, and Snow Commerce. It lays out what's material to us, what we've done about it, and an honest look at where we stand environmentally and socially. We've taken inspiration from frameworks like the Corporate Sustainability Reporting Directive (CSRD), and focused on what's most important to us.

We've made real progress. In 2025 we focused on systems change starting from within,

bringing sustainability topics into cross-departmental projects and also taking a hard look at our data. One of the areas we invested in was better data infrastructure – implementing a platform that automatically tracks emissions from business travel, and beginning to pull in available emissions data from our vendors. The picture is getting clearer, and future reports will be sharper still.

But this isn't a victory lap. On-demand manufacturing has the potential to fundamentally reduce waste – and we're not there yet. The work ahead is bigger than what's behind us.

As two of the largest print-on-demand platforms in the world, now operating as one, we're in a position few companies are: able to share knowledge across platforms, move at scale, and **push an entire industry in a more sustainable direction.**

**That's the opportunity. This report is how we hold ourselves accountable to it.**



# CEO message

On-demand promises a more sustainable future.  
We're building a world-class engine to power it.



**Alex Saltonstall**  
Chief Executive Officer (CEO) of FYUL

Last year changed what's possible for our organization. Bringing Printify, Printful, and Snow Commerce together as one company gave us opportunities none of us had before: the scale, the expertise, and the ambition to make on-demand manufacturing the dominant model for how products get made.

And what comes next has sustainability at its core.

The logic is simple – the more production we convert from traditional bulk models to locally produced, on-demand manufacturing, the less waste ends up in landfills and the fewer emissions come from shipping. This isn't a future ambition. It's already happening.

92% of Printify's orders are produced in the same country they're delivered to. For Printful-managed orders, 85% are fulfilled within the same region. And for Snow Commerce, that number is even higher at 89%.

We're already significantly cutting the emissions that come from shipping, because we produce locally, at scale, and by design. And we have a lot more opportunity in front of us.

In 2025, we set the foundation. Specifically, we:

- Unified our sustainability strategy across all three brands around three commitments – driving circularity, reducing climate impact, and empowering everyone – with a clear course charted through 2027.
- Gained real data on the environmental impact of our core printing techniques, thanks to our first Life Cycle Assessment. That data is now driving decisions.
- Partnered with TrusTrace to start tracking our materials across 900+ supply chain partners – an important step toward responsible sourcing.
- Established a single Partner Code of Conduct and supplier due diligence process across all three brands – one clear standard for everyone we work with, everywhere we operate.

Now we have the opportunity – and the responsibility – to go further.

In 2026, that means advancing our emissions roadmap, raising our product standards, and deepening accountability across our supply chain. We're not there yet. But we're building toward it.

Sustainability at FYUL isn't one team's job – it runs through all of us. I'm especially grateful to Operations for embracing the changes that make us a more responsible business; to Finance and Product for the data that lets us measure what matters; and to HR for building the culture that holds it all together.

We're excited about what's ahead!

# Taking on overproduction

Overproduction remains one of the apparel industry's biggest challenges – costly, wasteful, and largely avoidable. FYUL's print-on-demand model is part of the solution.

Take event merchandising. It's a highly fragmented sector where artists and venues have to predict demand before a tour even begins – ordering large volumes of bulk stock in advance, storing it, moving it between locations, and hoping it sells. When it doesn't, unsold merch becomes a loss on the balance sheet and, eventually, textile waste in a landfill.

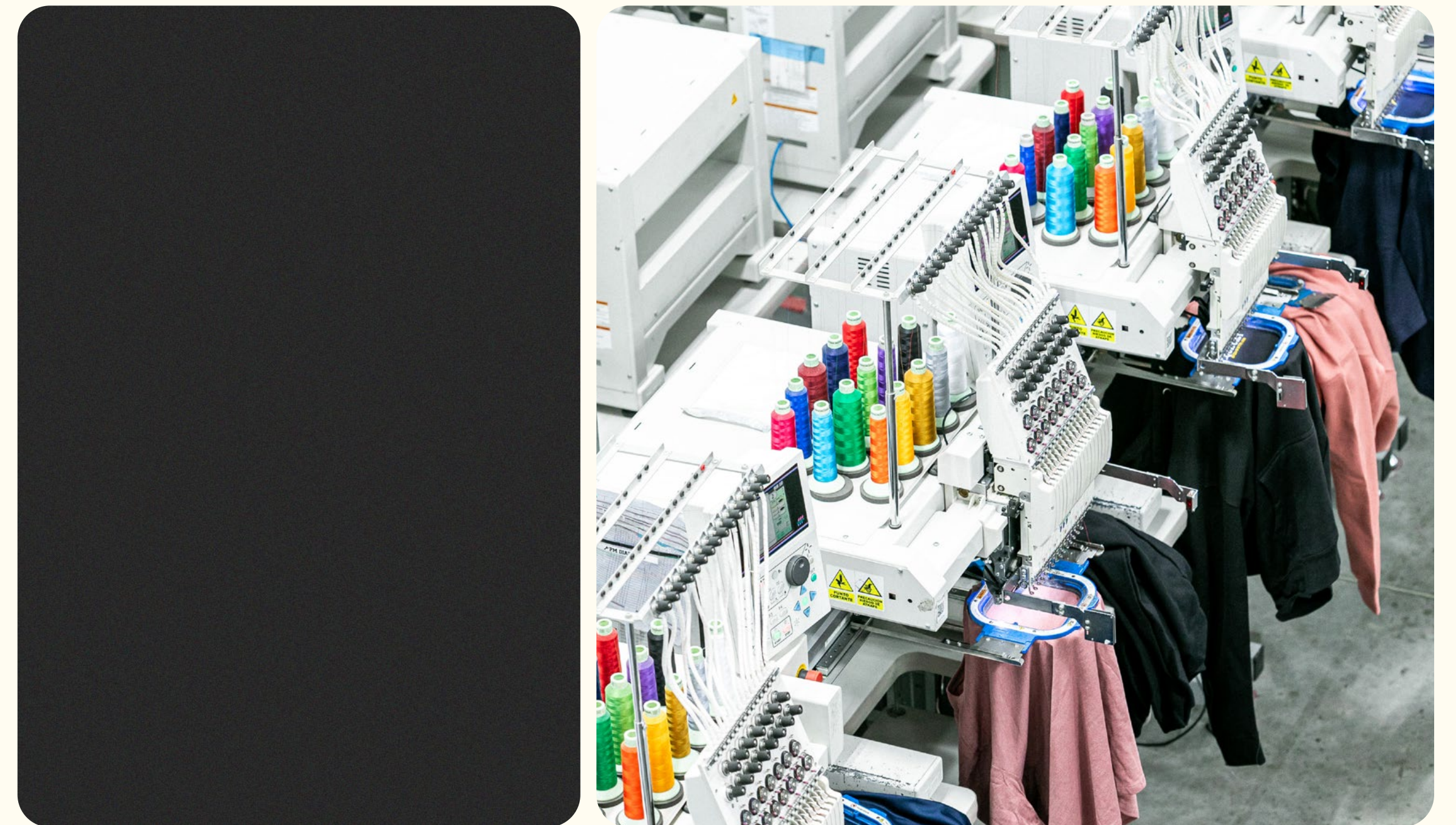
## **FYUL's model works differently.**

Print on Demand lets venues embed merch directly into the ticket-buying journey – customers order a t-shirt or cap at the same time they buy their ticket.

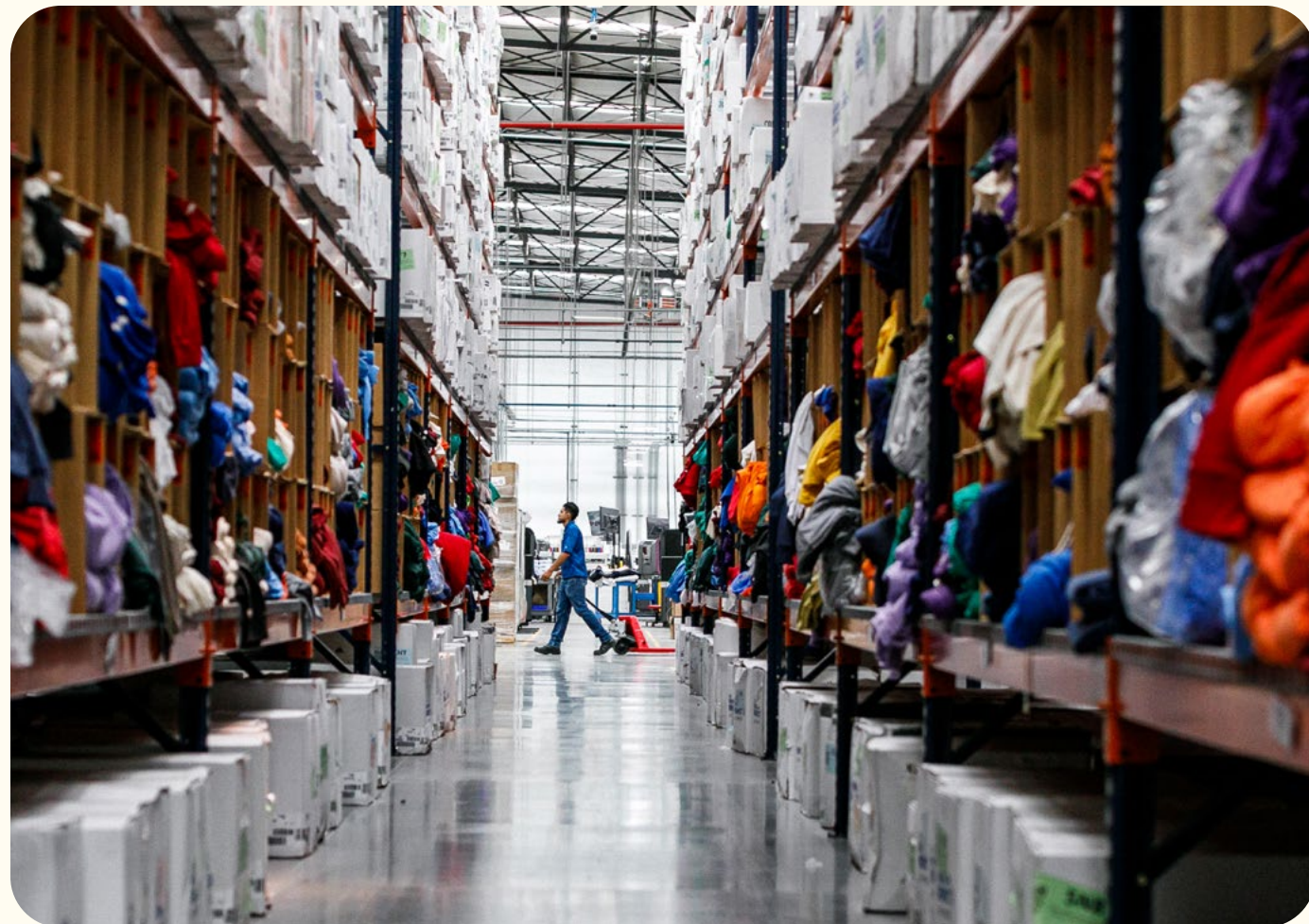
## **No bulk inventory. No guesswork.**

Products are fulfilled within days, so speed doesn't suffer. Customers get exactly what they want, wherever they are, with no waste and no order size limitations for the merchant.

Event merchandising is just one example. The opportunity to cut excess stock and run a more flexible operation applies to any business still relying on bulk ordering – and the possibilities are limitless.



# Less water, by design



90-  
95%

FYUL's model is inherently more efficient, as we use digital printing. Research shows it utilises 90–95% less water than traditional garment printing methods, largely because the printing process itself does not require water. What water we do use in our facilities is primarily for maintaining humidity on the production floor.

We're working to push this further. By matching orders to the most suitable fulfillment technique, we can improve resource efficiency across the board, and we're actively communicating and guiding sellers toward the most sustainable printing method for their needs.

The bigger water challenge lies upstream. Cotton farming and textile processing – key inputs for many of our best-selling products – are inherently water-intensive, and while we don't control them directly, the products we fulfill drive demand for them. Reducing our damaged garment rate and improving material traceability are two ways we can limit that impact. We're also exploring additional cotton certifications and sustainable cotton initiatives to strengthen our water stewardship further up the supply chain.



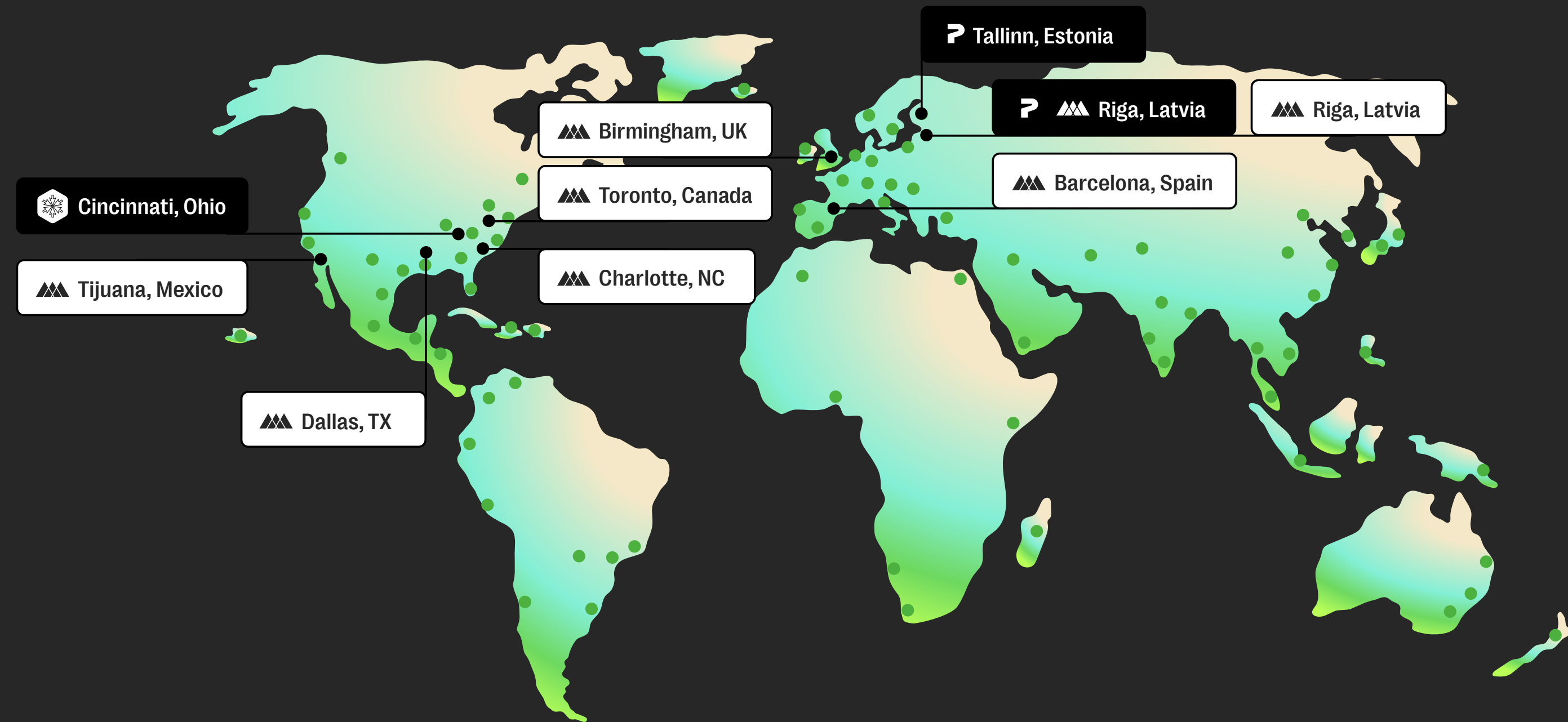
# 02

## ESG Highlights

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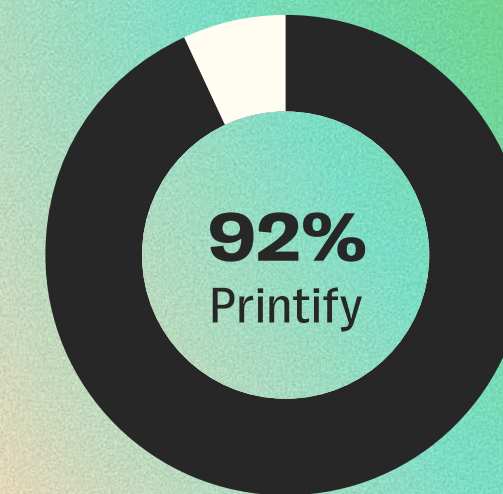
### Locations

