

# PEDAL GRØUP

## Environmental & Social Report

Financial Year 2024



PEDAL  
GRØUP

99 BIKES

ADVANCE  
TRADERS



# Acknowledgment of country

We acknowledge the Traditional Custodians of Country throughout Australia and New Zealand and recognise their ongoing connection to land, waters, and communities. We pay our respects to Aboriginal and Torres Strait islander peoples of Australia, the Māori and Moriori peoples of Aotearoa / New Zealand, elders past and present, and support the continuation of cultural, spiritual and educational practices.

# About this report

This report details Pedal Group Pty Ltd's environmental and social performance for the period 1 July 2023 to 30 June 2024, unless otherwise stated. This report covers Pedal Group, Pedal Group Property, Advance Traders (AU), Advance Traders (NZ), 99 Bikes (AU) and 99 Bikes (NZ). 99 Bikes (UK) is not included in this report.

We are committed to transparency and accuracy in our ESG reporting and aspire to continuously improve and evolve how and what we report. We are working towards annual sustainability reporting in line with Australian government mandatory requirements in the coming years.

We welcome feedback, questions and collaboration from our stakeholders.

58 Abbotsford Rd, Bowen Hills QLD 4006

13 51 91

ABN 67 131 402 278

<https://www.pedalgroup.com/>

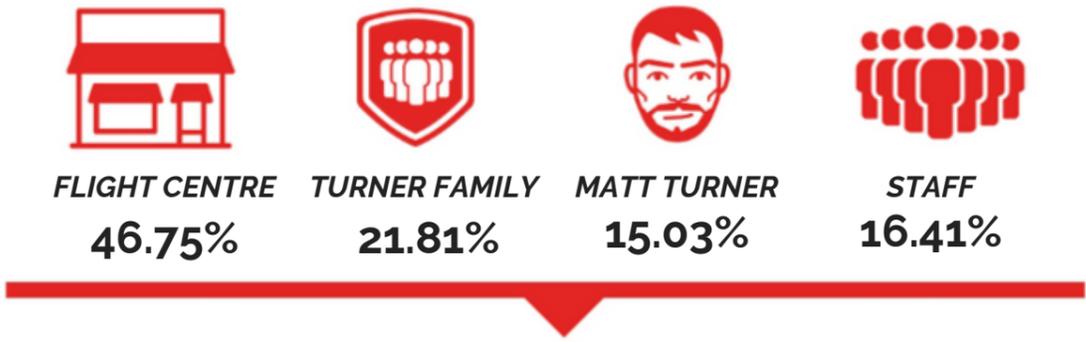
# About Pedal Group

99 Bikes, founded in 2007 by Matt Turner in Milton, Queensland, started as a small venture with an original bike store that could only fit 99 bicycles! Over the years, we have grown to become Australia's largest bike retailer, with more than 60 stores nationwide. In 2020 we expanded in New Zealand with the opening of 99 Bikes retail stores and commencing wholesaling operations under the Advance Traders New Zealand (NZ) brand. In 2022 Pedal Group also expanded into the United Kingdom (UK), acquiring four Hargroves Cycles stores which were rebranded to 99 Bikes United Kingdom (UK). Today the Pedal Group is proud to be Australia's largest bicycle company, backed by major investor Flight Centre Travel Group, and has over 1,000 shareholders that are current or former employees and contractors.

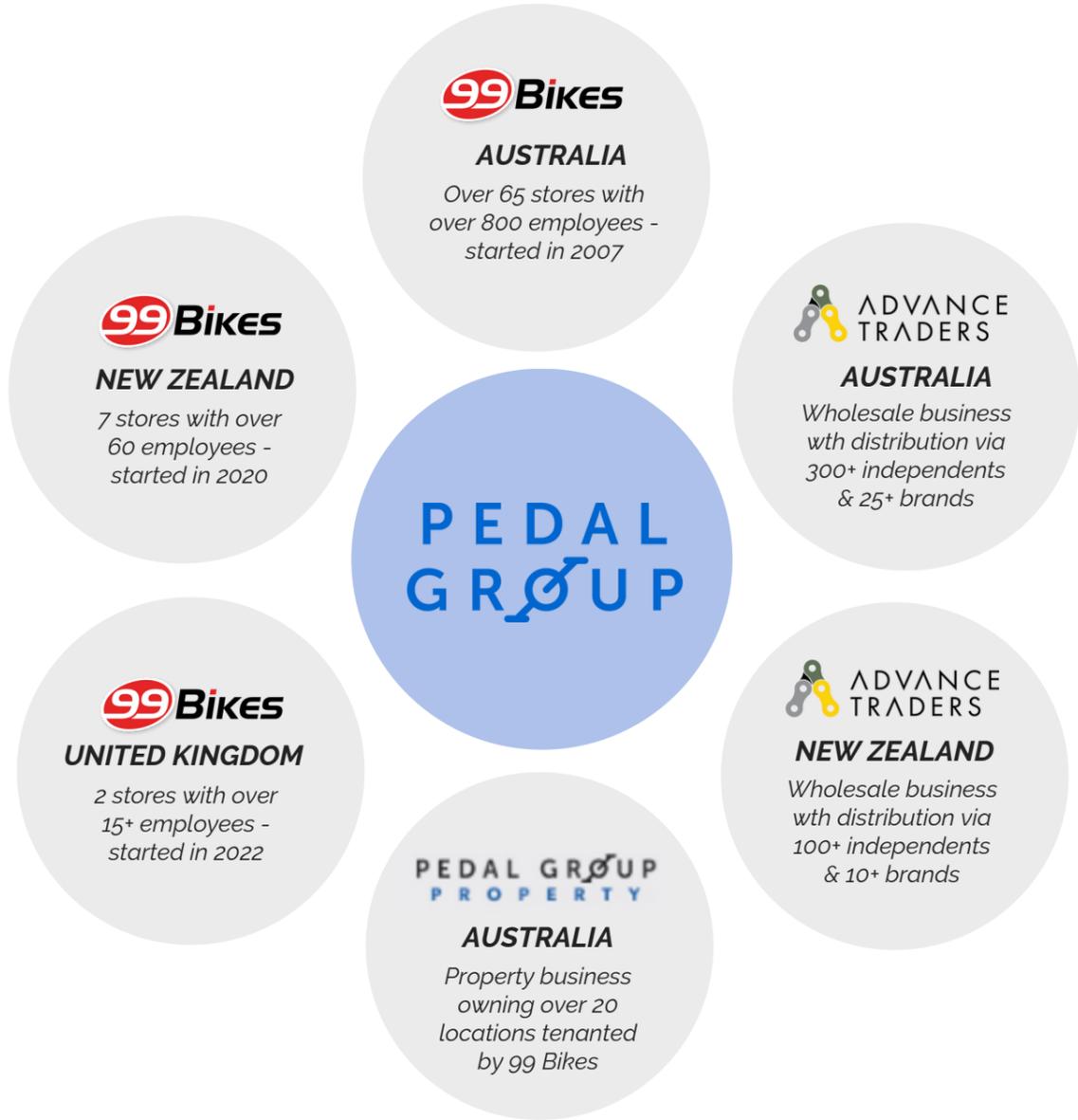
All Pedal Group businesses have a shared set of values and the purpose is to enrich mind, body, earth or soul with the freedom of riding. We are proud to be known for our passion for cycling, community engagement, our commitment to finding the right bike for every rider and being the world's most approachable bike stores.



