



PLANET WATER

Connected by Water. Our stories are different but the world we share is the same.

CONTENTS

- 4 **CEO INTRODUCTION LETTER**
- 7 **ARENA AT A GLANCE**
- 8 **ADOPTION OF THE SOCIETÀ BENEFIT
(COMMONLY KNOWN AS
“BENEFIT CORPORATION”) LEGAL FORM**
- 8 **METHODOLOGICAL NOTE**
- 9 **COMMON BENEFIT PURPOSES**
- 10 **PEOPLE**
- 14 **COMMUNITY**
- 18 **CUSTOMERS &CONSUMERS**
- 22 **PLANET**
- 26 **IMPACT MEASUREMENT**
- 28 **METHODOLOGY AND GENERAL CRITERIA
FOR THE PREPARATION OF THE
SUSTAINABILITY STATEMENT**



CEO INTRODUCTION LETTER

PLANET WATER. CONNECTED BY WATER.

The past year has been one of profound complexity and transformation. In a world marked by geopolitical uncertainty and shifting global priorities, 2025 challenged us all to navigate uncharted waters with clarity and purpose. Yet it was also a year of meaningful growth for Arena and one in which, despite sustainability legislation losing much of its momentum, we chose to stay firmly on course. Our commitment to responsibility, integrity, and long-term value has not wavered.

2025 was the year we launched our new brand campaign, **Planet Water. No Lanes.** This celebration of the extraordinary blue planet on which we live is also a powerful statement of inclusion, resilience, and the conviction that nothing should hold people back from embracing the water. This is the message that has steered our actions and inspired our community.

We introduced a host of new products, including the *Vita Life collection*, made with the innovative bio-elastane fiber, another step forward in our continuous pursuit of performance intertwined with sustainability. With our long-time partner Healthy Seas, we delivered tangible impacts through four missions in four countries to recover abandoned fishing nets from our oceans, educate younger generations, and engage over 300 young students on the urgency of protecting marine environments.

At the same time, we strengthened our commitment to research and innovation with the ESCA project, our first call for sustainability-focused research and innovation ideas, launched with leading partners like Università Politecnica delle Marche.

We stood alongside our athletes in their outstanding achievements, while strengthening the ecosystem that supports swimming as a sport, a source of well-being, and a pathway to physical and mental balance. At the same time, we made great strides in reducing the environmental footprint of our operations, improving energy efficiency at our facilities, and advancing initiatives that bring us closer to a lower-impact future.

And last but not least, we invested in our people. Through a new welfare platform and expanded training opportunities, we have deepened our commitment to creating a workplace where individuals can grow and thrive.

Sustainability is a continuous journey with no final destination. It is an ongoing commitment to improve, adapt, and respond to a changing world, forever guided by our dual purpose – creating value for both people and the planet.

This is why we have decided to tell our story in this report not only in our own voice, but also through the voices of our partners, whose perspectives reflect our shared ambition to create space for impact, inclusion, and our collective commitment to protecting this precious blue planet.

Peter Graschi
Arena CEO






ARENA AT A GLANCE

136 Markets
in which we operate

474 People
worldwide

193.03 M
Revenue

IMPACT REPORT

Planet Water. Connected by Water.
Our stories are different but the world we share is the same.

Fiscal Year 2025 Arena S.p.A. Società Benefit

ADOPTION OF THE SOCIETÀ BENEFIT
(COMMONLY KNOWN AS
“BENEFIT CORPORATION”) LEGAL FORM

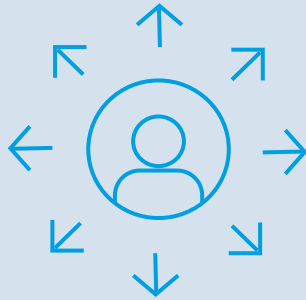
Arena exists to deeply connect the water element and people, involving them in an active lifestyle that improves their quality of life.
This evolution of legal status that took place in 2023 embodies a significant cultural change, as the pursuit of double purpose - social and environmental impact, as well as profit - became the core of our way of doing business and our activities, guiding the decisions and actions of everyone who is part of it.