○ Offices ● In-house production ● Partner production facilities

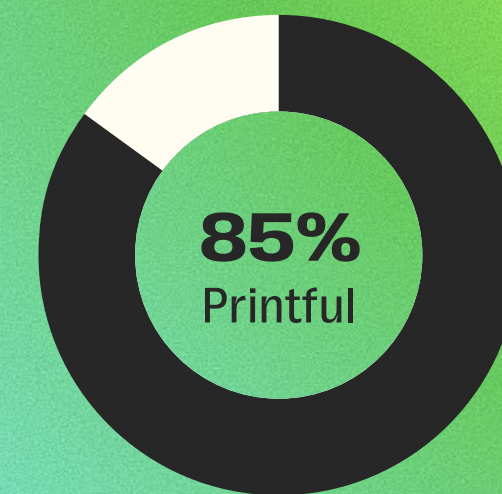


### Orders delivered

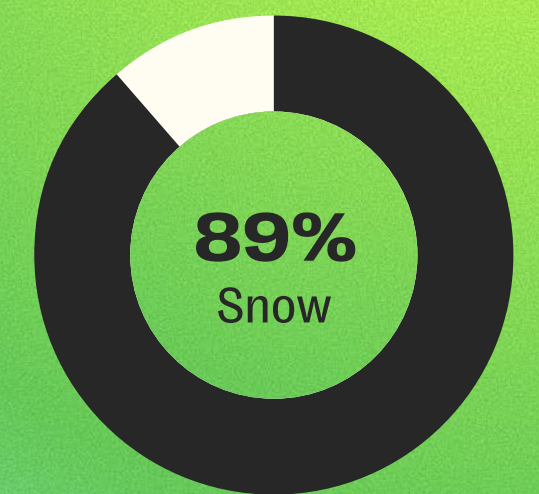
AVERAGE % OF ORDERS SHIPPED IN THE SAME REGION



13,854,493  
Orders shipped in the same country



10,539,127  
Orders shipped in the same region



573,832  
Orders shipped in the same region

### Employees

2,458

Team members, across

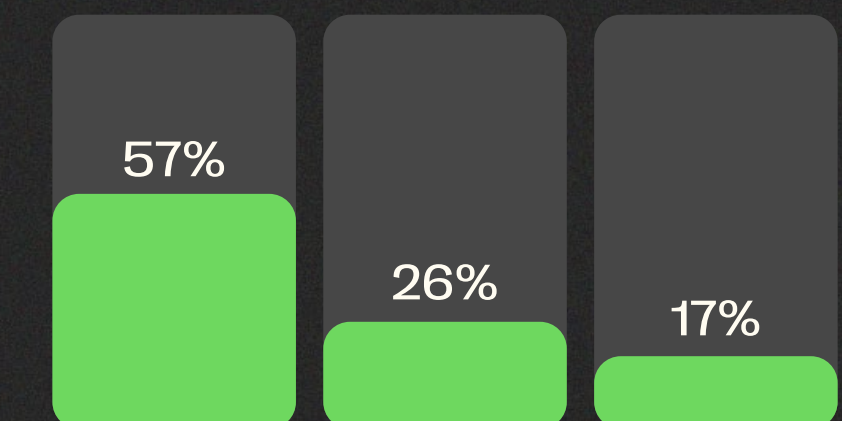
40

countries, and

15

facilities worldwide

### Employee headcount



On-site Hybrid Remote

2,458

Total employees (Excluding seasonal employees) as of 31.12.25

### Emissions

**117,104** mtCO<sub>2</sub> eq  
2024 emissions

**85,842** mtCO<sub>2</sub> eq  
2025 emissions

**26.7%** ↓  
Reduction

### Electricity consumption per product produced

**0.441** kWh per product  
2024

**0.401** kWh per product  
2025

**9%** ↓  
Reduction

**\$100,000+**

donated to children's health initiatives, Ukraine, and LGBTQ+ programmes

Completed our first Life Cycle Assessment (LCA)

Developed new company values and leadership principles



### People

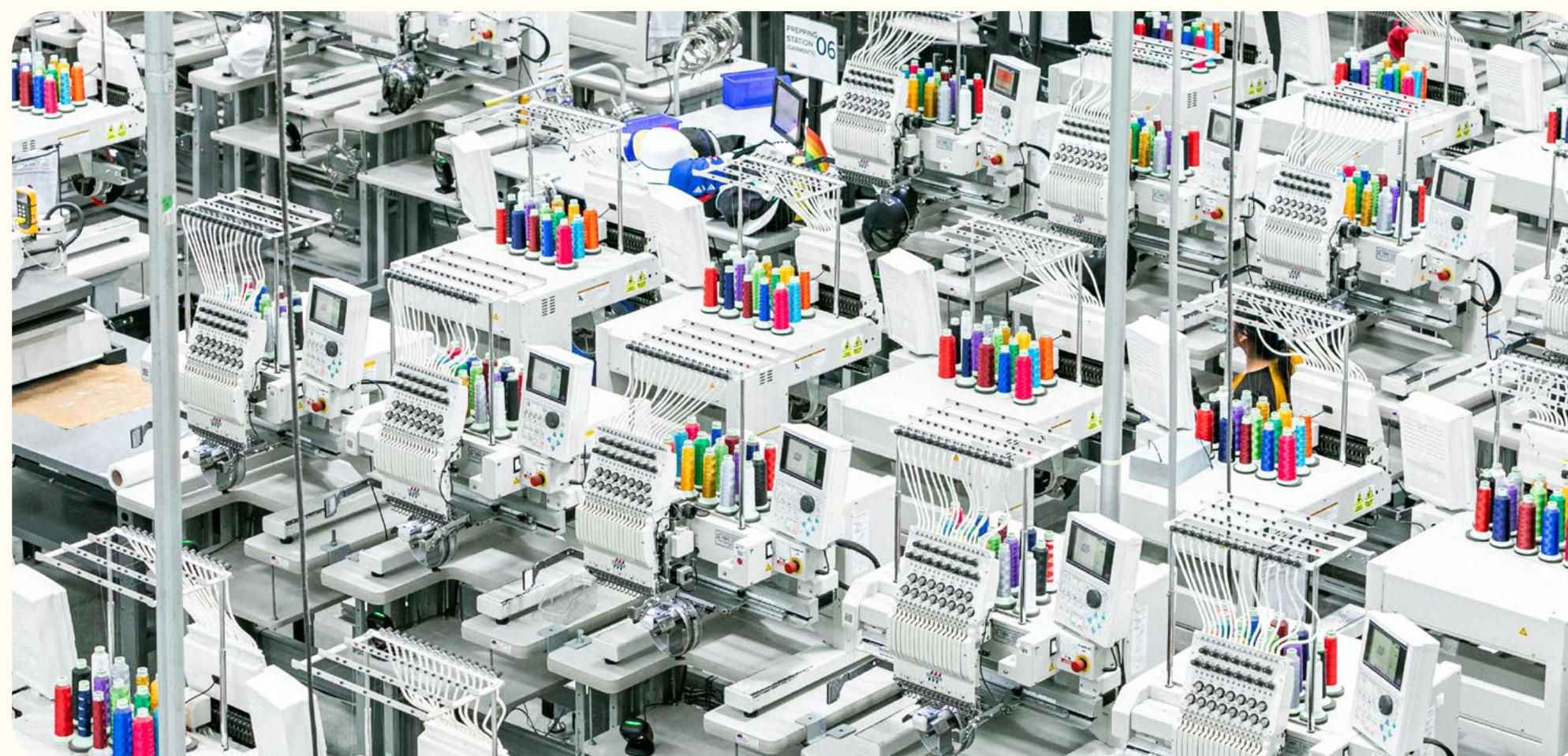
**42%**  
of our people promoted or moved into a new role in 2025

**330+**  
FYUL library books borrowed

We successfully reduced our per-product produced emissions at Printful, decreasing from

**2.57** kg CO<sub>2</sub>  
in 2024, to

**1.74** kg CO<sub>2</sub>  
in 2025



**38%**

of electricity across FYUL came from renewable sources: with 5 facilities running on

**95%+**  
renewable energy

# Our ESG mission and values

We're building a platform that lets anyone turn an idea into a business. Serving entrepreneurs at scale comes with real environmental and social responsibility – and we treat that as part of our business goals.

By thinking big and learning fast, we aim to create impact across our entire print-on-demand network – working as one with our partners, suppliers, and sellers to prevent overproduction waste, use resources responsibly, and build a model designed to reduce overproduction and improve resource efficiency compared to traditional production.

## OUR ESG STRATEGY IS BUILT AROUND THREE CORE COMMITMENTS:

**Driving circularity**

**Reducing climate impact**

**Empowering everyone**

	<b>Driving circularity</b>	<b>Reducing climate impact</b>	<b>Empowering everyone</b>
<b>What</b>	Minimize overproduction and maximize resource efficiency across the product lifecycle.	Track and reduce emissions across key parts of our value chain, building on our on-demand model that prevents excess emissions by design.	Support merchants and partners on their sustainability journey, reduce financial barriers for new creators and unlock sustainable transition for everyone.
<b>How</b>	Optimize material, water, and energy use, improve product quality, reuse internal resources, and design packaging to improve reusability and recyclability.	Invest in renewables, optimize logistics, collaborate with suppliers on emissions reduction, and promote energy efficiency across all operations.	Offer certified sustainable products, enable supply chain transparency, maintain a responsible workplace, and reduce barriers to independent income.

# Tracing our value chain

We're working with our partners to trace our supply chain – to understand where our products come from and take the first step toward broader transparency.

Transparency across our value chain is fundamental to understanding and improving our impact. Spanning hundreds of partners worldwide, mapping it is how we start.

All three brands interact with the supply chain differently. Printful has the most direct control – it sources blank products, inks, and equipment directly for its own production facilities. Printify and Snow Commerce rely on third-party providers for production, which means less direct influence over how supplies are sourced. Since the merger, however, this has improved. With all three brands under one roof, we leverage our combined order volume to drive better sustainability outcomes across the supply chain.

## Two challenges come with this scale:

### PARTNER DIVERSITY

# 900+

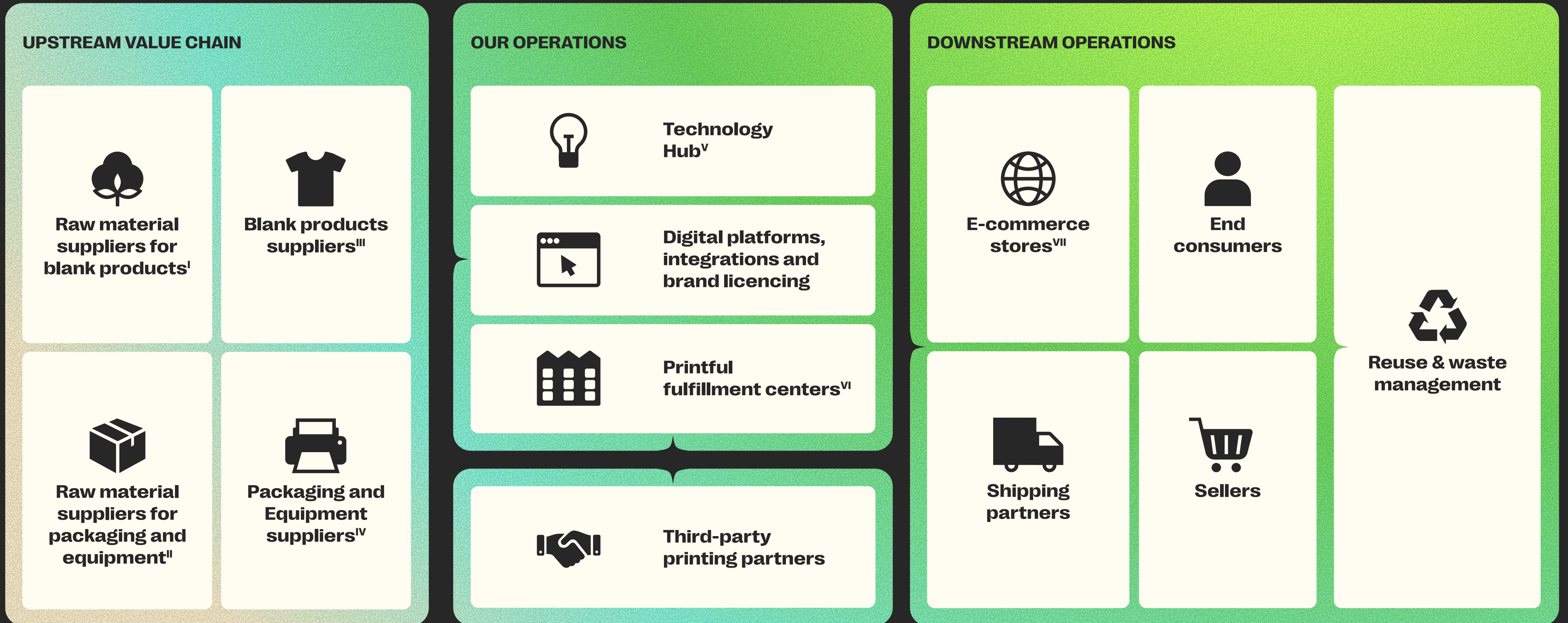
partners across multiple countries, each carrying different environmental, social, and regulatory risk profiles

### AUDITS AND CERTIFICATIONS

managing documentation across a large supplier base at multiple supply chain tiers



