



Sustainability
Progress Report 2025

Our commitment
to sustainability

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Foreword

Responsibility is demonstrated not through words, but through our daily actions

Ladies and gentlemen,

We are living in times of profound upheaval. Geopolitical tensions, economic uncertainties and societal expectations are noticeably altering the environment in which we operate. What was once considered abstract now has a direct impact on business, politics, and people's everyday lives.

It is precisely at times like these that a key question arises: Who takes responsibility – even when the going gets tough?

As the REWE Group, we regard this as our responsibility. As a food retailer, we have a special responsibility to ensure a reliable supply of goods to the public. This responsibility applies not only during periods of stability, but in particular then when markets come under pressure and supply chains face challenges. We do not view security of supply as something exceptional, but as the benchmark against which we measure ourselves.

At the same time, we are redefining corporate responsibility. Sustainability remains a key component of our strategy – even, and especially, under difficult circumstances. Climate protection, biodiversity,

human rights due diligence and social cohesion are not issues that can be put on hold until things improve. Those who fail to act today are jeopardising the economic and social future of tomorrow.

We are well aware that the major challenges of our time cannot be tackled alone. Sustainable transformation can only succeed when businesses, policy-makers, civil society, suppliers and the agricultural sector work together. We are operating in an increasingly complex regulatory environment, and while the intentions behind this are good, in practice it often ties our hands. That is why we also see our efforts in this area as an invitation to engage in dialogue – to establish clear objectives, practical solutions and a reliable framework.

The REWE Group thinks and acts long term. We are constantly investing in our sites, logistics, digitalisation and our employees – with a clear focus on sustainability, resilience and responsibility. We do not think in terms of quarters, but timeframes that make sustainable business practices possible in the first place.

Our new progress report shows how we are putting this commitment into practice: with clear objectives,

measurable progress and partnerships that make a real difference. It reflects our philosophy of not delegating, but actively shaping responsibility.

Responsibility is demonstrated not through words, but through our daily actions. Even when the going gets tough, we remain true to our values – towards our customers, our employees and society as a whole.

I invite you to continue on this journey with us.

Yours, Lionel Souque



CEO of the REWE Group



“Even when the going gets tough, we remain true to our values – towards our customers, our employees and society as a whole.”

Lionel Souque, CEO of the REWE Group

Interview with Dr Daniela Büchel

Sustainability is — and remains — a question of mindset

Why is it particularly important to talk about sustainability right now?

Daniela Büchel: Because it's precisely during times like these that sustainability is put to the test. Global crises, geopolitical tensions and economic pressures are making many things more difficult. But this is exactly when it becomes evident whether sustainability is truly part of a company's ethos — or merely a priority in more stable times. For us, one thing is clear: sustainability is not just a nice-to-have, but the foundation of our future viability.

Many people currently feel that sustainability is under considerable pressure — both politically and economically. How do we, as the REWE Group, deal with this?

Daniela Büchel: The pressure is real: setbacks on the international stage, complex regulations, high expectations. But that doesn't change the essence of the matter. There's no such thing as "growth first, sustainability second". Anyone who backtracks on climate protection or nature conservation today is acting short-sightedly — including from an economic perspective. Inaction will cost us more in the long run than taking decisive action today.

What does this commitment mean in practical terms for our business model?

Daniela Büchel: For us, sustainability is a strategic lever for resilience and competitiveness. This is evident, for example, in our clear net-zero target, the expansion of our organic and vegan product ranges, and long-term partnerships such as the one with NABU. In doing so, we are purposefully investing in solutions that make a difference.

Sustainability seems to have lost some of its prominence in the public debate. Is this also reflected in consumer spending?

Daniela Büchel: No. A look at the shopping cart tells a different story. The organic market is growing significantly faster than the market as a whole. Sustainability has become less high-profile, but more pragmatic. It's increasingly associated with health, enjoyment and self-care — and that's precisely where its new strength lies.



Final question: What gives you the courage to stay the course despite all the challenges?

Daniela Büchel: The realisation of just how much is possible when we turn our mindset into action. When I look at our partners, our employees and our customers, I see a great commitment and clear values. Sustainability has come of age — it is less of a moral issue, but firmly established. That reassures me: it's worth staying the course.

Yours, Dr Daniela Büchel

Daniela Büchel

Member of the Management Board of the
REWE Group — Human Resources and Sustainability

**“Sustainability is not just a nice-to-have,
but the foundation of our future viability.”**

Dr Daniela Büchel, Member of the Management Board of the REWE Group — Human Resources and Sustainability

Sustainable Corporate Governance

Sustainability aspects are a key element of our company’s strategy.

Our sustainability strategy

The principle “We are aware of our responsibility and act sustainably” has been part of our corporate mission statement since 2008. It sets out our commitment and steers our **guideline on sustainable business practices** ↗ and the key priorities defined therein. It defines key areas of focus – including responsibility for our employees, respect for human rights in the supply chain, fair business practices, the further development of sustainability-related product ranges, measures relating to environmental and climate protection, and social involvement. Our sustainability management is guided by the United Nations’ 17 Sustainable Development Goals (see [Sustainable Development Goals](#)).

Our strategy is based on four pillars and their areas of action:

- **Green Products:**
People, animals, environment, and nutrition
- **Energy, Climate and Environment:**
Energy efficiency, climate-relevant emissions and conservation of resources
- **Employees:**
Values and culture, training and development, health and safety, career and life stages, diversity, and equal opportunities
- **Social Involvement:**
Conscious nutrition and exercise, opportunities for children and young people, conscious approach to food, biodiversity, and environmental protection



In this report, we present our commitment¹ in cross-pillar focus topics.

We integrate sustainability into all business processes

Since 2023, overall responsibility for sustainability, as well as responsibility for the strategic development and implementation of the sustainability agenda, has rested with the HR & Sustainability Management Board department, which is headed by our Chief People and Sustainability Officer, Dr Daniela Büchel. Cross-sales-line working groups ensure that the four pillars of the sustainability strategy are systematically integrated into all relevant business processes. REWE and PENNY in Germany, the REWE Group in Austria,² Lekkerland, toom Baumarkt DIY store and the DERTOUR Group set strategic priorities depending on the business model.

We exchange ideas with our stakeholders

When implementing our sustainability strategy, we engage in dialogue with our stakeholders, such as suppliers, consumers, business partners, politicians, authorities, scientists, non-governmental organisations (NGOs), employees, the works council, executives and independent retailers.

We advocate for our perspective at the local, national and European level through our Public Affairs department.



Our Sustainability Advisory Board

The Sustainability Advisory Board is a key body for stakeholder dialogue. It consists of five independent experts and representatives of non-governmental organisations and is involved in the development, evaluation, and implementation of the sustainability strategy at REWE and PENNY in Germany. The Advisory Board reviews measures, provides input and assists with the further development of the strategy.

Highlights of our stakeholder communication 2025

- **BAUM Annual Conference** ↗ – On 11 – 12 November, sustainability stakeholders gathered at SIGNAL IDUNA PARK in Dortmund for the annual conference of the non-profit business network “Bundesdeutscher Arbeitskreis für umweltbewusstes Management (B.A.U.M.) e.V.” (German Environmental Management Association). The theme for the conference was “What kind of economy do we want?”. In her keynote address, our Chief People and Sustainability Officer, Dr Daniela Büchel, emphasised that, despite global challenges and adverse trends, we remain firmly committed to our climate targets. We then shared our perspectives, including on sustainable food innovations, in two interactive sessions. The conference provided a concise platform to discuss and produce potential solutions.

- **Grüne Woche (Green Week)** ↗ – At Green Week in Berlin in January 2025, the guiding theme of the REWE Group’s stand at the ErlebnisBauernhof education farm was “The Value Chain: REWE Group × Agriculture”. At the stand the REWE Group presented the Agrar-Akademie, a practical programme run by the Competence Centre for Agriculture that brings together employees from stores, administration, senior management and independent retailers to agricultural operations in order to strengthen dialogue with producers.

We keep an eye on opportunities and risks

By investing in transformation and innovation, we can help to promote greater sustainability while reducing cost risks. Sustainable practices can open up opportunities and mitigate risks.

As an international trade and tourism company, we are furthermore exposed to a wide range of risks:

- **physical risks**, such as severe weather, droughts or floods, which affect raw materials (and thus prices), locations and travel and tourism destinations;
- **transitory risks**, such as the requirements of the EU Corporate Sustainability Reporting Directive (CSRD), the Corporate Sustainability Due Diligence Directive (CSDDD) and the German Climate Protection Act (Bundes-Klimaschutzgesetz).

¹ Scope: REWE Group companies in Germany and Austria, including independent retailers, unless otherwise stated.
² REWE Group in Austria is part of REWE International AG, which belongs to the German REWE Group and has been responsible for the Group's total international business since 2017.
More information available at <https://rewe-group.at/en/sustainability>.

Using a structured risk management approach, we identify, assess and manage material risks, while also taking potential opportunities into account. For more information, see the Group Management Report for the **2025 business year** [↗](#).



Our Sustainability-Linked Bond Framework connects our financing strategy with our sustainability strategy. In 2023, we became the first German food retailer³ to issue a sustainability-linked bond of 900 million euros on the capital market, the terms of which are linked to the achievement of our climate targets. The focus is on reducing environmentally harmful greenhouse gas emissions at REWE and PENNY in Germany. In 2025, we published our second **Progress Report** [↗](#).

We take responsibility

Clear rules and transparent decision-making processes guide our business as an international trade and tourism company. Binding compliance standards provide guidance and reliability, particularly in a competitive environment, in supplier relationships and in the event of conflicts of interest. They therefore form a key foundation for long-term economic success.

We have anchored integrity and fairness in our business transactions and in our treatment with one another as fundamental values in the **REWE Group Mission Statement** [↗](#). In our **Code of Conduct** [↗](#), we have defined mandatory standards of behaviour for all employees working on behalf of the REWE Group.

More information on the risks in the supply chain and legal compliance with the German Act on Corporate Due Diligence Obligations in Supply Chains (LkSG) can be found in the chapter [Supply Chain](#).

Our compliance management system (CMS) prevents violations of legal and internal company regulations. We have also created a compliance programme that includes preventative measures, such as risk assessments, whistleblower management systems, business partner audits and training on compliance, antitrust law, ethics, and other topics. In 2025, we trained 32,230 employees (2024: 37,844).



We take your reports seriously

We have various processes and communication channels for critical requests, concerns, grievances, reports, or alerts. We have special grievance mechanisms for the relevant supply chains, in particular for focus raw materials and production sites in analysed risk countries (see also the [Supply Chain](#) chapter and the [Human Rights](#) focus topic).

- Violations of legal requirements or internal regulations (e.g. acts of corruption) can be reported (anonymously) via our group-wide whistleblower system Hintbox as well as to an external ombudsperson.
- Internally, employees can contact decentralised Compliance Officers (DCOs) and Compliance Delegates with compliance matters.
- For information on topics, such as respectful behaviour, equal treatment or diversity and equal opportunities, our employees can contact their managers or ombudspersons and the HR department, the Compliance department, the works council, the representatives for people with disabilities and the company’s internal LGBTIQ network “di.to”. There are also special contact persons in all sales lines for cases of discrimination.

Auditing, Market Auditing, external lawyers or the internal compliance organisation investigate any suspected compliance violations, and the results and measures are communicated to the Governance & Compliance department and implemented by the operating units. Whistleblowers are informed once the investigation has been concluded.

Further links:

Strategy [↗](#)

Compliance [↗](#)

Politics and Public Affairs [↗](#)

REWE Group Austria – Sustainable Report 2025 [↗](#)

SBTI-Report 2025 [↗](#)

3 REWE Group, **Press release “Capital market début”** [↗](#), 14 September 2023: The reference to “first German food retailer” is based on the information available at the time, drawn from internal market research and confirmed by the lead underwriters.

Sustainable Development Goals

We support the United Nations’ Sustainable Development Goals (SDGs). Eight of them are particularly relevant to us. An excerpt of our measures and objectives:



SDG 2: Zero Hunger¹

- We work together with food banks and the German non-profit initiative “foodsharing e.V.” to save and distribute food that can no longer be sold, but can be consumed without risk. We have also signed up to the Pact Against Food Waste (see [Sustainable Consumption](#)). We are committed to reducing food waste by 30 per cent by 2025 and by 50 per cent by 2030. Almost all locations of BILLA, BILLA PLUS, PENNY, BIPA and ADEG in Austria support surrounding social supermarkets (affordable products for low-income earners) and charitable partners with food and everyday goods.



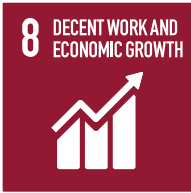
SDG 5: Gender Equality¹

- To protect women and girls in the supply chains for private label products, the REWE Group has set out objectives and requirements in a **guideline** [↗](#) that applies to private label products from REWE, PENNY and toom Baumarkt DIY store in Germany, as well as from BILLA, BIPA and ADEG in Austria, and serves as a framework for guidance.
- For selected raw materials, we rely on certifications and standards that include, among other things, requirements relating to labour and human rights, including aspects of equal treatment and protection against discrimination.
- As part of individual projects, we address social issues, such as income prospects for women and working conditions, within supply chains. This also includes training on working hours, wages and other topics at selected production sites.
- Within our company, we rely on structural frameworks to promote equality, including provisions in collective labour agreements that stipulate equal pay for work of equal value.



SDG 7: Affordable and Clean Energy¹

- We have been using certified green electricity in our stores, DIY stores, warehouses, and travel offices in Germany and Austria since 2008. We have signed a long-term power purchase agreement for an offshore wind farm. From 2026, 1,500 stores in Germany and Austria will be supplied with electricity from the Borkum Riffgrund 3 wind farm.
- We are increasing our energy efficiency based on our certified energy management systems in all units and by optimising logistics, among other things.
- At the end of 2025, there were approximately 3,308 fast-charging stations available to customers in the parking lots of new REWE and PENNY stores in Germany (2024: 2,000) and 613 (2024: 490) charging stations at 192 (2024: 154) BILLA, BIPA and PENNY locations in Austria.



SDG 8: Decent Work and Economic Growth¹

- In our group-wide **Declaration of Principles** [↗](#), we commit to promoting respect for human rights and environmental concerns throughout our value chains, and to preventing, minimising and, where necessary, remedying violations of human rights and environmental risks and violations as part of our due diligence obligations.
- With regard to the German Act on Corporate Due Diligence Obligations in Supply Chains (LkSG), we have implemented a group-wide grievance procedure (see also [Supply Chain](#)), which all potentially affected groups of people can use to report violations of human rights and environmental risks at any time.
- By 2030, we aim to gradually roll out training and qualification measures for our strategic suppliers and selected production sites for our private label products (REWE, PENNY and toom Baumarkt DIY store in Germany) in order to raise awareness of human rights and environmental risks throughout the supply chain.