METHODOLOGICAL NOTE

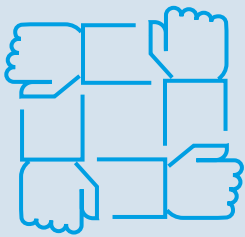
The impact report is published annually, and the data refers to the period from January 1, 2025, to December 31, 2025. The economic, environmental, and social information and data refer to Arena S.p.A.
Where quantitative data could not be obtained, qualitative KPIs were used. The impact report includes information related to social, environmental, and governance aspects emerged from the stakeholder engagement process, considering the context and national and international trends.

Percentage trends are calculated on unrounded figures. Displayed values have been rounded to the nearest whole number for presentation purposes.

COMMON BENEFIT PURPOSES



1. PEOPLE
Promoting the creation of a working environment that allows Arena people and within its ecosystem to express their full potential, taking care of their well-being and sense of belonging.



2. COMMUNITY
Pursuing the commitment to work together with Arena communities to develop strategies, projects and engagement plans that have a positive impact for both people and the planet with a specific focus on the water element.

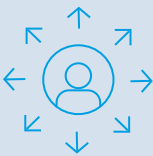


3. CUSTOMERS/CONSUMERS
Improving the well-being and awareness of all the people who use Arena products, in and by the water, by promoting an active lifestyle and more sustainable behaviors for the planet.



4. PLANET
Considering sustainability a fundamental part of the definition of quality, incorporating it into product development processes and promoting a sustainable evolution of business models and operational processes in line with the European climate neutrality objectives and the Italian ecological transition objectives.

PEOPLE



Promoting the creation of a working environment that allows Arena people and within its ecosystem to express their full potential, taking care of their well-being and sense of belonging.

IMPACT STORIES 2025

TRAINING INITIATIVES

In 2025, Arena continued to invest in employee training and performance development, recognizing skills growth as a key driver of motivation, excellence, and an inclusive work environment. This commitment was reflected in the continuation of the **H.E.A.T. initiative**, a three-day intensive program focused on developing soft, technical, and managerial skills. Delivered in partnership with *Wyde – The Connective School*, the program featured Dr. Riccardo Ceccarelli, founder of Formula Medicine and mental coach of many top athletes, who shared practical insights on optimizing mental resources, building confidence, and enhancing performance in both sport and business. The initiative builds on the first edition held in 2024, reinforcing a long-term approach to people development.

Further strengthening Arena’s **ESG culture**, a dedicated training day was held at the **Velky** Production Site, involving 102 workers engaged in the production of high-performance racing suits.

Led by representatives from HR, CSR & Sustainability, QHSE, and Manufacturing, the sessions focused on sustainability, carbon neutrality, and DEI, encouraging active participation and shared responsibility. Through interactive activities, participants explored practical actions to reduce environmental impact at work and in daily life. The initiative contributed to consolidating a shared ESG culture and reinforcing Arena’s commitment to a more conscious, inclusive, and responsible organization.

EMPLOYEE WELLBEING AND DIGITAL INNOVATION

In 2025, Arena strengthened its commitment to employee wellbeing through the launch of the **Wellmakers welfare platform**, designed to support employees’ quality of life and personal development. The platform provides access to a broad range of benefits and services, including financial products from the BNP Paribas Group and discounts on everyday goods and services.

The welfare platform is structured around five wellbeing areas: physical and emotional wellbeing; eco & mobility; daily support; economic wellbeing; and personal growth. The platform aims to promote a holistic approach to wellbeing, supporting employees across health, financial security, sustainability, and continuous learning.

In parallel, Arena enhanced organizational efficiency and employee experience through the implementation of the **HR Workflow** module by Zucchetti Group, digitalizing the management of employee absence requests from January 2025. The system improves process efficiency, transparency, and responsiveness by enabling real-time tracking and faster approvals by Direct Managers. Dedicated training sessions supported adoption across the organization.

Together, these initiatives contribute to a more supportive, agile, and inclusive workplace, reinforcing Arena’s approach to employee wellbeing as a key component of its social impact.

