

20 August 2024 **ASX Market Announcements Office** Australian Securities Exchange

Baby Bunting Group Limited (ASX: BBN)

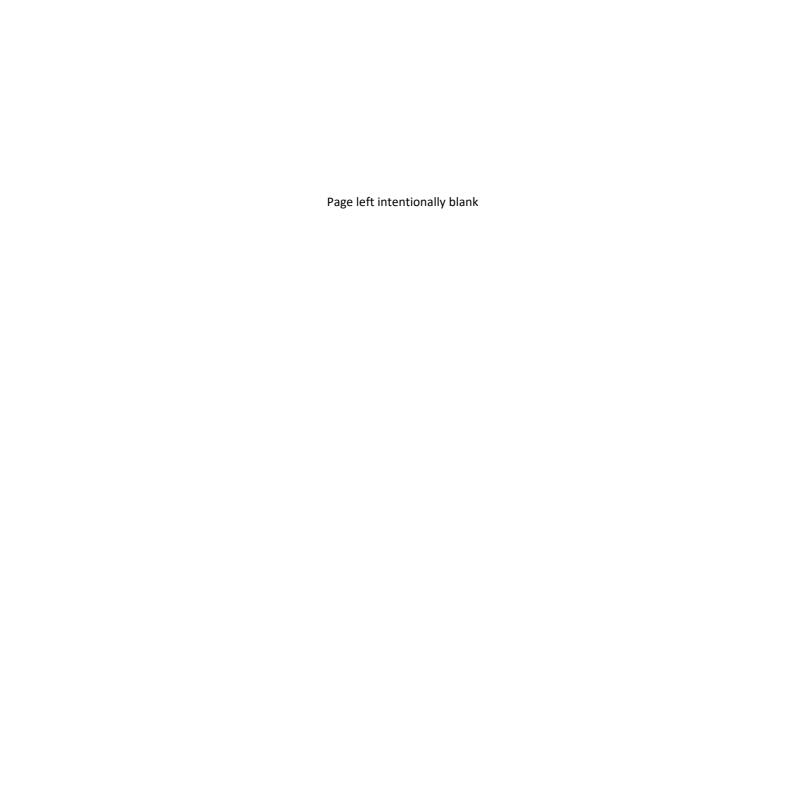
2024 Sustainability Report

Baby Bunting Group Limited is pleased to release its 2024 Sustainability Report.

The release of this announcement was authorised by the Board.

For further information, please contact:

Corey Lewis **Company Secretary** Ph: 03 8795 8169





About Baby Bunting

Baby Bunting Group Limited is an ASX listed holding company for the Baby Bunting Group. The primary operating entity is Baby Bunting Pty Ltd. The business is headquartered in Melbourne. It was established as a family-owned business in 1979 and became publicly listed on the ASX in 2015.

Baby Bunting is Australia's largest specialty retailer of maternity and baby goods, primarily catering to parents with children from newborn to three years of age and parents-to-be. Baby Bunting also provides a range of services, including car seat installation, layby, click & collect and hire services.

As an omnichannel retailer, Baby Bunting operates 70 large format retail stores in Australia and its Australian online store (available at babybunting.com.au) is the leading website for baby goods in Australia. Since 2022, Baby Bunting also offers its products to customers in New Zealand through its online store (available at babybunting.co.nz) and is currently operating four stores in New Zealand.

About this report

This Sustainability Report provides details of our approach to material issues in respect to ESG matters and a summary of our sustainability performance for the financial year ended 30 June 2024.

This report has been prepared with reference to the Global Reporting Initiative's (GRI) 2021 Standards and the Sustainability Accounting Standards Board (SASB) standard for the Consumer Goods industry, Multiline and Specialty Retailers and Distributors sub-industry. Our disclosures cover the topics that may have an impact on our financial performance and that are most material to our business and our stakeholders.

In this report, we also provide information relating to the extent to which our sustainability practices contribute to the United Nations (UN) Sustainable Development Goals (SDGs). The SDGs were adopted by all UN Member States in 2015, as part of the 2030 Agenda for Sustainable Development which set out a 15-year plan to achieve the SDGs.

We have included an SDG Index to link our associated sustainability management practices to the SDGs and their specific targets.

No assurance was sought for this year's Sustainability Report.

This report should be read in conjunction with the Baby Bunting Group Limited 2024 Annual Report.

Enquiries can be submitted to us at the link investors babybunting com au/contact-us.

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Chair's message



Melanie Wilson, Chair

At Baby Bunting, our purpose is to support and inspire confident parenting, from newborn to toddler. We are now in our forty-fifth year and remain passionate about our products and services, and how we go about providing them. We strive to enable the best start for the brightest future for the families we support.

Our 2024 Sustainability Report contains information about Baby Bunting's sustainability goals and its performance. It should be read in conjunction with the 2024 Annual Report, which sets out information on Baby Bunting's financial performance, governance and remuneration practices and information about Baby Bunting's material business and operating risks.