# Value chain

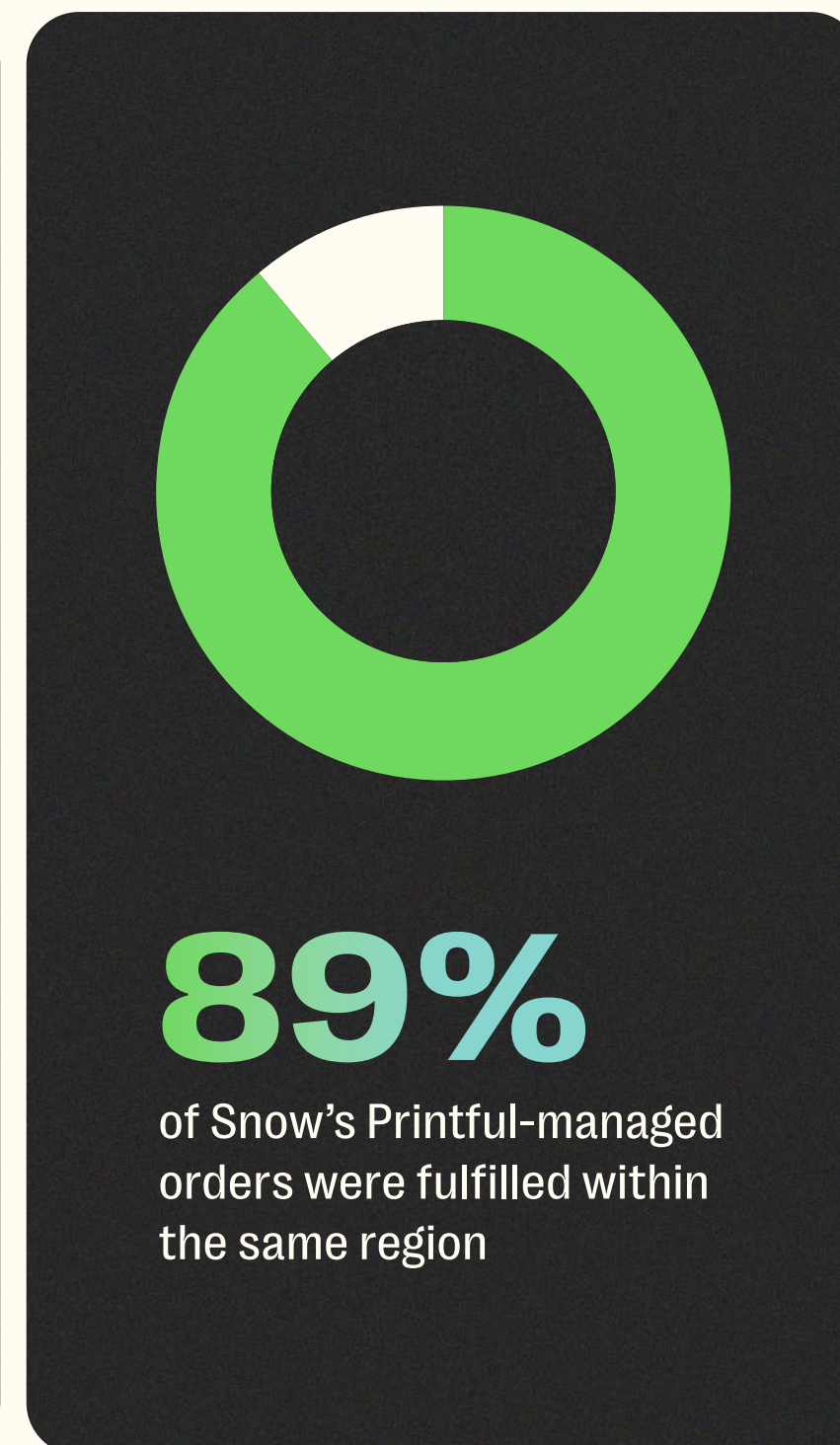
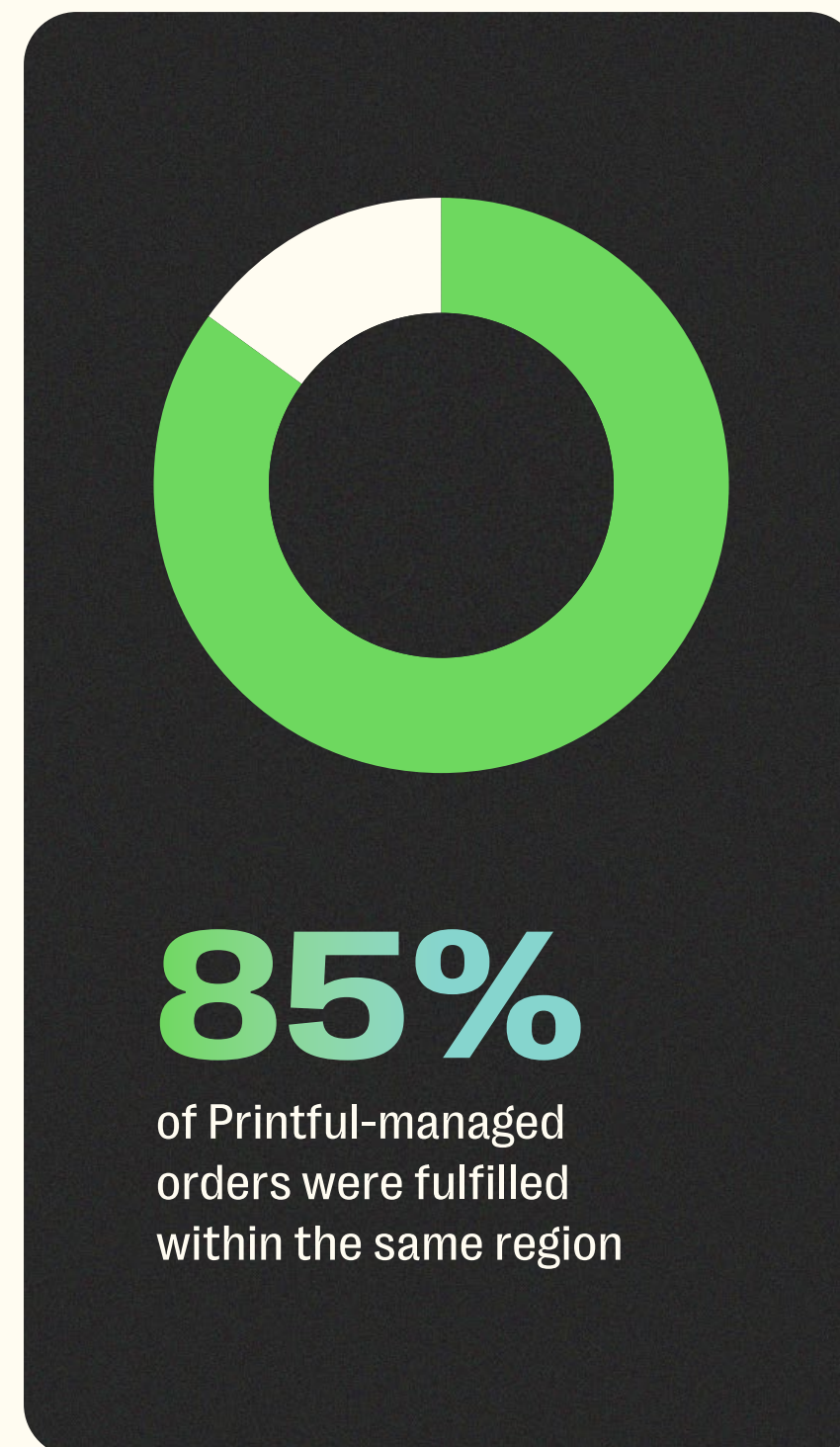
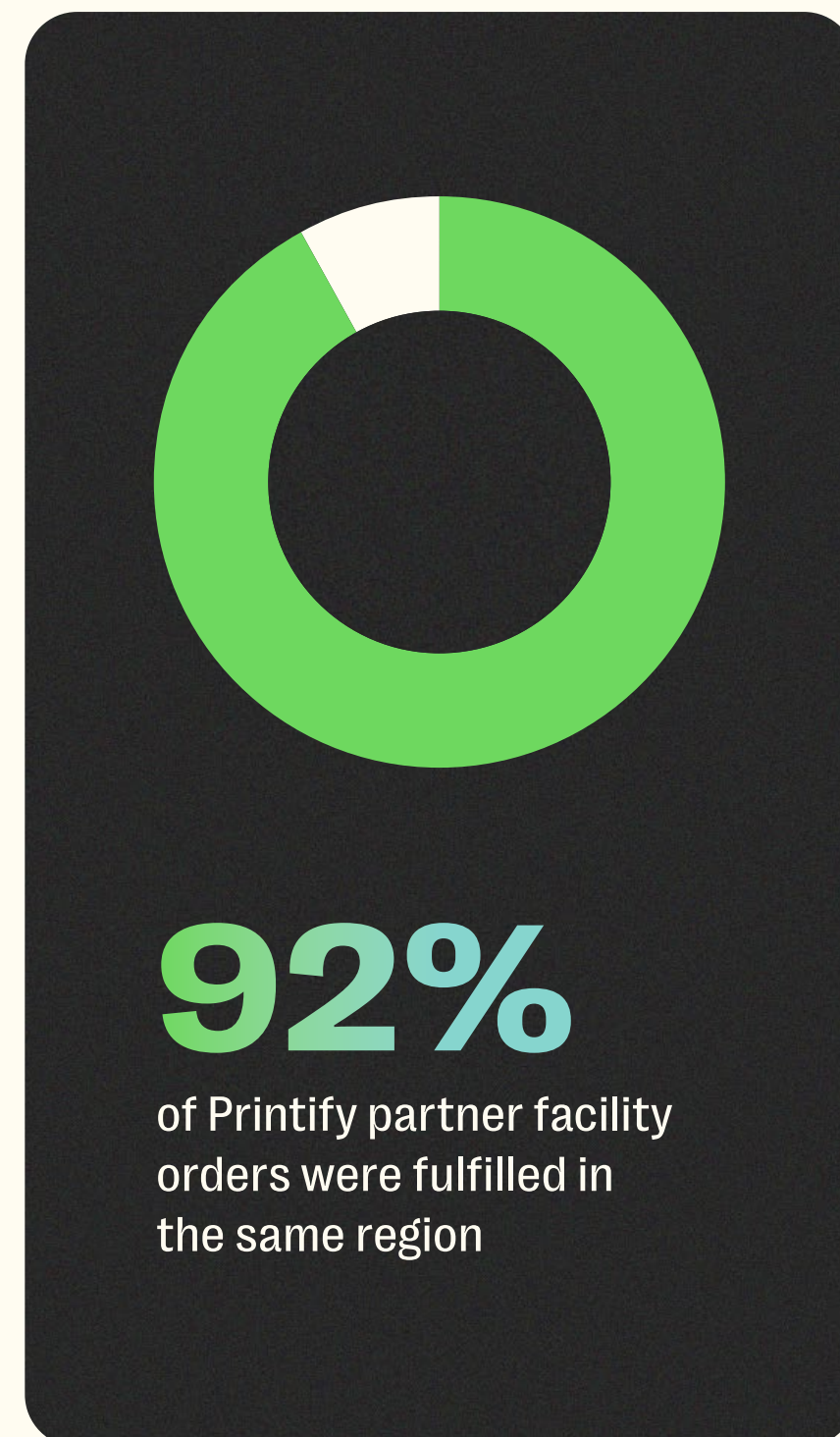


<sup>I</sup>Cotton, polyester, etc. <sup>II</sup>Cardboard, ink, etc. <sup>III</sup>Stanley/Stella, Bella+Canvas, Gildan, etc. <sup>IV</sup>Kornit, Epson, etc. <sup>V</sup>R&D, Platform development and maintenance, sourcing, management, etc. <sup>VI</sup>Printing, quality control, packaging, etc. <sup>VII</sup>Etsy, Shopify, etc.

To get a clearer picture, in 2025 we partnered with TrusTrace, an industry-leading supply chain traceability platform. It will help us identify where our source materials come from, spot potential risks early, and make smarter decisions together with our partners. More detail on TrusTrace can be found in the Governance section.

Downstream, our three brands operate a mix of business-to-business-to-consumer (B2B2C) and direct-to-consumer (D2C) models. Printify and Printful enable sellers to build and run their own eCommerce brands. Snow Commerce builds eCommerce platforms for its clients. All three offer automated product fulfillment, helping sellers operate globally without warehouses or logistics teams – and helping us limit overproduction in the process.

Logistics partners play a significant role here. Our localized shipping model is designed to keep delivery distances – and emissions – as short as possible.



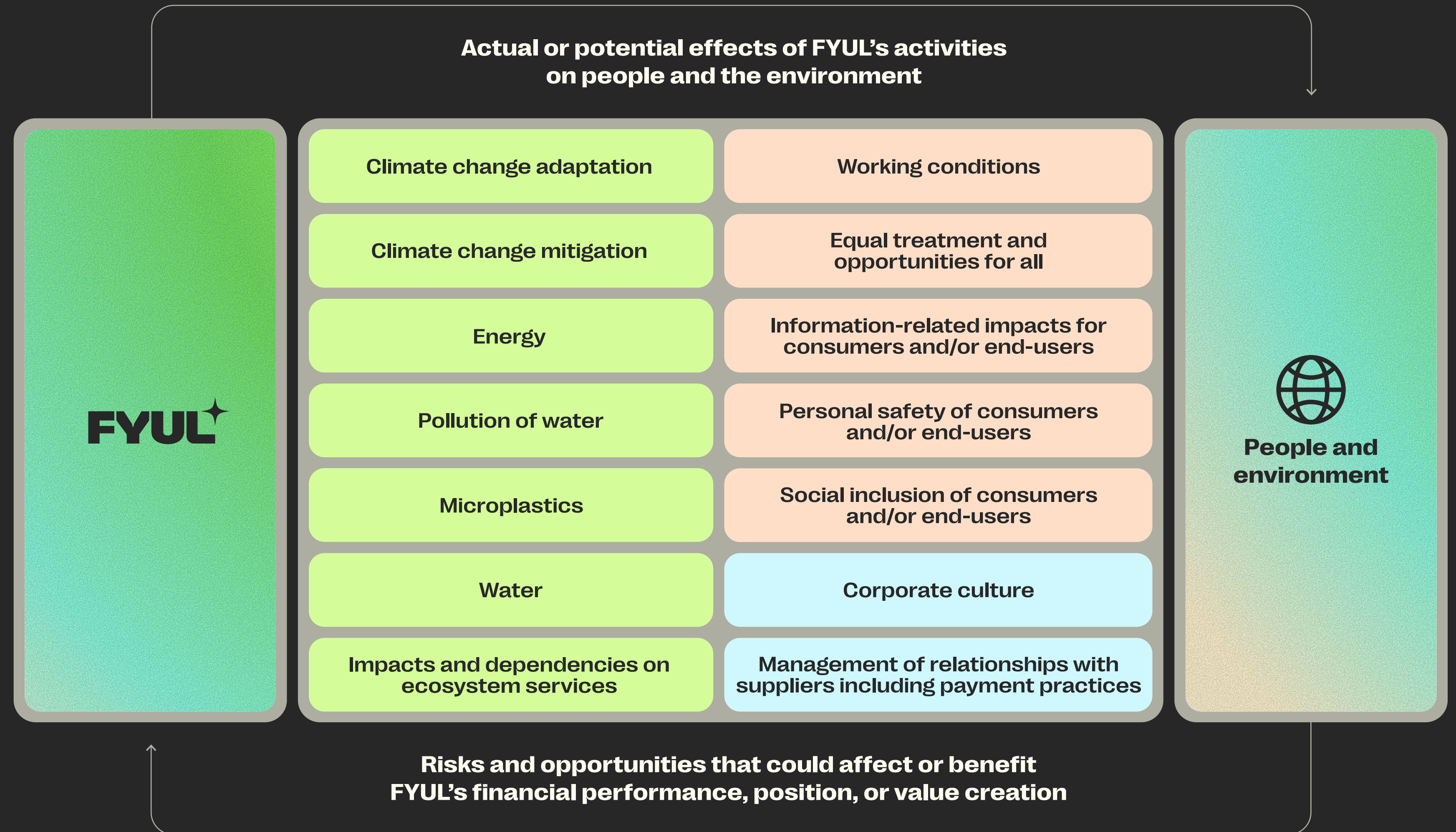
By positioning print providers and facilities close to our end-consumers, we lower emissions, cut shipping costs, and speed up delivery. We're also working with carriers to further optimize routes and reduce emissions over the medium term.

At the end of a product's life, items are typically discarded through local waste systems. This is why we actively worked with local waste management authorities in 2025. However, driving circularity requires greater transparency and large-scale industry collaboration – something we're actively working toward, with the goal of better understanding and influencing end-of-life product impacts over time.

# Assessing our impact

Understanding how sustainability issues affect our financial performance – and how our operations affect people and the planet – helps us manage risk, make better strategic decisions, and focus on what matters most.

In 2024, we conducted a comprehensive Double Materiality Assessment (DMA) across Printful and Printify, identifying our material impacts, risks, and opportunities (IROs). Our 2024 Sustainability Report covers the methodology in full – you can read it [here](#).



In 2025, we reviewed the DMA to assess whether including Snow Commerce would change our findings. Given that its business model doesn't challenge our results, we determined it wouldn't materially shift our identified IROs. Instead we focused on advancing initiatives tied to our existing priorities. We'll revisit the DMA in 2026.

We also saw the first full year together as an opportunity to look inward. By focusing on improvement initiatives within our operations, we've laid the groundwork to extend our efforts across our upstream supply chain in the future.