PEOPLE

REVIEW OBJECTIVES 2025

 OBJECTIVE	 TARGET	 STATUS	 NOTES
Professional growth	Provide at least 5 hours of formal training to people	7.1 hours/fte	For the data calculation, the following were considered: 1. Total training hours received: 3,253 2. FTE Number: 455.8
Professional growth	Involve 15 people in an intensive management training program	20	20 people participated in a 3-day intensive management training program focused on developing a combination of soft skills—such as leadership, growth mindset, and advanced teamwork—alongside technical and managerial competencies
Sporting DNA	Involve at least 30% of people in sports activities	36%	169 employees involved out of a total of 474, carried out sports activities such as swimming, beach-volley, stand up paddle, running and other offsite sports activities
Onboarding	100% of new hires follow an onboarding process involving people in the stores as well	87%	Data has increased from 2024 (74%; +18%) of new hires who participate in the onboarding process, during which they receive the Welcome Kit, Code of Ethics and key information about the Company. Retail employees are not currently included in this figure, as a structured and formalized onboarding process has not yet been implemented for the retail network
Engagement on Justice Equity Diversity Inclusion (JEDI) topics	Internal publication of the JEDI policy	Ongoing	The target was not fully achieved within the reporting period. However, the company has been actively working on this topic internally, and the related policy will be finalized and published internally in 2026

COMMITMENTS 2026

OBJECTIVE	TARGET
Career growth	➔ Provide at least 5 hours of formal training to the staff. Engage 15 people in an intensive management training program. 80% of top management engaged in sustainability training.
Sports DNA	➔ Scale the Arena Loves Swimming initiative to new company locations, fostering physical well-being and team spirit globally to strengthen employees' shared connection with the water.
Salary transparency	➔ Complete the full adaptation to the “Trasparenza dei Salari” Directive for all recruitment and internal processes, alongside the official launch of the Arena Global DEI Policy, integrated with a gender wage gap monitoring system.

COMMUNITY



Pursuing the commitment to work together with Arena communities to develop strategies, projects and engagement plans that have a positive impact on both people and the planet with a specific focus on the water element.

IMPACT STORIES 2025

PROTECTING PLANET WATER: ARENA & HEALTHY SEAS 2025 MISSIONS

In 2025, Arena continued its partnership with Healthy Seas, combining **ocean clean-up**, **education**, and **circular innovation** to protect marine ecosystems. The program included **four missions** across Croatia, Italy, Germany, and the United States, with the active involvement of **Arena ambassadors**: Andy Donaldson, Gregorio Paltrinieri, and Leonie Beck.

Across the four countries, the initiatives engaged **389 students** and **13 volunteers** and led to the recovery of **103 kilograms of marine debris**, including ghost nets, an abandoned fish cage, and beach litter. Recovered nylon waste, among other nylon waste, is regenerated into ECONYL® yarn and used in Arena's ST NEXT line, turning marine litter into high-performance sportswear.

The first mission took place in Krnica, Croatia, where divers retrieved ghost nets and a large, abandoned fish cage from the seabed. In Italy, Gregorio Paltrinieri met with over 200 students, sharing his experience as an athlete and sustainability advocate, and highlighting the journey from ocean waste to racing suits. In Germany, Leonie Beck engaged students at the UNESCO Wadden Sea Visitor Center through educational sessions followed by a beach clean-up, translating learning into direct action.

The final mission was carried out off the coast of California, where Arena and Ghost Diving USA removed ghost nets from the wreck of *Jenny Lynne*. Despite challenging conditions, the intervention reduced risks to the local ecosystem and marine life.

From the Mediterranean to the Pacific, these missions demonstrate how sport, education, and environmental action can work together to protect Planet Water. While the 2025 missions have concluded, Arena's commitment to ocean protection continues.

BUILDING A TRANSPARENT AND RESPONSIBLE VALUE CHAIN

Arena believes that a sustainable future is built through a transparent and collaborative value chain. Engagement with suppliers and distributors is therefore central to the company's approach, evolving from periodic assessments into long-term partnerships based on trust, dialogue, and shared responsibility.

In 2025, Arena further strengthened supply chain transparency through a structured assessment of governance, social, and environmental practices across its value chain. The initiative achieved a 95% response rate, covering 99% of purchased cost, and generated robust quantitative

data, including the information required to calculate Scope 3 emissions from manufacturing processes. These insights represent a key enabler of Arena's decarbonization pathway and more responsible purchasing decisions.

