

Questions are warmly welcomed!

Do you have any questions or suggestions? We look forward to reading your message! You can contact us easily via email or telephone.

Corporate Responsibility

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Further information about Tchibo and on the topic of sustainability is available at:

www.tchibo.com

www.tchibo.de

www.tchibo-sustainability.com



Our Responsibility Sustainability at Tchibo



Tchibo - on the way towards a 100% sustainable business

As one of the biggest German consumer goods and retail companies operating internationally, Tchibo recognises its responsibility towards people and the environment. Sustainability has been an integral element of our corporate strategy since 2006. This is how we, as a family business, aim to ensure our customers receive the products that are the hallmark of our brand: top-quality roasted coffee, as well as a selection of consumer goods that changes weekly.

Our aim is to achieve a 100% sustainable business. In the following pages you will find an overview of how we are approaching this goal step by step.

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Find it only at Tchibo



Dr. Markus Conrad
Chief Executive Officer
Tchibo GmbH

Dear readers,

As a family business, we pursue long-term goals. Assuming social and environmental responsibility is natural for us.

In 2006, we integrated our sustainability goals into our corporate strategy: Motivated business partners, an intact environment, convinced customers and passionate employees are the foundation of our business.

This brochure gives you an overview of what we have already achieved and what we plan for the future.

More detailed information can be found on our website: www.tchibo-sustainability.com

The progress we have achieved within recent years encourages us on our way towards a 100% sustainable business.

I hope you enjoy reading this brochure.

Yours



1 Coffee



Sustainably grown coffee

To continue offering our customers top-quality coffee in future, we focus on more than flavour and taste. We are also engaged in protecting the environment and improving the living conditions of the coffee farmers and their families.

As our medium-term goal, we aim to offer solely coffee from sustainable sources. Only ecologically and socially compatible farming methods will ensure that high-quality coffee is available to our customers in future.

Cooperation with standard organisations

To achieve our goal we work together with all internationally acknowledged standard

organisations. At present, these include Rainforest Alliance, Fairtrade, UTZ Certified and the organisations behind the organic label based on EU legislation (Bio-Siegel). We apply the basic standard 4C (Common Code for the Coffee Community) to organise the coffee farmers and raise their awareness of sustainable coffee growing for the future.

Support of the coffee farmers

Together with our partners, we also support the coffee farmers in tackling challenges which are not, or only insufficiently, considered within the standards. This especially concerns measures for adapting to and reducing own impacts towards global climate change.

Facts & Figures

Share of sustainable Tchibo coffee is increasing

The share of coffee covered in our sustainability concept went from 13% in 2011 to some 22% in 2012. This progress is reflected in our range of products: We have exclusively offered certified sustainable coffee in our Tchibo coffee bars since as early as 2009. In 2011, over 50% of the certified filter coffee bought by private households in Germany was from Tchibo. In 2012, we changed our single-origin coffees in our "Privat Kaffee" range and the coffee used in our Cafissimo capsules to 100% certified sustainable coffee.



2 Environmental protection with consumer goods

Conserve resources, protect the climate

Sustainably grown cotton

Our goal is to protect natural resources - especially the cotton processed in our garments and textiles. Hence, we support environmentally and socially responsible cotton cultivation, for instance by offering organic cotton products and by promoting the "Cotton made in Africa" (CmiA) initiative.

Wood from sustainable origins

Many of our products are made of wood. For the sake of sustaining our forests for the generations to come, we are careful to procure this valuable resource from responsible

sources. This also applies to the paper we use. Additionally, our "UmweltPlus" quality profile concentrates on resource-efficient product design for our other consumer goods. The aim is to continuously develop, improve and market an ecologically valuable product range.

Saving energy, reducing emissions

Our efforts in climate protection focus on the reduction of emissions. By optimising our transport processes, we have been able to reduce the carbon dioxide emissions caused by transport by over 30% since 2006.

Facts & Figures

Sustainable textile and wood range

In 2011, we sold 3.4 million products made from sustainable cotton. In 2012, this number will increase to over 8.5 million. Tchibo garden furniture made from hardwood meets the requirements of the Forest Stewardship Council (FSC®). We have printed magazines, catalogues and advertising material in Germany, Austria and Switzerland on FSC-certified paper since 2012 and are the first German trading company to do so.





Promoting Sustainable Consumption

On our way towards a 100% sustainable business, we cooperate with internationally acknowledged standard organisations and continuously expand our range of sustainable products.



Rainforest Alliance The internationally recognised non-profit organisation Rainforest Alliance supports the sustainable improvement of conditions for people and nature in the countries where the coffee originates.



UTZ Certified UTZ certified farmers have been trained to implement better farming practices with respect for people and planet.