In this report, you will find information about Baby Bunting's practices and performance relating to Our People goals. This includes safety, diversity, training and policies – each of which is intended to support our team, including in their journey as parents. The safety, health and wellbeing of our team members will always be a key priority and this year we have focused on reviewing and refining our safety, health and wellbeing structure, including to ensure that we have tools and resources when it comes to dealing with mental health issues and overall wellness for our teams. To further support our team members' personal and professional development, we have also expanded our learning and capability offering.

Our People

creating an equitable, inclusive and safe workplace where our team members can thrive. With a focus on being a parent friendly organisation.

Our Communities

contributing to support the communities in which we operate and to focus on the needs of parents and families

Our Planet

operating in a sustainable manner to reduce the environmental impact of our actions.

A significant component of Our Communities goals relate to the financial support we provide to our key charity partners and other organisations seeking help for families in need. We are proud to have helped raise over \$650,000 to support Life's Little Treasures Foundation, Perinatal Anxiety & Depression Australia (PANDA) and other organisations, which will go towards making a positive impact in our communities. This is down from the prior financial year, which reflects the more challenging financial conditions with increased cost of living pressures experienced by our customers.

With Our Planet goals we continue our work to increase the use of renewable energy and reduce our energy intensity. We reduced our estimated scope 2 emissions by around 10% compared to FY2023 levels. Reducing the quantity of materials we use is also a focus and we have made progress in driving efficiencies, particularly in packaging use. We have also undertaken work to optimise the delivery process, saving journeys required to get goods to our customers as well as reducing energy and fuel consumption. In the year ahead, we will be commencing a 12-month trial across some of our Melbourne stores where we will provide a take back service for end-of-life children's car seats. This trial is targeting the return and processing of around 12 tonnes of car seats. As around 80% of a car seat (by weight) can be diverted from landfill, we believe this is a small. but important first step, in assisting to develop a solution for the industry.

In FY2025, we will focus on preparing for the reporting contemplated by the Australian Sustainability Reporting Standards that is expected to apply to Baby Bunting in future periods. In connection with this, we will take the opportunity to assess our current reporting and also the goals and objectives we wish to set in terms of climate-related matters and risks as they may affect Baby Bunting.

Looking ahead, we are committed to further improving our operations to contribute to sustainable outcomes and support our three ESG pillars. I would like to thank our team members, suppliers, and other partners for their efforts throughout the year. In these challenging times, I am grateful to the Baby Bunting team for their unwavering focus on making our operations more sustainable.

Melanie Wilson

Chair Baby Bunting Group Limited

Our approach to sustainability

Our stakeholders

Our key stakeholder groups, why they are important to us and how we engage with them, are as follows:

Stakeholder	Why they are important	How do we engage
Customers	We exist to support and inspire new and expectant parents. Their expectations regarding issues related to sustainability – from product safety and use of packaging to data privacy – are extremely important to us.	We engage with customers every single day. We receive feedback from customers directly in our stores, via our customer care team, through comments on our website and on our social media pages.
Team members	Our success depends on the people we employ and the talent we attract, develop and retain. We want to ensure a safe and inclusive environment and a culture aligned with our values of passion, consideration, honesty, positivity, focus and boldness.	We seek to understand what is important to our team members including through team briefings, the onboarding process, exit surveys, and internal listening sessions.
Shareholders	Institutional and retail shareholders provide the capital necessary for our business. The links between sustainability and financial returns are fast becoming their key focus, particularly around sustainable supply chain, human capital management and product stewardship.	We engage with our investors regularly via investor calls and briefings, during Annual General Meetings and on our investor website. We also gain insights into investors' concerns and topics of interest through ESG ratings.
Communities	Local communities are where our team members and customers live and where our stores, Distribution Centre and Store Support Centre are located. We seek to have a positive impact where we can, including by providing financial benefits, training, mentoring and employment opportunities.	By having an open channel of communication with our customers in the stores and communities in which we operate, we gain insights into what is most important to them and their families.
Suppliers and manufacturers	Our suppliers provide the products that we make available to our customers so preserving these critical relationships by engagement and communication is vital.	Our merchandise team have discussions with our suppliers about areas of common interest and exchange information about a wide range of issues, including supply chain matters, ethical sourcing and sustainability.
Regulators	Regulators and governments set the rules under which companies like Baby Bunting operate.	As a transparent and open company, we engage periodically with tax authorities, regulatory authorities (primarily the ACCC and the State consumer law regulators), Federal and State government departments, local authorities and other regulatory bodies on current issues.



Governance

Baby Bunting's Audit and Risk Committee has been delegated responsibility by the Board to review, evaluate and report on environmental, climate or social risks.

The executive team is responsible for regularly reporting to the Audit and Risk Committee on these risks.