**These topics appear throughout this report and will continue to guide our ESG priorities going forward.**

#### KEY INITIATIVES TIED TO OUR MATERIAL IROs:

##### ESRS E1.3 – Energy

Identified efficiency opportunities based on energy audits and implemented changes, shifting our energy profile toward renewable electricity while phasing out fossil fuel reliance. In 2025, we increased our total renewable electricity consumption by 17% compared to the year before.

##### ESRS E1.2 – Climate change mitigation

Developed a data-driven emissions reduction roadmap using the Greenhouse Gas Protocol to target our highest-impact areas and chart a clear strategic path toward our 2030 climate goals.

##### ESRS E5.2 – Resource outflows

Completed a structured LCA on garment-printing processes at our largest EU facility, Riga, quantifying environmental impacts from raw material extraction through final manufacturing.

##### ESRS S2.1 – Working conditions (supply chain)

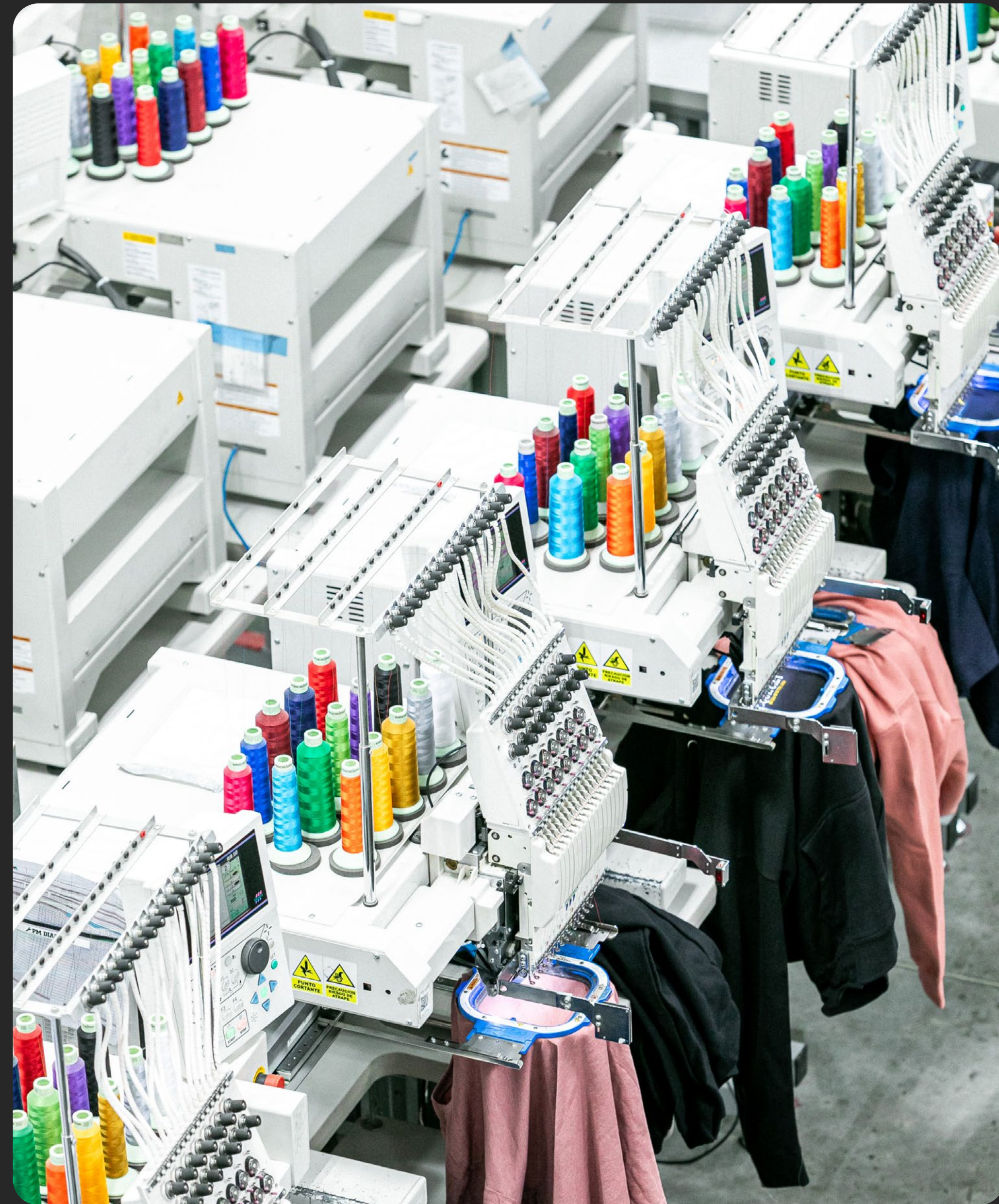
Launched TrusTrace to support supply chain mapping and risk assessment, with implementation and supplier onboarding ongoing.

##### ESRS S1.1 – Working conditions (internal)

Completed an extensive post-merger unification of internal policies, establishing consistent ethical standards and high-quality working conditions across our entire global workforce. Work on internal alignment paid off, with Employee Engagement reaching 71% favorable in Q4 2025, with participation in the survey up 13% quarter-on-quarter.

##### ESRS G1-1 – Corporate culture and business conduct

Developed new company values, updated all five policies of our Partner Code of Conduct and formalized a new supplier due diligence process, aiming to align all third-party relationships with FYUL's ethical expectations.



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# Understanding our product lifecycle

We analyze the environmental impact of our apparel printing techniques to understand and reduce their environmental impact across the full product lifecycle.

Every product we make has an environmental impact – upstream, in our facilities, and beyond. Understanding that impact is the first step toward building more circular systems.

In 2025, we conducted an LCA of garment-printing techniques at Printful's facility in Riga, Latvia – one of our largest garment-printing operations. An LCA is a structured method for quantifying the environmental impacts of a product, process, or service across its lifecycle.

**Understanding that impact is the first step toward building more circular systems.**

## We evaluated three printing techniques:

- Direct-to-Garment (DTG)
- Direct-to-Flex (DTFlex)
- Embroidery

The assessment covered all impacts from cradle to gate: raw material extraction, material processing, transportation, and the printing or embroidery process itself. Downstream stages – distribution, use, and end-of-life – were excluded, as these depend on customer behavior and can't be accurately measured from our end. Environmental impacts associated with the t-shirt itself are derived from a cradle-to-grave type II environmental label provided by BELLA+CANVAS®. BELLA+CANVAS® has not reviewed, verified, or endorsed FYUL's lifecycle assessment methodology, results, or any conclusions drawn from this report.

## The assessment evaluated several environmental impact categories:

- Water use
- Climate change
- Resource use (fossil fuels, minerals, and metals)
- Eutrophication (marine and freshwater)
- Acidification
- Ecotoxicity (freshwater)
- Particulate matter

The study underwent independent third-party critical review for methodological robustness, transparency, and compliance with ISO 14040 & ISO 14044 (2021) standards. A critical review statement was obtained in March 2026.

## What we found:

### EMBROIDERY

Embroidery had the lowest environmental impact in six of nine categories. It performs strongly due to minimal chemical use, low energy consumption and to the use of 100% post-consumer recycled polyester thread. It scores slightly worse on water use, marine eutrophication, and mineral and metal resource use.

### DTG PRINTING

DTG printing ranked second across most categories, with the best performance on mineral and metal resource use. It had the highest impact on climate change, water use, and marine eutrophication.

### DTFLEX PRINTING


DTFlex printing had the weakest overall environmental performance, ranking last in six of nine categories, despite delivering the best print quality.

These findings help us identify opportunities to improve operational efficiency, reduce resource consumption, and lower emissions per product and printing technique.

For example, thanks to the LCA we now know that by switching away from propane we could potentially avoid 838.49 mt CO<sub>2</sub> emissions annually.

The results also give us a sharper basis for conversations with suppliers and partners, improving the accuracy of environmental impact calculations and identifying areas to work on together.

**EMBROIDERY**



CARBON EMISSIONS\*

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**3.34** kg CO<sub>2</sub>

**DIRECT-TO-FLEX (DTFLEX)**



CARBON EMISSIONS\*

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**3.51** kg CO<sub>2</sub>

**DIRECT-TO-GARMENT (DTG)**



CARBON EMISSIONS\*

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**3.56** kg CO<sub>2</sub>

\*T-shirt + printing

**Our LCA methodology follows international standards ISO 14040 & ISO 14044 (2021).**

# Tracking our emissions

We track our corporate carbon footprint – to understand the full impact of our products, reduce emissions, and support global climate action.

Rising greenhouse gas emissions are a primary driver of climate change – and addressing them requires a fundamental shift in how businesses operate across their value chains.

We're committed to achieving net-zero greenhouse gas emissions by 2050, in line with the Paris Agreement. Getting there will require progress across every part of our business – operations, logistics, and materials sourcing – as well as close collaboration across our wider value chain. In the short term, we've set concrete CO<sub>2</sub> reduction goals and are actively working toward them.

## SCOPE 3 REDUCTION TIMELINE

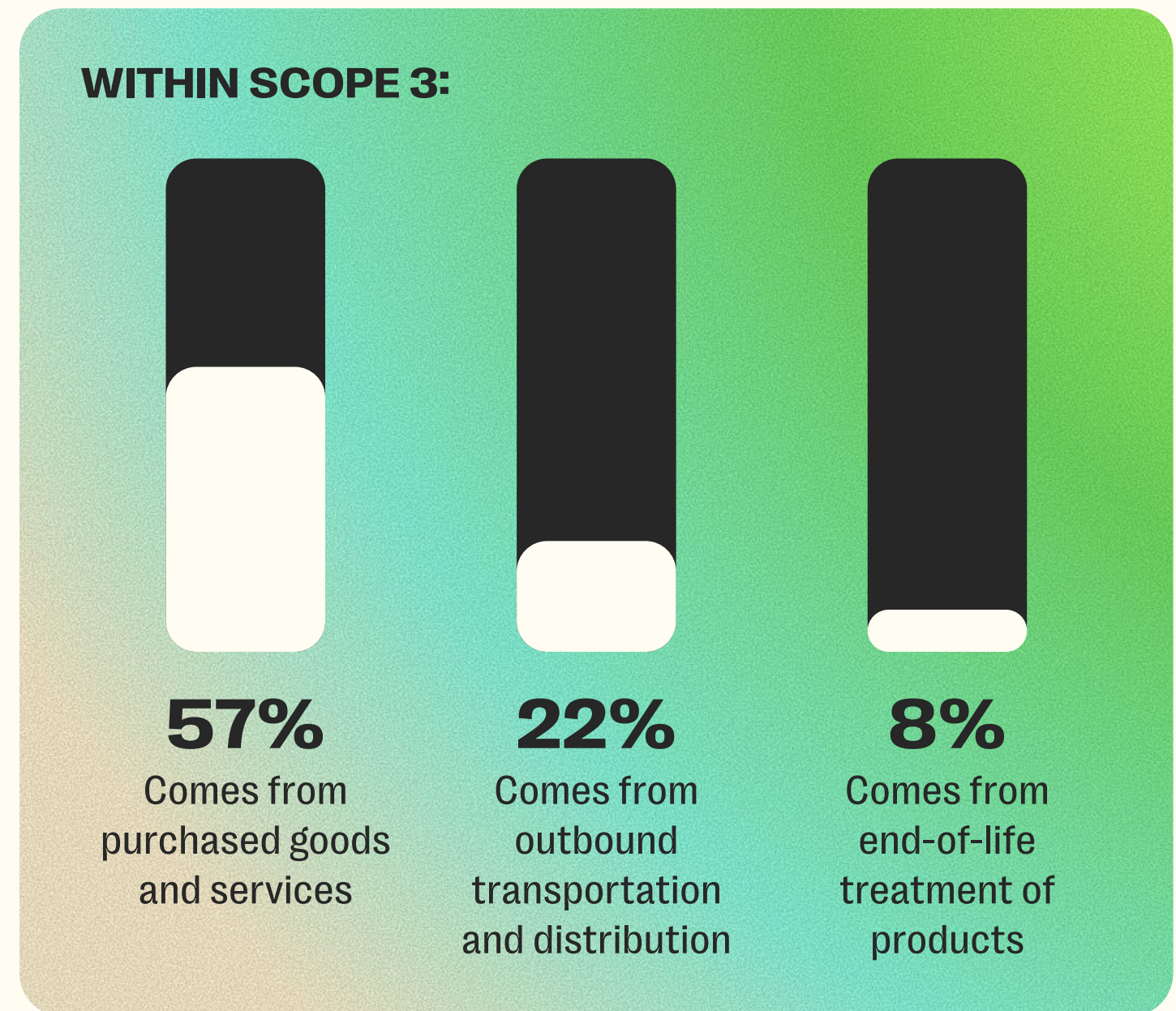
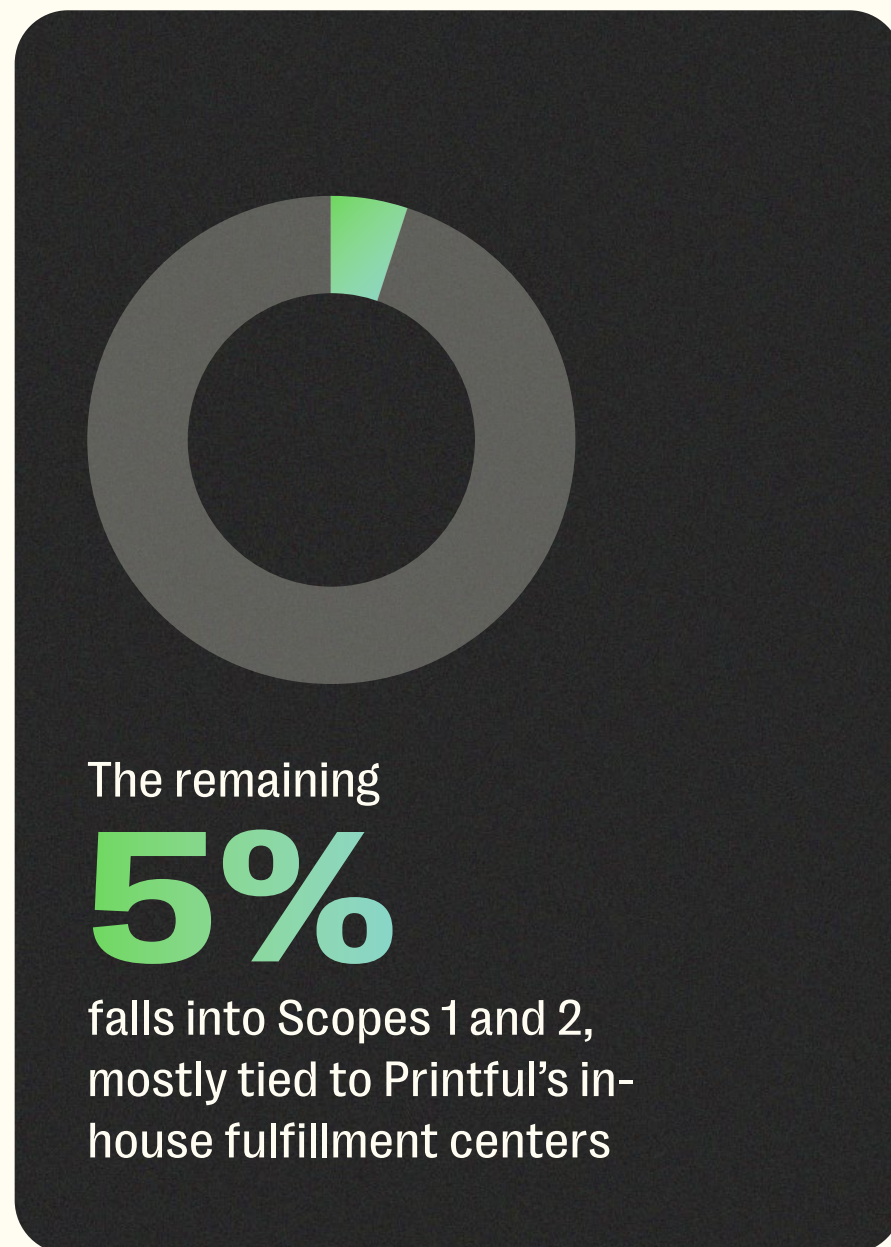
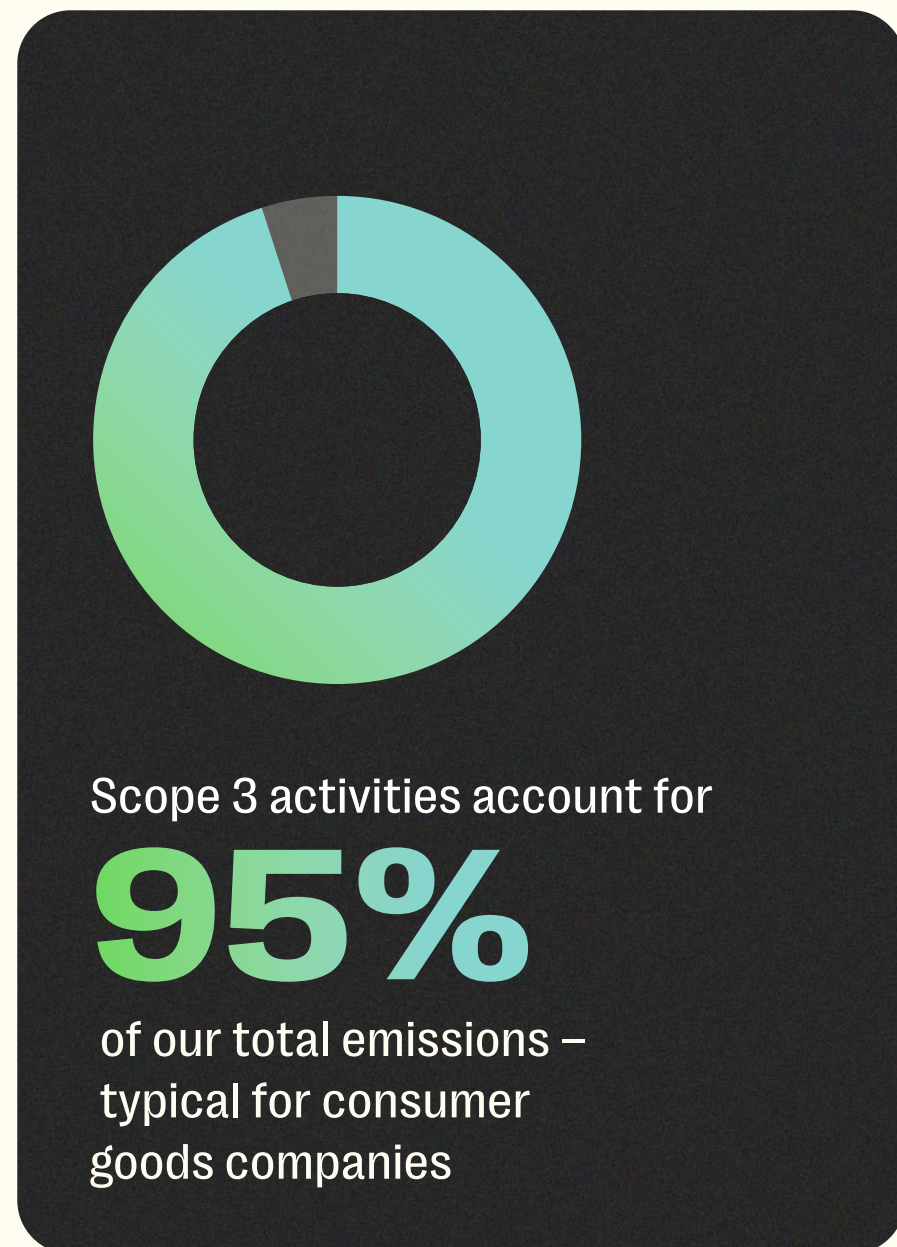


