

# BLUE STAR ENVIRONMENTAL POLICY

As one of the largest marketing execution partners for Kiwi businesses - our group brings together experienced industry leaders in print manufacturing, packaging, print management, design, marketing communications, digital, merchandise and logistics. With manufacturing sites located throughout New Zealand, we are aware of our social and environmental obligations to the local community.

We recognise and understand the environmental impact of our operations.

With over two decades of strategic investment in sustainable practices, we continue to take decisive action to reduce our environmental impact, drive industry transformation, and offer our customers environmentally conscious solutions. Sustainability is an integrated element of our operations, supply chain, and business growth strategy.

We are committed to operating our company in compliance with all applicable New Zealand laws, rules, and regulations, as well as holding ourselves to high standard in relation to our social, ethical, and business obligations.

## Our Targets

We are focused on achieving clear, measurable goals that reflect our responsibility to the our environment and climate Impact by:

1. Reducing Carbon Emissions: Achieving Scope 1, 2, and 3 emissions reductions aligned with the Science-Based Targets initiative (SBTi), targeting short-term goals by 2030, with a long term vision for net-zero by 2050.
2. Sustainable Sourcing of Paper and Board: 100% responsibly sourced standard for commercial paper and packaging board materials.
3. Net Zero Vision: Adopting a longer-term view of becoming a fully net-zero business across all areas of our operations by 2050.

## Our Key Strategies

We prioritise the following critical areas within our business to ensure we meet our targets and provide a safe and good working environment.

1. Health, Safety, and Wellbeing: Ensuring the health, safety, and wellbeing of our employees remains central to our operations.
2. Supplier Management, Social and Ethical Compliance: Partnering with suppliers that meet the highest standards, including ISO 14001 certification, and ensuring our supply chain aligns with responsible and ethical practices.
3. Energy efficiency and the reduction of toxic emissions by continually innovating and leveraging advanced, cleaner technologies to optimise energy consumption across all our business operations.
4. Water Management: Manage water usage and initiatives to minimise water usage.
5. Waste Management: Reducing waste generated in our processes and successfully diverting it from landfills through elimination, reuse and recycle.

6. Transportation Innovation: Introducing initiatives to reduce fuel use and emissions from transportation and logistics.
7. Sustainable Consumables: Sourcing renewable and sustainably responsible materials to support our manufacturing processes without compromising product quality.
8. End-of-Life Products: Educating and encouraging customers to adopt environmentally sustainable products and practices.

## Our Commitments and Progress

**Continuous Improvement:** In 2018, we modernized 40% of our offset printing fleet, significantly reducing emissions, energy consumption, and waste. Building on this momentum, we continue to invest in next-generation technologies annually to achieve efficiency gains in energy, waste, fuel, and water management while maximising the lifecycle of our equipment.

**Certification Leadership:** In 2024, we achieved multi-site nationwide Toitū Enviro-Mark Diamond certification, aligned with ISO 14001, exceeding industry standards for environmental management.

**Carbon Reporting Transparency:** As of 2024, we offer carbon-compatible reporting, enabling customers to make informed decisions based on detailed production emissions data. This positions us as a leader in transparent climate communication.

**Track Record of Emissions Reduction:** Through our Toitū Carbon Reduce certification, we achieved a reduction exceeding 40% in Scope 1, 2, and 3 emissions within three years demonstrating our dedication to climate action.

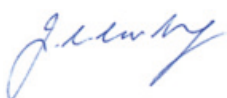
## Outcomes and Vision for Leadership

We continually focus on delivering actionable outcomes that create meaningful environmental impact while unlocking value for our customers and partners:

- Measurable carbon emission reductions that contribute to global climate goals.
- Stronger supplier partnerships that drive ethical and sustainable practices.
- Reductions in waste, water, energy, and other key resources that preserve ecological integrity.
- Sustainable product innovations that support circular economy principles.

At Blue Star, we believe in action over intention. Our progress over the last 20 years underscores a confident vision for the future: a sustainable business that achieves net-zero, fosters transparency and accountability, and continually enhances the value we provide to our environment, our employees, and our customers.

For further information or supporting documents, please contact your Account Manager.

  
Jill Cowling  
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Blue Star and Webstar

Effective from January 2020



Reviewed March 2025