### PEDAL GROUP OWNERSHIP



### PEDAL GROUP



Our objective at 99 Bikes is to be "The World's Most Approachable Bike Shops. We take our customer from their first bike through to their dream bike, From beginners to recreational riders, to enthusiasts - we are the experts, we add value and we always maintain our approachable manner. We are building a groundbreaking professional bike business with passionate people, skillful mechanics and exciting products



Advance Traders (AT) Australia & New Zealand are a wholesale distributor, offering bike shops an extensive range to match the needs for every customer. Bike shops are our customers. AT is passionate about helping our retail partners become more successful by providing a multi-brand offering with products priced to sell. We strive to be "Easy to Deal With" in all of our interactions.



Pedal Group Property (PGP) is a Pedal Group owned business which is responsible for purchasing and managing all company-owned real estate. PGP currently owns over 20 99 Bikes retail locations, across Australia and New Zealand.

# Our philosophies

These are our long standing beliefs, with only small changes over time. They help us make and challenge decisions. We passionately believe in these philosophies and reference them often.



## PEOPLE

The company is our people. We care about our people, their health and wellbeing, their family and 'Brightness of Future'. We have high expectations of performance and teamwork and promote from within. We nurture, trust and invest in our people and we include everyone.



## EGALITARINISM

Each individual has equal privileges and rights. There is no us and them. We operate an open and transparent business, with total information sharing. We encourage honest communication between all roles.



## A.M.P.

Autonomy. Mastery. Purpose. Our 3 biggest motivators. We aim to contribute towards something bigger than ourselves. We control our own destiny, seek to improve our skills and fulfil our potential.



## TAKE RESPONSIBILITY

We look within and take responsibility for our own success and failures. See it as it is, not worse, not better, always moving forward. We 'Talk Up' to improve the company and our own experience.



## STAY HUNGRY, STAY FOOLISH

We take our business seriously but we don't take ourselves too seriously. Work is fun, we enjoy what we do and we celebrate.



## OWNERSHIP

It's important to treat the business like it's your own business, with a passion for your role. We offer our people financial ownership, through Shares, Long Term Investment Scheme, Profit Share and Commission.



## CUSTOMERS

We are driven by consistently listening, understanding and improving on the customer's perspective. We encourage and embrace our competition to benefit the customer.



## FAMILY TRIBE VILLAGE

We have a simple, flat and transparent structure. Based on how we evolved to work together.

Family = Your Team of ideally 6 people, up to 8.

Village = Your local group of teams

Tribe = Your whole area or business or brand, up to 200 people

Leaders or aspiring leaders spend time on the front line to stay in touch and facilitate better decisions and direction. This allows for greater empathy and genuine understanding.



## ONE BEST WAY

We follow One Best Way to achieve high standards, until a better way is found. We believe in a model of continuous improvement. Decisions are made where the action is. We value common sense over conventional wisdom.



## PURPOSE DRIVES PROFIT

Profit is the best measure of success, but that is worth nothing if we don't execute our core purpose. Purpose is more important than profit. We do the right thing, not the easy or self serving thing. The world is a better place because Pedal Group is in it. Long term thinking, playing the infinite game.

# ESG at Pedal Group

Pedal Group's refreshed Environmental, Social and Governance (ESG) framework is built to fuel our company wide purpose "to enrich the mind, body, earth or soul through the freedom of riding". Our framework intends to guide our ESG programs and efforts, focusing on three key pillars.