The apparel industry has a long way to go. Despite widespread commitments, the sector is on track to exceed the 1.5°C Paris Agreement pathway by a factor of two.

We're not where we need to be either – but we're moving fast. Following the merger, we built a shared greenhouse gas accounting approach, drawing on Printful's existing emissions calculation experience to develop common reporting processes and a joint GHG inventory in record time. In 2025, we developed an emissions reduction roadmap, with an updated version coming in 2026.

We use the Greenhouse Gas Protocol to track emissions across all three scopes – giving us a clear picture of where our emissions occur and where reductions will have the greatest impact. Because our three brands operate different business models, emissions sources vary across the group. But our shared reporting framework means we can improve across all of them.

### Key findings from our inventory:



# Where FYUL's GHG emissions come from

■ Scope 1 ■ Scope 2 ■ Scope 3

\* Scope 1 – Printify 0.02% | Scope 1 – Snow 0.03%  
\*\* Scope 2 – Printify 0.08% | Scope 2 – Snow 0.03%

## SCOPE 1 (FYUL)

# 2%

Stationary Combustion  
Mobile Combustion

## SCOPE 2 (FYUL)

# 3%

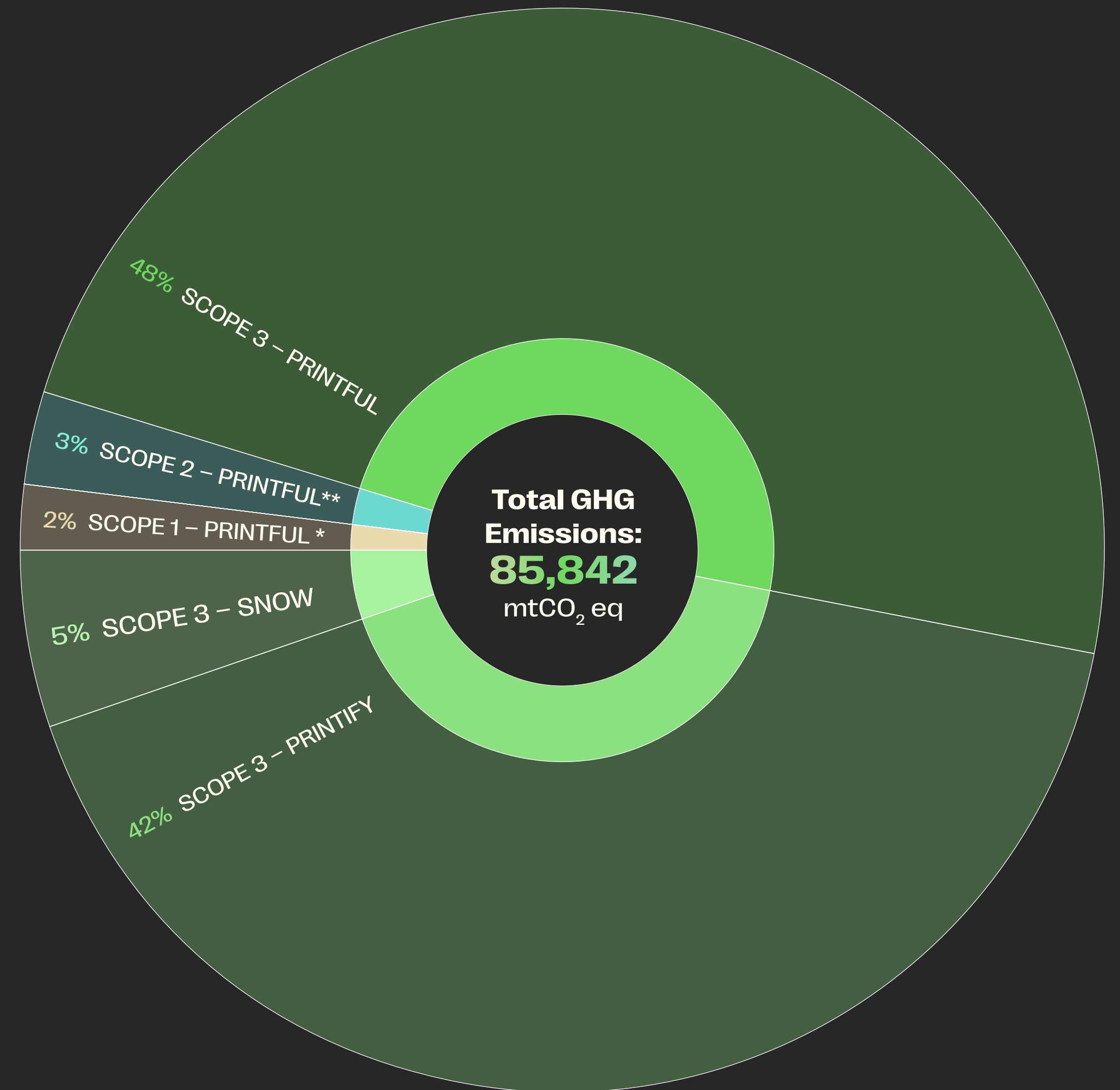
Purchased Electricity - MB

## SCOPE 3 (FYUL)

# 95%

Purchased Goods And Services  
Capital goods  
Fuel and Energy Related Activities  
Inbound Transportation and Distribution

Waste Generated In Operations  
Business Travel  
Employee Commuting  
Outbound Transportation and Distribution  
End-of-life treatment of sold products



We've also improved how we collect data. For business travel, we now use a platform that automatically calculates emissions from booking data – flight distances, overnight stays, and similar inputs – eliminating manual consolidation and the risk of calculation errors. This has reduced business travel emissions calculation errors, increasing the reliability of our reductions efforts.

For purchased goods and services, we've begun drawing on publicly available vendor data on total emissions and emission intensities, allowing us to accurately determine the share of vendor emissions generated to fulfill our demand.

**On the energy side, switching to renewable electricity saved 1,464.4 metric tons of CO<sub>2</sub> in 2025 – more than half of the emissions generated by our total electricity consumption in that year.**

In 2026, we'll publish an updated emissions reduction roadmap exploring reduction opportunities and scenarios across our operations.

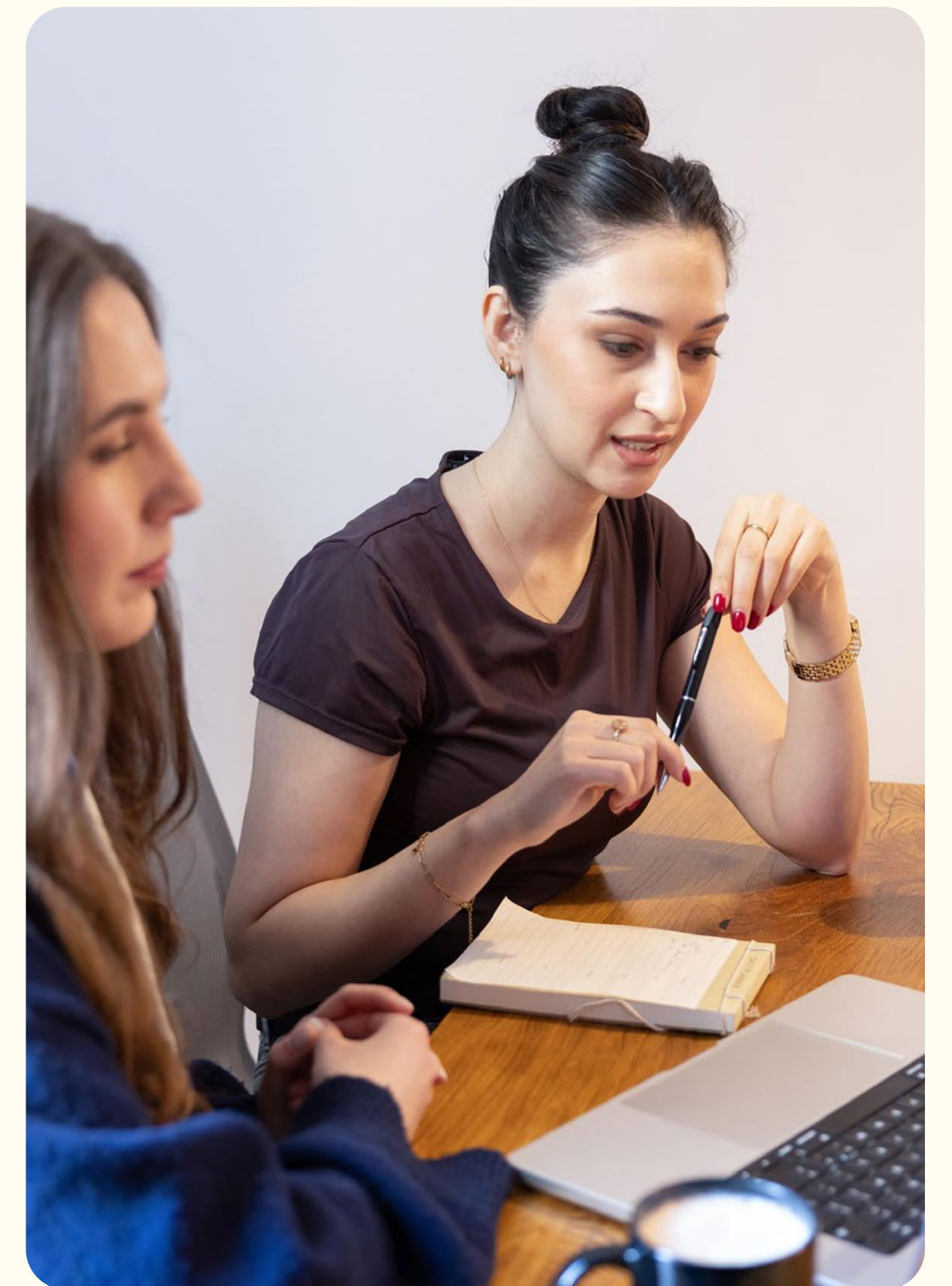
**This roadmap will consider:**

- Climate impact
- Mitigation feasibility
- Implementation cost
- Implementation complexity

We also intend to commit to the Science Based Targets initiative (SBTi) before the end of 2026.

In the meantime, Printful offers carbon offsetting through standard shipping rates for personal and store orders using live shipping. Through our partnership with Native, consumers who choose CO<sub>2</sub> offsetting support projects that help cut or capture carbon emissions, including reforestation, renewable energy, and local sustainability initiatives.

In 2025, FYUL offset 399 metric tons of CO<sub>2</sub> through Native.



# Managing energy use

We conduct energy audits across our facilities – to understand our energy consumption and improve efficiency across our operations.

With tens of thousands of products fulfilled every day, even small efficiency gains add up to meaningful impact at scale. That’s why, in 2025, we took decisive steps to shift our energy profile – prioritizing renewable electricity and phasing out fossil fuel reliance.

Across FYUL, total electricity consumption was 11,045,947 kWh, of which 38% – equal to 4,235,591 kWh – came from renewable sources.

Five of our facilities now run on renewable electricity. In Riga, Latvia, we relocated two offices from traditional buildings into a modern facility powered by 100% renewable electricity. We’re on track for all European production facilities to run on green energy by 2026.

But there’s still work to do. Some sites rely on a mix of renewable and non-renewable sources, and some operations still use propane gas. While we increased renewable

electricity in certain locations, our overall share stayed flat year-over-year – higher production volumes at facilities that haven’t yet transitioned offset the gains made elsewhere.

**By 2027, our roadmap focuses on three priorities:**

- Reducing overall energy consumption
- Increasing the share of renewable energy
- Improving energy efficiency across all operations

**In 2025, Printful’s electricity consumption per product was 0.401 kWh – a 9% reduction compared to 2024.**

## FYUL<sup>+</sup>

Company	Electricity consumption, kWh	Electricity from renewable sources, %	Electricity from renewable sources, kWh
Printful	10,852,594.67	39.03%	4,235,590.74
Printify	130,216.60	0%	0
Snow	63,156.22	0%	0
<b>Total</b>	<b>11,045,967.49</b>	<b>38.35%</b>	<b>4,235,590.74</b>

# Monitoring water usage

We measure water consumption across all our facilities to reduce water use and reuse resources where possible.