In parallel, Arena launched a wage data collection pilot within the framework of the Fair Labor Association's **Fair Compensation Strategy**. The pilot is designed to move beyond compliance with minimum wage requirements and build a deeper understanding of actual wage levels, potential living wage gaps, and the structural drivers behind them.

Arena also continued to engage its distribution network through dedicated ESG training sessions delivered in 2025 to ten key distributors. In addition, all distributors were involved in collecting initiatives and related KPIs aligned with the Community Impact Plan, with a specific focus on the LEARN pillar. This approach supports greater alignment, knowledge sharing, and accountability across the extended value chain.

Through these initiatives, Arena continues to strengthen a transparent, fair, and resilient value chain, grounded in collaboration, data-driven decision-making, and continuous improvement.

COMMUNITY

REVIEW OBJECTIVES 2025

 OBJECTIVE	 TARGET	 STATUS	 NOTES
Supplier Engagement	100% of the total number of Tier 1 suppliers who have signed the Arena Code of Conduct	100%	100% of the tier 1 suppliers (calculated on purchased cost) who have signed the Arena Code of Conduct
Supplier Engagement	Start of pilot project about living wage data collection	10 factories involved	
Supplier Engagement	At least 80% of tier 1 suppliers (based on purchased cost) have measured ESG topics	99%	99% of suppliers (based on purchase cost) completed the annual ESG survey. This year, second-tier suppliers and Custom suppliers also completed the survey
Impact terms	5 partners with sponsorship agreements that include clauses to generate and monitor social and environmental impact	5 national federations signed the sponsorship agreements with impact terms	In total 9 agreements with impact terms
Athletes for sustainability	Involve athletes in sustainability initiatives as ambassadors to spread the message of the “Community Impact Plan” – Protect, Love, Learn	12 athletes have been involved in ESG initiatives and campaigns	G. Paltrineri, L. Beck, A. Donaldson for Healty Seas; Chloé & Matthieu Witvoet for Swim for Change; N. Martinenghi, N. Ponti, L. Beck together with other athletes for Breast Cancer Awareness Collection; Sahika Ercumen for Earth collection; Carlie Morris for an internal coach on mental and physical disabilities; Yohann Ndoye Brouard for a fundraising campaign by PLAY International; Paralympic champion Monica Boggioni and Riccardo Vernole for the Festival Overtime event

COMMITMENTS 2026

OBJECTIVE	TARGET
Supplier Engagement	➔ Training on topics related to living wages and decarbonization for key suppliers. Development of a strategy to address relevant human rights issues, including in the supply chain.
Athletes for sustainability	➔ Engagement of athletes in sustainability storytelling.
Community Impact Plan	➔ Collect KPIs from distributors on learning initiatives. Promote local initiatives and reinforce “Learn to Swim” programs. Support global projects for Protect Water.

CUSTOMERS & CONSUMERS



Improving the well-being and awareness of all the people who use our products, in and by the water, by promoting an active lifestyle and more sustainable behaviors for the planet.

IMPACT STORIES 2025

NEW 2025 GLOBAL BRAND CAMPAIGN.

PLANET WATER. NO LANES.

In 2025, Arena officially launched its new global brand campaign, *Planet Water. No Lanes*. This initiative is far more than a marketing effort; it is a bold cultural and identity statement that defines who Arena is and who Arena serves. It represents an open invitation to anyone who shares an authentic connection with water, from Olympic champions to weekend enthusiasts, to feel part of a single, inclusive global community.

The philosophy behind the campaign is clear: no lanes, no divisions, no labels, no boundaries. Arena celebrates the uniqueness of every individual's journey in water, shaped by personal rhythms, places, and emotions. Yet, despite these differences, the passion is the same, the connection is real, and the community is one. For Arena, water is not just a sport, it is a way of life.

The campaign was brought to life through powerful storytelling and imagery featuring athletes from Arena Elite Team, including Olympic champions David Popovici, Nicolò Martinenghi, Kyle Chalmers, and Thomas Ceccon, Paralympic champion Jessica Long, world champion Leonie Beck, and rising star Sara Curtis.

Complementing the campaign, Arena introduced a dedicated **digital magazine**, *Planet Water – Life Beyond The Lane*.

Built upon the Planet Water concept, the magazine reinforces the principle of *No Lanes*, signifying that there are no barriers, no restrictions, and no single way to live this connection. Whether diving in to win, to relax, or to improve, everyone belongs.