At the heart of our framework is helping more people experience the freedom of riding and our commitment to being a certified B Corporation (B Corp). Just by doing business everyday, we are proud to sell products that have the potential to significantly improve the mental and physical health of our customers and communities whilst also lowering their carbon footprint, if they make the choice to ride bikes instead of drive. With positive impact embedded into our business model and a strong desire to make the world a better place, we are also committed to using the B Corp framework for third party certification and a source of guidance for continuous improvement, to ensure we are walking our talk and being a force for good.

The three pillars in our ESG framework are Our People, Our Planet and Our Community. We aim to:

- enrich the lives of our people by being a great place to work and building brighter futures.
- enrich our planet by reducing our environmental footprint, building a world without waste and helping our communities access bikes, a low carbon transport option.
- enrich our communities by giving back to our local communities & by focusing on ethical and responsible supply chain management.



Under each pillar we have set short term goals that we will track and report on. Over the coming years these goals will evolve as our ESG programs mature and we build on our data management approach.

Whilst we are proud to have had a positive impact and have made some great progress through our ESG programs to date, we are looking towards the future. A future that will demand us to continue to bring more transparency and rigor to our programs. We are aiming to report our progress annually and as transparently as possible, fulfill our mandatory climate reporting and B Corp obligations and most importantly continue to make a more positive impact, to our people, our planet and our communities.

# ESG program focus looking forward

Under each pillar in our ESG framework we have set key focus areas and associated goals in 2025 and beyond. There is more information on the goals and our reasoning in the relevant sections of this report.



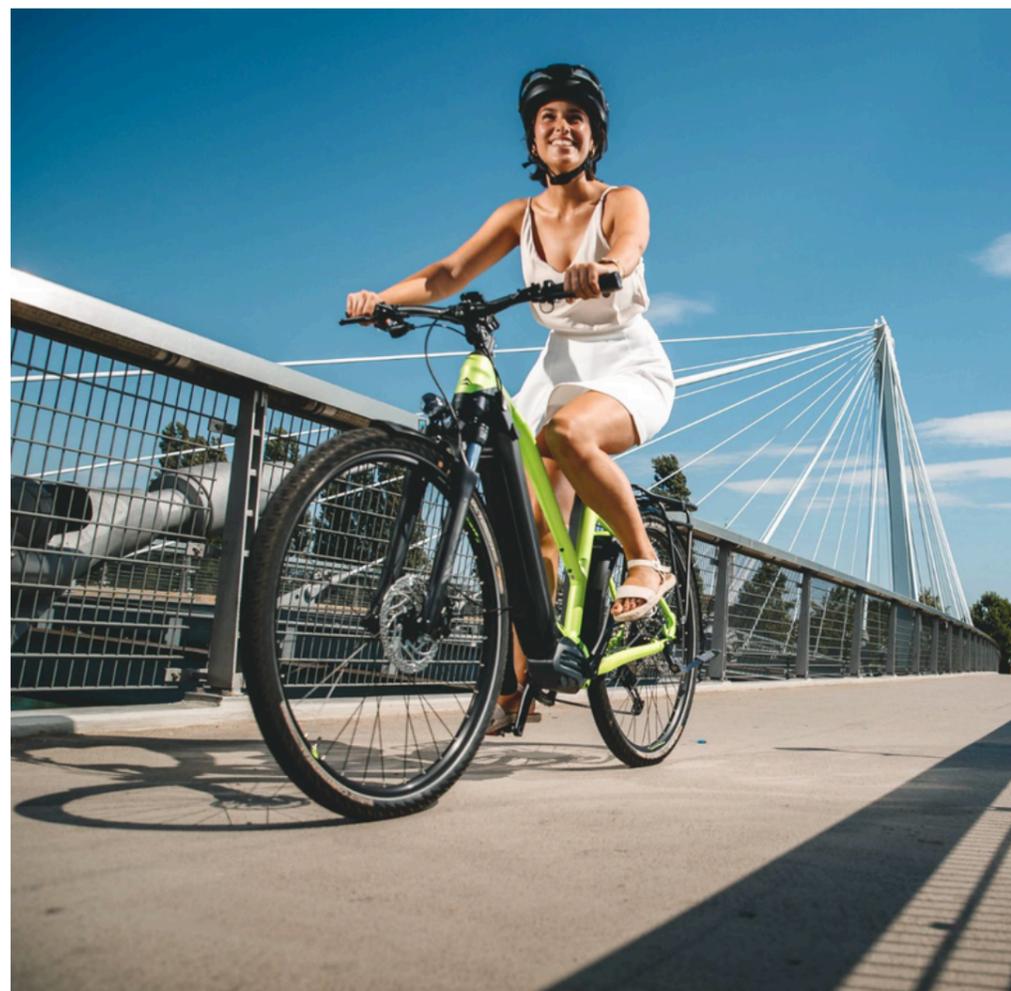
Pedal Group ESG Program focus in 2025 & beyond

## Materiality

In 2024 we undertook a limited materiality assessment, aiming to start to prioritise the most important social and environmental topics at Pedal Group. Our approach was informed by internal data, ESG work done to date, a range of relevant global reporting frameworks and standards and the B Corp standards. Through this assessment we engaged internal stakeholders as a starting point. We plan to engage more internal and external stakeholders to build a more comprehensive materiality process in 2025 and beyond to ensure we continue to prioritise the most important social and environmental topics in our ESG framework and programs.