Apparel production is water-intensive by nature. The global textile and apparel industry uses an estimated 79 billion cubic meters of water each year.

Print on Demand is different. Water in our facilities is used primarily for humidity control and sanitation – resulting in a very low operational water footprint compared to traditional apparel manufacturing. Digital printing technologies can use 90-95% less water compared to conventional printing methods, our embroidery and printing processes do not generate wastewater during the printing process itself.

The bigger challenge is upstream. As our DMA confirmed, apparel manufacturing and cotton farming – a key input for many of our

best-selling products – remain highly water-intensive processes. While we don't control these directly, we're working closely with suppliers to better understand our external water consumption and improve product traceability. Offering GOTS certified products which mandate strict policies to measure, monitor and reduce water, already allows us to limit impact on water, but further action is needed. As we continue with TrusTrace, we'll be better positioned to collaborate on raising environmental standards for raw material sourcing.

FYUL <sup>+</sup>	
Company or entity	Water consumption, m3
Printful	30,146.37
Printify	808.45
Snow	Not available*
<b>Total</b>	<b>30,954.82</b>



\*We do not have data for Snow Commerce facilities, as this is included in the lease fees.

# Improving circularity

We're mapping waste streams across all our locations to understand where waste is generated and how it can be reduced, reused, or repurposed.

Mapping our waste streams tells us where improvements can be made. In 2025, we reviewed existing waste streams and compared them against our 2024 mapping to identify changes and opportunities – particularly relevant in an industry where overproduction routinely sends unsold products to landfill.

It's not a straightforward process. Waste regulations vary by country, meaning reliable data isn't yet available for all sites. In some locations, waste collectors aren't required to weigh collected waste, and some facilities share containers with other tenants, making precise measurement difficult.

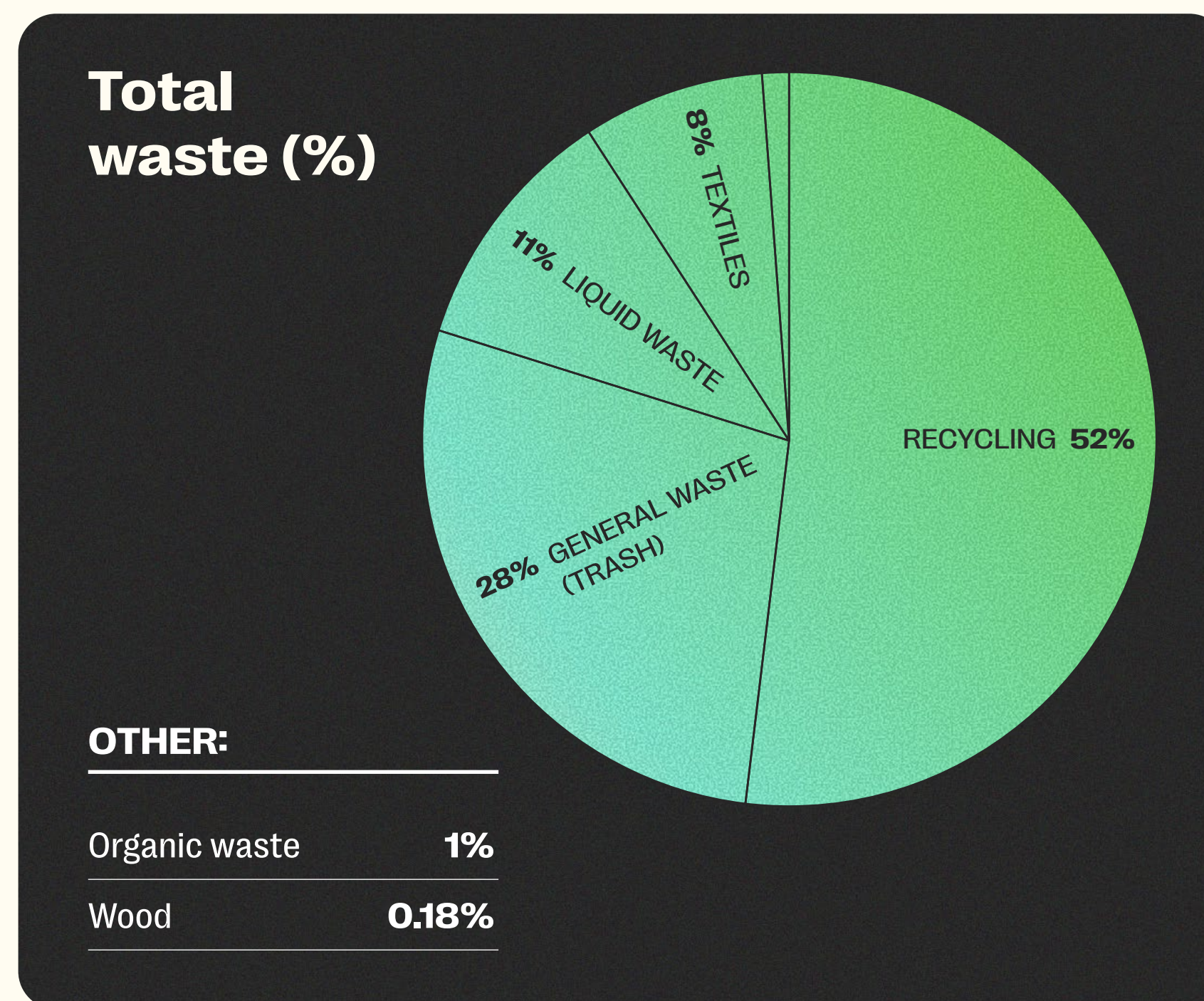
Where data is missing, we're working to fill the gaps – collaborating with waste management companies to track container numbers and capacities, introducing internal weighing where possible, and developing a shared waste calculation procedure across our operations.

Our on-demand model helps reduce waste by design. Products are made only after a consumer orders them – no bulk manufacturing, no guaranteed surplus. It's a model we believe can become the norm in apparel.

That said, some waste is unavoidable.

### In 2025, our largest waste streams\* were:

- Mixed recyclables (primarily plastics)
- General waste (including damaged non-textile products)
- Liquid waste (including ink residues)



Most of our waste is recycled or repurposed (54%), with some turned into rags or furniture stuffing. Where recycling options are limited, some materials still end up in landfill. We work with licensed waste contractors to ensure all waste is handled in line with local regulations and established recycling processes.

To keep improving, we're focused on tracking waste types and quantities across all FYUL facilities, securing complete and reliable data from waste management partners, running waste reduction initiatives and employee awareness campaigns, and continuously updating our mapping and collection processes.

\*This is not a complete data set as data is not available for all locations.

# Mapping our product range

We're expanding our range of products made with certified organic and recycled materials – to help sellers choose products with a lower environmental impact.

In 2024, we mapped our product catalog to ensure certified or lower-impact alternatives for our best-selling products. In 2025, we maintained that dataset and laid the groundwork for broader improvements, focusing on strengthening our supply chain traceability for eco-friendly certified products. We are working on expanding eco-friendly certification coverage in 2026.

Meeting consumer expectations means more than just offering eco-friendly options – it means combining attractive design, full traceability, and genuine environmental credentials.

**Within FYUL, “eco-friendly” isn’t a label we apply loosely:** For apparel, products must contain at least 70% organic or recycled materials, or a blend of both. Beauty products must hold natural product certification.

## All claims must all be backed by valid third-party certifications:

- GOTS (Global Organic Textile Standard) or OCS (Organic Content Standard) for organic textiles
- GRS (Global Recycled Standard) or RCS (Recycled Claim Standard) for recycled content
- Ecocert COSMOS for natural beauty products

In 2025, we reviewed our internal eco-friendly definition – and we know it needs to be more ambitious. We're actively working to raise the current 70% organic or recycled material threshold, with a full reassessment planned for 2026.

Our product development strategy focuses on integrating organic cotton, recycled polyester, and emerging bio-based materials into our range. In 2026, we're also pursuing additional certifications and memberships with recognized organizations, including the Better Cotton Initiative (BCI) and the Forest Stewardship Council (FSC).

Expanding our product range is only part of the picture. We're also working to make sustainability information clearer and easier to access – so sellers can understand what's in their products, make more informed choices, and tell their own sustainability story. Helping them do that is central to how we grow our impact together.



# Enhancing our packaging

We're working toward increasing the share of reusable and recyclable packaging across our distribution processes to improve resource efficiency and reduce waste.

**All in-house apparel products are currently packaged in 70%–100% post-consumer recycled (PCR) plastic mailers – made from everyday recycled items like plastic bags and bottles.**

Using PCR plastic reduces demand for new raw materials, lowers emissions, and keeps waste out of landfills and oceans, all without compromising on performance.

In 2025, we conducted a thorough analysis of packaging used across shipped products, reviewing material types and quantities. That work is now informing initiatives to replace plastics and bubble wrap – and we expect to share more progress in 2026.

We also recognize that switching materials is only part of the solution. Alongside material improvements, we've undertaken packaging optimization initiatives, for example, we're reviewing the dimensions of cardboard boxes used in packaging. Through this work we expect to reduce our total packaging units globally in 2026.





# D4

## Social

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# Embracing a new brand culture

Mergers are rarely straightforward. Building a new company from the ground up – rather than simply combining three organizations under one brand – requires real compromise. We're proud of what we've built in under a year.

FYUL is a merger of equals, not an acquisition. Printify and Printful came together deliberately, each bringing something distinct to create something new.

That process came with trade-offs. As is standard following a merger, there were redundancies. These decisions are never easy, and we supported affected team members with CV guidance, career support, and comprehensive severance packages – while helping our remaining teams navigate the transition.

Over the course of the year, we developed new company values, leadership principles, and a fresh governance model through employee surveys, workshops, Q&A sessions, and ongoing internal communications. The result is a stronger sense of alignment across the organization – in benefits, working styles, processes, and decision-making.

The results speak for themselves. Employee engagement has improved with every survey – reaching 71% favorable in Q4 2025 – with response rates holding strong at 85%. References to previous ways of working have dropped significantly as our teams embrace the new.

**Our people turn bold ideas into real-world impact. Our job is to make sure they feel they belong while doing it.**



# Championing inclusivity

We strive to create an inclusive workplace for all our people so everyone feels valued and has the confidence to contribute.

Our people are the foundation of everything we build. That's why we're committed to an inclusive workplace where everyone feels valued and heard – and why our approach to diversity, equity, and inclusion is built into how we hire, lead, and develop our teams.