The magazine features health and lifestyle content that demonstrates why water is one of the most complete and sustainable ways to live well, inspiring stories from swimmers of all levels, and explorations of destinations, rituals, and experiences that highlight the many ways water shapes bodies, minds, and communities.

Available exclusively to new subscribers of the Arena newsletter, the magazine strengthens the bond between Arena and its global community, celebrating water as a universal element of life and connection.

VITA LIFE COLLECTION

In 2025, Arena introduced a milestone in sustainable product innovation: the VITA LIFE collection, Arena's first swimwear line made with LYCRA® EcoMade fiber and recycled polyamide. This launch demonstrates the commitment to leading the industry toward more responsible material choices.

The collection's environmental value is rooted in its primary material. The LYCRA® EcoMade fiber is produced with **70% bio-based content**, achieved by replacing fossil

material with a new, renewable raw material (bio-based PTMEG derived from corn) at the foundational stage of production. This new fiber offers a concrete, sustainable alternative to traditional fossil raw materials, while guaranteeing the same high performance and proven resistance to degradation caused by chlorine, UV rays, and sun creams.

This achievement was made possible through strategic collaboration with the supply chain partners, underscoring the belief that innovation is a shared journey. The VITA LIFE collection marks a tangible step in Arena's ongoing mission to integrate circular principles into the core product offerings.

To be consistent and to reinforce the message Arena wanted to convey with the *Vita Life* products, attention was paid to every detail, also committing to a packaging solution that is less dependent on fossil-based materials. The plastic polybag was replaced with a FSC-certified paper polybag, sourced from certified and responsibly managed forests.

Moreover, the chosen paper polybag also helps protect the most precious resource, the ocean, as the supplier company participates in the "Sea the Difference" campaign, donating 1% of its annual profits to ocean protection and conservation projects.

CUSTOMERS & CONSUMERS

REVIEW OBJECTIVES 2025

 OBJECTIVE	 TARGET	 STATUS	 NOTES
Customer engagement on sustainability topics	Develop partnerships and customer engagement campaigns in line with the Community Impact Plan, specifically for the Protect, Love and Learn Water pillars	16 partnerships and/or marketing campaigns on sustainability topics	During the 2025, Arena advanced the Community Impact Strategy through targeted partnerships and engagement campaigns. Activities continued including collaborations with 1,2,3 Nagez for preventing drowning, Healthy Seas—expanding from marine waste recovery to include pollution prevention education—and Keep A Breast for cancer awareness. Arena also marked World Water Day and Earth Day with thematic collection launches and partnered with Zeroco ₂ to compensate for the emissions from the annual sales meetings
Customer satisfaction level	4.0/5 customer satisfaction level	4.0/5	As part of a user satisfaction initiative, users were surveyed at the beginning and at the end of the year, and asked to rate their overall store experience on a scale from 1 (low) to 5 (very satisfied). The results show a positive trend in user satisfaction, with an improvement of 5.28% compared to the previous measurement
Product transparency	Create a tool for the traceability of products and the transparency of information	DONE	“ESCA: Env-Product – Sustainability and Life-Cycle Assessment” is a prototype software for the traceability and environmental impact assessment of products in the apparel and footwear sectors, based on the LCA methodology. In collaboration with the Polytechnic University of Marche and partner companies
First involvement of distributors on sustainability topics	Launch of a pilot project of 10 distributors engaged through training videos on ESG topics	10 distributors have been engaged in a video training on sustainability topics	
Launch of the Racing Suit Repair Program	100 suits, for the “racing” segment, repaired with the replacement of the “World Aquatics” logo (the service in 2025 will be active only in Italy)	100% suits received have been repaired	In 2025, the service was available only in Italy. The highest number of requests received was 89, and all of them were fulfilled

COMMITMENTS 2026

OBJECTIVE	TARGET
Compliance of Marketing campaigns	➔ 100% of marketing campaigns assessed according to M&C’s Responsible policy.
Product transparency	➔ Deployment of a product impact measurement tool to drive the development of new sustainable lines.
Take-back program	➔ Launch of a take-back program in selected swimming pools in Italy.