Materiality

Based on our materiality assessment, we have identified:

- the sustainability topics, issues, risks and opportunities identified by our senior executives as most important to Baby Bunting;
- the topics that investors and the ESG rating agencies consider material to Baby Bunting;
- the topics identified by the SASB as most relevant to the Multiline and Specialty Retailers & Distributors industry sub-sector; and
- the GRI topic-specific issues considered most material to Baby Bunting by senior leaders and investors.

The process for defining the report's content was based on the GRI Reporting Principles, which include stakeholder inclusiveness, sustainability context, materiality and completeness.

Topics identified as material for Baby Bunting are as follows:

Pillars	Our People	Our Community	Our Planet
Topics	Health, Safety and WellbeingEmployee satisfactionDiversity	 Supporting new and expectant parents Product safety Providing great services Respecting the privacy of our customers and partners Making a positive impact on the 	Energy useModern slaveryProduct stewardshipPackaging and recycling
		communities in which we operate	

Our ESG scorecard

Our materiality assessment, conducted as part of our ESG strategy, identified certain material topics which we believe are the most relevant to Baby Bunting. For these topics, we have set ourselves specific targets. We believe these targets will help to deliver improvements in Baby Bunting's operations and performance and will contribute to building Baby Bunting's sustainable performance.

Goal	Target	FY2024 outcome	Sustainable Development Goal
		OUR PEOPLE	
Safety: Our Lost Time Injury Frequency Rate (LTIFR) to be below 7 by 2025.	For FY2024, we were targeting a rolling 12-month LTIFR of less than 10. We define a lost time injury to be any injury that results in a team member being unable to attend a future rostered shift.	In FY2024, our target was not achieved. Rolling 12-month LTIFR at the end of the year was 11.78. Prior years: FY2023: 11.33 FY2022: 8.44 FY2021: 9.98	Declined
Gender equality: At least 40% of women across all levels of Baby Bunting by 2030.	Our gender diversity goals for FY2024 were: • that women and men comprise at least 40% each on the Board; • that at least one third of the Senior Executives are women in the medium term; and • that at least 40% of the Area Managers and Regional Managers are women in the medium term.	 In FY2024, our gender diversity was as follows: Women comprise 50% of the Non-Executive Directors. Women make up 20% of Senior Executives. Women make up 54% of all Regional/Area Manager positions. 	Steady 5 GENDER EQUALITY 10 REDUCED NEGUALITIES
Training: On average, every team member to complete at least 15 hours of training each year.	At Baby Bunting, building the best team is a key pillar to our ongoing success. We are committed to providing training to all team members to ensure they have the skills and knowledge to succeed in their roles.	In total, there were 8,554 hours of structured training recorded (7,705 hours in FY2023). In this metric we measure specific skills and/or knowledge training delivered to team members (ie it excludes hands-on training that team members receive as part of their induction for a new role, etc).	Steady 4 QUALITY EDUCATION

OUR COMMUNITY

Helping parents who need support:

To raise a total of \$10 million in the period 2021 to 2030 to assist parents in need.

Our big goal is to grow our efforts so that in the period 2021 to 2030 we have raised at least \$10 million to assist parents in need and their children.

In FY2024, we contributed around \$650,000 to support the communities in which we work (down from \$1,059,000 in FY2023).

We raised \$379,000 to support Life's Little Treasures Foundation and a further \$211,000 to support PANDA.

We provided around \$60,000 of in-kind support that helped a number of parents in need and organisations that support them.

Our cumulative total during the 2021-2024 period is \$2,664,000 - and we will be working hard to hit our long-term goal.

Trend and

Trend and Sustainable Development Goal

Goal

Target

FY2024 outcome

Energy:

100% renewable energy by 2031 for sites we control. For FY2024, we committed to obtain around 25% of our electricity requirements for our stores and National Distribution Centre from renewable sources.

OUR PLANET

For our Australian store network, around 21% of the electricity consumed at sites we control came from renewable energy (steady compared to 21% in FY2023).

For our New Zealand store network, FY2024 was the first financial year of significant operations with the opening of an additional three stores (taking us to four stores).

Steady





Climate change action:

Net zero scope 1 and 2 greenhouse gas emissions by 2050. Baby Bunting acknowledges the risks associated with climate change and wants to play its part in working towards appropriate climate action.

We reduced our scope 2 emissions by around 10% from FY2023.

Improved





Product stewardship:

Product stewardship schemes in place covering our hard goods category products by 2030. Product stewardship schemes seek to ensure the responsible treatment of products at the end of their life, by the recycling and appropriate disposal of products.

Baby hard goods – eg car seats, prams and cots – are designed to provide safety and protection for young children and are made with hard durable materials. Developing product stewardship schemes will ensure that the components of these products can be reused or recycled in a manner that ensures as small an impact as possible once the goods have reached the end of their useful life.

Towards the end of the year, Baby Bunting committed to undertake a 12-month trial in Melbourne to provide a take-back service for end-of-life car seats. This trial is targeting the take back and processing of up to 12 tonnes of car seats.