See also focus topic:
[Human Rights](#)
[Sustainable Consumption](#)

See also focus topic:
[Human Rights](#)
[Employees](#)

See also focus topic:
[Climate Protection](#)

See also focus topic:
[Human Rights](#)

¹ The scope includes REWE and PENNY in Germany; deviations are explicitly stated.



SDG 12: Responsible Consumption and Production¹

- We are continuously further developing our private label ranges of organic, vegan and regional products. In July 2025, we published our **position paper on our protein strategy** [↗](#) in Germany in collaboration with REWE and PENNY. The objective set out in the paper is to increase the proportion of plant-based products in the total product range (food excluding drinks) to 60 per cent by 2035 (2024: 54 per cent). In 2025, this figure was recalculated using an updated methodology, yielding a figure of 55.6 per cent.
- Since 2024, we have been reporting on the topic of sustainability on a regular basis, including on our new **nachhaltigkeit.rewe.de** [↗](#) platform. There, we provide information on sustainability topics, sustainability tips for everyday life and insights into selected sustainability initiatives at REWE. You can also subscribe to our sustainability newsletter.
- We have achieved our goal of using 20 per cent less plastic in our private label packaging by 2025 ahead of schedule. Our reusable alternative, “Einfach Mehrweg” (simply reusable), developed by REWE in collaboration with SYKELL, which we expanded last year (see [Circular Economy](#) focus topic), has been awarded the “Deutscher Nachhaltigkeitspreis Produkte 2025” (German Sustainability Award for Products 2025).
- We use modern forecasting systems, automated ordering processes and other measures to prevent food waste. We also work with food banks and the German non-profit initiative “foodsharing e.V.” (see also [SDG 2](#)).
- As part of the industry-wide “Klimabewusst reisen” (climate-conscious travel) project, our teams at the DERTOUR Group collaborated with other stakeholders to develop a standard for calculating the carbon footprint of a trip, which we are gradually incorporating into our offers. In addition, with the industry project “Klimafreundlichere Produktgestaltung” (more climate-friendly product design), we have developed key performance indicators (KPIs) that will be incorporated into the product design of our tours in the future and will also consider climate-related aspects.

See also focus topic:
[Nutrition and Protein Strategy](#)
[Organic and Regionalism](#)
[Sustainable Consumption](#)
[Circular Economy](#)



SDG 13: Climate Action¹

- In March 2024, the REWE Group joined the Science Based Targets initiative (SBTi), and we are aligning our science-based targets with the 1.5-degree path set out in the Paris Agreement. As a Group, we want to achieve net zero emissions by 2050. In December 2024, the SBTi validated the targets of REWE and PENNY in Germany.
- Since 2025, we have been asking all our private label suppliers to make an SBTi commitment. From 2026, this will be taken into account as a selection criterion in our procurement processes. We explain the steps involved, from making an SBTi commitment through to validation, in an online training session. By the end of 2025, 226 suppliers (accounting for 52.3 per cent of product-related private label emissions) had already made an SBTi commitment or achieved SBTi validation.
- Since 2022, REWE in Germany has been supporting the NABU Climate Fund with at least five million euros annually. By the end of 2025, just under 4,515 hectares of moorland (2024: 4,000) had been secured for rewetting across seven European countries (2024: six). Europe’s largest moorland renaturalisation project for former agricultural land is currently underway in the Ahlen-Falkenberger Moor in the Cuxhaven district.
- In 2025, through the “Förderprogramm Klimaschutz” (Climate Protection Support Programme) under the aegis of the Competence Centre for Agriculture, we once again offered our private label suppliers co-financing for projects aimed at reducing GHG emissions in the supply chain (for more information, see the [Climate Protection](#) focus topic). In addition, as part of the support programme, we held discussions on climate protection with approximately 50 of our private label suppliers.
- As part of the Futouris “Hotels Go Net Zero” project, the DERTOUR Group is guiding three pilot hotels in Germany, Greece and Spain through a comprehensive climate management process – including Scope 3 emissions measurement – by the end of 2025, with the aim of developing net-zero roadmaps. In addition, in July 2025, the DERTOUR Group hosted the third Futouris CEO Talk with airline partners and other tour operators to set out specific steps for promoting sustainable aviation fuels and CO₂ reductions in the tourism sector.

See also focus topic:
[Climate Protection](#)



SDG 14: Life Below Water¹

- For selected raw materials, we adhere to recognised standards, such as Rainforest Alliance, Fairtrade, Cotton made in Africa® and Naturland, which include requirements relating to environmental and resource topics, such as water management.
- Through the detox programme for clothing, footwear and home textiles of our private label ranges, we set out requirements concerning the use of chemicals in order to reduce potential pollution of water bodies along the supply chain.
- In our **Guideline on Fish and Seafood** [↗](#), we set out requirements for our business partners along the supply chain with the aim of promoting sustainable fishing. It sets out the objective of sourcing only certified products (MSC, GLOBALG.A.P., ASC, organic certification) for our private label fish products².
- We have set ourselves the goal of eliminating harmful microplastics and defined synthetic and semi-synthetic polymers in dissolved/gel-like/liquid form from the formulations of our private label cosmetic products. Both objectives were once again achieved in 2025.

See also focus topic:
[Biodiversity](#)



SDG 15: Life on land¹

- For wood and paper products, we rely on the recognised certification schemes of the Forest Stewardship Council (FSC®), the Programme for the Endorsement of Forest Certification (PEFC™) or the Blauer Engel (Blue Angel) eco-label.
- With a view to the EU Deforestation Regulation (EUDR), we are preparing for future regulatory requirements and continuing to develop our processes to meet our due diligence obligations. We have been making our supply chains deforestation- and conversion-free since the end of 2025.³ Our goals of sourcing of primary high-risk raw materials³ from certified sources or low-risk origins, have been met or are nearly met (see [Climate Protection](#) and [Objectives and KPIs](#)). We aim to further expand the share of our physical supply chains in future.
- By early 2025, we had switched our entire range of soils at REWE and PENNY in Germany, as well as the toom Baumarkt DIY store, to peat-free alternatives. REWE and PENNY had already achieved this objective ahead of schedule in 2024.
- Within our supply chains, we are committed to promoting biodiversity in regional open-air fruit and vegetable cultivation, and we report on the scale and progress of these efforts annually.
- The “Blühendes Österreich” (Austria in bloom) biodiversity foundation – named Austria’s Foundation of the Year in 2025 – has, since it began its work in 2015, helped to preserve or improve ecosystems and habitats across more than 15 million square metres (2024: 13 million) through targeted funding programmes, nature-friendly management, scientific monitoring and educational initiatives. The total is expected to reach 20 million square metres by 2030.



See also focus topic:
[Biodiversity](#)

¹ The scope includes REWE and PENNY in Germany; deviations are explicitly stated.
² In the frozen, convenience, fresh and tinned food sectors.
³ Cocoa, coffee, palm oil, soya for animal feed, wood and paper, as well as fresh beef, with a cut-off date of 1 January 2020. Conversion relates to all valuable ecosystems. Scope: REWE and PENNY in Germany private label products.

Supply chain

We respect human rights, improve working conditions, promote fair trade and protect natural resources and biodiversity along our supply chains.

We have formulated principles on this topic

As a trade and tourism company, we source products and services from a large number of suppliers and from different global supply chains. To minimise the environmental and social impact of our actions wherever possible,

- our **Guideline on Sustainable Business Practices** defines the principles governing our business relationships, including the protection of biodiversity and the bans on forced and child labour.
- our **guidelines** on issues such as **child and forced labour** define a binding framework for action in our business relationships with our partners.
- we have committed ourselves in our **Declaration of Principles** to strengthening human and environmental rights and to preventing, minimising and remedying violations of these rights in our own business activities and along global supply chains. Our Group’s entities that fall under the German Act on Corporate Due Diligence Obligations in Supply Chains (LkSG) have, each published their own **Declaration of Principles**.

With regard to the protection of human rights and environmental goods in the supply chain, our **Supplier Code of Conduct** sets out binding expectations which suppliers must observe and comply with in their business dealings with REWE Group companies. They should:

- not violate human rights and environmental obligations and pass on the obligations in the upstream supply chain in a binding manner.
- minimise the environmental impact of their business activities, actively implement measures that promote environmental protection and with all applicable local and internationally recognised environmental standards and laws.

How we identify and deal with risks

We use a four-step **approach for more responsible supply chains** to address and mitigate risks to people, animals and the environment within our supply chains.

As part of the implementation of the German Act on Corporate Due Diligence Obligations in Supply Chains (LkSG), we have implemented a comprehensive and ongoing risk management system with regard to human rights and environmental due diligence in order to identify risks in our supply chains and in our own business operations, take measures to minimise them and assess their effectiveness. In addition, the risk management system includes two further steps:

- **Grievance mechanism:** Employees and other potentially affected groups of people can use our **digital grievance system** to report human rights violations and environmental concerns attributable to the REWE Group, its subsidiaries or our suppliers at any time. Both remedial and preventive measures are implemented on the basis of the complaints so that people and the environment can be protected, and violations can be prevented as best possible.
- **Dealing with violations:** All reports are investigated confidentially. We hold discussions with suppliers, complainants and NGOs, and take appropriate action where necessary.

The objectives we have set ourselves

We define objectives for the entire value chain, for example:

- We are committed to scientifically-based emission reduction targets (see the [Climate Protection](#) focus topic).
- We are placing a greater focus on animal welfare in our private label supply chains that include products of animal origin (see the [Animal Welfare](#) focus topic).
- With regard to direct suppliers and production sites in high-risk countries¹ within the supply chains of the REWE, PENNY and toom Baumarkt DIY store, we also aim to fully integrate the strategic production sites and suppliers into a training programme (capacity building) by the end of 2030.

- We have achieved our target of improving access to grievance mechanisms within our supply chain by 2025 (for further information, see the Human Rights focus topic). We will continue to focus on and actively press ahead with this topic.
- We have also achieved our objective of fully integrating all relevant food and non-food suppliers of RFE (REWE Far East) into an environmental programme by 2030. All food and non-food Tier 1 production sites in risk countries are integrated into our social improvement programme.

Focus on raw materials and services

The human rights and environmental risk assessments that we carry out annually and on an ad hoc basis are designed to identify and assess the potential and actual impacts of our business activities and those of our suppliers along our supply chains. Based on our analyses, we prioritise the following raw materials and services:

- **Food:** Fruit and vegetables, with a focus on bananas, cocoa and coffee; the production of fish products; and soya as animal feed
- **Non-food:** The production of textiles, wood and paper, peat soils and natural stone
- **Services:** Tours



Further links:

[Human Rights](#)

[Declaration of principles](#)

[Grievance mechanism](#)

[Cooperation with stakeholders](#)

[Our guidelines](#)

[Progress Report 2024](#)

1 The REWE Group bases its classification on the list of risk countries prepared by amfori. This risk assessment for countries is based on the World Bank’s governance indicators and other indices and is updated annually.

Objectives and KPIs

🔄 In progress ✓ Objective achieved — Objective not yet available ✗ Objective not achieved

We at the REWE Group have defined key figures and clear objectives to make progress measurable and measures adjustable. The most important of these are set out below, organised according to our ten focus topics in this Progress Report. Since raw material production and processing products are highly relevant in terms of sustainability, they are summarised separately. We illustrate the target status with symbols. Where data on target attainment has been collected, we have included this information as well. As a general rule, we round the figures in the Progress Report 2025. When presenting target attainment, figures close to the target value may be reported as “objective achieved”. Where the decimal place contributes to a better understanding of progress, we have included it.

- Climate Protection
 - Human Rights
 - Sustainable Consumption
 - Organic and Regionalism
 - Circular Economy
- Biodiversity
 - Animal Welfare
 - Employees
 - Nutrition and Protein Strategy
 - Focus Raw Materials and Products



Climate Protection

Topic	KPI/Objective	Status 2023	Status 2024	Status 2025	Measures
Group-wide greenhouse gas emissions	We aim to achieve net zero emissions as a Group by 2050, with a focus on significantly reducing emissions in our own operations and in our supply chains.	—	🔄	🔄	See focus topic Climate Protection
Greenhouse gas (GHG) emissions at corporate level	We are committed to reducing our Scope 1 and Scope 2 GHG emissions by 42% by 2030 compared with 2021. ¹	1.1%	-8.9%	-16.6%	
Electricity consumption	We will reduce electricity consumption per square metre of sales area by 10% by 2030 compared with 2019. ²	🔄	🔄	🔄	
Demand for fossil fuel-based heat sources	We will reduce the consumption of fossil fuels, including district heating, at corporate level by 20% by 2030 compared with 2019. ³	🔄	🔄	🔄	
Energy consumption	Total energy consumption in GWh. ³	6,665	6,899	6,993	
Stores according to the German Sustainable Building Council (DGNB e. V.) standard	Stores completed according to DGNB e. V. (German Sustainable Building Council) requirements (green building). ⁴	398	448	523	

1 Scope: All consolidated companies of the REWE Group that were part of the group in 2025, excluding entities that left the Group before the financial year. Independent retailers are no longer included in the figures, as they do not fall under Scope 1 and Scope 2 in accordance with the Corporate Sustainability Reporting Directive (CSRD) and the SBTi.

2 Scope: All countries and the REWE Group companies, including retailers. Entities that left the group prior to the financial year were not included. Adjustments to prior-year figures required due to revised area data.

3 Scope: All countries and the REWE Group companies, including retailers. Entities that left the group prior to the financial year were not included.

4 Scope: The REWE Group in Germany.



Human Rights

Topic	KPI/Objective	Status 2023	Status 2024	Status 2025	Measures
Training programme for better working conditions	We will integrate our strategically relevant production sites and strategically relevant suppliers of our private label products into our Capacity Building Training Programme by the end of 2030. ⁵	🔄	🔄	🔄	See focus topic Human Rights
Proportion of production sites in the stages of the Social Improvement Programme ⁵	Onboarding stage	1.1%	0.1%	0.3%	
	Audit stage	98.9%	99.9%	99.7%	
Objectives achieved					
Grievance mechanism	We will improve access to grievance mechanisms in the relevant supply chains by the end of 2025. ⁶	🔄	🔄	✓	



Sustainable Consumption

Topic	KPI/Objective	Status 2023	Status 2024	Status 2025	Measures
Food waste	We are committed to reducing food waste in our stores (base year: 2022). ⁷				See focus topic Sustainable Consumption
	by 30% by 2025	🔄	🔄	See footnote ⁸	
	by 50% by 2030	🔄	🔄	🔄	
	At BILLA (Austria): by 40% by 2030 (base year: 2019)	—	🔄	🔄	

5 Scope: REWE and PENNY in Germany, toom Baumarkt DIY store. Calculation based on the number of production sites; includes the respective most recent production site in high-risk countries of private label suppliers to REWE, PENNY and toom Baumarkt DIY store in Germany for food and non-food products. Figures for non-food importers not collected due to a process change.