* **Fairtrade** Products with the Fairtrade label assure our customers that the livelihoods and working conditions of farmers and employees have been improved by Fairtrade prices and premiums.



Bio Only products that are produced and certified in accordance with the strict requirements of EU statutory regulation on organic farming are allowed to bear the eco-label.



OE Organic cotton: The use of organic cotton is certified by independent institutions according to the OE100 or the OE Blended Standard.



Cotton made in Africa Cotton made in Africa is an initiative that aims to improve living conditions for African smallholders and support cotton farming which is in line with social and environmental aspects.



FSC The FSC trademark distinguishes timber products from responsibly cultivated forests. They are independently certified under the stringent regulations of the Forest Stewardship Council.

Commitment to social standards

Every week we surprise our customers with a new collection of products corresponding to a special theme. In the production of our consumer goods we not only ensure the highest quality, but we also work towards improving social and environmental standards.

We are convinced that business success should not come at the expense of people and nature. Therefore, we pursue the goal of permanently improving working conditions at the factories that produce goods for Tchibo.

Social Code of Conduct and qualification

Our "Social and Environmental Code of Conduct" was developed in 2006. It is the foundation

of all our business relationships and an integral element of all purchasing contracts. In 2012, we extended the code to include environmental issues such as energy efficiency.

Supplier qualification through the WE program

We support our producers to achieve lasting improvements in working conditions in their production facilities, focusing on Asian producers. Since 2007, we have relied on the WE qualification program (Worldwide Enhancement of Social Quality) to this end. Managers, workers and their representatives in production facilities, non-governmental organisations and our buyers jointly develop and implement action plans for sustainable change.

Facts & Figures

Expansion of supplier qualification

At present, 175 producers are participating in the current qualification process or have graduated from the WE qualification program. By the end of 2012, this number will have increased to 200. In the medium term, we aim to include all strategic production facilities in the WE program.



Empowerment Projects

As an active member of society, we recognise our responsibility. Especially in countries from which we procure our main resources of coffee and cotton, we support projects that follow the principle of “helping people to help themselves”.

Coffee: Supporting farming families at Mount Kenya

In 2011, we initiated the Mount Kenya project. Together with women support groups, we have jointly identified four project areas in which we directly and indirectly support 1,000 farmers' wives and their families: We help by setting up water supply infrastructure, provide training material for women, organise training, and help with ensuring school attendance of orphans as well as with purchasing domestic cattle

and construction materials for stables and fences. These projects are building-blocks towards assuring the women their livelihoods and will enable them to continuously improve their living conditions.

Cotton: Tchibo School Project in Benin

Education is the key to sustainable development. In 2010, we initiated a school project in West African Benin together with the Aid by Trade Foundation and further partners. We are working on improving the educational infrastructure and quality of school teaching in six communities. So far two school buildings have been constructed, 20,000 school uniforms distributed and ten school gardens laid out. Further measures for the future are the establishment of school canteens, the construction of wells and the distribution of 10,000 school books.

Facts & Figures

Customers support the Mount Kenya Project

In the course of a sponsoring campaign at Christmas 2011, German customers were able to contribute to the success of the Mount Kenya Project by purchasing one pound of “Privat Kaffee”. 45 cents per packet sold in the campaign went into the project, which added up to a total of 630,000 Euros.



Passionate Employees

Tchibo is full of surprises, with a stream of new ideas that are brought to the shops by the passion and efforts of our employees. Linked to this is a working environment which could not be more diverse and interesting.

As a family company we care about the work-life balance and the health of our employees, and support them in training and further education. This is a prerequisite for the sustainable success of our company.

Compatibility of career and family

As a responsible company we continuously work on aligning the needs of family and professional life. This applies to the care of children and

care-dependent relatives as well as to flexible regulations concerning working hours and places.

Workplace health management

Tchibo invests in a health-friendly working environment. This includes ergonomic workplace design and excellent staff restaurants as well as sports and fitness facilities. These measures, as well as comprehensive counselling offers, enable us to reduce physical and psychological stress.

Investments in training and development

Motivated and talented employees are our insurance for the future. We are convinced that personal career advancement is part of a corporate culture which appreciates each individual employee.

Facts & Figures

Career and family at Tchibo - certified excellence!

Tchibo has cooperated with day care centres for children in Hamburg since 2006. At present, 43 children of Tchibo employees are looked after by trained kindergarten nurses. In 2011, Tchibo was the first retailer nationwide to be certified as “familienbewusster Arbeitgeber” (“Family-Conscious Employer”) by berufundfamilie gGmbH. Tchibo ranks among the most family-friendly companies in Germany, according to the results of the company competition “Erfolgsfaktor Familie 2012” (“Family - Factor of Success 2012”) sponsored by the Federal Ministry of Family Affairs, Senior Citizens, Women and Youth.