In New Zealand, we participate in the product stewardship scheme known as SeatSmart. Consumers are able to return end-of-life car seats at stores for processing to ensure as much as possible of the seat is diverted from landfill and able to be recycled.

Improved





Baby Bunting employs around 1,590 people across its operations in Australia and New Zealand.

Baby Bunting employs around 1,540 people across Australia, primarily in our 70 stores but also in our Distribution Centre and Store Support Centre.

During the year, we opened three additional stores in New Zealand, bringing the store network to four in that country. There are currently around 56 team members in New Zealand.

Labour practices

Team members employed to work in the Australian store network and the Australian Distribution Centre are covered by applicable industrial instruments.

Baby Bunting's team members are employed directly and on full-time or part-time employment agreements. In addition, Baby Bunting employs casual team members who primarily work in our retail store network.

Baby Bunting also engages a small number of contractors and labour hire staff.

Further details about employment and contractor practices can be found in our 2024 Modern Slavery Statement.

New Zealand team members are employed on individual employment agreements underpinned by national legislation.

In respect to the workforce engaged by our suppliers, Baby Bunting has outlined its minimum expectations of its suppliers, including in relation to labour and human rights, as set out in Baby Bunting's Ethical Sourcing Code.

Talent attraction and retention

We are proud of the Baby Bunting team and their skill, knowledge, dedication and commitment to helping new and expectant parents during what for many is the happiest time in their lives, but also a time of great change and challenges.

We want to build the best team in every possible way so they can continue to provide the assistance, advice and service that has helped us become Australia's leading maternity and baby goods retailer, while delivering value to our shareholders and other stakeholders.

We have made some significant investments in our people systems over the last few years including a new human capital management system, payroll system and time and attendance system (which was fully implemented during FY2024). These systems make it easier for our team members to, among others, keep track of leave entitlements and manage leave requests, access and request changes to personal details and manage rostered shifts.

We are currently in the process of reviewing and improving our recruitment processes and procedures, including the implementation of new systems to help manage this process. Attracting and retaining the right talent is a key focus to the business and we are continuously looking at ways in which we can improve this, including by way of employee engagement and training.

We are committed to supporting our team members and ensuring we provide a safe and inclusive workplace where our people can thrive.

Training

Our team members completed more than 8,554 hours (FY2023: 7,705 hours) of structured training during FY2024. The training covered topics such as consumer law, privacy, product compliance and workplace respectful behaviours. Importantly, the topics also extended to leadership programs for our store managers and courses on managerial leadership for our Area and Regional Managers and our managers at the Store Support Centre. See further on this below.

We are committed to supporting our team members and ensuring we provide a safe and inclusive workplace where our people can thrive.

Our People CONTINUED

Safety, Health and Wellbeing

The safety, health and wellbeing of our team members and customers is our number one priority. Our goal is to make sure that everyone arrives home safe and well after working, shopping or visiting us, and free from any kind of harm or injury.

We recognise that supporting the health and safety of our team is not just about addressing team members' physical wellbeing, but also about achieving positive mental health and wellbeing outcomes.

Our safety, health and wellbeing commitments are supported by our safety management system and wellbeing program.

Measuring our safety performance

We measure safety performance using the Lost Time Injury Frequency Rate (LTIFR). LTIFR is the number of injuries that results in a team member being certified unfit (no work capacity) for work, for a future scheduled shift, per million hours worked.

The rolling 12-month LTIFR at the end of FY2024 was 11.78 (FY2023: 11.33). During FY2023, there were 20 individual lost time injuries.



	FY2021	FY2022	FY2023	FY2024
Rolling 12 month Lost Time Injury Frequency Rate (LTIFR)	9.98	8.44	11.33	11.78
Individual Lost Time Injuries (LTIs)	16	13	21	20

The LTIFR for FY2024 increased year-on-year, primarily due to a reduction in the number of hours worked in the financial year. However, there was a small reduction in the number of team members that sustained an injury that resulted in time lost from work. The lost-time injuries that occurred in FY2024 had low severity and resulted in short term incapacity for work.





Ongoing focus on safety

A review of Baby Bunting's safety, health and wellbeing structure during the year focused, among other things, on refining consultation with team members relating to issues that affect their safety, health, and wellbeing. The Safety, Health and Wellbeing Steering Committee has the role to monitor delivery of the Safety, Health, and Wellbeing Strategy and discharge work health and safety due diligence duties. This committee is chaired by the General Manager – People & Culture who helps increase the visibility and escalation of relevant safety issues.

Our induction program for all new starters includes safety training that is relevant and applicable to the role of the team member to ensure that all team members are informed of occupational health and safety risks. The induction program covers topics such as manual handling, safe use of equipment, safety procedures and incident reporting.