6 Scope: REWE and PENNY in Germany, the REWE Group in Austria, toom Baumarkt DIY store, DERTOUR Group.

7 Scope: REWE and PENNY in Germany.

8 Achievement of this objective can only be verified once the audit report is published in autumn 2026, and as such the status cannot be reported until the Progress Report 2026.



Organic and Regionalism

Topic	KPI/Objective	Status 2023	Status 2024	Status 2025	Measures
Organic	Share of organic products ¹ in the net sales value of our organic private labels and manufacturer labels in the net sales value of private labels and manufacturer labels ^{2,3}	7.5%	8.0%	8.5%	See focus topic Organic and Regionalism
	Share of organic private label products ¹ in the net sales value of our organic private label products ^{2,3} in the net sales value of private label products	14.6%	15.5%	16.5%	
	Share of REWE Bio ¹ net sales value of “REWE Bio” and “REWE Bio pflanzlich” in the net sales value of private label products ³ at REWE	16.6%	17.9%	18.9%	
	Share of PENNY Naturgut ¹ net sales value of “Naturgut” in the net sales value of private label products ³ at PENNY	8.1%	8.6%	9.3%	
Regional concept	Number of items ³ from REWE Regional at REWE stores in Germany excluding REWE Dortmund	944	930	934	

1 Shares excluding near and non-food, tobacco, and alcoholic drinks.
2 Scope: REWE and PENNY in Germany.
3 Only articles of which more than 1,000 units have been sold.



Circular Economy

Topic	KPI/Objective	Status 2023	Status 2024	Status 2025	Measures
Packaging	We are making 100% of our entire private label packaging more environmentally friendly by the end of 2030. ⁴	🔄	🔄	🔄	See focus topic Circular Economy
	We will double the range of private label products offered in multiple use packaging and unpackaged by the end of 2025 compared with 2021. ⁵	🔄 22.1%	🔄 22.1%	✗ 22.1%	
	We will achieve 100% recyclable plastic packaging in our private label products by the end of 2025. ⁵	🔄	🔄	✗	
Objectives achieved					
Packaging	We are reducing the amount of plastic in our private label packaging by 20% by the end of 2025 compared with 2015. ⁵	✓ -21.8%	✓ -22.3%	✓ -25.3%	
	We are increasing the recyclate content in single-use PET beverage bottles for private label products to an average of 50% by the end of 2023. ⁵	✓ 50.8%	✓ 51.26%	✓ 51.24%	
	We will achieve an average recyclate content of 30% in private label packaging by the end of 2025. ⁶	🔄	🔄	✓ 34.97%	

4 Scope: The REWE Group in Germany (REWE, PENNY, toom Baumarkt DIY store), since 2019 including the international sales lines (BILLA, BILLA PLUS, PENNY and ADEG).
5 Scope: REWE and PENNY in Germany. The following packaging objectives were not achieved for 2025. Reusable packaging/unpackaged: The objective is ambitious and was not achieved due to high structural and operational complexity. Pilot projects highlight key challenges relating to customer acceptance, cost-effectiveness and scalability. Recyclability of private label packaging: The objective was not achieved due to the limited availability of alternative packaging options on the market. Consequently, in certain product ranges it was virtually impossible to make the switch by 31 December 2025. Furthermore, an inadequate data set across the supply chains makes it difficult to carry out a reliable assessment.
6 Scope: REWE and PENNY in Germany. This figure is based on assumptions and projections.



Biodiversity

Topic	KPI/Objective	Status 2023	Status 2024	Status 2025	Measures
Ecosystem protection	Through the “Blühendes Österreich” (Austria in Bloom) foundation, we support measures to protect threatened ecosystems and biotopes, thereby contributing to the goal of conserving and/or improving a total of 20 million square metres in Austria by 2030. ¹	🔄 11.0	🔄 13.2	🔄 15.6	See focus topic Biodiversity
Biodiversity measures in fruit and vegetable cultivation	We are creating or improving 24 million square meters of annual or perennial flower strips by 2026 (since the start of the project in 2009). ^{2, 3, 4}	✓ 16.0	✓ 18.2	🔄 22.7	
	We will plant 80,000 trees, hedges and shrubs by 2026. ^{2, 3}	✓ 31,900	✓ 78,800 ⁵	🔄 78,900	
	We will install 30,000 nesting aids by 2026. ^{2, 3}	✓ 22,700	✓ 27,700	🔄 28,800	
Objectives achieved					
Peat-free soils	We are converting our total soil range to peat-free by 2025. ⁶	🔄	✓ 100%	✓ 100%	
Environmental protection in the supply chain	We will integrate all relevant food and non-food production sites for private label products into an environmental programme by the end of 2030. ⁷	✓ 100%	✓ 100%	✓ 100%	

1 Cumulative area, in square metres, of land protected by the “Blühendes Österreich” (Austria in Bloom) foundation, or of high conservation value, up to the end of the respective financial year. The overall objective of 20 million square metres by 2030 was set in 2023.

2 Scope: REWE and PENNY in Germany.

3 Given the high relevance of this issue, the objectives achieved by 2025 will be extended to 2026 with higher target values.

4 Details of flowering areas that have ever been created, improved or maintained since the project began, some of which are not permanent. By 2025, around 7 million square metres of this still remained (2024: 6.8 million). Part of the increase compared with 2024 is due to a revised calculation by individual project partners.

5 Correction to the previous year’s report: Due to a recording error, the figure was revised downwards by 11,233 from 90,000 the year before. The slight decline, with planting volumes remaining the same as in 2024, is largely attributable to this adjustment. In addition, there were isolated losses due to drought and deforestation.

6 Scope: REWE and PENNY in Germany, toom Baumarkt DIY store, BILLA and BILLA PLUS.

7 Scope: REWE and PENNY in Germany, toom Baumarkt DIY store (only applies to own imports via REWE Far East).



Animal Welfare

Topic	KPI/Objective	Status 2023	Status 2024	Status 2025	Measures
Fresh meat	We are transitioning our range of fresh beef, chicken, turkey and pork to at least husbandry system 3 by the end of 2030. ^{2, 8, 9}	🔄 9.0%	🔄 14.6%	🔄 24.2%	See focus topic Animal Welfare
	100% of our fresh meat (beef, pork and poultry) for our private label products will be sourced from at least husbandry system 2 by the end of 2025. ^{2, 8}	🔄 71.0%	🔄 74.7%	✗ 82.4%	
	We are transitioning 30% of our own-brand fresh chicken to at least husbandry system 3 by the end of 2026. ¹⁰	—	—	🔄 15.6%	
Processed meat products	100% of our processed meat products (beef, pork and poultry) will be sourced from at least husbandry system 2 by the end of 2025. ^{2, 11}	🔄 69.9%	🔄 82.5%	✗ 98.7%	
Drinking milk	100% of our drinking milk for private label products will be sourced from at least husbandry system 3 by the end of 2030. ²	🔄 54.5%	🔄 86.6%	🔄 96.5%	
Fresh milk	Since the end of 2021, 100% of our fresh milk for private label products has been sourced from Austria and Germany. ²	✓ 100%	✗ 96.3% ¹²	✗ 98.4%	
Fish	In the long term, we aim for 100% tracking codes on the packaging of our single-ingredient private label fish products. ^{2, 13}	🔄 91.4%	🔄 93.7%	🔄 99.6%	
	We intend to offer 100% certified private label fish products in the frozen, convenience, fresh and canned segments according to the Marine Stewardship Council (MSC), GLOBALG.A.P., Aquaculture Stewardship Council (ASC) or organic certification, if available. ²	🔄 86.6%	🔄 84.4%	🔄 92.0%	
Objectives achieved					
Sourced from Germany	Almost 100% of the fresh pork for private label products is sourced from Germany (5xD). ^{2, 14}	✓	✓	✓	
Drinking milk	100% of our drinking milk for private label products will be sourced from at least husbandry system 2 by the end of 2025. ²	🔄 54.5%	🔄 98.3%	✓ 100%	

8 Self-service and service counter, including (regional) meat programmes.

9 Including unprocessed deep-frozen chicken.

10 The objective was introduced in 2025 and a new target value is now set for it each year until 2030. This depends on target attainment in the respective previous year.

11 Sausage (self-service and service counter), including canned, frozen and convenience with a meat content of more than 50%, excluding specialties from abroad.

12 The decline of 3.7% is due to the new procurement of a corresponding proportion of organic milk from Denmark.

13 Fish products containing only one type of fish; excluding convenience, snacks and ready meals.

14 Except organic, REWE Feine Welt, foreign specialties, Butcher’s, pork fillet, by-products.



Employees¹

Topic	KPI/Objective	Status 2023	Status 2024	Status 2025	Measures
Gender parity	We will achieve gender parity in executive positions by 2030. ²	45.4% women	44.9% women	44.9% women	See focus topic Employees
		54.6% men	55.1% men	55.1% men	
Internal recruitment	We will increase the proportion of leadership roles filled internally to 80% by 2030. ²	↻ 75.3%	↻ 72.2% ³	↻ 74.8%	
Accidents	We will reduce the number of accidents per 1,000 full-time equivalents to 43.5 by 2030. ²	↻ 49.0%	↻ 50.3%	↻ 51.0%	
Objectives achieved					
Jobs for people with disabilities	We will maintain the quota per capita ⁴ of jobs for people with disabilities at a minimum level of 3.0% by 2030. ²	✓ 3.1%	✓ 3.1%	✓ 3.2%	
Trainee ratio	We will maintain the trainee ratio (trainees as a proportion of the total workforce in full-time equivalents) at 5.4% until 2030. ²	↻ 5.3%	↻ 5.3%	✓ 5.4%	



Nutrition and Protein Strategy⁵

Topic	KPI/Objective	Status 2023	Status 2024	Status 2025	Measures
Share of plant-based products in procurement volumes	By the end of 2035, the share of plant-based products in procurement volumes is set to reach 60% of the total product range (excluding drinks) compared with the base year 2024, as measured in accordance with the WWF Planet-Based Diets Retailer Methodology. ⁶	—	—	↻ 55.6%	See focus topic Nutrition and Protein Strategy

1 Scope: The REWE Group plus independent retailers in Germany and Austria.
2 The objectives were originally set for 2025. We are continuing with them and extending the timeframe to 2030.
3 Unlike last year, a system change meant that this year's internal recruitment rate was calculated by management level. Instead of 71.5%, we therefore achieved 72.2% in 2024.
4 The quota of jobs for people with disabilities (disabled and severely disabled people) is calculated per capita and therefore has a different basis for calculation than the mandatory employment quota for people with severe disabilities in accordance with section 154 of Book Nine of the German Social Code (SGB IX) (Germany). This calculation was chosen in order to determine a standardised key figure across countries (Germany and Austria). People with disabilities are defined in accordance with section 2 of the German Social Code (SGB) (Germany) and the Austrian Disability Employment Act (BEinstG) (Austria).
5 Scope: REWE and PENNY in Germany.
6 WWF Planet-Based Diets Retailer Methodology ↗ (as at 10/2024) with an update to the Food Categorisation List (as at 02/2026). For private label products, at ingredient level. Without using milk equivalents, as these distort the cheese quantities by a factor of 10, which is unrealistic, and are not intended for other dairy products.



Focus Raw Materials and Products

Topic	KPI/Objective	Status 2023	Status 2024	Status 2025	Measures
Tea	100% of our herbal and fruit tea products (with at least 30% certified raw materials) will be certified by the end of 2025. ⁵	↻ 95%	↻ 97%	✗ 98%	See the sections on Supply Chain , Human Rights , Biodiversity
Objectives achieved					
Palm oil	Our palm (kernel) oil for private label products is 100% RSPO-certified. ⁷	✓ 100%	✓ 100%	✓ 100%	
	We have been purchasing 100% at least segregated certified palm (kernel) oil since 2018 and 100% at least mass balanced certified fractions and derivatives since 2020. ⁵	✓ 100%	✓ 100%	✓ 100%	
Cocoa	Our chocolate products and sweet baked goods for private label products have been 100% Fairtrade certified since the end of 2020. ^{5, 8}	✓ 100%	✓ 100%	✓ 100%	
	The cocoa in our private label products has been certified since the end of 2020. ⁵	✗ 98%	✗ 99%	✓ 100%	
Tea	100% of our black and green teas for our private label products have been certified since the end of 2020.	✗ 97%	✗ 99%	✓ 100%	
Coffee	Our private label coffee products have been Rainforest Alliance, organic or Fairtrade certified since the end of 2020.	✓ 100%	✓ 100%	✓ 100%	
Soy in animal feed	100% of the fresh and UHT milk, the fresh egg product range and fresh poultry from our private label products carry the seal of the German Association Food without Genetic Engineering (VLOG) or an organic certification. ⁵	✓ 100%	✓ 100%	✓ 100%	
Cotton and textiles	All cotton textiles in our private label products were certified according to Cotton made in Africa® or GOTS by the end of 2025. ⁹	✓ 100%	✓ 100%	✓ 100%	
Wood and paper	All non-food private label wood and paper products were Blauer Engel (Blue Angel), FSC Recycled, PEFC Recycled, FSC 100%, PEFC™ or FSC Mix certified by the end of 2025. ⁵	✓ 100%	✓ 100%	✓ 100%	

7 Scope: REWE and PENNY in Germany and Lekkerland Germany.
8 These items include the following product groups: chocolate bars, Easter and Christmas confectionery, nut nougat spreads and instant cocoa.
9 Scope: REWE and PENNY in Germany, toom Baumarkt DIY store.

Together for effective climate protection

We are focusing our climate efforts on measurably reducing greenhouse gas emissions within our own business and along our value chain, and we report on our progress.

Commitment

- By joining the Science Based Targets initiative (SBTi) in March 2024, we as REWE Group committed to science-based climate targets aligned with the 1.5°C pathway of the Paris Agreement.

Objectives

- Our aim is for the Group to achieve net-zero emissions by 2050; to this end, we underwent validation by the SBTi in March 2026. We focus on significantly reducing emissions in our own activities and in our supply chains (Scope 3), where 98 per cent of our greenhouse gas emissions occur.
- For REWE and PENNY in Germany, we set ourselves the target of “net zero by 2050” at an early stage. To achieve this, we – together with REWE and PENNY in Germany – are committed to reducing our GHG emissions by 2030, compared with the base year 2021, as follows:
 - absolute Scope 1 and Scope 2 greenhouse gas emissions by 42 per cent,
 - absolute Scope 3 non-FLAG greenhouse gas emissions¹ by 42 per cent,
 - absolute Scope 3 FLAG greenhouse gas emissions² by 30.3 per cent.