The material ESG issues we are currently focused on are:

- Carbon emissions
- Product circularity
- Waste management
- Workplace culture
- Employee training and development
- Supply chain management and transparency
- Community health and wellbeing
- Philanthropy and community investment



## Positive impact is what we do

Riding bikes offers significant positive impacts for both individuals and the community. Cycling has the potential to improve physical fitness and mental wellbeing and promotes a more active lifestyle. It provides an affordable and accessible means of transportation, helping to reduce the financial burden of commuting while also playing a vital role in reducing reliance on cars and public transport, leading to lower carbon emissions and improved air quality. Cycling can also foster a sense of community, bringing people together through group rides, events, and shared spaces, strengthening social connections and promoting a healthier and more connected community.

In FY 2024 through our 99 Bikes stores and Advance Traders in Australia and New Zealand we sold over 200,000 bikes and performed over 90,000 bike tunes up and services, facilitating more cycling and safer equipment in our communities. We are so proud that by focusing on our core business of selling and maintaining bikes we are fuelling positive social impact, improved physical and mental wellbeing and positive environmental impact.



## Pedal Group is a certified B Corporation

Pedal Group has always been about living our purpose of enriching mind, body, earth or soul with the freedom of riding, and in December 2023 we were proud to have become a certified B Corporation™ (B Corp) with a score of 82.6. Becoming a B Corp is an important milestone in our journey of being a purpose driven business, it has made us more accountable, has raised our environmental and social standards and is helping us build a business wide commitment and pathway to continuous improvement in this area. We're proud to be a part of a global community that uses business as a force for good.



### What does our B Corp accreditation mean?

Certified B Corps are companies that meet high levels of social and environmental performance and who are committed to creating benefits for all stakeholders, not just for profit or shareholders. B Corps also commit to continuous improvement and transparency in their journey.

The B Corp certification is an independent, rigorous and internationally recognised standard that must be earned.

At Pedal Group, we chose B Corp certification because we wholeheartedly believe in the importance of operating our business in a socially and environmentally responsible manner. By becoming a certified B Corp, we're formalising our commitment to sustainability, ethical practices, and community involvement, which have always been core values of our company. This certification serves as both a testament to our dedication to making a positive impact on the world around us and a dedication to continual improvement. We understand our actions have consequences, and we're striving to ensure those consequences are beneficial for our employees, customers, suppliers, and the planet. Becoming a B Corp isn't just a milestone for us; it reflects our unwavering commitment to creating a better world through our business.

### How did we become a B Corp?

We started the process of becoming a B Corp because of the passion of our people and we wanted to make sure we were doing all the right things. The certification journey was not simple and took us over two years to complete. The comprehensive assessment helped us see where we weren't up to scratch and provided a roadmap for how and where we can improve in the future. The B Corp assessment tool is called the B Impact Assessment (BIA) and is free for any business to use. We encourage other businesses to complete the assessment and see how they score and where they can improve their business practices. We're now looking towards improving our performance, recertification in 2026 and are building a roadmap to meet the new and improved B Corp standards that will be finalised in early 2025.

# ESG Program Highlights FY 2024



**200,000+**  
**Bikes sold**

Increasing bike riding  
in our communities



**90,000+**  
**Bikes serviced**

Keeping bikes safer &  
increasing their lifespan



**\$470,000+**  
**Donated to charity**

Giving back to local  
communities



**16%**  
**Employee ownership**

1,000+ current & past employee  
& contractor shareholders



**2 solar systems**  
**installed**

Increasing our renewable  
energy capacity



**400,000+ kms**  
**Ridden to work**

Keeping our team active  
& cars off the road

# Our People

Our number one philosophy at Pedal Group is our people. We believe the company is our people. We care about our people, their health and wellbeing, their family and their 'Brightness of Future'. We have high expectations of performance and teamwork and promote from within when possible. We nurture, trust and invest in our people and we include everyone. We aim to enrich our people's lives in a range of ways, to be a great place to work and to build bright futures for our people.

## Our Programs

Here is a snapshot of some of our programs focused on enriching the lives of our people and their performance in FY 2024.



### Employee Ownership

Each individual at Pedal Group has equal privileges and rights. There is no us and them. We operate an open and transparent business, with total information sharing and encourage honest communication between all roles. We want our people to treat the business like it's their own and we do this by offering financial ownership through shares, Long Term Investment Scheme (LTI), profit share, and commission. Through our Employee Share scheme this year we increased from 926 to 1,028 employees, ex-employees and contractors shareholders equating to over 16% ownership.

### \$1,000 Self development fund for every employee

Every employee is offered up to \$1,000 a year that can be put towards self-development and professional training. 29 team members have used this fund this year to invest in programs such as a personal money mentor course, a Gwinganna Health retreat and leadership courses.

### Ride to Work Program

We pay our employees a ride to work bonus! We want to encourage healthy active lifestyles and help reduce carbon emissions and traffic congestion, with less cars on the road and less pollution for our planet. In FY 2024 approximately 600 99 Bike and Advance Traders Australia staff recorded riding 400,000 kms which has potentially saved over 100 tonnes of carbon emissions from choosing to ride instead of drive. Advance Traders New Zealand employees reported riding over 400 trips to work instead of driving.

### Extensive training programs & The Bicycle Academy

We have three training Academies to develop our people and provide career pathways. Our Business School, our internal sales consultant training program, has been mapped to a Certificate 3 in Business. Our Leadership School offers 7 programs from "Introduction to Leadership" to "Area Leader". Our Mechanic training programs, under-pinned by globally recognised Cytech courses, develop best in class bicycle technicians through The Bicycle Academy.