The Employee Assistance Program (EAP) is a free, anonymous and confidential support service available to all of our team members, enabling them to access

support and counselling on a broad range of issues. This program has been in place for a number of years and was re-launched during the year. A key focus was on wellbeing resources and services that extend beyond mental health counselling, including relating to issues such as general health, money, family, life and work. These resources and services are made available to team members via an app for easy access. The EAP offering includes additional support for our people leaders with advice, consultation and resources to enable them to promote and maintain a healthy working environment.

Baby Bunting continues to foster an environment where safety is viewed beyond the risk of physical harm. Our objective is to provide a psychologically safe workplace for all team members to feel comfortable to speak up, without judgement or stigma. This is encouraged through everyday conversations of care across our stores, Store Support Centre and Distribution Centres. We also acknowledge days of significance, such as RUOK Day where this message is promoted through morning teas where we ensure that resources are made available to all team members.

Our People CONTINUED

Employee satisfaction and engagement

We understand that building the best team is fundamental to living our core purpose.

Baby Bunting offers training and is focused on providing a supportive working environment that allows people to be themselves, have fun and feel both challenged and satisfied at the end of each day.

During FY2024, we have focused on employee engagement to ensure that our team members remain engaged with the business and our purpose to support and inspire confident parenting, from newborn to toddler. This has included formalising a program (the Baby Bunting Awards) in which we recognise team members for performance and behaviours that are aligned with the Baby Bunting Values (being passionate, considerate, honest, positive, focused and bold). We also celebrate and recognise team members' tenure with Baby Bunting through anniversary recognitions and, for longer tenure, providing service awards.

Additionally, quarterly in-person "collaboration weeks" have been introduced where team members in the Store Support Centre, Distribution Centre, Area Managers and Regional Managers come together to engage around business priorities, showcase new product, present on new opportunities and strategies, workshop issues across departments and regions and connect through team building activities. The feedback from these sessions have been overwhelmingly positive and they have driven further team member engagement and collaboration.

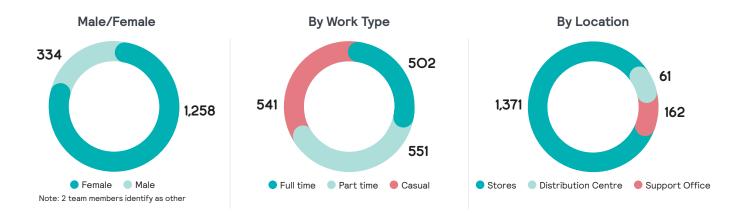
We have a number of other specific measures in place to make Baby Bunting more attractive to both current and prospective team members, including parents, as a place to work.

In particular, our Paid Parental Leave Policy supports our team members who are caring for new members of their family. More details on this are provided below.

We also want to make it as easy as possible for any team member to return to their role after their parental leave ends (or a modified role that suits their new circumstances). Our target is to have at least 95% of team members return to work following their parental leave, taking into account that not all team members wish to return to work after starting a family.

To achieve this we:

- · provide support for them to work flexibly;
- help them map a pathway back to full-time employment if that is what they want or assist them to decide on a part-time employment that works for them; and
- make it clear, if they do decide to pursue their career elsewhere, that we are open to considering available opportunities if they wish to return to us in the future.



Learning and capability

We recognise the importance of, and remain committed to, the ongoing training and development of our team members as this is critical to our success and sustainability.

Our team members completed more than 8,554 hours (FY2023: 7,705 hours) of structured training during FY2024, representing an 11% increase from the prior year. A focus was on providing customised internal course development and delivery. Significant training programs during the year included training on new operational procedures to continue our customer service excellence, updated legal and respectful workplace compliance training, and training around internal system changes. During the year, as part of our regular reviews, we updated the content of our mandatory training modules, designed to create awareness and education in the areas of compliance and regulatory requirements.

There were over 25,000 individual course modules completed across Baby Bunting store operations, Store Support Centre and Distribution Centre teams. This included our standard business compliance modules and respectful workplace compliance courses as well as, other training on topics such as change resilience, MS excel, and coaching. For those in store and operational leadership roles, we had training on people management skillsets and other related manager training.

We also offer courses in first aid, mental health awareness, product knowledge, core Baby Bunting work skills and knowledge and targeted management courses. On-the-job training is standard practice in addition to the hours recorded and not shown in this data.

Training

We want to build the best team and investing in our team members' skills and knowledge as well as maintaining business conduct and compliance knowledge is a key part of this.

Our goal is to have, on average, team members completing 15 hours of training each year as a minimum.

The average rates of training for FY2024 were:

Role	Average tracked training hours
Area Manager	14.5
Store Manager	10.5
Store team member	3.2
Other Managers	10
Store Support Centre team member	5

These reportable training hours reflect the hours of training that are recorded in our human capital management system. The system records training in the categories of compliance, core skills (relating to operational and business matters), qualification and accreditation (relating to first aid or car seat restraint training) and soft skills training.