The above-mentioned emissions targets set by REWE and PENNY in Germany were validated by the SBTi in December 2024.

- At REWE and PENNY in Germany, we are working to ensure that our supply chains are free from deforestation and conversion by the end of 2025.³ We have achieved this goal – see [Successes](#).

You can find more information on our objectives and their achievement in our overview of [Objectives and KPIs](#).

¹ Non-FLAG emissions are emissions resulting from purchased goods and services, capital goods, upstream transport and sales, as well as the use of products sold. The target framework also includes land-related emissions and withdrawals from bioenergy feedstocks.

² FLAG emissions are greenhouse gas emissions caused by land use, land use change, forestry and agricultural activities. The target includes FLAG emissions and removals.

³ Cocoa, coffee, palm oil, soya for animal feed, wood and paper, as well as fresh beef, with a cut-off date of 1 January 2020. Conversion relates to all valuable ecosystems. Applies to REWE and PENNY in Germany's private label products.

Our measures¹

What we are doing specifically

To achieve our reduction targets, we are implementing specific measures within the company and throughout our supply chains.



With the “Gemeinsam für mehr Klimaschutz” (Together for more climate protection) initiative, we support private label products suppliers in defining SBTi climate targets and implementing reduction measures. Since 2025, we have been asking all of our private label suppliers to make an SBTi commitment. Starting in 2026, this will be included as a selection criterion in our procurement process. In an online training session, we explained the steps involved, from making an SBTi commitment through to validation. By the end of 2025, 226 suppliers (accounting for 52.3 per cent of product-related private label targets) had already made an SBTi commitment or achieved SBTi validation.

In 2025, through the “Förderprogramm Klimaschutz” (Climate protection support programme) under the aegis of the Competence Centre for Agriculture, we once again offered our private label suppliers co-financing for projects aimed at reducing GHG emissions in the supply chain and engaged in dialogue with approximately 50 private label suppliers on the topic of climate protection.

We are constantly expanding our range of vegan private label products, the production of which generates emissions comparable to those of similar animal-based products² (see also focus topic [Nutrition and Protein Strategy](#)).

At the Corporate Level,³ we are reducing our consumption of fossil fuels, including district heating, by 20 per cent by 2030 compared to the base year 2019 (see [Objectives and KPIs](#)). In 2025, our logistics department tested the use of electric and hydrogen-powered lorries, for example, in store delivery.

To ensure that our soya feed supply chains are deforestation- and conversion-free, we rely on recognised certifications or low-risk sources.⁴ We are also involved in initiatives such as “QS-Soja^{plus}” (QA soy plus) and the “Donau Soja” (Danube soya) protein partnership, thereby helping to promote soya of European origin in order to reduce emissions from land-use change.

In 2025, BILLA in Austria carried out a pilot project to introduce an internal carbon price. This was used as a benchmark for evaluating logistics and energy-related investment projects. The internal carbon price helps to anticipate future external carbon costs and manage emissions reductions in a cost-effective manner.

The DERTOUR GROUP is a founding member of “KlimaLink e.V.” (ClimateLink) with the aim of recognising the climate impact of travelling on the product (carbon footprint) through an industry-wide standard. This is already evident for flights in brick-and-mortar travel agencies. Starting in 2026, emissions from hotels and package holidays will be reported externally. In addition, the DERTOUR Group has a strategic partnership with the Lufthansa Group, which enables it to offer more climate-friendly air travel through the use of Sustainable Aviation Fuels (SAF). Since 2015, projects promoting climate-conscious travel have been carried out as part of the organisation’s membership of Futouris e.V., the sustainability initiative for the German-speaking travel industry.

Our successes¹

What we have already achieved

We are implementing climate protection and decarbonisation through our own initiatives as well as through projects with partners such as NABU. We also link our financial strategy to our sustainability strategy.

We have been making our supply chains deforestation- and conversion-free since the end of 2025. Our goals of sourcing primary high-risk raw materials⁵ from certified sources or low-risk origins have been met or are nearly met (see [Objectives and KPIs](#)). We aim to further expand the share of our physical supply chains in future.

By 2025, REWE and PENNY in Germany had further reduced their emissions: by 16.6 per cent for Scope 1 and 2, and with initial progress on Scope 3. One of the reasons for this development is that, in 2023, we became the first German food retailer to issue a sustainability-linked bond worth 900 million euros on the capital market. The terms of this bond are directly linked to the achievement of our climate targets for REWE and PENNY in Germany. The second **Progress Report** [➔](#) on this topic was published in July 2025.

In Germany and Austria, we more than halved our GHG emissions per unit of retail floor space at Corporate Level between 2006 and 2021.

Since 2022, REWE in Germany has been supporting the NABU Climate Fund with at least five million euros annually. By the end of 2025, just under 4,515 hectares of moorland (2024: 4,000) had been secured for rewetting across seven European countries (2024: six), thereby saving 875,000 t CO₂e. Europe’s largest moorland renaturalisation project for former agricultural land is currently underway in the Ahlen-Falkenberger Moor in the Cuxhaven district. More on this subject can be found in the focus topics [Sustainable Consumption](#) and [Biodiversity](#).

By early 2025, we had switched our entire range of soils⁶ to peat-free alternatives; REWE and PENNY had already achieved this target in 2024.

Since 2008, 523 stores (2024: 448) have been created in Germany in accordance with the green building criteria of the “Deutsche Gesellschaft für Nachhaltiges Bauen” (German

Association for Sustainable Building); 178 (2024: 183) are under construction or in planning. Furthermore, there are now 11 (2024: 11) storage sites of this kind, with a further eight at the planning or construction stage. There are 22 green buildings at toom Baumarkt DIY store (2024: 18). In addition, 50 BILLA and BILLA PLUS stores in Austria had Greenpass certification for their climate-resilient construction at the end of 2025. We intend to add a further 20 by the end of 2026.

Together with the Berchtesgadener Land dairy, we at PENNY are supporting farmers through the “Zukunftsbauer” (future farmer) project to help them make their farms more climate-friendly. For every “Zukunftsbauer” product sold, a contribution goes into the fund. Between 2021 and 2025, this amounted to around 2.6 million euros. Just under 700 measures relating to energy generation, storage and conservation have already been implemented on family-run farms in the Alpine region.



Full wind power ahead

We have been using certified green electricity in our stores, DIY stores, warehouses, and travel offices in Germany and Austria since 2008. We were the first food retailer⁷ in Germany to conclude a long-term Power Purchase Agreement for an offshore wind farm. Starting in 2026, 1,500 stores in Germany and Austria will be supplied with electricity from the Borkum Riffgrund 3 wind farm.

Further links:

Area of action: Climate protection [➔](#)

REWE and the NABU Climate Fund [➔](#)

Our guidelines [➔](#)

1 Scope: REWE and PENNY in Germany; deviations are explicitly stated.
2 Scope: REWE and PENNY in Germany and the REWE Group in Austria. Calculation method: The term “CO₂e” refers to the total sum of greenhouse gases whose values are converted into CO₂ equivalents in accordance with the “[Greenhouse Gas Protocol Product Life Cycle Accounting and Reporting Standard](#) [➔](#)” (GHG Protocol). The CO₂e emissions figures for the “REWE Bio+vegan” organic and vegan products are based on a calculation commissioned by REWE Zentral AG and carried out by ClimatePartner in accordance with the GHG Protocol, following the “cradle-to-customer plus waste” approach. For the sake of comparability, the calculations were based on 1 kilogram of goods, as the units sold may vary in size.
3 Scope: All consolidated companies of the REWE Group that were part of the group in 2023, including independent retailers in which REWE holds a stake.
4 For fresh poultry, pork and beef, shell eggs and drinking milk sold under the REWE and PENNY in Germany private label ranges.

5 Cocoa, coffee, palm oil, soya for animal feed, timber and paper, as well as fresh beef, with a cut-off date of 1 January 2020. Conversion relates to all valuable ecosystems. Scope: REWE and PENNY in Germany private label products.
6 Scope: REWE and PENNY in Germany, BILLA in Austria as well as toom Baumarkt DIY store.
7 See the [REWE Group press release](#) [➔](#) dated 20 September 2021.

Together for human rights and fairness

We aim to strengthen human rights, champion decent working conditions and promote fair trade in our supply chains.

Commitment

- In our Declaration of Principles, the REWE Group is committed to strengthening human and environmental rights and to preventing, minimising and remedying violations of these rights.
- In the Supplier Code of Conduct, we set out what we expect of suppliers with regard to human rights and environmental protection in the supply chain. This Code of Conduct must be observed when conducting business transactions with REWE Group companies.

Objectives

For all supply chains for the private label products of REWE and PENNY in Germany, as well as of toom Baumarkt DIY store, the DERTOUR Group, and the REWE Group in Austria

- We had set ourselves the target of improving access to grievance mechanisms by the end of 2025. We have achieved this goal. Read more about this in the [Successes](#) section.

In the supply chains of the private label products of REWE and PENNY in Germany, as well as toom Baumarkt DIY store

- we will integrate all strategic production sites and strategic suppliers into our Capacity Building Training Programme by 2030.¹
- we have been piloting approaches to ensuring living wages and incomes through the end of 2025, with a view to scaling them up if successful. We have achieved this goal too – see the section [Successes](#).

You can find more information on our objectives and their achievement in our overview of [Objectives and KPIs](#).

¹ A training programme to specifically reduce negative impacts along the supply chain.



Our measures¹

What we are doing specifically

Our actions are consistently geared towards ensuring respect for human rights in global supply chains. We comply with the requirements of the German Act on Corporate Due Diligence Obligations in Supply Chains (LkSG). Our human rights officer monitors and evaluates the status of implementation.



We collaborate with alliances, standards, initiatives and long-term partnerships such as amfori, Cotton made in Africa®, the “Forum Nachhaltiger Kakao” (German Initiative on Sustainable Cocoa) and the International Accord for Health and Safety in the Garment Industry. We are a member of the “Arbeitsgruppe des deutschen Einzelhandels zu existenzsichernden Einkommen und Löhnen” (German retail working group on liveable incomes and wages; Sustainable Agricultural Supply Chain Initiative, SASI).

The REWE Group supports the establishment of grievance mechanisms in relevant supply chains and we have been operating our own complaints channel since 2023. In addition, REWE in Germany is participating in the development of appellando, an initiative to develop an international grievance management system for retailers and their suppliers. appellando has been operating in the fruit and vegetable sector in Spain since 2024. In 2025, the system was also launched in South Africa and Italy.

We have defined guidelines with requirements and objectives based on risk analyses for focus raw materials such as coffee, cocoa, bananas and natural stone and therefore integrated social issues into our procurement processes:

- Suppliers, such as those supplying bananas or coffee, are obliged, through framework agreements and our **Supplier Code of Conduct** [↗](#), to respect human rights and comply with the ILO’s core labour standards.

- We source raw materials such as bananas, cocoa² and coffee from more sustainable production systems, and to this end we work in accordance with standards such as Fairtrade, Rainforest Alliance, Naturland and EU Organic. 100 per cent of the natural stone from China listed at toom Baumarkt DIY store are XertifiX PLUS-certified. Further information on this can be found in the “Successes” section and in the chapter **Objectives and KPIs**. When it comes to natural stone as a raw material, we work with independent experts from the NGO XertifiX, and the supply chain is fully traceable right back to the quarry.

We have set up a training programme for suppliers on the EcoVadis sustainability platform. Selected strategic suppliers have also completed an intensive EcoVadis training course. In our factory improvement training, we support strategic production sites, for instance, in establishing internal grievance mechanisms and training on topics such as health and safety, wages and working hours, and ethical Human Resources management with a focus on women. In addition, all food and non-food Tier 1 production sites in risk countries are integrated into our social improvement programme. 99.7 per cent of those sites have a recognised social audit (2024: 99.9 per cent).

Due diligence obligations under the German Act on Corporate Due Diligence Obligations in Supply Chains (LkSG) are enshrined in our **Supplier Code of Conduct** [↗](#) and are communicated to strategic suppliers. We keep our staff regularly informed about the key provisions of the LkSG – for example, via the intranet, as part of our combine-wide compliance training, or, for the purchasing departments at REWE and PENNY, via an internal e-learning programme.

The DERTOUR Group has been a member of Futouris e.V., the sustainability initiative for the German-speaking travel industry, since 2015. As part of this, projects are carried out, amongst other things, to minimise the impact on human rights. In addition, training courses on human rights due diligence within the tourism value chain are offered to partners.

Our successes¹

What we have already achieved

To implement our human rights due diligence obligations throughout the entire value chain, we regularly analyse the risks and adapt our measures accordingly (see chapter **Supply Chain**).

In 2025, we achieved our goal of improving access to grievance mechanisms within the supply chain: Through our participation in amfori working groups, the industry-wide “amfori Speak for Change” mechanism has been implemented and is already operational in Vietnam, Turkey, Bangladesh, Cambodia and parts of India; further countries will follow. In this way, we are supporting a consistent approach for production sites in high-risk countries.



We are committed to more sustainable cocoa farming, with the aim of continuously improving social, environmental and economic conditions in the producing countries. Fair remuneration for cocoa farmers is a key factor in this regard. In 2025, the REWE Group, in collaboration with a strategic private label supplier, launched a pilot project for six REWE and PENNY organic chocolate bars in Germany. The farm-gate price of the organic cocoa beans from Ecuador used in 2025 was at least equal to the reference price for a living income. An independent audit ensured that this price reached the cocoa farmers.

We had set ourselves the goal of working towards living wages through dialogue with standard-setting bodies, the industry and other stakeholders, and of supporting measures that improve living conditions in our raw material supply chains. In 2025, the focus was on cocoa, bananas and coffee. We have made significant progress in pilot projects and scaled up solutions:

- **Bananas:** Since 2021, we have been part of the pilot project run by the Sustainable Agricultural Supply Chain Initiative (SASI) retail trade group, and since 2025 we have been making a financial contribution to closing the income gap for 50 per cent of our private label bananas. This is passed on directly to the farms and workers via our suppliers.

- **Coffee:** A SASI pilot project was also launched here in 2025. The aim is to improve the income of coffee farms in Peru and Honduras through responsible sourcing practices and the professionalisation of producer organisations.
- **Cocoa:** We are actively involved in the retailers’ working group on a living wage within the “Kakaoforum” (Cocoa Forum). Since 2025, we have been working with partners in our private label supply chains to trial mechanisms for measuring and verifying living wages.

We have maintained partnerships for decades; for example, we have been working with Fairtrade since 1993. REWE now offers one of the widest ranges of Fairtrade products in Germany.