The Bicycle Academy's vision is to train and develop the Australian bicycle industry's mechanics and create employment opportunities. Through the Bicycle Academy in FY 2024, 77 Cytech training courses were run and 285 individual certifications were achieved by Pedal Group employees.



### Health & Wellbeing programs

As well as internal support, we offer our employees access to a wellbeing portal that helps with all aspects of their life, including physical, mental, social and financial health. This service also includes three one on one coaching and counseling sessions. We also offer free flu vaccinations each year.





**Social Ventures Australia Pilot Program**

We have a vehicle to improve the lives of capable youths by providing high quality training and long term meaningful employment through our 99 Bike stores. Social Ventures Australia's (SVA) Employer Innovation Lab is an evidence-based program helping employers improve their recruitment and retention by lifting barriers facing young people. We participated in the SVA innovation Lab in FY 2024 by creating and implementing our first Pilot program in Western Sydney. It involved us thinking outside the box to create an induction framework and worked with external community partners to connect with unemployed youth. Through the pilot we employed 2 youth who are eager to pursue long term careers at 99 Bikes. The experience we have gained through the development of the pilot has uncovered an inclusive, equitable and regenerative form of recruitment. We aim to roll out our second pilot on a larger scale as we add new stores to our network in 2025 and hope in the future this can be implemented nationally.

We track and collect the following data in relation to Our People:

**Our People**

**Employee Ownership**

Number of current employees with shares: **602**  
 Percentage of current employee ownership: **14.37%**  
 Number of current & former employees & contractors with shares: **1,028**  
 Percentage of current & former employees & contractors ownership: **16.41%**

**Ride to Work Program**

**99 Bikes Australia:**  
 Number of employees participated: **543**  
 Kilometers ridden: **381,184.87**  
**99 Bikes New Zealand:**  
 Number of employees participated: **48**  
 Kilometers ridden: **7030.2**  
**Advance Traders Australia:**  
 Number of employees participated: **14**  
 Kilometers traveled: **11,343**  
**Advance Traders New Zealand:**  
 Trips ridden: **426**

**Training & Development**

Number of Cytech training courses run: **77**  
 Number of Cytech individual certifications achieved by Pedal Group employees: **285**

**Employee Diversity**

% of all employees - female: **11.18%**  
 % of all employees - male: **88.57%**  
 % of all employees - other: **0.25%**

**Leadership Diversity**

% of leadership, executive and board - female: **19.23%**  
 % of leadership, executive and board - male: **80.77%**  
 % of leadership, executive and board - non binary: **0%**

# Looking forward

Our people are one of our most important stakeholders. Whilst we believe our people have great communication channels available at present we are always looking to improve. Conducting an annual employee survey will provide an anonymous mode of communication and feedback for our people and help us to discover ways we can improve our workplace. Whilst we have a lot of qualitative data to show that Pedal Group is a great place to work we want to be able to verify this and have a goal to conduct an annual employee survey in 2025 with the aim to achieve a third party certification for being a great place to work by 2027.

Building brighter futures is a key priority for our team and we want to facilitate and encourage over 50% of our employees to take up the opportunity to take part in professional training or personal self development throughout the year in 2025.

We are also focused on continuing to build the capacity and capability of our bike mechanics and bike builders through our Bicycle Academy and Cytech training programs. Not only will this focus help to build brighter futures for our people but also has social and environmental benefits with better quality mechanics leading to better quality, safer and longer lasting bikes and less waste for our communities and environment. We have the goal to run at least 80 Cytech courses and achieve 400 course completions in 2025. Cytech is an internationally recognised training and accreditation scheme for bicycle technicians.



# Our Planet

Science has proven beyond a doubt that climate change, driven by greenhouse gas emissions, and excess pollution from waste are key challenges facing the world today.

At Pedal Group we are excited to be able to be part of the solution to climate change by offering our customers and communities a low carbon transport alternative, bicycles, which have been put forward as one of the many solutions needed to curb greenhouse gas emissions to slow climate change. We aim to accelerate our communities transition to low carbon transport whilst taking responsibility for and lowering the carbon footprint of our operations.

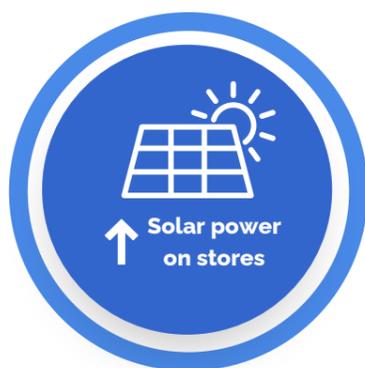
In nature systems are circular with no waste. The world today is demanding that as businesses we move from linear systems of making, using and throwing away goods to circular and regenerative systems and business models. We want to be part of that movement, helping to build a world without waste. We aim to take responsibility for waste from our operations and to build circular thinking into our product design and offerings moving forward.

## Our Programs

Here is a snapshot of some of our programs focused on enriching Our Planet and their performance in FY 2024.

### Green Team

The 99 Green Team is a group of everyday people who are sponsored by 99 Bikes to ride to work. The team's aim is to help relieve traffic congestion, improve the sense of community between riders and motorists, encourage others to cut carbon emissions and to promote a healthy lifestyle. In FY 2024 we sponsored nine riders by providing them with an electric bike and all of the essential gear and advice to ditch their cars and become an e-bike commuter. In FY 2024 across 99 days the Green Team completed 900 rides traveling 7583.8 kilometres. Learn more about our 2024 Green Team here.