The hours reported for FY2024 include more involved full courses for new starters, new system training including face-to-face workshops, short skill-shots to the broad Store Support Centre team and the continuation in maintaining compliance and qualifications such as forklift, mental health first aid, first aid and CPR refresher training across our organisation.

Training category	Hours
Compliance – Consumer Law and Business Conduct	2,206
Compliance – Respectful Workplace and related training	670
Core skills	2,206
Core skills - management	1,354
Induction (online)	422
Specific product knowledge and related topics	510
Qualification / Accreditation	1,188
Total	8,554

Our People CONTINUED



Baby Bunting also offers an online professional development course aggregator platform, Go1, to around 370 team members in store and operational leadership positions or pathways. The course topics include a variety of management, leadership, IT, personal development and work effectiveness courses and resources.

To inspire a growth mindset culture at Baby Bunting and empower self-led learning, eligible team members select and enrol in programs suited to them at any time. Managers can assign courses to their team members in line with individual or team learning goals. The training is not recorded within our human capital management system HRIS and is therefore not part of the completion reports detailed above in this section. In general, store management present the highest uptake of this individualised learning, opting to learn about team management, working relationships, well-being and time management to name a few topics.

New courses

New online custom product knowledge courses were assigned to frontline store team members, during late May and June 2024. These programs are aimed at delivering core information to engage customers better in some of the technical product areas to enable team members to expand sales baskets and include a personalised product sales solution to customers.

The rollout of a new time and attendance system required state-based face-to-face workshops with both hardcopy and digital learning resources developed and assigned to all Store Managers, Distribution Center team members and frontline store team members.

The New Service Manager face-to-face workshop was re-formatted to a virtual class format. It is a part of the core training experience for our team members who are responsible for ensuring a seamless customer service experience in stores.

All business conduct compliance modules for both Australia and New Zealand were updated and assigned to maintain currency in respect of the latest regulatory changes. Shorter annual refresher modules were created for New Zealand. A separate in-person training session was also held for relevant team members in the Store Support Centre on the topic of competition law.

Capability uplift

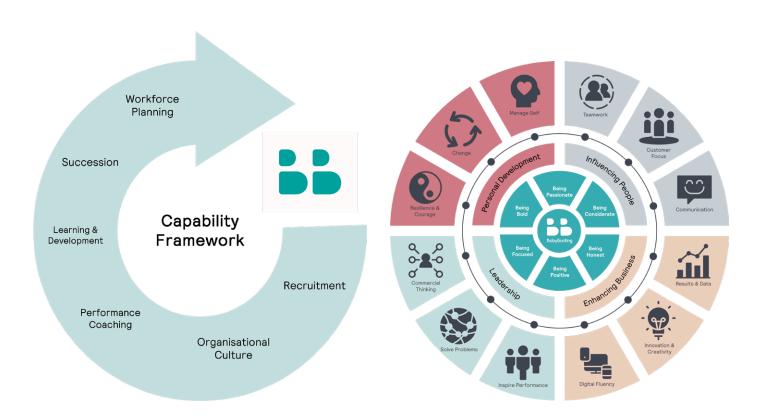
Baby Bunting's commitment to our team's safety, wellbeing and customer service excellence continues through capability uplift plans designed around the People Capability Framework, with all learning designed and delivered to align to a variety of the 12 core capabilities.

From recruitment to talent identification and succession plans, our core capabilities are at the heart of our team's continued success.

In FY2025, we will aim to raise the targeted capability to address not only the mandated knowledge required to operate but more of the general people, systems and management capability uplift.

Capability framework

To help our team members grow and develop at Baby Bunting we introduced our Capabilities Framework in FY2023.



The Capability Framework is intended to assist team members to continue their professional development, career advancement or to gain new skills. Our framework comprises 12 core capabilities that are grouped into four capability groups with Baby Bunting's values at the heart of our framework.

Our People CONTINUED

Diversity

We believe that diverse teams perform better and it is important to us that our team members reflect the broader communities in which we operate.

While our team members are predominantly parents themselves, our team is made up of a variety of people with many different backgrounds.

The majority of our team members are women, noting that the proportions vary across different parts of Baby Bunting (see graph).

We have a goal for women to make up at least 40% of our team across all levels by 2030 and we acknowledge the importance of providing opportunities for women to progress within the business into leadership positions. Accordingly, the Board has set measurable objectives to advance gender diversity, including increasing the proportion of women in leadership positions.

Our recruitment policy across Baby Bunting means we always seek to recruit the best people available, regardless of their ethnicity, age, gender, sexuality, religion or physical ability.

As we expand our network of stores, we want to provide greater opportunity for a broader range of people to obtain employment with Baby Bunting. Baby Bunting currently operates 74 stores across Australia and New Zealand, and we have plans for more than 120 stores in our network. As part of that expansion, we want to identify opportunities for expanding employment opportunities to a broader range of candidates in the coming years.

We also recognise that people from neurodiverse backgrounds have skills to offer Baby Bunting and we believe we can provide fulfilling employment for neurodiverse people.