TRES – a strong partnership for secure supply chains:

The climate crisis is affecting agriculture in southern Europe. As around 20 per cent of our fruit and vegetable requirements are met by produce from Spain, we have been relying on the TRES producer programme for the fruit and vegetables we source through our subsidiary Eurogroup since 2020. Starting with four citrus growers in Valencia, TRES now also supplies leafy vegetables and stone fruit, for example from Catalonia. Five pillars – social responsibility, biodiversity, fertilisation, plant protection, and water and energy – strengthen the resilience of farms. In line with its commitment to human rights due diligence, TRES also supports access to effective, low-threshold grievance mechanisms – for example, via appellando. By 2028, the programme is set to cover all fruit and vegetable groups. In this way, we contribute to quality assurance, healthcare provision and environmental responsibility.

Further links:

Supplier Code of Conduct [↗](#)

Our guidelines [↗](#)

Declaration of Principles on Human Rights [↗](#)

¹ Scope: In the supply chains of the private label products of REWE and PENNY in Germany, as well as toom Baumarkt DIY store, deviations are explicitly stated.

² For chocolate products, instant cocoa, nut nougat spreads and sweet biscuits, the cocoa used by REWE and PENNY in Germany, as well as by Lekkerland (exclusively for sweets here) has been 100 per cent Fairtrade-certified since 2018; at the REWE Group Austria, this is almost entirely the case. The target is 100 per cent.

Together for sustainable consumption

For over 15 years, we have been integrating sustainability aspects into our business and implementing measures that help consumers make informed and more sustainable purchasing decisions.

Commitment

- With several million customer interactions each week, we at the REWE Group feel a particular sense of responsibility: we ensure transparency on relevant sustainability issues, thereby helping customers to make informed purchasing decisions.
- Our aim: to conserve resources and enhance transparency – through concrete measures.

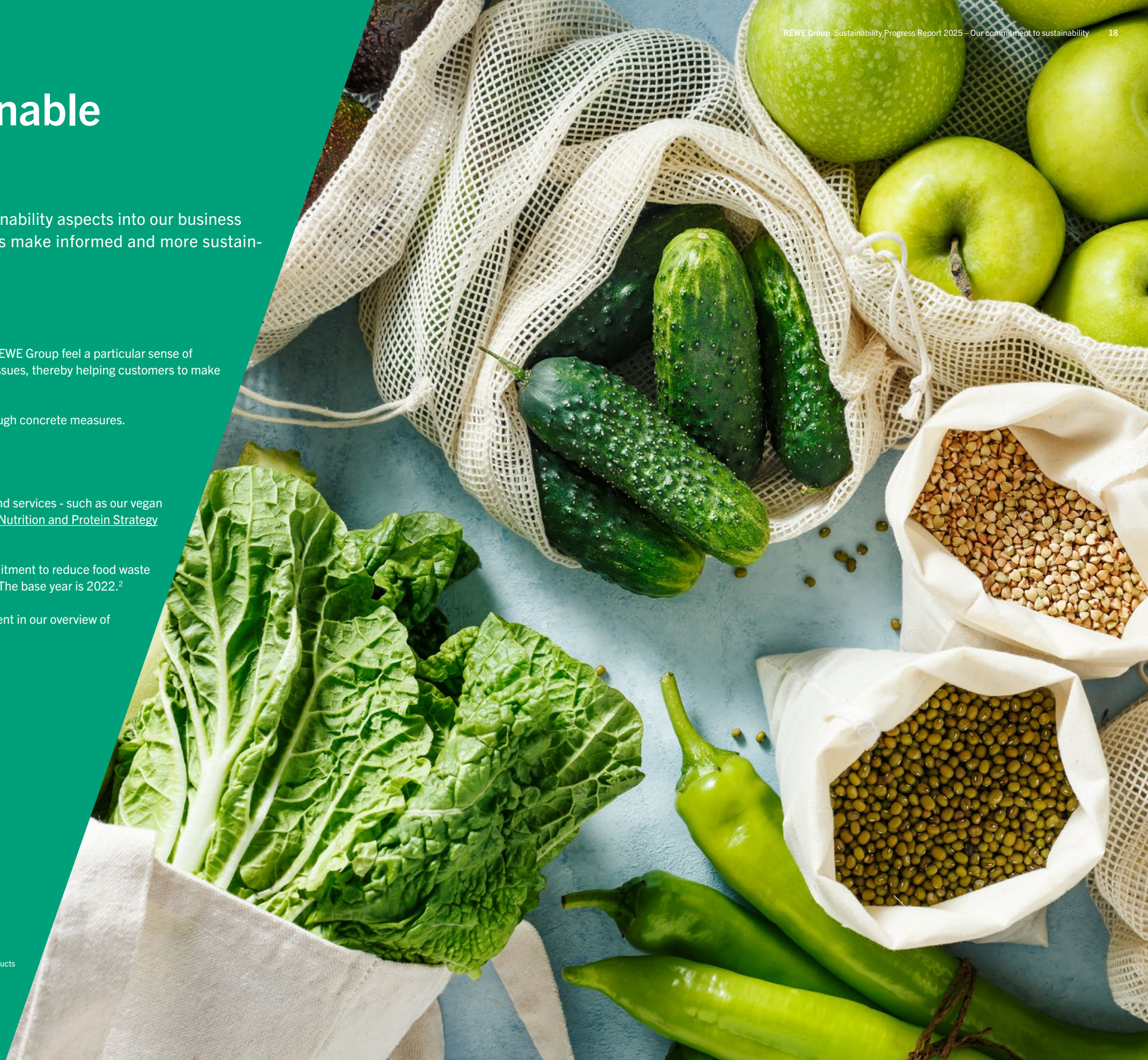
Objectives

- We are continuing to expand our range¹ of sustainable products and services - such as our vegan and organic product ranges (see focus topics [Climate Protection](#), [Nutrition and Protein Strategy](#) and [Organic and Regionalism](#)).
- By joining the Pact Against Food Waste in 2023, we made a commitment to reduce food waste in our stores by 30 per cent by 2025 and by 50 per cent by 2030. The base year is 2022.²

You can find more information on our objectives and their achievement in our overview of [Objectives and KPIs](#).

¹ Scope: All processed private label products from REWE and PENNY in Germany. Private label products that are not subject to labelling are not relevant.

² Applies to REWE and PENNY in Germany, all product ranges.



Our measures¹

What we are doing specifically

We enable consumers to make informed purchasing decisions through transparency, labelling and communication tailored to specific target groups.



The REWE Group takes sustainability considerations into account when developing its product ranges, including through collaboration with FoodTech start-ups, regular reviews of nutritional values in private label recipes, a gradual shift towards recognised dietary guidelines such as the Planetary Health Diet, and the expansion of our plant-based product ranges. Further information on how to achieve a balanced diet and on the expansion of plant-based products can be found in the chapter [Nutrition and Protein Strategy](#).

We reduce food waste by using forecasting systems and by giving away food that is no longer saleable, but still edible to partners such as food banks (see [Successes](#)). Furthermore, under the “Naturgut Bio-Helden” (organic heroes) brand, we market organic fruit and vegetables that may have cosmetic imperfections at PENNY in Germany, as well as “Wunderlinge” at BILLA, BILLA Plus, PENNY, ADEG and Sutterlüty in Austria. In 2025, PENNY in Germany began selling pineapples without their crowns in order to reduce transport emissions. The fruit is sold in the markets without the green leaves – this saves space and weight, and thus reduces carbon emissions, without compromising on quality or flavour. Furthermore, in the region of origin, the crown is reused as a natural fertiliser and for growing new fruit.



Since the beginning of 2025, our employees have had the opportunity to gain insights into the everyday lives of local producers through our new practical programme “**Agricultural Academy** ➔” run by the Competence Centre for Agriculture. This training and direct dialogue promote mutual understanding and customer advice in the shops.

As part of its “Bewusst Reisen” (Conscious Travel) programme, the DERTOUR Group is awarding more sustainable offers from the tour operators DERTOUR, ITS and Meiers Weltreisen with the “engage – people & planet” logo, which depicts a dark green leaf in the shape of a heart. This label identifies hotels that are certified according to the internationally recognised sustainability criteria of the Global Sustainable Tourism Council (GSTC). The catalogue portfolio includes around 2,050 hotels (2024: 1,800) with the “engage” logo. Furthermore, the DERTOUR GROUP has been a member of Futouris e.V., the sustainability initiative for the German-speaking travel industry, since 2015. As part of this initiative, projects aimed at reducing food waste, amongst other things, are being carried out.



Making sustainability tangible

We communicate regularly on sustainability, for example through campaigns promoting regional animal welfare and local suppliers, such as the “Good Food” initiative at BILLA in Austria. In 2025, REWE in Germany, together with partners such as Oatly, Berief, and vly, launched a petition titled “Gleicher Steuersatz für Pflanzendricks” (Equal Tax Rate for Plant-Based Beverages), calling on the German Bundestag to tax plant-based milk alternatives – such as oat, soya, and pea beverages – at the reduced value-added tax rate of 7 per cent in the future – to promote greater fairness, sustainability, and freedom of choice. As in the previous year, toom Baumarkt DIY store once again highlighted in its stores in 2025, amongst other things, how its customers can build and live in a way that is free from harmful substances. The topic of healthy living was discussed in cooperation with Blauer Engel (Blue Angel).

Our successes¹

What we have already achieved

With our commitment – also together with partners – we are driving the transformation in society.



In 2025, an annual average of 98 per cent of groceries were sold at REWE and PENNY in Germany. Any food that can no longer be sold but is still safe to eat has been donated free of charge by REWE since 1996 and by PENNY since 2007 to food banks at over 980 locations or to partners such as foodsharing e. V. Since 2023, we – together with REWE and PENNY in Germany – have been partners in the Federal Ministry of Agriculture’s Pact Against Food Waste, which sets out ambitious targets – including a 30 per cent reduction in food waste by 2025 and a 50 per cent reduction by 2030. In 2025, the REWE Group in Austria donated more than 25 million meal equivalents² from its BILLA, BILLA PLUS (over 23 million) and PENNY stores (over 2 million) to charitable organisations. In addition, PENNY in Austria features the Austrian Federal Ministry’s “Lebensmittel sind kostbar!” (Food is precious!) logo on its private label fresh produce and in accompanying promotional materials. In addition, “Rettersackerl” bags are available: at PENNY for fruit and vegetables, and at BILLA also for bread and pastries.

In 2025, the REWE Group in Austria – at BILLA, BILLA PLUS, BIPA, PENNY and ADEG saved over 90,000 rolls of receipt paper – equivalent to over 8,400 kilometres of receipt paper – by introducing digital receipts via the “jō Bonus Club” app.

Support for the NABU Climate Fund

REWE raises customer awareness of the importance of moors for climate protection. Over 1,500 products from REWE Bio and REWE Beste Wahl carry the NABU climate protection label – and every purchase supports the NABU Climate Fund. This meant that, by the end of 2025, around 18.91 million euros (2024: 12 million euros) could be allocated to the rewetting of peatlands – see also the focus topic [Climate Protection](#).

Together with YouGov, we have relaunched the 2025 study “**Nachhaltiger Konsum** ➔” (Sustainable Consumption) to re-analyse the drivers of, and barriers to, more sustainable purchasing decisions. In doing so, we focus in particular on relevant factors within the product ranges of organic, vegan alternatives and regional produce. The most recent study showed that more sustainable food continues to be a trend across all generations – even though this trend had recently slowed down for economic reasons.



Further links:

Area of action: Climate protection ➔

Our guidelines ➔

Study on sustainable consumption ➔

Sustainability at the REWE Group ➔

¹ Scope: supply chains of REWE and PENNY in Germany private label brands; deviations are explicitly stated.

² The number of meals is calculated based on the weight of the surplus food donated to charitable organisations. The weight divided by 0.42 (0.42 kg is equivalent to approximately 1 meal) gives the number of meal equivalents.

Together for organic and regionalism

We want to appeal to our customers by offering them a diverse range of organic, regional and local products and are thus continuously expanding our range of sustainable products.

Commitment

- We act responsibly and conserve resources to help safeguard the regenerative capacity of the natural resources we use.
- We take responsibility and create the right conditions for local business.

Objectives

- Our strategic objective is to expand our range of organic products as well as regional and local items. This is how we are playing our part in the national organic strategy.
- We want to promote local value creation through the continuous expansion of regional products.
- Together with REWE, we aim to achieve the highest share of organic sales in the German food retail sector by 2030, steadily increase the number of REWE Bio products, and further strengthen our partnerships with industry associations.

You can find more information on our objectives and their achievement in our overview of [Objectives and KPIs](#).



Our measures¹

What we are doing specifically

Organic and regional products are key pillars of our sustainability and assortment strategy. We are therefore working to systematically expand our range and clearly label the origin and certification of our products.



We work in partnership with recognised organic certification bodies. In Germany, REWE began working with the association Naturland back in 2009, with PENNY joining in 2023. REWE has also been a member of the association “Demeter” since 2020. Since December 2025, REWE has been working in partnership with the Bioland eco-association (“Öko-Verband Bioland”) to further expand its range of organic products. Furthermore, REWE joined NABU’s “Gemeinsam Boden gut machen” project back in 2021; this initiative has been helping farmers to transition from conventional to organic farming since 2015. In 2025, the project was actively working with 12 farms. A total of 131 farms have participated in the project since 2015 (2024: 119).

We support regional producers and suppliers in Germany, for example, with the “REWE Lokal-Partnerschaft” local partnership model for fruit and vegetables, dairy products, meat and sausage. REWE and PENNY are committed to working closely with local businesses and fostering long-term, partnership-based supply relationships.²

The “Gutes aus Deutscher Landwirtschaft” (Good Things from German Agriculture) (GDL) mark of origin denotes products produced and processed in Germany. Since 2024, we have been using it at REWE and PENNY for meat, fruit, vegetables, potatoes, mushrooms, eggs, milk and dairy products.

The nationwide “REWE Regional” brand for regional products has been indicating the region of origin on packaging since 2012. Since May 2023, PENNY has had the regional brand “Marktliebe Regional” for regional fruit and vegetables, and, since the end of 2023, the sales line has been selling regional meat under the “Mühlenhof Regional” brand with over 80 items (2024: 80). In 2024, regional eggs were added under the “Columbus Regional” brand. From 2014 to the end of 2025, we have labelled a total of 1,746 items³ at REWE and PENNY in Germany (2024: 1,708) with the “Regionalfenster” seal.

At BILLA, BILLA PLUS, Sutterlüty and ADEG in Austria, we support local partnerships with our regional private label range of fruit and vegetables, “Da komm ich her” (I come from here).