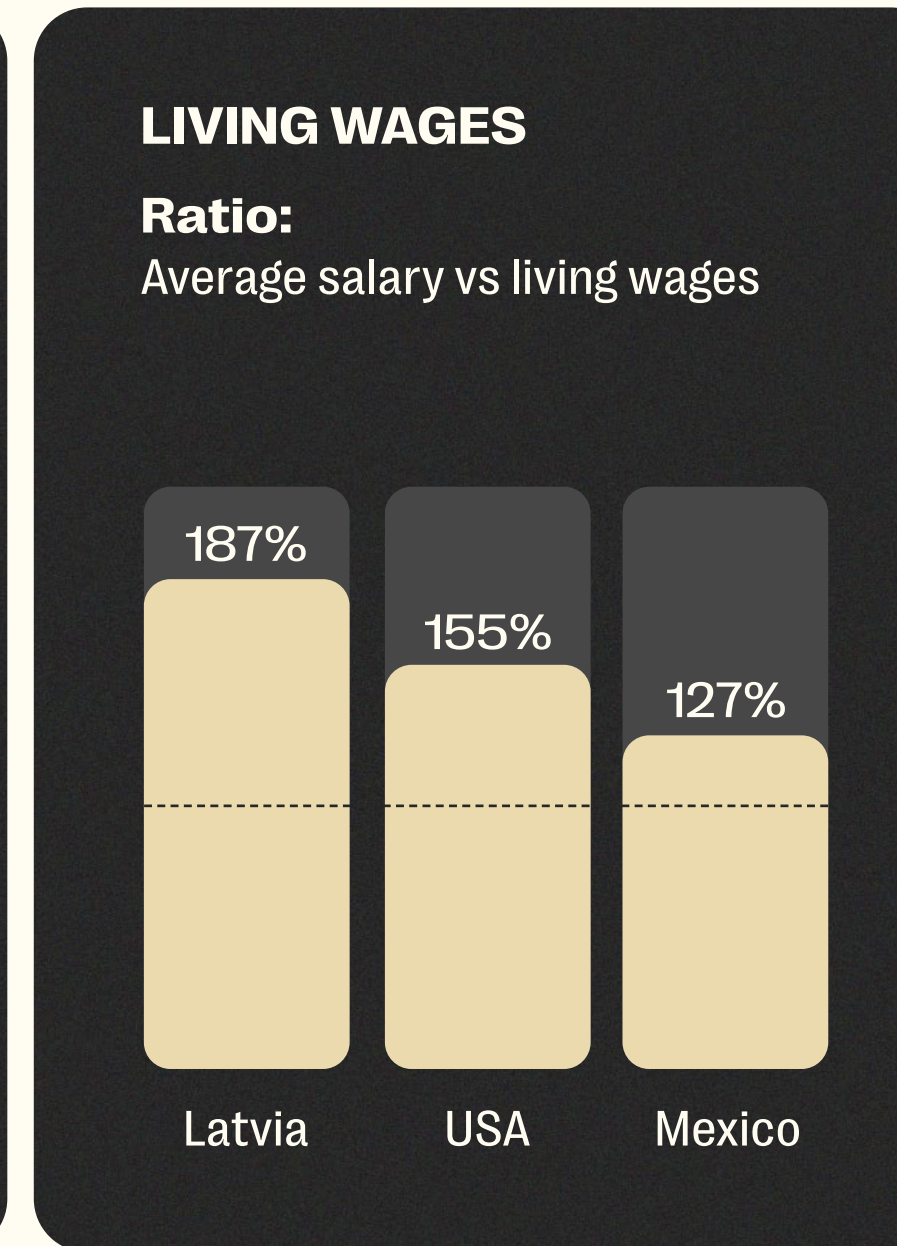
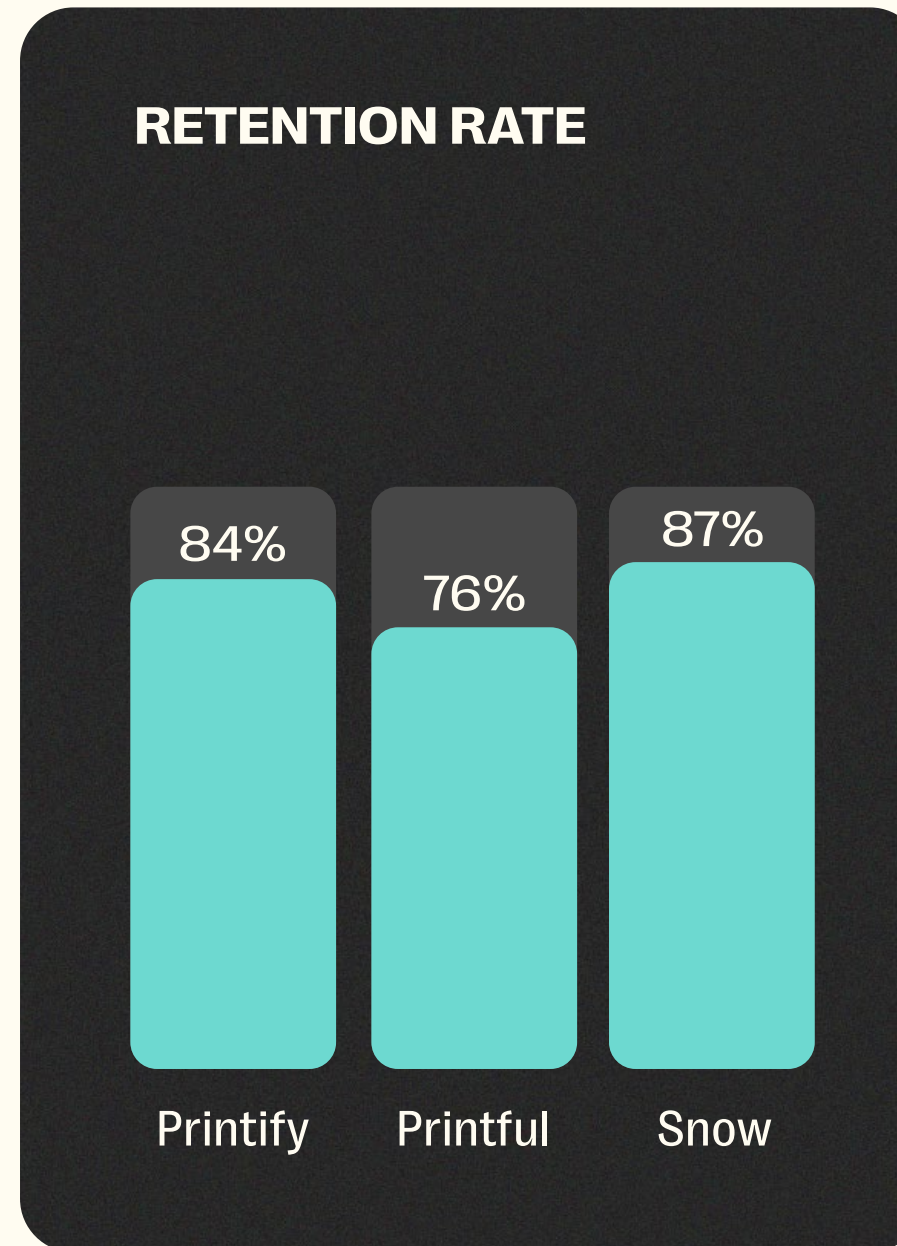
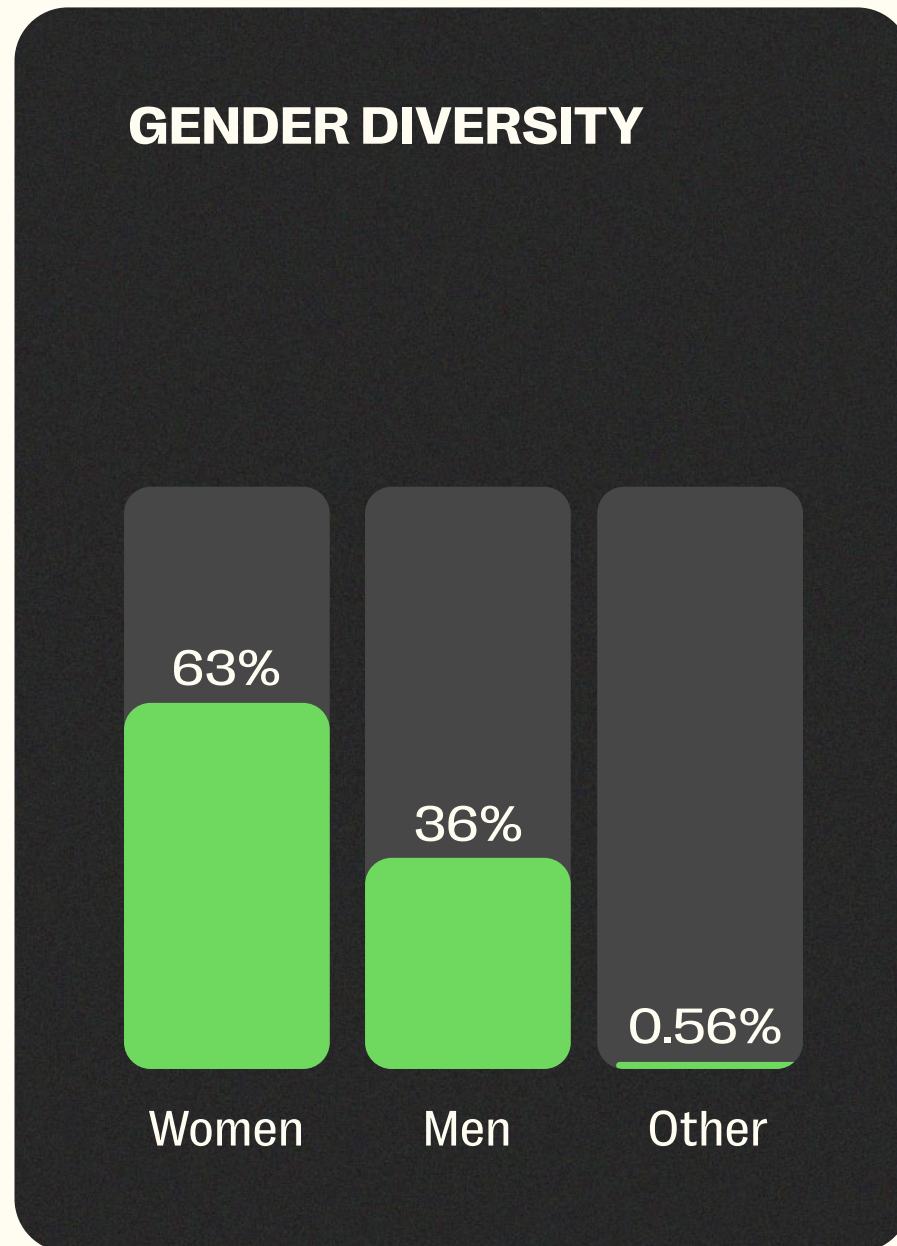
We have zero tolerance for discrimination. Our policies promote diverse hiring, inclusive leadership, and equal opportunities across the board.

That commitment shows up in our numbers. We maintain a relatively even gender split across the organization, with women in a slight majority in our overall workforce. Our Strategic Leadership Team has a different set-up, with three of our ten Strategic Leadership Team (SLT) members being women.

Our salary ratio reduced from last year, to 13.2:1, and remains well below the 300:1 ratio often seen at public companies. Likewise, our average salaries continue to exceed living wage levels.

In Latvia, where most of our offices are based, we've been early advocates for LGBTQ+ rights, volunteering at Riga Pride and organising events for it. We've also established employee resource groups to actively protect the interests of minorities in the countries where we operate.

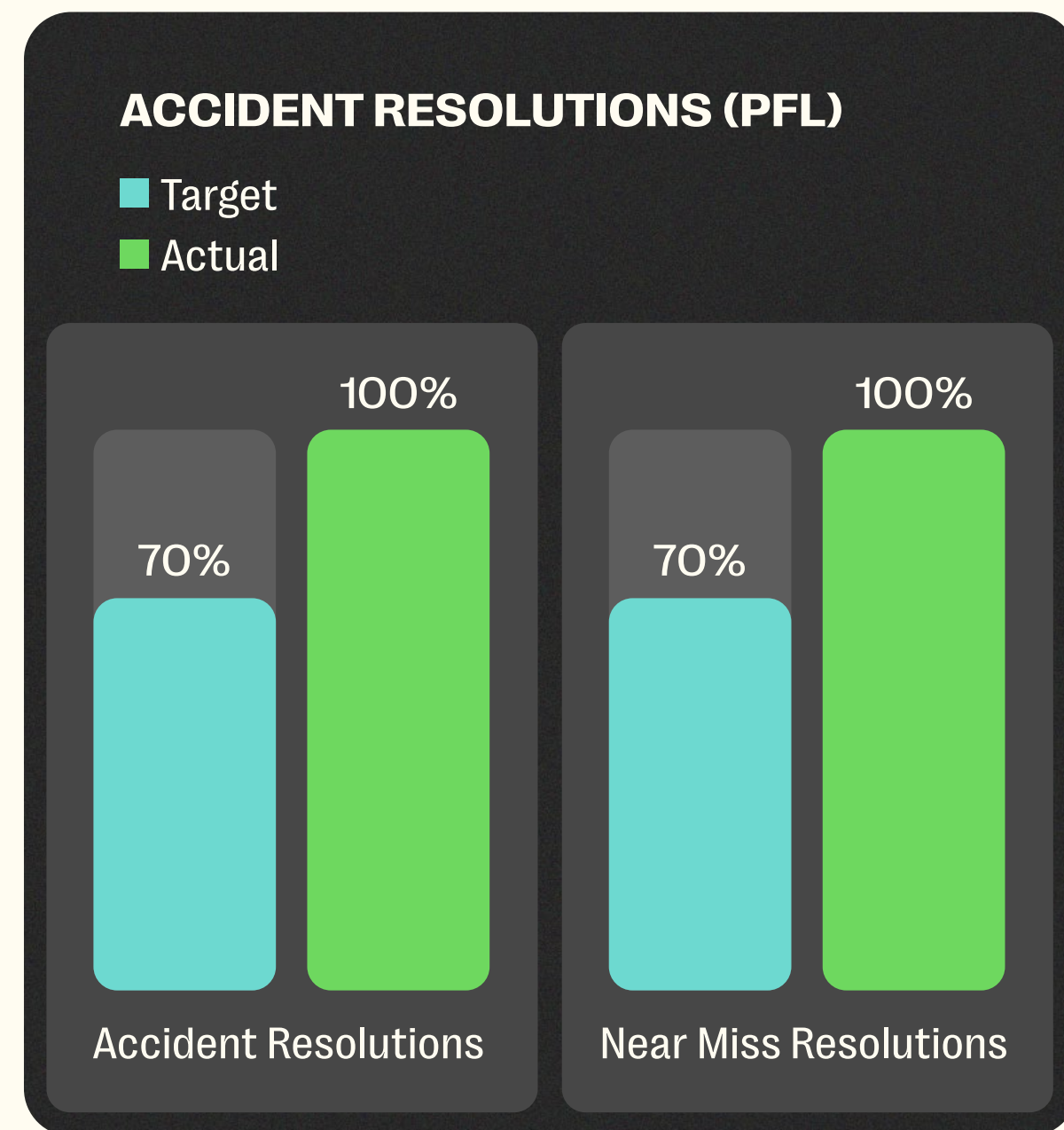
With offices and production facilities in seven countries, we employ more than 2,000 people across 40 countries. 17% work remotely, with the rest in hybrid or on-site roles. Spanning five continents, we operate around the clock – and our internal communication platforms are what keep us connected and engaged across time zones.



**13.2x**  
Our highest-paid employee compared to the company-wide median

# Increasing workplace safety

We aim to improve workplace safety for all our employees, reducing incidents across all facilities.



### Tracking and improving safety

Launched in 2024, our global health and safety reporting system tracks safety performance across all in-house operations. Every incident – whether a hazard, near miss, or accident – is investigated by the local site manager, reviewed by a dedicated safety coordinator, and logged to improve risk assessments, procedures, and training programs.

### Resolution and accountability

Every incident has a follow-up. Our formal resolution process identifies root causes and implements measures to reduce or eliminate future risk.

In 2025, we resolved 100% of recorded accidents and near misses in our in-house facilities.

### Incident severity breakdown

We categorize incidents into three risk levels:

- **High:** Serious, life-threatening injury or fatality
- **Medium:** Injuries resulting in at least one lost workday
- **Low:** Minor injuries and near misses

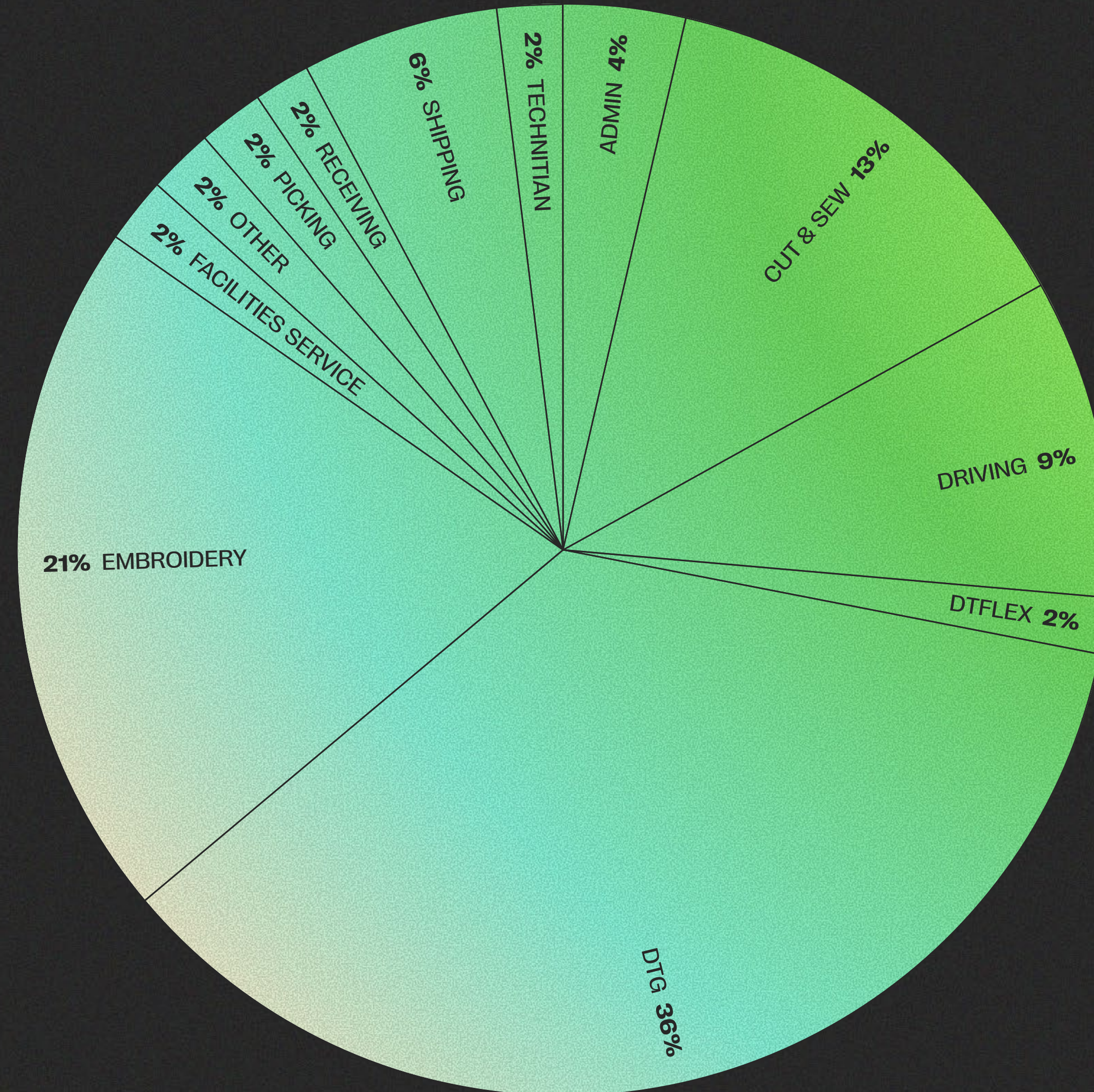
In 2025, we recorded:

- 2 high-risk incidents
- 9 medium-risk incidents
- 45 low-risk incidents

As in 2024, most incidents occurred in production areas.

**In 2025, we resolved 100% of accidents in our in-house facilities – up 17% year-on-year.**

### Accidents per department:



#### OTHER:

Binding	0%
Bottle Sublimation	0%
Box Making	0%
Coloreel	0%
External Service	0%
Fulfillment	0%
Material Cutting	0%
Mugs	0%
Posters	0%
Power Cutting	0%
Roll Press	0%
Sticker Printing/Cutting	0%
Warehousing	0%

In 2025, we audited all our locations and completed a gap analysis to identify areas for improvement. Following that review, we implemented targeted interventions, smarter resource allocation, and stronger safeguards across all sites.