Paid Parental Leave

As an organisation that supports new and expectant parents, we want to be a great place for our team members as they start and care for their families.

Baby Bunting's paid parental leave policy provides permanent team members in Australia with access to 12 weeks paid parental leave, plus superannuation payments.

The policy also extends to casual team members in Australia who have been with Baby Bunting for at least 12 months.

Parental leave payments are made to the primary carer, being the person who has the primary role of providing care to their child at that time.

Team members are also provided with support upon the birth (or adoption) of their child. We also offer generous product discounts and access to free car seat installations for our team members.

During FY2024:

- · 39 team members commenced paid parental leave; and
- nearly 90% of team members who ended their parental leave returned to work (some on part time arrangements).

Governance

Expected standards of behaviour and processes to ensure appropriate conduct by team members are set out in a range of policies applicable to all team members and in Baby Bunting's Code of Conduct.

The Board has approved the adoption of Baby Bunting's Code of Conduct and delegated responsibility to the Audit and Risk Committee in respect of risk management, which includes compliance with the Code of Conduct.

In respect to diversity, the Board has adopted a Diversity Policy which sets out Baby Bunting's commitment to recognising the importance of diversity for its business. Refer to the 2024 Annual Report (dated 20 August 2024) for more information.

Baby Bunting measures gender diversity in the composition of its senior executives and team members generally and reports these annually to the Australian Government's Workplace Gender Equality Agency.



We offer support to new parents and parents-to-be with our advice and by providing a safe and caring environment for them in the early years of parenthood.

Supporting new and expectant parents

We believe that Baby Bunting has been successful because we have stayed true to our purpose. While evolving new channels in digital and online, we have maintained our strong people focus and friendly service. Our culture has remained closely aligned with the original family feel where parents and their babies always come first.

Product safety

Day in, day out, we deal with children's safety.

Our customers put a huge amount of trust in us and we continually focus on meeting and exceeding their expectations when it comes to product safety.

We have stringent processes in place to ensure that all first party products we sell conform with applicable mandatory product safety standards or, where there is no relevant Australian or New Zealand mandatory or voluntary standard, comparable European or US safety standards. We seek contractual commitments from our suppliers that the products they supply are safe and comply with all relevant laws and standards. All suppliers are also required to comply with our Ethical Sourcing Code.

In FY2024, we updated and published new versions of our product testing requirements and provided these to our suppliers. The changes made during the year reflect updates to our product testing processes and changes to mandatory and voluntary standards. These requirements (as updated from time to time) set out Baby Bunting's standards in relation to products and the testing requirements applicable to those products. These requirements cover a broad range of categories and go beyond the applicable mandatory standards. This is to seek to ensure that the first party products available at Baby Bunting are safe and of a high standard.

Our product testing requirements will be further updated in FY2025 to reflect the new mandatory standard on toppling furniture that the ACCC released in May 2024 and the new mandatory standards in respect to infant sleep products that the ACCC released in July 2024 (refer below).

There have been no recalls of Baby Bunting's private label products or products supplied by our suppliers during FY2024.

Members of our Compliance team also participate on industry standards committees, that work for the development of Australian product standards.

Infant sleep products

Baby Bunting has worked with industry bodies in relation to safety standards for infant sleep and non-sleep products. In July 2024, the Consumer Goods (Infant Sleep Products) Safety Standard 2024 and Consumer Goods (Infant Products) Information Standard 2024 were promulgated. Baby Bunting supports regulatory efforts to establish clear standards for infant sleep and non-sleep products. The new Safety Standard regulates cots and bassinets and other infant sleep products and provides that products must not, among other things, have inclines greater than 7 degrees or a curved surface. Sleep surfaces must also be sufficiently firm and the fabric breathability is also to be considered.

Baby Bunting's approach to infant sleep products is reflected in the product testing requirements it currently has in place, which includes a requirement that infant sleep products must not have inclined sleep surfaces greater than 7 degrees. Baby Bunting's requirements also focus on material breathability for bassinets and portable cots.

Infant & Nursery Product Alliance of Australia (INPAA)

Baby Bunting partners with The Infant and Nursery Products Alliance of Australia (INPAA), a leading industry body that drives the development of safety standards that extend safety requirements for a number of products. Of significant note is the work being undertaken in infant sleep safety. By raising awareness in respect of creating and using a safe sleep environment, this assists in the work to reduce injury associated with infant sleep.

Our advocacy in the nursery industry is an important means of keeping our customers and suppliers up to date with the latest learnings. The relationship made through our activities with INPAA gives our team members and suppliers support in the sale of safe products.





Providing great services

Baby Bunting offers a range of services to its customers including layby services, click & collect, hire services and car seat installation.

We offer car seat installation services at all of our stores throughout Australia and New Zealand and we install around 140,000 car seats a year in Australia. Offering professional installation services by accredited installers ensures the safe travel of our bright future.