Appreciation within the value chain

We achieve this through our tripartite agreements, in which all partners – namely the agricultural sector, industry and food retailers – sit down together and negotiate terms and conditions on an equal footing. The aim is to create greater transparency and planning certainty for the entire supply chain – and for domestic agriculture in particular – by establishing clear parameters for costing and pricing, while complying with legal requirements. In 2026, as part of International Green Week, the first tripartite agreement on vegetable cultivation was signed between the REWE Group, Landfrisch AG and producers. In December 2025, PENNY entered into a tripartite agreement with the Molkerei Berchtesgadener Land dairy and Bavarian producers; in January 2025, a similar agreement was concluded between REWE, Tönnies Lebensmittel and farmers from Schleswig-Holstein, as well as the “Landbauern Schwein” (rural pig farmers) programme, in accordance with husbandry system 3. In October 2024, the first tripartite contract in the milk sector⁴ in Germany was concluded with PENNY and the cooperation “Die faire Milch x Milprima ↗” (The fair milk x Milprima).

Our successes¹

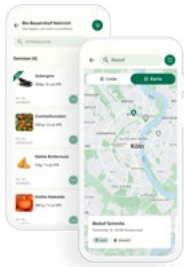
What we have already achieved

By expanding our range of certified organic and regional products, we are meeting the growing demand.



In Germany, no other food retailer besides REWE offers more varied private label products in Naturland quality or that of any other organic association. Almost half of the REWE Bio organic product range is Naturland-certified.

Our “Loql” app, which was rolled out nationwide in 2024, supports regional collaboration between retailers, farmers and manufacturers. In 2025, Loql took third place at International Green Week in the Regional Star Award 2025 in the “Retail Partnerships” category – in recognition of the digital networking of regional supply chains by REWE and Loql.



Following the significant 24 per cent growth in organic sales between 2023 and 2024, Lekkerland was largely able to maintain that level. Despite the challenging market conditions, organic revenue fell only slightly, by 4.85 per cent, between 2024 and 2025. At 378 items, the organic range was exactly the same as in 2024.

The range of organically grown plant products at toom Baumarkt DIY store at the end of 2025 comprised 317 products (2024: 338).

Organic Diversity

With just under 3,200 products for REWE and over 800 products⁵ for PENNY, we offer the widest selection of organic products in the German food retail sector and, with REWE Bio, also stock the largest organic private label range (around 1,100 items) (as at the end of 2025). We market vegetables from leading regional organic greenhouses in Germany, including the geothermally heated Steiner organic greenhouse in Kirchweidach. By the end of 2025, PENNY was able to increase its organic revenue across all product groups by more than 3.8 per cent (2024: 8.5 per cent). More than 500 items⁶ are from PENNY’s private label range, Naturgut. It stands for high-quality food from organic farming – certified to at least EU organic standards, and predominantly sourced from local producers.



Further links:

Regionalism at the REWE Group ↗

Guideline on organic products ↗

1 Scope: supply chains of REWE and PENNY in Germany private label brands; deviations are explicitly stated.
2 Latest figures from 2024: REWE and PENNY collaborate with around 33,000 local producers; 49 local partnerships for drinking milk and dairy products in 331 stores; collaboration between retailers and around 850 farms in the asparagus and strawberry sectors.
3 Includes all registered ‘Regionalfenster’ products, including regional and seasonal items, as at June 2025.
4 See also “Fair Milch x Milprima ↗” in Competence Centre for Agriculture.

5 Listings, promotion and seasonal listings in 12 months.
6 Spread over a year, across the standard, seasonal and promotional ranges.

Together for the circular economy

We are committed to using resources efficiently and to further developing concepts for the reuse and recycling of packaging and products.

Commitment

- We are committed to the responsible use of natural resources such as soil, air, water and raw materials.

Objectives

- We strive to reduce the consumption of resources in the value chain of our products through circular economy and thus make a positive contribution to the environment and climate protection.
- By the end of 2030, we aim to make 100 per cent of all private label packaging at REWE, PENNY and toom Baumarkt DIY store in Germany, as well as BILLA, BILLA PLUS, PENNY and ADEG in Austria more environmentally friendly.

You can find more information on our objectives and their achievement in our overview of [Objectives and KPIs](#). Please also read our guideline on “**More eco-friendly packaging ➊**”.



Our measures¹

What we are doing specifically

Our circular economy strategy for REWE and PENNY in Germany and toom Baumarkt DIY store relies on the three principles of Reduce, Reuse and Recycle.



Through our own initiatives and in collaboration with partners, we develop solutions and standards for recyclability, digitalisation and the use of recycled materials, for example with NABU, the GS1 international standards development network, the global industry network Consumer Goods Forum, and, since July 2025, with the Forum Rezyklat. Since September 2025, we have also been a member, alongside BILLA in Austria, of the “Verpackung mit Zukunft” (Packaging for the future) initiative, with the aim of working together to promote sustainable packaging solutions.

Since 2023, we at REWE have been the first food retailer in Germany² to use the open, scalable “Einfach Mehrweg” (Simply reusable) system for reusable takeaway packaging, with returns via reverse vending machines – and in the same year, the statutory requirements for reusable takeaway packaging also came into force. Lekkerland has also been using the system since 2023. In 2025, the system was expanded to include more washing stations and was integrated into the convenience shops. The system was awarded the 2025 German Sustainability Award for Products.

**EINFACH
MEHRWEG**

We are working across the entire value chain to reduce, improve and make packaging more sustainable. We

- are reducing packaging material – for example, by doing away with plastic lids – and increasing the average share of recycled material in packaging, whether for drinks, drugstore products or paint buckets.

- are trialling reusable and zero-waste solutions in pilot projects – for example, with zero-waste stations at REWE in Germany in 2024 or, since 2025, in Austria. They demonstrate how crucial factors such as customer acceptance, environmental assessment and cost-effectiveness – as well as technological requirements – are to their scalability.
- are aligning our processes with the new requirements of the EU Packaging and Packaging Waste Regulation (PPWR), which will come into force on 12 August 2026.



Reusable packaging requires political support

Reusable packaging can reduce resource consumption and the environmental impact of packaging. Appropriate framework conditions are needed to establish reusable alternatives. We set out what prerequisites could be required in a **position paper** [↗](#) together with NABU in 2023. For example, the standardisation of reusable containers and comprehensive pool reusable systems could be used to further develop ecologically beneficial, customer-friendly reusable systems that can be implemented in retail.

Our successes¹

What we have already achieved

For packaging, the focus is on reusable and unpackaged products.



At toom Baumarkt DIY store, 822,050 (2024: 785,424) single-use plant pallets were replaced with reusable ones in the plant department in 2025.

Since April 2020, REWE has been reducing the use of plastic in organic fruit and vegetables across Germany, gradually where possible; we are also continuously exploring alternative packaging options in order to save on materials and close the loop. Since 2021, the REWE Group in Austria has been offering fruit and vegetables under its own-brand ranges “Ja! Natürlich” and “Echt B!O”, predominantly sold loose or in packaging designed to minimise material use and maximise recyclability. In addition, we regularly review our use of raw materials and our packaging design with a view to implementing improvements.



We have achieved our target of using 20 per cent less plastic in private label packaging by 2025 compared to 2015 ahead of schedule. In 2025, we were at -25.3 per cent (2024: -22.3 per cent).

Delivery in reusable deposit bags

Since June 2024, we have been delivering REWE delivery service orders in Germany in reusable deposit bags. These are made predominantly from recycled material (at least 70 per cent, excluding handles and printing film). This saves 40 million paper bags every year.



Further links:

Area of action: Packaging [↗](#)

Reusable packaging requires political support [↗](#)

Guideline on Circular Economy [↗](#)

Guideline on more eco-friendly packaging [↗](#)

¹ Scope: REWE and PENNY in Germany; deviations are explicitly stated.

² See REWE Group [press release](#) [↗](#).

Together for more biodiversity

We integrate the protection of biodiversity into our procurement processes and product ranges.

Commitment

- We are committed to the goals of the UN Convention on Biological Diversity.
- We integrate biodiversity aspects into our sustainability management through our membership of the “Biodiversity in Good Company” initiative and the “Food for Biodiversity” association.

Objectives

- Within our supply chains, we are committed to promoting biodiversity in regional open-air fruit and vegetable cultivation, and we report on the scale and progress of these efforts annually.
- Through the “Blühendes Österreich” (Austria in bloom) foundation, we support measures to protect threatened ecosystems and biotopes, thereby contributing to the goal of conserving and/or improving a total of 20 million square metres in Austria by 2030.

You can find more information on our objectives and their achievement in our overview of [Objectives and KPIs](#).



Our measures¹

What we are doing specifically

Through biodiversity measures in selected supply chains and projects, we are working to conserve natural resources, create habitats for biodiversity and restore damaged ecosystems.



We source selected raw materials in accordance with certified standards such as organic, Rainforest Alliance or Marine Stewardship Council (MSC), and label them transparently.

We rely on cooperation. With our partner NABU, we have been supporting farmers since 2021 in converting to organic farming with the project “Gemeinsam Boden gut machen” (Making up ground together) (see focus topic [Organic and Regionalism](#)). Additionally, REWE has been working with the NABU Climate Fund (see focus topic [Climate Protection](#)) since 2022 to promote the rewetting of peatlands in Germany, which offer a habitat for many animal and plant species and act as a carbon sink.

In our biodiversity project, we have been working with farmers since 2010 to increase the diversity of habitats on conventional fruit and vegetable farms – for example, by creating wildflower strips (see [Successes](#)). By the end of 2025, roughly 79,000 (2024: 78,800)² trees, hedges and shrubs had been planted and more than 28,800 (2024: 27,700) nesting boxes and aids for birds, bats and insects had been installed.

At REWE and toom Baumarkt DIY store, we sell plants that have been assessed by an expert as sources of pollen for honeybees, bumblebees and wild bees, and nectar plants for butterflies. At the end of 2025, the product range comprised 198 items (2024: 145).



We are reducing the pesticide levels in fruit and vegetables sold by REWE and PENNY in Germany, as well as in plants sold by toom Baumarkt DIY store, and we do not use products containing glyphosate. At REWE and PENNY, we are adding 27 active ingredients – based on the proposal of the European Chemicals Agency (ECHA) to regulate PFAS as a plant protection product – which we are banning or limiting to a maximum of 25 per cent of the legal maximum values. We also set specifications on the use of pesticides included on the list of particularly critical active substances of the Pesticide Action Network (PAN; March 2021), and the list of PFAS of the ECHA, and work with standards such as GLOBALG.A.P., Rainforest Alliance or Fairtrade. In 2020, following an external pesticide risk assessment, toom Baumarkt DIY store switched its range of pesticides to alternatives with a lower assessed risk. Since 2024, new products have been assessed using this procedure before being added to the range.



We set new standards

We are a founding member of the “Food for Biodiversity” association. This industry-wide alliance aims to tighten biodiversity standards in the food sector, extending them right back to the upstream value chains.



Our successes¹

What we have already achieved

Our private-label products are a key lever for protecting biodiversity.



Between 2010 and the end of 2025, as part of our biodiversity project, we have created or maintained over 22.6 million square metres (2024: 18 million) of wildflower strips³ in Germany. The “Blühendes Österreich” (Austria in bloom) biodiversity foundation – named Austria’s Foundation of the Year in 2025 – has, since it began its work in 2015, helped to preserve or improve ecosystems and habitats across more than 15 million square metres (2024: 13 million) through targeted funding programmes, nature-friendly management, scientific monitoring and educational initiatives. The total is expected to reach 20 million square metres by 2030.

In 2025, BILLA and the Foundation, in collaboration with BirdLife Austria, launched the new fundraising initiative “Dein Pfand fürs Land” (Your deposit for the countryside): Since May, customers at around 1,250 BILLA and BILLA PLUS stores have been able to donate their deposit when returning empty bottles and cans, thereby actively contributing to nature conservation in Austria. As a result, the first “Wilde Weiden” wild meadow project in the Weinviertel will receive 395,000 euros for the sustainable grazing of 250 hectares of natural land.



As of the end of 2025, we cooperate with over 455 (2024: over 540) fruit and vegetable farms to promote biodiversity.

All conventional bananas and pineapples at REWE and PENNY in Germany are certified by Rainforest Alliance or Fairtrade, and some are also certified organic. At Lekkerland, this also applies to bananas; in the case of pineapples, however, other, higher-standard social criteria are applied in addition to these certifications.

As early as 2015, toom Baumarkt DIY store decided to remove all products containing glyphosate and pesticides particularly harmful to bees from its range; in 2020, it also became the first German DIY store to commit to continuously reducing the use of synthetic chemical pesticides and gradually phasing them out of its range. The REWE Group in Austria is reducing pesticide levels in conventionally grown fruit and vegetables through its Pesticide Reduction Programme (PRP), which has been in place since 2002 in partnership with the environmental organisation GLOBAL 2000.

Our potting compost is peat-free

Since 2024, REWE and PENNY in Germany have been selling only peat-free potting compost; the same has applied to toom Baumarkt DIY store since the start of 2025.

Further links:

Area of action: Biodiversity ➔

Our guidelines ➔

¹ Scope: supply chains of REWE and PENNY in Germany private label brands; deviations are explicitly stated.
² The previous year’s figure has been revised downwards by 11,233 copies compared with the year before due to a recording error. The slight decline, with planting volumes remaining the same as in 2024, is largely attributable to this adjustment. In addition, there were isolated losses due to drought and deforestation.

³ Details of flowering areas that have ever been created, upgraded or maintained since the project began in 2022, some of which are not permanent. By 2025, around 7 million square metres of this will still remain (2024: 6.8 million). Part of the increase compared with 2024 is due to a revised calculation by individual project partners.

Together for greater animal welfare

We ensure that our product ranges comply with animal welfare requirements. We define verifiable requirements for products of animal origin.

Commitment

- We adhere to recognised animal welfare standards and work with suppliers in specific product categories to implement them (see [Guideline on Animal Welfare ↗](#)).

Objectives

- By the end of 2030, we aim to transition our range of fresh meat^{1, 2} – comprising beef, chicken, turkey and pork – as well as our drinking milk range, to at least husbandry system 3 or higher.
- We aim to convert at least 30 per cent of our private label fresh chicken meat to at least husbandry system 3 by 2026.³
- We have achieved our target of bringing our portfolio at the DERTOUR Group into line with the requirements of the DERTOUR Group Animal Welfare Guideline by the end of 2025. For more information on implementation, see the “Successes” section.

You can find more information on our objectives and their achievement in our overview of [Objectives and KPIs](#).

¹ Self-service and service counter, including (regional) meat programmes.

² Including unprocessed frozen chicken.

³ The target was introduced in 2025 and a new target value will now be set for it each year until 2030. This depends on the extent to which the targets were met in the previous year.



Our measures¹

What we are doing specifically

We set clear requirements for suppliers, implement animal welfare requirements that go beyond existing standards and initiatives, and trial scalable approaches with our partners.