### Greenhouse Gas Emissions programs

We are on the journey of understanding and reducing the greenhouse gas emissions from our operations and supply chain. In FY 2024 we continued to measure our annual greenhouse gas emissions, including our Scope 1, Scope 2 and some of our Scope 3 emissions. The completeness and quality of our greenhouse gas emissions data still needs to be improved and will be a focus in 2025. We also continued to increase the number of solar panels on our facilities, installing solar panels at two more sites in Western Australia at our Midland and Morley 99 Bikes stores. They are both 19 kwh solar energy systems.

### Tyre, Tube & Metal Recycling

Some 99 Bikes stores in Queensland, Victoria, South Australia, New South Wales and Western Australia recycle tyres, while Western Australia also recycles inner tubes. This helps reduce landfill and the rubber is re-used to create products like athletics tracks and playgrounds or is broken back down into its usable components. Some of our workshops recycle metal components in a range of stores in all Australian states. This allows these products to be reused and given a new life, keeping them from landfill. We are working to ensuring all of our stores utilise all of the available recycling programs in their locations.

### Paper, Cardboard and Soft Plastics Recycling

All of our stores have paper and cardboard recycling bins, that reduces future energy needs, avoids landfill and helps conserve natural resources. All of our stores in Queensland, Victoria, South Australia and New South Wales recycle our soft plastics. These plastics are then baled and recycled into useful items like plastic bottles.





**Supplier packaging**

Working with our suppliers to reduce unnecessary packaging is a work in progress. It's important that we walk our talk and have focused on our own brand first. For our Pedal Bike packaging we strive for 95% recyclable materials. To achieve this we remove as much plastic and foam as practical and replace with cardboard instead. Our cardboard is sourced from internationally certified factories ensuring the product does not come from old growth forests. While this sounds like a simple change in reality, it isn't. Cardboard packaging is more likely to get damaged in transit, which can then cause product damage from scratches to a need for spare parts. We need to ensure that in trying to fix one environmental problem that we aren't creating another. We are currently trialling further packaging improvements in an attempt to reduce freight damage.

**End of Life Bicycle Upcycle Programs**

We partner with a variety of organisations to upcycle and offer new life to bikes that would otherwise end up in landfill. We partner with charities that give back to our communities and provides opportunities for people to ride and learn more about bikes who may otherwise not be able to access them. At the moment our upcycle programs are not available in all of our stores which is an area that we are focused on improving on in the coming years.

**South Australian 99 Bike Stores & Lighthouse Youth Projects Inc**

We proudly partner with Lighthouse Youth Projects Inc, a community workshop that strives to empower all youth, especially those who are vulnerable and are at-risk, to achieve their full potential through bike based programs and workshops.

[Learn more about Lighthouse Youth Project Inc.](#)



**Western Australian 99 Bike Stores & Dismantle**

We proudly partner with Dismantle, which is a charity that empowers and enables vulnerable young people to live their life in a self-directed way.

[Learn more about Dismantle.](#)



**Victorian 99 Bikes Stores & Brainwave Australia**

We proudly partner with Brainwave Australia, a Melbourne based social enterprise to donate, recycle and reuse bikes while providing employment and traineeships for people with a disability and raising money for Brainwave Australia.

[Learn more about Brainwave Australia.](#)



**New South Wales & Australian Capital Territory 99 Bikes Stores & Revolve Recycling**

We proudly partner with Revolve Recycling, a charity started to strengthen bike equity through the distribution of bikes to disadvantaged kids. They aim to recover, recycle and redeploy Australia's bikes, scooters and other personal transport vehicles and employ people from disadvantaged backgrounds.

[Learn more about Revolve Recycling.](#)



We collect and track the following data in relation to Our Planet:

Our Planet	
<p><b>Greenhouse Gas Emissions - Scope 1</b>                      99 Bikes Australia: <b>63.7 tCO<sub>2</sub>e</b>                      99 Bikes New Zealand: <b>0.2 tCO<sub>2</sub>e</b>                      Advance Traders Australia: <b>0 tCO<sub>2</sub>e</b>                      Advance Traders New Zealand: <b>0 tCO<sub>2</sub>e</b>                      Pedal Group Total: <b>63.8 tCO<sub>2</sub>e</b></p>	<p>Note: Scope 1 data is medium to high quality.</p>
<p><b>Greenhouse Gas Emissions - Scope 2</b>                      99 Bikes Australia: <b>308.64 tCO<sub>2</sub>e</b>                      99 Bikes New Zealand: <b>141.53 tCO<sub>2</sub>e</b>                      Advance Traders Australia: <b>73.91 tCO<sub>2</sub>e</b>                      Advance Traders New Zealand: <b>5.81 tCO<sub>2</sub>e</b>                      Pedal Group Total: <b>529.9 tCO<sub>2</sub>e</b></p>	<p>Note: Scope 2 data is medium quality. The energy data available is incomplete and includes estimated consumption in some instances. We are working towards gathering more complete data on energy consumption.</p>
<p><b>Greenhouse Gas Emissions - Scope 3</b>                      99 Bikes Australia: <b>73,461.40 tCO<sub>2</sub>e</b>                      99 Bikes New Zealand: need <b>37,437.25 tCO<sub>2</sub>e</b>                      Advance Traders Australia: <b>192.21 tCO<sub>2</sub>e</b>                      Advance Traders New Zealand: <b>3970.29 tCO<sub>2</sub>e</b>                      Pedal Group Total: <b>114,858.5 tCO<sub>2</sub>e</b></p>	<p>Note: Scope 3 data is low quality and incomplete. This calculation includes a limited measurement including waste, water and some shipping and freight only. We are working towards a more complete scope 3 emissions calculation.</p>
<p><b>Renewable energy usage</b>                      % of 99 Bike stores with solar panels: <b>70.4%</b>                      % of stores, office buildings &amp; warehouses using 100% renewable energy: <b>0%</b></p>	
<p><b>Total non renewable energy usage</b>                      99 Bikes Australia: <b>442,335 kWh</b>                      99 Bikes New Zealand: <b>208,136 kWh</b>                      Advance Traders Australia: <b>108,696 kWh</b>                      Advance Traders New Zealand: <b>8,543 kWh</b></p>	<p>Note: Energy data is medium quality. The data is incomplete and includes estimated consumption in some instances. We are working towards gathering more complete data on energy consumption.</p>
<p><b>Total water usage</b>                      99 Bikes Australia: <b>17,231 kL</b>                      99 Bikes New Zealand: <b>2,071 kL</b>                      Advance Traders Australia: Data not available                      Advance Traders New Zealand: <b>71 kL</b></p>	<p>Note: Water data is low to medium quality. The data is incomplete and includes estimated consumption in some instances. We are working towards gathering more complete data on water consumption.</p>
<p><b>Total waste produced - general waste</b>                      99 Bikes Australia: <b>587 tonnes</b>                      99 Bikes New Zealand: <b>44 tonnes</b>                      Advance Traders Australia: Data not available                      Advance Traders New Zealand: <b>0.25 tonnes</b></p>	<p>Note: Waste data is medium quality. The data is incomplete and includes estimated volumes. We are working towards gathering more complete data on waste production.</p>
<p><b>Total waste recycled - includes cardboard, co-mingled, soft plastic, rubber, tyres and metal</b>                      99 Bikes Australia: <b>1064 tonnes</b>                      99 Bikes New Zealand: <b>38 tonnes</b>                      Advance Traders Australia: Data not available                      Advance Traders New Zealand: <b>0.9 tonnes</b></p>	<p>Note: Waste data is medium quality. The data is incomplete and includes estimated volumes. We are working towards gathering more complete data on waste recycled.</p>
<p><b>Upcycle programs</b>                      Number of bikes donated &amp; recycled through the programs: <b>2,318</b></p>	
<p><b>Green team</b>                      Number of riders sponsored: <b>9</b>                      Kilometers traveled: <b>7583.8 kilometers</b></p>	

# Looking forward

Learning more about our carbon footprint whilst continuing to work on reducing it is a key focus moving forward. Currently we measure part of our carbon footprint and from FY 2025 we have committed to measuring and reporting on our Scope 1, 2 and 3 greenhouse gas emissions annually. In order to do this we are building our greenhouse gas emissions inventory and investing in building a robust emissions measurement process. We understand it will take time to measure a reliable baseline, however this is important as it will then allow us to set science based greenhouse gas emissions reduction targets and build a climate transition plan to achieve our targets. Our goal is to establish an annual greenhouse gas emissions measurement process in 2025 & set science based emissions reduction targets by 2026.

Whilst collecting data is important we don't want to delay taking action on reducing our carbon footprint. We will continue to focus on moving away from fossil fuels and are currently reviewing switching to renewable energy to power all of our Australian stores and continuing to increase the number of solar energy panels on our sites. We have a goal to run all of our operations and facilities on 100% renewable energy by 2026.

We aim to continue to build a world without waste by focusing on our end of life bicycle upcycle programs, encouraging bikes to be diverted from landfill and donated to charity for upcycling instead. Whilst we have this program available in some stores, we have a goal to establish upcycle programs in all 99 bike stores in 2025 & measure program outcomes to increase the volumes of bikes that are upcycled in our communities.



# Our Community

When it comes to living by our philosophies and making the world a better place, doing is much more important than talking about it. We aim to be the world's most approachable bike shops and to be a positive contributor to our local communities. Our initiatives aim to help us give back to the community, welcome everyone into our stores, assist disadvantaged communities and increase bicycle access and riding participation.

Whilst we aim to contribute to our local communities we also acknowledge that we are part of a global community. In order to provide our customers with high quality and affordable products we rely on a network of trusted suppliers and partners from across the globe. Moving forward, more than ever, we aim to ensure that we are ethical, responsible and transparent through our product sourcing, production practices and supply chain. We aim to be a positive contributor to our suppliers communities, enriching their lives also.

## Our Programs

Here is a snapshot of some of our programs focused on enriching our communities and their performance in FY 2024.

### Earn to Give Program

Pedal Group has committed to donating the equivalent of 1% of each employee's wage to a charity of their choice through our Earn To Give Program. Since 2016 Pedal Group has donated \$2,867,659 on our employee's behalf to charities of their choice. In FY 2024 we donated \$473,794.83 to the thirty five Australian and New Zealand charities detailed below:



Australian charities donated to	FY24 Total Donation AU
Black Dog Institute	\$49,558
Children's Cancer Institute Australia	\$33,171
Starlight Children's Foundation	\$28,156
Beyond Blue	\$24,535
Lighthouse Youth Projects Inc	\$23,523
Bamboo Projects Education	\$23,291
Movember	\$23,186
Spinal Cure Australia	\$21,912
Children's Hospital Foundation Queensland	\$21,911
Bicycle Network Incorporated	\$20,028
Dismantle	\$19,439
Little Paws Kitten Rescue	\$18,708
Save the Tasmanian Devil Appeal (Uni of Tas)	\$15,158
Foodbank	\$14,651
Cancer Council Queensland	\$9,698
Alcohol and Drug Foundation Inc	\$9,298
Best Friends Felines	\$8,348
Pancare	\$8,120
Dolphin Research Australia	\$7,491
Compassion Australia	\$5,778