PLANET



Considering sustainability a fundamental part of the definition of quality, integrating it into product development processes and promoting a sustainable evolution of business models and operational processes in line with European climate neutrality objectives and Italian ecological transition objectives.

IMPACT STORIES 2025

ENERGY EFFICIENCY ACTIVITIES IN HQ

The Arena long-term strategy for reducing the environmental footprint of the operations began in 2024 with major infrastructure upgrades at the headquarters. In 2025, Arena focused on consolidating these projects, optimizing the performance, and measuring the positive impact.

- **Renewable Energy Generation:** The 161.3 kWp photovoltaic system installed on the headquarters' roof is now fully operational, from July 2025, significantly increasing the share of self-produced green electricity **which accounted for 14%** (considering that it is active for half year). This reinforces the commitment to renewables sources Arena made in 2020 - and actively continued - by purchasing only certified green energy with GOs for the Italian HQ and retail.
- **Optimizing Resource Efficiency:** Over 300 lamps were replaced with high-efficiency LED lighting across offices. This has not only reduced energy consumption but has also enhanced workplace comfort and quality of the environment. A special mention goes to the lamps installed in the product team offices and internal laboratory, which achieve a 98% color rendering index. This level of precision replicates natural sunlight, allowing colors to be perceived exactly as they would appear outdoors—an invaluable advantage for product evaluation and design.

→ **HVAC systems renovation:** Finally, the modernization of the heating and cooling systems —replacing old oil boilers with efficient heat pumps—is now yielding expected improvements in energy performance. This strategic shift has enabled the complete phase-out of diesel fuel for heating at the site, a decisive move that eliminates a significant source of emissions and aligns with the broader decarbonization goals.

Together, these initiatives contribute to an **energy reduction on the HQ equal to -19%**. These actions demonstrate Arena's commitment to embedding sustainability into its operations, ensuring that infrastructure investments deliver measurable environmental benefits while creating healthier, more efficient workplaces.

DEVELOPMENT OF A TOOL FOR CALCULATING ENVIRONMENTAL IMPACT OF THE PRODUCTS

Arena secured funding under Italy's National Recovery and Resilience Plan (Piano Nazionale di Ripresa e Resilienza – PNRR) for a pioneering project focused on environmental traceability and product impact assessment.

Developed in partnership with two local enterprises, the project aims to create a dedicated digital tool to track and assess the environmental footprint of Arena products

throughout their life cycle and will function as an eco-design tool.

The initiative is designed to integrate sustainability considerations directly into future product development processes. It prioritizes the use of innovative, lower-impact materials, the optimization of manufacturing processes to reduce environmental impacts, and enhanced supply chain traceability.

The software will automatically calculate all 16 environmental impact indicators defined by the **European Union's Product Environmental Footprint (PEF)** methodology. This capability will enable Arena to:

- measure and compare the environmental impacts of its products.
- set clear, data-driven sustainability targets and KPIs.
- prepare for the forthcoming **Digital Product Passport**, ensuring alignment with evolving European regulatory requirements.

By embedding robust, standardized impact data into product development, this project represents a significant step towards more transparent, measurable, and science-based environmental stewardship, reinforcing Arena's commitment to sustainability-led innovation.

PLANET

REVIEW OBJECTIVES 2025

 OBJECTIVE	 TARGET	 STATUS	 NOTES
Reducing the impact of operations	Definition of a decarbonization plan for Scope 1, Scope 2 and Scope 3	DONE	Arena has defined an internal decarbonization plan for Scope 1, Scope 2 and Scope 3
Reducing the impact of products	Development of a digital tool for the calculation of the environmental impacts of products and for the traceability of information along the supply chain	DONE	“ESCA: Env-Product – Sustainability and Life-Cycle Assessment” is a prototype software for the traceability and environmental impact assessment of products in the apparel and footwear sectors, based on the LCA methodology. In collaboration with the Polytechnic University of Marche and partner companies
	Definition of innovative and sustainable solutions for an Arena racing swimsuit	Ongoing	By calculating and comparing the environmental footprint of baseline and new designs, the digital tool will enable us to develop a more sustainable racing swimsuit prototype

COMMITMENTS 2026

OBJECTIVE	TARGET
Reduce the impact of operations	➔ Increasing the share of renewable energy.
Reduce the impact of Supply Chain	➔ Engagement with key suppliers for define concrete actions for decarbonize Scope 3. Obtaining CO2 emissions reports from logistics suppliers representing over 10% in terms of volume.
Decarbonization Strategy	➔ Validate a decarbonization strategy 2030 aligned with international framework (SBTI).