We are committed to improving animal welfare standards, for example, as a founding member of Initiative Tierwohl (Initiative for Animal Welfare) in Germany. The initiative covers 898 million farm animals each year, subject to defined husbandry system. The retail sector’s animal welfare labelling scheme, which arose from the initiative, was expanded from four to five levels in 2024 (from Level 1 “Barn” to Level 5 “Organic”) – REWE and PENNY in Germany had made this change visible on their products nationwide by the end of 2025.

In addition to the requirements of husbandry system 3, we take further criteria into account in our animal husbandry systems. These include, in particular, supplier requirements regarding CO₂ stunning in the fresh poultry meat supply chains. We have drawn up our roadmap for achieving our objectives and are constantly working to refine it and to achieve our objectives (see chapter [Objectives and KPIs](#)).

We are gradually switching our fresh meat to higher animal welfare standards – for example, at REWE:

- By the end of 2025, all of the approximately 374 service counters in Bavaria were stocking mainly fresh meat² from husbandry systems 3, 4 and 5.
- As regards the beef range, the West and North regions have switched to at least husbandry system 3 in the majority of their stores.

- As regards the range of poultry products at the service counter, the Northern Region has switched to at least husbandry system 3 in the majority of its stores.
- As regards fresh turkey meat, all regions have switched to at least husbandry system 3 at their service counters. Only Level 3 animal welfare products are sold at the self-service counter, with the exception of the Southern region.

We are expanding our organic and regional product ranges (see focus topic [Organic and Regionalism](#)), as well as plant-based alternatives (see focus topic [Nutrition and Protein Strategy](#)), and report on the volumes annually.

We are trialling new approaches with a focus on animal welfare. As part of our dual-purpose chicken project, which was launched in the South-West region in 2023, organic eggs from chickens that are also reared for meat are being sold. Since 2024, these organic eggs have been tested for suitability for the REWE Bio brand at 189 REWE stores in Baden-Württemberg and the Palatinate.

At the DERTOUR Group,

- we verify provider adherence to established animal welfare standards. Following a portfolio analysis in 2023, we carried out around 70 document-based audits in 2025 based on the resulting risk profiles.
- for example, through the project “Tiere für Tiere” (animals for animals) in Pilanesberg National Park in South Africa, we support the use of wildlife tracking dogs to combat poaching, and we also support our project partner DEKAFOK, which is committed to the protection of sea turtles in Turkey.

Animal welfare schemes with higher husbandry systems

In Germany, Austria and France, we are implementing animal welfare programmes which set out higher standards for animal husbandry systems. There are a total of 37 (2024: 34) programmes for husbandry systems 3, 4 and 5. Of these, 23 (2024: 20) programmes have a regional focus, which can help to reduce transport distances.

Our successes¹

What we have already achieved

We use KPIs to continuously monitor the efficiency of our measures in order to anchor animal welfare in our supply chains and promote it at the holiday destinations of the DERTOUR Group.

Since 2009, we have been promoting animal welfare in our organic supply chains through our partnership with Naturland.

The minimum requirements for our suppliers are set out in our **Guideline on Animal Welfare** [↗](#); further requirements are defined and documented as part of the source-to-contract process. In Germany and Austria, we exclude goose and duck meat from live-plucking and force-feeding operations for our private label products, in accordance with a negative list set out in the Guideline on Animal Welfare. At BILLA in Austria, organic and “Fair zum Tier” (Fair to the animal) product ranges meet defined animal welfare standards. This includes, for example, straw-bedded resting areas and the use of GMO-free feed in accordance with the standards in force in Austria; where available, preference is given to products of European origin. The same applies to meat products under the “Ja! Natürlich” private label range in Austria: the animals are fed exclusively on GMO-free feed sourced from Europe. Compliance with the requirements is verified through audits and on-farm inspections carried out by external, accredited inspection bodies.

At BILLA PLUS and BILLA in Austria, the fresh meat sold at the service counter has been switched to products with organic certification or which at least meet the “Fair zum Tier” (Fair to the animal) criteria. The “Fair zum Tier” programme sets out requirements that go beyond the legal requirements in Austria.

100 per cent of our drinking milk from pasture-fed animals³ is certified by Pro Weideland, the animal welfare label “Für Mehr Tierschutz” (For More Animal Welfare) or Naturland.

100 per cent of the free-range and organic eggs sold at REWE are sourced from Germany.

Our private label fresh pork comes mainly from Germany (5xD⁴), whilst our fresh milk comes mainly from Germany and Austria. The REWE Group in Austria is the only food retailer in the

country to offer fresh meat sourced entirely from Austria⁵ at its BILLA and BILLA PLUS stores.

The DERTOUR Group completely removed elephant rides from its programme already in 2019. Furthermore, from November 2025, the DERTOUR Group will no longer offer any activities involving direct contact between people and marine mammals – such as swimming with dolphins. Shows in which animals are forced to behave unnaturally are also no longer part of the programme.



From the pure value chain to the appreciation chain

It is with this vision in mind that we shape our partnership with the agricultural sector. To bring this vision to life, we launched the Competence Centre for Agriculture in January 2023 – a specialist panel comprising experts from academia, the field and the processing sector, which, amongst other things, focuses intensively on the issue of animal welfare. For further information on this, see the chapter [Sustainable Corporate Governance](#).

Further links:

Area of action: Animal welfare [↗](#)

Guideline on animal welfare [↗](#)

1 Scope: supply chains of REWE and PENNY in Germany private label brands; deviations are explicitly stated.

2 For beef, pork, chicken and turkey.

3 Pasture farming according to the criteria of the respective standards for REWE and PENNY in Germany.

4 Except organic, REWE “Feine Welt”, Butcher’s, foreign specialities, pork fillet, by-products.

5 Chicken, turkey, pork, duck, goose, lamb, beef, veal, game; 100 per cent born, reared and processed in Austria.

Focus on our employees

Committed and qualified employees are crucial to the success of our company. We are therefore implementing measures to promote satisfaction, motivation and team spirit.

Commitment

- We are committed to ensuring a discrimination-free workplace for our employees and offering equal opportunities to all regardless of origin, gender, age, sexual orientation, religion or disability.
- We create the conditions that help employees achieve an appropriate work-life balance.
- We promote the health of our employees through preventative and supportive initiatives.
- We offer opportunities for professional and personal development.

Objectives

We originally set ourselves the following targets to be achieved by 2025. As we have not yet fully achieved them, we are continuing to pursue them and extending the timeframe to 2030. We want to

- achieve gender parity (50:50) in leadership positions (executives and top management).¹
- increase the share of internal appointments to executive positions to 80 per cent.²
- reduce the number of accidents to 43.5 accidents per 1,000 full-time equivalents.³

By extending our timeframe for achieving these targets until 2030, we continue to systematically implement and refine the existing measures as needed.

We have achieved our targets of maintaining the share of jobs held by people with disabilities at a minimum of three per cent of the workforce by 2025, and of maintaining or increasing our apprenticeship rate to at least 5.4 per cent. We are also extending these targets until 2030.

You can find more information on our objectives and their achievement in our overview of [Objectives and KPIs](#).

¹ The target of 44.9 per cent had not yet been achieved by 2025, as women predominantly move into leadership positions via internal career paths, and this takes time. However, we are on the right track and are creating the right conditions to open up career progression for more women. We will continue to pursue this objective systematically.

² Unlike last year, the internal recruitment rate was calculated this year at management level due to a change in the system. Instead of 71.5 per cent, we therefore achieved 72.2 per cent in 2024. Nevertheless, we did not achieve our target of 74.8 per cent in 2025. This is attributable to structural changes in the labour market, a rise in applications from outside the organisation, higher skill requirements and demographic factors. We are continuing to strengthen internal development, professionalising succession planning and removing barriers to advancement for internal talent.

³ The accident rate rose from 50.3 per cent to 51 per cent in 2025, as high levels of sick leave, additional workload on staff and an increased need for induction training disrupted existing routines. Existing prevention and safety measures have been reviewed and further developed in order to improve health and safety at work and to reduce accident figures again in the medium term.

Our measures¹

What we are doing specifically

We pursue a strategic approach to Human Resources management, featuring employee-focused initiatives, high standards in occupational health and safety, training opportunities and measures to foster a sense of appreciation.



We want to promote diversity within our company. That is why, in May 2025 – Diversity Month – we held our interactive diversity conference, which attracted just under 1,500 registered staff members. Staff from the German sales divisions are also actively involved in the “Diversity” network, promoting diversity and anti-discrimination, whilst over 1,400 female colleagues exchange ideas via the f.ernetzt women’s network (as at the end of 2025).

Through our online platform and app “Gemeinsam.topfit” (Together in top shape), we currently offer about 90,000 registered employees access to health programmes, preventative courses and challenges, in partnership with DAK Gesundheit. In 2025, the focus was on mental health, well-being in the workplace and cancer prevention. Over 3,800 colleagues ordered a bowel cancer screening kit as part of a cancer prevention campaign. The anonymised results are analysed within the occupational health management system. In October 2025, the REWE Group also launched a pilot project through which staff can be referred to outpatient psychotherapy: “MeinMentalHealthCoach” (MyMentalHealthCoach).

STEPs – Strengths-based development planning

By the end of 2025, STEPs had been fully rolled out across our SuccessFactors system – including the sales and logistics departments. We are now fostering a strengths-based mindset amongst a large proportion of our German workforce and actively encouraging a willingness to embrace change. Other national and international entities, such as the DERTOUR Group, PENNY International and BILLA, are also implementing STEPs. In addition to system integration, we have developed a comprehensive range of training and information programmes that bring STEPs’ culture and mindset to life.

With the project “GO!” – Group Opportunities – we have been creating transparency about development opportunities within the REWE Group since 2024 through an internal job market.

We offer 25 training options. Provided the required standard is met, a guaranteed placement is provided. We are currently training 10,879 (2024: 10,588) young people in Germany. Of these, 5,195 apprentices (2024: 4,856) began their apprenticeships in January 2025 (up to and including September).

The “Job-Turbo” initiative, launched in 2023 by the government coalition in power at the time, aims to integrate refugees into the labour market more quickly. As a company with colleagues from more than 150 countries, we support the initiative and work in partnership with politicians and job centres. Pilot projects enabled further recruitment, including in logistics and in stores in the Western Region. The share of Ukrainian colleagues continued to rise in 2025.



We are DITO (different together)

Our queer network, DITO, has been in existence for twelve years and aims to promote tolerance and acceptance of LGBTIQ+ people in the workplace. The number of members – just under 700 in 2025 – and over 1,400 social media followers is growing steadily. DITO organises various events and enables people to take part in Christopher Street Day.



Our successes¹

What we have already achieved

We are committed to supporting our approximately 380,000 colleagues across Europe in order to strengthen long-term loyalty and attract top talent in a targeted manner. This commitment has been recognised through external awards.

In 2025, the REWE Group in Germany became the 500th company in North Rhine-Westphalia to sign the “Vereinbarkeit von Beruf und Pflege” (Work-Life Balance and Care) charter. This means the company is committed to supporting employees who care for relatives alongside their work. The aim is to raise awareness of existing support services within the company and to expand them further. Against the backdrop of an ageing society, the REWE Group regards the ability to balance work and care responsibilities as a key employer responsibility.

Excellent!

Our work and development environment were confirmed as outstanding for the eleventh year in a row by the globally recognised Top Employers Institute. In the national certification programme, we received strong marks in the categories of People Strategy, Employer Branding, Wellbeing, and Ethics & Integrity. Furthermore, this year marks the first time we have met the criteria for a European award, and we now also hold the title of “Top Employer Europe”.



In 2025, we were once again among the top-rated companies in Germany on the Pride Index and when it comes to LGBTIQ+ friendliness: Through our DITO network (see box under “Measures”), the REWE Group was awarded the PRIDE Champion Platinum seal for the first time, scoring over 98 per cent (2024: 95 per cent). DITO was honoured with the Queer Network Award from the PROUT AT WORK Foundation for its LGBTIQ e-learning.

In 2025, the REWE Group in Austria launched IN.klusion, a new employee network for people with disabilities or neurodivergence and their supporters. The aim is to design the working environment in such a way that people with disabilities or neurodivergence can realise their full potential, to provide them with equal opportunities in working life, and to break down barriers. The network serves as a platform for exchange, support and raising awareness, and helps to foster a corporate culture in which respect, appreciation and non-discrimination are taken for granted.

REWE and PENNY in Germany, the REWE Group headquarters and the REWE Group in Austria are certified according to the “audit berufundfamilie” (careerandfamily audit) quality seal. This seal stands for the sustainable organisation of a family- and life-phase-conscious personnel policy and family-friendly working and study conditions. In 2025, the REWE Group headquarters and several REWE regional offices were also certified for the first time under the “audit berufundvielfalt” (careeranddiversity audit) scheme. It focuses on recognising and promoting diversity in the workplace and honours those who do so.

In 2025, numerous colleagues from the REWE Group once again took part in company runs and demonstrated their team spirit: over 1,300 employees took part in the B2Run across seven locations, and two further locations are already planned for 2026. Around 600 colleagues took part in the 2025 Cologne Marathon.



Further links:

[Code of Conduct of the REWE Group ↗](#)

[Diversity management and diversity charter ↗](#)

[Diversity ↗](#)

[Career ↗](#)

¹ Scope: REWE Group in Germany and Austria, including independent retailers.

Taking responsibility together — our social involvement

We take responsibility wherever we operate and take action where support is needed.

Commitment

- We want to help raise the profile of sustainability aspects by using transparency to promote awareness of more sustainable consumption and more responsible travel.
- Together with our partners, we are involved in local projects in the areas of action of conscious nutrition and exercise, opportunities for children and young people, conscious approach to food, biodiversity and environmental protection. We also help in acute emergency situations worldwide.



Our commitment 2025

The projects we have supported

With our sales lines, we support numerous projects in our four areas of action. The focus here is on the implementation of long-term and recurring measures.



REWE and PENNY have been supporting the 980 food banks of Tafel Deutschland e. V. in Germany since 1996 and 2007 respectively. As part of the “Tafel macht Zukunft” (Tafel is Making the Future) project, which aims to simplify the collection and distribution of food donations through digital solutions. The digital delivery note was expanded to 1,763 stores in 2025 (2024: 1,398).

Through our well-established campaign “Gemeinsam Teller füllen!” (Filling Plates Together!), 366,871¹ (2024: 415,014) donation bags containing long-life food, worth just under 1.83 million euros (2024: 2.08 million euros), were collected for local food banks at REWE and nahkauf in Germany in 2025.

Together with Tafel Deutschland and industry partners, REWE in Germany provided 29 schools (2024: 25) and over 2,695 children (2024: 2,300) with nearly 498,000 (2024: 460,000) healthy breakfasts with the “Power Kiste” (power boxes) in 2025. Over 6,900 children (2024: 5,100) at 50 schools (2024: 39) also received breakfast snacks with the “Power Kiste Light” (power box light).



