

## CUSTOMERS

	MEASURES / PROJECT	STATUS QUO	OBJECTIVES
	<p><b>Overall Objective:</b> To build on sustainability expertise with B2B and B2C customers. Expand after-sales service.</p>		
	<p><b>Transparent communication</b></p>	<p>To help our customers make informed purchasing decisions, we disclose our sustainability measures transparently and comprehensibly as part of our deuter Promise strategy, ensure they are quantifiable wherever possible, and report publicly on the progress of these annually in our Promise Report.</p> <p>We continue to report on our suppliers in a transparent way.</p>	<p>Continue to ensure transparency in our dealings with our supply chain.</p>
	<p><b>deuter Promise Tour</b></p>	<p>As part of the Promise Tour, training sessions are held for retailers about our sustainability strategy.</p> <p>Customers can also have their backpacks repaired as part of the Promise Tour.</p> <p>This creates a platform for meeting and interacting directly with customers.</p>	<p>Organize the Promise Tour on a yearly basis and implement training programs.</p>
	<p><b>Repairs and rentals</b></p>	<p>These services improve the longevity and affordability of products and promote sustainable consumption.</p>	<p>Continue to increase the offering. For more detailed information see 'Actionable area: Climate Protection'.</p>
	<p><b>deuter Get The Facts</b></p> <p>Our eLearning courses are free to access on this <a href="#">website</a>.</p>	<p>There are eLearning modules on the following topics:</p> <ul style="list-style-type: none"> <li>• bluesign®</li> <li>• Fair Wear Foundation</li> <li>• PFC free collection</li> <li>• Responsible Down Standard</li> <li>• Green Button</li> <li>• Climate neutrality</li> <li>• Recycled materials</li> <li>• deuter Promise</li> </ul>	<p>Further expand range of eLearning courses.</p>