Australian charities donated to (cont)	FY24 Total Donation AU
Cycling Without Age	\$4,796
Mama Lana's Community Foundation	\$3,576
Out for Australia	\$3,364
Social Ventures Australia	\$3,334
No Strings Attached Theatre of Disability Incorporated	\$3,175
Sisters Inside	\$3,068
Down Syndrome Western Australia	\$2,665
Network of Caring	\$2,485
Vegan Australia	\$2,197
Letters of Hope	\$1,390

New Zealand charities donated to	FY24 Total Donation NZ
SPCA - Royal NZ Society for the prevention of cruelty to animals	\$8,754
Auckland Women's Refuge Incorporated	\$5,452
Keep New Zealand Beautiful	\$3,269
EcoMatters Environment Trust	\$2,223
Wao	\$1,493

**Support to local communities to increase cycling**

We are proud to support our local communities through donating products, funding, our time and providing discounts. This year we provided support to a range of organisations including the Starlight Foundation for the Tour de Kids, the RSPCA, the Brisbane Cycling Festival, Love to Ride Biketober, the Bobbin Head Cycle Classic, Variety Childrens Charity, Women's Cycling Development Initiative and the 99 Bikes Womens Academy Race Team.



**Modern Slavery Statement**

Each year we produce a Modern Slavery Statement outlining the actions that have been taken by the Pedal Group to identify, assess and address modern slavery risks across our operations and supply changes. For more information please [see our latest statement here](#). Our next statement is due out in late 2024.

**Supplier Code of Conduct**

Pedal Group requires all main suppliers to adhere to a Supplier Code of Conduct, provide a copy of their internal Code of Conduct and complete a self assessment review. The sections covered in our Supplier Code of Conduct include governance and ethics, forced and child labour, wages and working hours, workplace health and safety, environment sustainability, anti-bribery and corruption and discrimination and harassment. This code of conduct was revised in 2024 and currently 15% of our suppliers have completed the revised code of conduct. This is a percentage that we will focus on increasing over the next 12 months.



**Welcome here program**

We want to make sure everyone feels welcome at any of our stores which is why we are a proud participant of the Welcome Here Project. The Welcome Here Project supports businesses and services throughout Australia to create and promote environments that are visibly welcoming and inclusive of lesbian, gay, bisexual, transgender, intersex and queer (LGBTIQ) communities.

We collect and track the following data in relation to Our Community:

Our Community
<p><b>Earn to Give Program</b>                      Amount donated this year: <b>\$473,794.83</b>                      Number of charities contributed to: <b>35</b>                      Total donated to charities since 2016: <b>\$2,867,659</b></p>
<p><b>Other community giving (outside of Earn to Give Program)</b>                      Number of organisations contributed to through donations and support: <b>14</b>                      Value of support given: Approx. <b>\$20,000</b></p>
<p><b>Bike expos &amp; events attended</b>  <b>99 Bikes Australia &amp; New Zealand:</b>                      Number of expos &amp; events attended: <b>17</b>  <b>Advance Traders Australia:</b>                      Number of expos &amp; events attended: <b>38</b>  <b>Advance Traders New Zealand:</b>                      Number of expos &amp; events attended: <b>3</b></p>
<p><b>Supply chain management</b>  <b>99 Bikes Australia, 99 Bikes New Zealand &amp; Advance Traders Australia:</b>                      Number of key suppliers: <b>103</b>                      Percentage of suppliers engaged under supplier code of conduct: <b>15%</b>  <b>Advance Traders New Zealand:</b>                      Number of key suppliers: <b>160</b></p>

# Looking forward

We are committed to continuing to give to charities of our employees' choice through our Earn to Give Program with a goal to give the equivalent of 1% of employees wages in 2025 to charity. We will continue to encourage high participation rates in this program and are excited to continue to grow this program with the growth of the business and our team.

We currently support a range of bike riding charity events, groups and teams that promote bike riding and/or give back to our local communities. We will continue to grow our community giving with a goal to contribute at least \$100,000 in support (via donations, products and time) to promote, increase & support riding in our communities in 2025.

As a B Corp and a growing global business we consider our community to include our suppliers and business partners who are located throughout the world (see Appendix for further detail). Focusing on ethical, responsible and transparent business practices is a key priority now and moving forward, ensuring high environmental and social standards throughout our supply chain. Using the new draft B Corp standards (to be finalised in early 2025) as a guide, we are committed to increase transparency in our supply chain with a goal to complete a limited human rights assessment of our operations and supply chain in 2025 as our next step forward. This will also inform our Modern Slavery Statement which we will continue to complete annually.



# Appendix - Pedal Group's supply chain & global community

Pedal Group sources products, parts and services from the following locations:

- Australia
- Taiwan
- United States of America
- Switzerland
- Austria
- Japan
- Spain
- New Zealand
- Hong Kong
- United Kingdom
- Italy
- Poland
- Romania
- Vietnam
- China
- Canada
- Germany
- Portugal
- Netherlands
- Cambodia



Pedal Group Supply Chain Map 2024

# PEDAL GRØUP



PEDAL  
GRØUP

99 BIKES

ADVANCE  
TRADERS