The Inclusion-mobile is on the move

In 2025, we were presented with the “Sustainability Hero Award” in the “Social Impact Hero” category for the REWE Inclusion-mobile (“Inklusionsmobil”). Our Inclusion-mobile has been touring Germany since October 2024, with para-athlete Niko Kappel as its ambassador. This joint project between REWE, Aktion Mensch and the German Disabled Sports Association (“Deutscher Behindertensportverband”) offers children and young people with and without disabilities to participate in activities that aim to break down barriers, demonstrate the diversity of inclusive sport and promote equal cooperation. Through our 39 Inclusion-mobile outreach events in 2025, we have so far reached over 130,000 visitors – including 9,071 children and young people and 4,136 people with disabilities.

In 2025, PENNY in Germany awarded 695 (2024: 642) regional “Förderpenny” prizes totalling 1,042,500 euros (2024: 963,000 euros). Applications were received from 5,710 (2024: 5,563) organisations that are committed to supporting children and young people.

In 2025, nahkauf in Germany supported the charity action “Ein Herz für Kinder” (a heart for children) of the association “BILD hilft e.V.” with a donation of 300,000 euros.

As part of our employee donation projects, we supported projects run by our partners food bank organisation Tafel Deutschland e. V., Little Homes, children’s charity “Kindernothilfe” and DERTOUR Foundation in 2025.

REWE, together with Procter & Gamble and Aktion Mensch, has reached a special milestone in the project “Stück zum Glück” (Piece of Happiness) 2025: the fundraising target of almost 4 million euros. Through the joint initiative, more than 50 inclusive play-ground projects have been implemented since 2018.



NextGenBuddies – together we grow is a programme launched in 2010 by BILLA, Caritas Vienna and the Vienna University of Economics and Business (WU) to promote educational equality. In 2025, 244 WU students met weekly with around 300 children and young people from disadvantaged backgrounds to learn, play, sing and take part in sports together. This benefits everyone involved: as additional support figures and educational role models for the children, students can boost their self-confidence and help them improve their social and academic skills. Students are exposed to other ways of life and learn to take on social responsibility.

In 2025, the DERTOUR Foundation launched eight new funding projects (2024: two), bringing the total number of projects since its foundation in 2014 to 117 (2024: 100) in 31 countries (2024: 28) across five continents. Its funding objectives include education for young people and women, as well as nature and animal protection.



Since 2019, toom Baumarkt DIY store has been supporting “Little Home Köln e. V.” with building materials for mobile tiny houses for the homeless. The tiny houses offer unhoused people a safe haven and a starting point for reintegrating into society. 21 such houses were built in 2025 (2024: 17).

Club sports are important

In 2025, REWE in Germany launched the sixth round of its major project “Scheine für Vereine” (Vouchers for Sports Clubs) in cooperation with Aktion Mensch. The motto for the year: “Sport vereint” (Sport unites). Together with our ambassadors Thomas Müller and Niko Kappel, we were able to help support 23,254 amateur sports clubs (2024: 23,444).



Further links:

Cooperations and awards ↗

Social Involvement ↗

¹ The total amount raised comprises the value of donations from the campaign itself (2025: 326.871 bags worth 1.6 million euros) and a subsequent special donation by REWE amounting to 40,000 bags = 200,000 euros.

Working together to create a more sustainable food system

We promote awareness of nutrition that takes health and environmental considerations into account.

Commitment

- We are continuing to develop our product range as part of our protein strategy, which covers the aspects health, diversity and sustainability. To this end, we have defined objectives and established measurement standards to support balanced dietary options and resource-efficient processes.

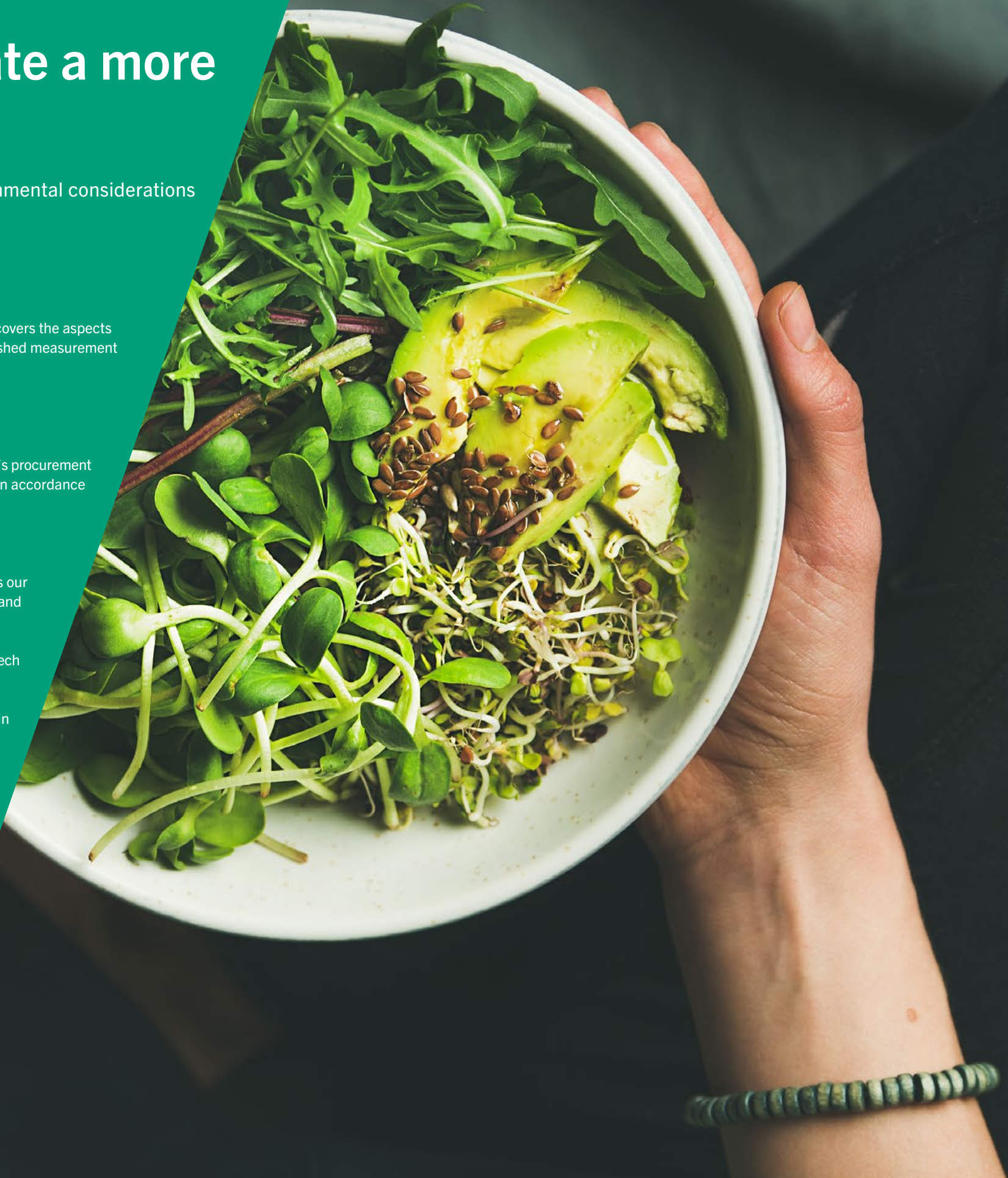
Objectives

- By the end of 2035, the share of plant-based products in REWE and PENNY in Germany's procurement volumes is set to reach 60 per cent compared with the base year 2024,¹ as measured in accordance with the WWF Planet-Based Diets Retailer Methodology, or WWF method for short.
- We regularly review and optimise the nutritional values of our private label recipes.
- We are continuing to expand our range² of sustainable products and services – such as our vegan product ranges (see focus topics [Sustainable Consumption](#), [Climate Protection](#) and [Organic and Regionalism](#)).
- We collaborate with strategic start-ups to promote product innovation and build a FoodTech network for new food technologies, with a focus on more sustainable innovations.
- We support the cross-sector application of the WWF method and are actively involved in its further development, with a view to mapping the share of plant-based and animal-based products in our product range in order to facilitate comparisons, thereby creating transparency regarding progress towards more sustainable food offerings.

You can find more information on our objectives and their achievement in our overview of [Objectives and KPIs](#).

¹ Baseline 2024: 54 per cent plant-based procurement volumes (entire food range in tonnes, excluding drinks).

² Scope: All processed private label products from REWE and PENNY in Germany. Private label products that are not subject to labelling are not relevant.



Our measures¹

What we are doing specifically

To achieve our nutritional goals, we are working on several fronts: in our product range, within the supply chain, in promoting innovation, and through dialogue with policymakers.

Our protein strategy is based on four strategic pillars: we optimise our product ranges by “plant-based alternatives” in recipes and ingredients where it makes sense to do so – with a focus on taste and variety. At the same time, we support innovation, promote informed dietary choices through clear labelling and targeted offerings, and advocate for a national protein plan and a standardised measurement methodology across the industry. Below, we categorise the measures under these pillars:



We optimise our product ranges

We use the Planetary Health Diet as a guide and are gradually increasing the share of plant-based products in the REWE and PENNY stores in Germany and at BILLA in Austria. We are also looking into switching to plant-based ingredients wherever possible without compromising on quality or flavour:

- REWE offers over 2,100² purely plant-based private label and branded products.
- With “Food for Future”, PENNY has launched a purely plant-based range comprising around 200 items.³
- In Austria, the BILLA and BILLA PLUS product range includes 1,969 (2024: 1,792) purely plant-based private label products.

We promote a more balanced diet by regularly reviewing and optimising the nutritional values in relevant private label recipes. This also applies to the REWE Group in Austria.

We support innovation

We work with FoodTech start-ups such as Planet A Foods and Project Eaden (see Successes) to further develop innovative ingredients, protein sources and production methods with a long-term perspective, and to gradually put them into practice. The aim is to build a strong, forward-looking FoodTech ecosystem. For example, we are currently supporting Infinite Roots as a FoodTech partner in the field of alternative protein solutions, including through our collaboration on mycelium-based product concepts.

We promote informed dietary choices

Through labelling (e.g. V-Label), special offers and product information, we help to promote access to more sustainable food choices. In addition, we focus on campaigns and recipe ideas.

We are calling for a national protein plan

We are campaigning for a national protein strategy comprising six key elements: simplified authorisation of innovative products; support for research and start-ups; real-world laboratories; fair VAT rates for plant-based products; strengthening domestic production of plant-based proteins; and science-based decision-making.

In the summer of 2025, we at REWE, together with the manufacturers vly, Berief and Oatly, launched a petition calling on the German Bundestag to apply the reduced VAT rate of 7 per cent to plant-based drinks made from oats, peas, soya, etc.

Our successes¹

What we have already achieved

Through projects and partnerships, we are promoting the transition to a balanced, plant-based diet. At the same time, we combine our product range strategy with the promotion of innovation and policy initiatives.

We optimise our product ranges

In August 2025, we published our **position paper on protein strategy** [↗](#) in collaboration with REWE and PENNY in Germany: The aim is to increase the proportion of plant-based products in Germany to 60 per cent by 2035 – see “Measuring the protein split” for further details.

Initial measurement of the protein split

In 2025, we calculated the split between plant-based and animal-based volumes in tonnes across our entire food range (excluding drinks) for the first time, using the WWF method (as at October 2024),³ with the result that plant-based sources accounted for 54 per cent in 2024.

For the **year 2025**, we have applied the updated WWF method (as at 02/2026).⁴ The Food range is divided into whole products (e.g. meat, milk, vegetables) and composite products (frozen pizzas, wraps, bowls), and is then broken down by food group: Food Group 1 comprises protein sources,⁵ while Food Group 2 comprises dairy products and alternatives. To ensure that the figures remain comparable, the Food Group shares are shown for whole products, as the allocation is unambiguous in this case.

- Share of plant-based products in the full range: 55.6 per cent
- Whole products: 91.4 per cent
- Composite products: 8.6 per cent
- Plant-based reference quantities for whole products:
 - Food Group 1 (sources of protein): 15.5 per cent
 - Food Group 2 (dairy products and alternatives): 9.1 per cent

In 2025, we further expanded our commitment to plant-based nutrition and social responsibility, and received several awards for our vegan products: Two products were recognised at the V Label Award 2025: PENNY’s FOOD FOR FUTURE – vegan slices in the “Vegan Sweets and Snacks” category, and REWE Bio Spätzle



(egg-free) in the “Vegan Ready-Meal and Deep-Frozen Products” category. Furthermore, REWE was honoured with the PETA Vegan Award 2026 in the Food category for “Best Vegan Variety”.

We support innovation

We are investing in FoodTech (see also [Measures](#)). In partnership with Planet A Foods, we have been able to introduce ChoViva, a cocoa-free chocolate alternative, into selected private label products. It tastes like chocolate, but is made from oats and sunflower seeds.

We promote informed dietary choices

We have introduced Nutri-Score for all private label products subject to labelling requirements in Germany⁶ – for better consumer orientation and more conscious nutrition.

We are calling for a national protein plan

We have publicly set out our call for a national protein plan in a **position paper** [↗](#) and are working to establish an industry standard for the collection of protein split data.

Further links:

Area of action: Climate protection [↗](#)

REWE Group protein strategy [↗](#)

Nutri-Score [↗](#)

Our guidelines [↗](#)

1 Scope: For the supply chains of REWE and PENNY’s private label products in Germany, deviations are explicitly stated.

2 Excl. fruit and vegetables.

3 73 items listed and about 130 items on offer.

4 **WWF Planet-Based Diets Retailer Methodology** [↗](#) (as at 10/2024) with an update to the Food Categorisation List (as at 02/2026). For private label products, at ingredient level. Without using milk equivalents, as these distort the cheese quantities by a factor of 10, which is unrealistic, and are not intended for other dairy products.

5 Meat, sausages, fish, eggs, tofu, pulses, nuts, seeds, etc.

6 Scope: All processed private label products from REWE and PENNY in Germany. Private label products that are not subject to labelling are not relevant.

About this report

This progress report provides a concise overview of the REWE Group’s commitment to sustainability in 2025. The reporting is based on the GRI Standards, which we have been applying for many years, whilst we are simultaneously working on implementing the future CSRD requirements.

Reporting period and scope

The reporting period corresponds to the 2025 financial year. Unless otherwise stated, the content relates to the REWE Group, with a focus on REWE and PENNY in Germany. In addition, information on the other sales lines – toom Baumarkt DIY store, Lekkerland, BILLA, BILLA PLUS, PENNY and ADEG in Austria, as well as the DERTOUR Group – has been included and is explicitly identified in each case.

Key performance indicators (KPIs) and governance

The sustainability indicators listed were compiled in accordance with internal reporting processes. No external audit has been carried out.

Format

The progress report is available as a digital website and as a downloadable PDF.

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