**This year, we will join the**

**and raise our incident resolution target from 70% to 80%.**

# Providing opportunities for growth

We provide ongoing training and development for our people to share knowledge, think big, and learn fast.

Training and development drive retention, productivity, and career progression. It's also core to who we are – our values of “think big, learn fast” and “win together” aren't just slogans, they shape how we invest in our people.

In 2025, we made a fundamental change to how we allocate training budgets – shifting from individual to department-level budgets. This broadened access to a wider range of learning materials and focused investment where it matters most.

With the formation of FYUL, 2025 was a year of significant change – one that called for training on new processes, ways of working, and change management. We delivered a series of in-person and virtual training events to support our teams through that transition, and introduced new learning sessions covering wellbeing, team building,

and critical thinking. We've also adapted to global learning trends – embracing bite-sized digital content and coaching-based formats to make learning more accessible and relevant for everyone.

**Career progression is central to our long-term success. In 2025, our internal mobility rate reached 42.3%, with a significant share of our team earning promotions or moving into new roles within the business.**

## In 2025, our people logged:

Monthly Leadership Hub sessions with an average of

**45**

managers attending

ebook and audiobook checkouts through our Libby Learning Library

**330+**

Participants prepared for leadership roles through our leadership programs

**90+**

# Supporting local communities

Community engagement is important to how we operate at FYUL — building trust, creating local impact, and showing up for the people and places connected to our business.

**Our people often organise donation boxes and charity events on-site. Through our FYUL brand, we drive social impact through larger donation campaigns and sponsorships.**

**\* Supporting Ukraine through:**

- A partnership with Entrepreneurs for Peace, supporting recovery and summer camps for children of Ukrainian Navy and Air Force personnel
- Humanitarian aid and fundraising with Association “Tavi Draugi” (Your Friends)
- Technical equipment support for colleagues in Ukraine during electricity disruptions

## DONATIONS

**\$15,000**

donated to the “Dod Pieci” charity campaign, supporting children with movement disorders

**\$24,000**

supporting LGBTQ+ community activities and inclusion initiatives

**\$30,000**

supporting Ukraine\*

## EXTERNAL RECOGNITION



### Latvian Champion Diversity Award

Printful recognized for creating an inclusive workplace where everyone feels welcome



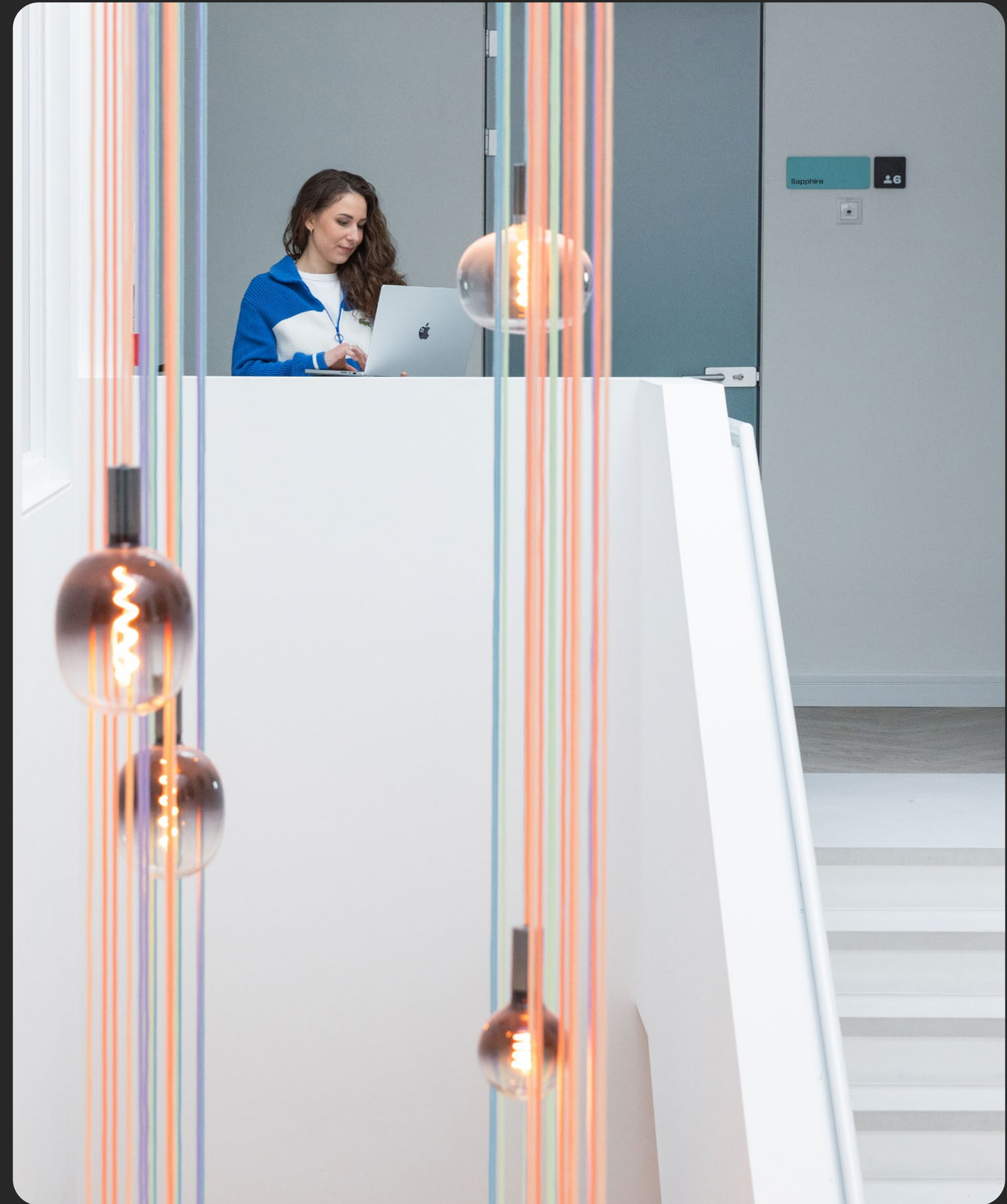
### Latvian Family-Friendly Workplace Recognition

Awarded for supporting employees and family-friendly working practices



### State Employment Agency (NVA) Recognition

Printful Latvia recognized by the Minister of Welfare and the NVA for participation in the Summer Youth Employment Program, providing first-job opportunities for students



# 05 Governance

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# Upholding high ethical standards

Transparency, accountability, and strategic decision-making are the foundation of how we govern FYUL. Across all three brands, we hold ourselves to the highest standards of ethical oversight, diverse and independent leadership, regulatory compliance, and ESG alignment – with the goal of setting a benchmark for the print-on-demand industry.

Following the merger, we undertook an extensive review and unification of our internal policies, ensuring they reflect our combined brand's ethical standards and remain aligned with applicable global regulations. This included updating policies related to suppliers and partners, publishing a revised Partner Code of Conduct across all three brands, and formalizing a supplier due diligence standard operating procedure. In 2026, we continued this work – including reviewing and rolling out our employee compliance manual, travel policies, and other internal frameworks.

## ESG in decision-making

Our Strategic Leadership Team (SLT) is accountable to the FYUL board for guiding and implementing our sustainability strategy. We treat ESG not just as a responsibility, but as a driver of business value – ensuring that growth across is balanced with ethical and environmental integrity across our value chain.

In 2025, we developed a three-year ESG strategy running through 2027, built around three pillars: driving circularity, reducing

climate impact, and empowering everyone. This report reflects the progress we've already made against each of them.

Sustainability at FYUL is a company-wide effort. Every team plays a role in improving our impact – and our dedicated Sustainability team leads that work at scale. As we mature our approach, we're exploring governance structures that best support it. In 2026, we plan to formalize sustainability discussions and decision-making into a dedicated strategic advisory board.



**Isabella Holmgaard**  
Sustainability Director



**Ieva Igaune**  
ESG Project Manager



**Kerli Kalk**  
ESG Project Manager

# Safeguarding stakeholder data

Data security is a top priority at FYUL. We take a proactive approach to staying ahead of evolving cyber threats – regularly auditing and strengthening our data management systems to protect sensitive data, maintain compliance with legal requirements and deliver safe solutions to our customers.

Following the merger, we conducted a thorough review of our data security practices across all three brands and consolidated them under a unified FYUL policy. We also began preparing for ISO/IEC 27001:2022 certification, which was successfully achieved in March 2026.

We train our teams on cybersecurity through a range of methods, including the Hoxhunt phishing simulation tool. That vigilance paid off – we experienced no material data breaches in 2025.

## AI Governance

As we integrate AI to drive productivity and improve our products, we do so under a rigorous governance framework. All AI adoption at FYUL is managed through our AI governance policies and risk assessments,

ensuring that innovation never comes at the cost of security or our values.

Internally, we maintain a strict human-in-the-loop mandate. No internal AI productivity tool operates with full automation – every piece of AI-generated output, from code to written content, must be reviewed by a person for accuracy, security vulnerabilities, and fairness before use. AI is a tool for empowerment, not a source of unchecked risk.

For customer-facing AI services, transparency is non-negotiable. When customers interact with our AI systems – for example, in customer support – they are clearly informed and always have the option to escalate to a human representative. Any AI incident would be handled under our information security protocols, with identified biases or errors investigated thoroughly.



# Maintaining supplier relationships

To track partner certifications and documentation, we've partnered with TrusTrace – an industry-leading supply chain traceability platform trusted by major apparel players including Adidas®, ASOS®, and Hugo Boss®.

After a comprehensive six-month review involving external consultants and internal teams, we selected TrusTrace to replace our existing monitoring system, which we previously used to assess the sustainability of our Tier 1 suppliers. With over 900 partners across multiple countries – each carrying its own risk profile – we needed a platform built for complexity.

## TrusTrace gives us three core capabilities:

**Source material visibility** – Effective mapping tells us where fabric is sourced, how it's produced, how it becomes a finished blank product, and how it reaches our facilities.

**Certification and compliance tracking** – Automated certification tracking supports compliance with the applicable regulations,

backs up sustainability claims with verified documentation, and validates supplier and product disclosures.

**Risk identification** – Using TrusTrace's database, we can analyze potential supply chain risks and make more informed decisions when selecting partners.

This allows us to support our clients in their sustainability journey too, as we are able to provide increased product traceability and transparency.

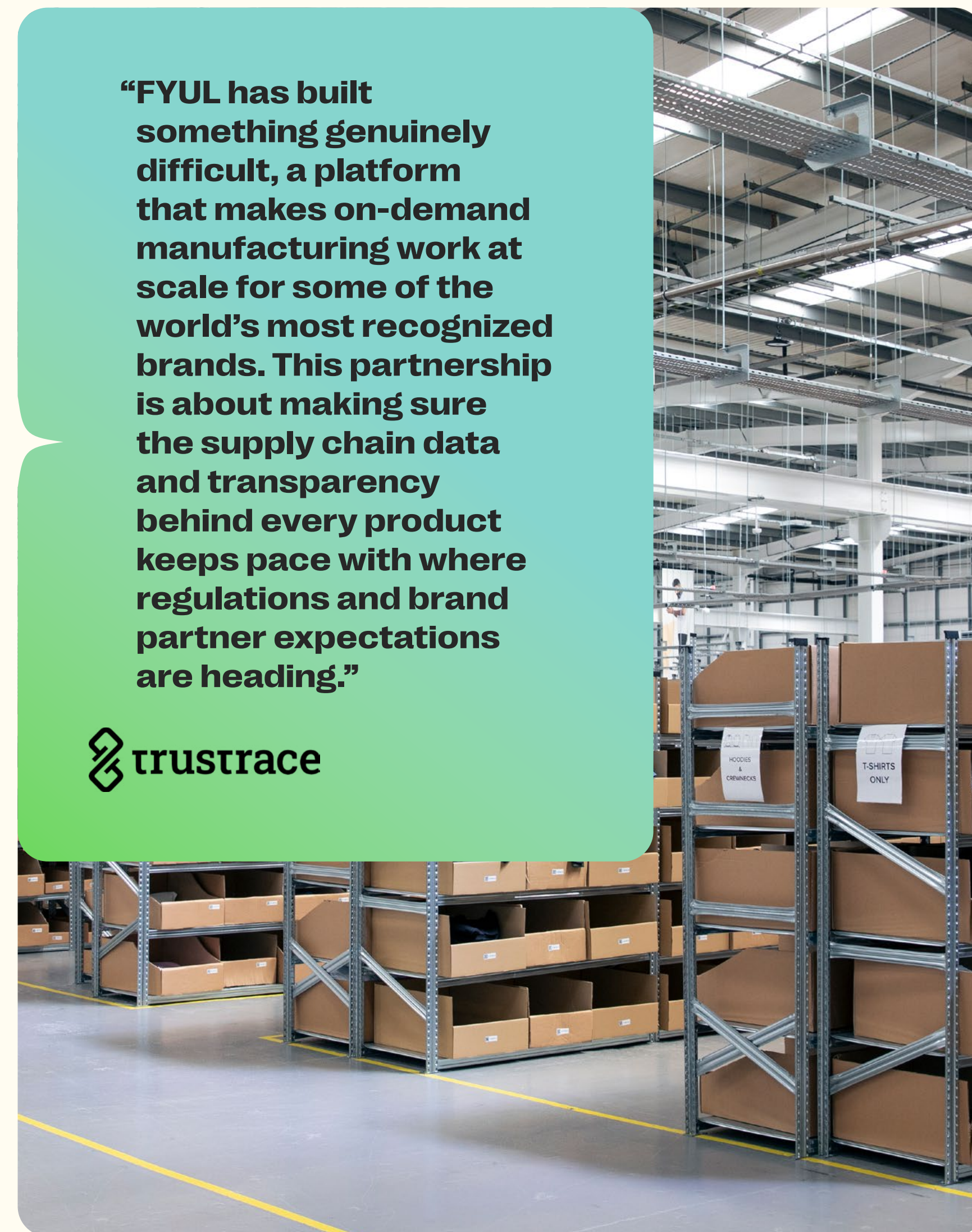
Product safety remains a top priority. TrusTrace will be central to our ongoing work to help ensure that products are safe, compliant, and supported by third-party testing and certifications – with requirements tailored to each product category and destination market.

## Key product safety measures:

- Regulatory compliance
- Testing and certification
- Restricted substances
- Category-specific policies
- Electrical safety
- Warning labeling
- Use instructions and manufacturer information

In 2026, we plan to onboard the first 120 high priority companies to the platform, starting with apparel – where we source the highest volume of products and where potential risks are most significant. From there, we'll expand TrusTrace's use into other sectors where we operate.

**“FYUL has built something genuinely difficult, a platform that makes on-demand manufacturing work at scale for some of the world's most recognized brands. This partnership is about making sure the supply chain data and transparency behind every product keeps pace with where regulations and brand partner expectations are heading.”**



# Looking ahead

We emerged from 2025 not just as a unified brand, but as a more efficient, responsible operation delivering on its sustainability commitments.

With key impact initiatives actively in motion, we are now expanding our scope of action to close the gap on our long-term targets.

## By the end of 2026, we aim to:

- Publish our updated emissions roadmap to map our net-zero journey and investigate committing to the Science Based Targets initiative (SBTi) to align our decarbonization efforts with climate science.
- Transition all European production facilities to renewable electricity to increase our overall renewable share.
- Expand our use of recognized certifications, like FSC, to guarantee that our materials meet the highest global environmental benchmarks.
- Onboard 120 high-priority companies to the TrusTrace platform to strengthen supply chain transparency and risk assessment.
- Establish a strategic advisory board to support sustainability-focused decision-making.

**Powering the future of merchandise means making the right choices today. We are building a business that delivers for our partners, our people, and the planet.**





**Legal disclaimer**

This report covers Printify, Printful, and Snow Commerce.

This report includes a summary of our non-financial performance and covers the period of January 1st to December 31st of 2025.

This report isn't audited by external auditors.

This report is published on May 22nd, 2026.