



Pohjolan Matka's Sustainability Program in a Nutshell

Pohjolan Matka's Sustainability Program 2035 is designed to set clear and measurable goals for the development of various aspects of sustainability within its business operations. The program serves as a guideline for internal stakeholders and communicates the important role of sustainability in our operations to external stakeholders. Progress on the sustainability program is reported annually as part of the financial statements, and goals are updated as necessary.

The program is based on the company's values, corporate culture, and decision-making and operational models. The staff has identified the following values for Pohjolan Matka: professional, responsible, positive, and domestic family entrepreneurship. Based on these values, the visible walls of the operation are built, consisting of operating models in accordance with social, environmental, and societal responsibility. Communication to stakeholders serves as the roof of the building.

The goals and milestones of the sustainability program have been defined together with employees, customers, and partners. The objectives are divided into three main areas: societal responsibility, social responsibility, and environmental responsibility.

We have summarized our sustainability goals as **sustainability promises**, which succinctly state the goals for each aspect of sustainability.

Societal Responsibility: By focusing on continuous new customer acquisition alongside ensuring the satisfaction of our existing customers, we manage our revenue growth, enabling us to achieve a positive operating result and a strong equity ratio.

Social Responsibility: Our satisfied and well-trained staff enable customer satisfaction and the positive development of our brand.

Environmental Responsibility: The focus on reducing our carbon footprint includes addressing driver behavior and unnecessary idling, as well as increasingly using buses that comply with Euro 6 standards and raising our waste recycling rate.

Sustainability Goals Table

Goal	2023	2024	2028	2035
Societal Responsibility				
Revenue (million euros)	24	26	35	40
Equity ratio (%)	46	40	45	50
Annual growth in customer contacts (%)	15	20	25	
Social Responsibility				

Work satisfaction, incl. good management (scale 1-5)	3.8	3.85	4	4.2
Customer satisfaction (scale 1-5)	4.8	4.7	4.8	4.8
Internal image of Pohjolan Matka (scale 1-5)	4.16	4.2	4.4	4.6
External image of Pohjolan Matka (scale 1-5)	4.3	4.4	4.6	4.7
Trained staff/total staff during the year (%)	30	80	90	
Environmental Responsibility				
Driver behavior (scale 0-100)	96.5	97	97.5	98
Idling (%)	9	9	7	5
Share of Euro 6-class buses (diesel-powered) (%)	33.5	37	65	100
Waste recycling rate (%)	45	46	50	55
Carbon footprint/km driven (tCO ₂ e) (according to the Chamber of Commerce's calculator)	0.00084	0.00072	0.0005	0.0003

Pohjolan Matka's sustainability program is linked to international programs and certifications, such as the UN's Sustainable Development Goals 2030 and ISO 14001 and STF programs. Through these programs, annual goals and metrics are set, based on the sustainability program. External auditors for certifications ensure that daily work is done to achieve the goals.

Communication plays a central role in the sustainability program. Pohjolan Matka communicates its sustainability openly, proactively, and based on facts, both to internal and external stakeholders. Internal communication takes place through monthly briefings, the intranet, the Teams application, and employee surveys. External communication, on the other hand, involves the use of social media, newsletters, websites, and customer events.

In addition to achieving the goals of the sustainability program, Pohjolan Matka's employees perform daily actions that are a natural part of the sustainability program. These actions can be categorized

under societal, environmental, and social responsibility and are examined from the perspectives of society, employees, and customers.