IMPACT MEASUREMENT

Until 2024, Arena assessed its impact across five areas – governance, people, community, environment and customers – using the B Corp™ Standards v 1.6, monitoring its overall score as a key reference for continuous improvement.

Under this points-based B Impact Assessment (BIA), companies are evaluated across five impact areas and are required to achieve a minimum score of 80 out of 200 to qualify for certification.

Arena achieved a **score of 88.8¹**, exceeding the certification threshold.

However, Arena has not pursued full B Corp certification due to its current brand structure. While the company operates globally, certain Asian markets are managed by an independent partner (Descente), which limits the ability to achieve full alignment with the certification requirements at a global level.

Nevertheless, Arena has adopted the B Corp framework as a strategic and comprehensive reference to guide its impact journey and to continuously improve its environmental and social performance. In 2025, following the evolution of the B Corp™ standards and the transition to version 2.1, the company further aligned its impact management approach accordingly.

B Lab™ introduced a more rigorous and transparent framework, moving from a cumulative scoring system to a methodology based on **defined minimum performance requirements** across specific impact topics. Rather than achieving an aggregate score, companies must now comply with requirements across the following areas: Purpose and Stakeholder Governance, Climate Action, Fair Work, Human Rights, Government Affairs and Collective Action, Justice, Equity, Diversity and Inclusion, Environmental Stewardship and Circularity, as well as Foundation Requirements.

Of the approximately **120 applicable performance requirements** under B Corp™ Standards v 2.1, Arena has currently achieved around **54% completion, 38% work in progress**, and **8% still to be addressed**.

More precisely:

- **Purpose & Stakeholder Governance:** 85% completion, 15% work in progress.
- **Government Affairs and Collective Action:** 88% work in progress, 12% to be addressed.
- **Human Rights:** 18% completion, 76% work in progress, 6% to be addressed.
- **Fair Work:** 67% completion, 33% work in progress.
- **Justice, Equity, Diversity & Inclusion:** 15% completion, 85% work in progress.
- **Climate Action:** 66% completion, 17% work in progress, 17% to be addressed.
- **Environmental Stewardship & Circularity:** 64% completion, 28% work in progress, 8% to be addressed.

¹ The score results from a self-assessment conducted on the B Lab platform, with the calculation and methodology developed with the support of an independent third-party consultant.

This shift does not represent a decline in performance but reflects the **change in methodology and scope of the B Lab™ standards**, which aim to strengthen credibility, ensure minimum levels of performance across all impact areas and drive deeper systemic impact aligned with evolving regulatory frameworks and global sustainability standards.

CONCLUSIONS

Arena’s impact journey is built on the belief that performance and responsibility must evolve together. The initiatives described in this report reflect a consistent approach to sustainability; one that connects people, products, and partnerships through concrete actions, measurable progress, and continuous learning.

In 2025, Arena strengthened its foundations by investing in employee wellbeing, skills development, and inclusive workplace practices, recognizing people as key enablers of long-term value creation. At the same time, the company advanced transparency and collaboration across its value chain, using data, dialogue, and shared responsibility to address complex challenges such as environmental impact, supply chain resilience, and fair compensation.

Environmental stewardship remained central to Arena’s strategy. From protecting marine ecosystems through the Healthy Seas partnership to embedding science-based impact assessment into product development, Arena continued to translate its commitment to Planet Water into tangible outcomes. These efforts reflect a shift from isolated initiatives towards integrated systems that support informed decision-making and regulatory readiness.

While meaningful progress has been achieved, Arena acknowledges that sustainability is an ongoing journey. The insights generated through pilots, assessments, and partnerships will guide future actions, strengthen accountability, and enable more ambitious targets.

By combining innovation, collaboration, and transparency, Arena remains committed to driving positive impact, within its organization, across its value chain, and in the wider communities and environments connected to water.

We won’t change the world alone, but we want to do our part and engage our ecosystem to do the same.



Full Version of this Report available at: about.arenasport.com