During FY2025, we intend to pilot a pram cleaning service intended to assist customers to extend the lifecycle of their products.

Respecting the privacy of our customers and partners

Handling of personal information

We recognise that when we collect the personal information of our customers, we have an obligation to respect it and to keep it secure from unauthorised access, use or disclosure. We have a privacy policy that explains the circumstances in which we collect, hold and use personal information (including names, phone numbers, email addresses and residential addresses). We do not hold details or copies of customers' identification documents such as passports or driving licences.

We do not provide the personal information of our customers to third parties for their marketing purposes.

However, third parties may hold personal information of customers and employees in order for Baby Bunting to conduct its business. Therefore, we make sure to assess and account for privacy risk to personal information when assessing, selecting and using third-parties (eg software and other partners). We seek to ensure that our partners providing software services agree to our high standards of conduct and practices, have robust security systems and controls in place and agree to comply with applicable privacy laws and principles when handling personal information.

Additionally, any third party that deals with payment card data is required to be PCI-compliant. During FY2024 we engaged an independent Quality Security Assessor to perform an assessment and gap analysis in respect of our online systems and controls to ensure that they remain compliant with PCI-DSS.

We have training in place to ensure that our team understands that they must treat and protect our customers' personal information appropriately and that they must only use it for the purpose for which it has been given.

Cyber security

Data security risk is of critical importance to our business and customers, particularly as our online sales are a significant part of our overall sales.

We have cyber and data security controls in place and are committed to continually investing in, and improving, our systems and security controls to minimise the risk of attackers accessing and taking our information or the information of our customers.

There were no reportable data breaches during FY2024.

Over the last few years, we have made investments in continuing to enhance our data security measures including regular IT awareness and security training aimed to enhance team members' knowledge around cybersecurity. We have also implemented new and improved systems and processes to enhance our data security posture and reviewed how we manage security issues internally and with our partners. This work is ongoing having regard to the continuously moving landscape in this space.

We will continue to identify areas for operational improvement and address potential issues proactively to safeguard our data and protect our stakeholders.

Making a positive impact in the communities in which we operate

Baby Bunting wants to support parents right through their journey. We seek to make a significant contribution to our local communities by supporting key initiatives and partnerships that we see touch the lives of the families we support. During the year, two significant partnerships were:



Life's Little Treasures Foundation supports the families of sick and premature babies. We have been supporters for eight years as the presenting partner for the foundation's major fundraising event, Walk for Prems. In FY2024, through the contributions of our customers, team and partners, we were able to raise around \$379,000 for Life's Little Treasures Foundation.



We are an active supporter of PANDA. PANDA offers information, services, support and counselling for parents experiencing perinatal anxiety and depression. In FY2024, through the wonderful support of our customers and team we helped raise around \$211,000 for PANDA.

These partnerships continue to grow in importance to Baby Bunting and we aim to keep our team members engaged and aware of the great things that these organisations do for our communities. In connection with our two separate fundraisers for PANDA and Life's Little Treasures, we invited representatives from the respective organisations to present to the Store and Store Support Centre teams. This included presentations by families receiving support from the relevant organisation around their challenges, the support they received and how the funds raised are helping families like them in need.

Many of our team members participated in the physical or virtual "Walk for Prems" events around Australia, showing our support for the wonderful work done by Life's Little Treasures Foundation.

We also provided around \$60,000 of in-kind product support to organisations to assist parents in need.



The Nappy Collective

Baby Bunting became a supporter of The Nappy Collective during the year. The Nappy Collective collects donations of new and leftover nappies – ones that little ones have grown out of or no longer need – and pass them onto community partners that support families.

Through our store network and Store Support Centre, we helped with the collection of 324,396 nappies. These nappies went on to support over 10,000 families in need.



As Australia's largest specialty maternity and baby goods retailer, we have a part to play in ensuring our impact on the community and the environment is as positive as it can be.

We aim to reduce our environmental footprint, particularly our energy use, waste and plastic packaging.

Reducing the energy intensity of our operations

For a large format retailer like Baby Bunting, one of our largest potential environmental impacts is energy use and emissions.

We have taken steps over the last few years to reduce the energy intensity of our store operations by installing energy efficient lighting, introducing features designed to efficiently use heating and cooling systems and to conserve power usage.

Our largest site is our Distribution Centre and Store Support Centre located in Dandenong South, Victoria which was commissioned in May 2021. These buildings have a 5-star energy rating along with solar panels that support electrical charging stations for our fleet of reach trucks and manual handling vehicles. There are also electric vehicle charging stations made available for our team members in order to support their use of their own electric vehicles to travel to work.

We are working towards sourcing all of our controllable electricity requirements from renewable sources by 2031. We obtain around 21% of our electricity requirements from renewable sources. Electricity costs are a significant cost for the business, but we will be working to expand our use of electricity from renewable sources in future years.

In the longer term, we have set ourselves the goal of having net zero scope 1 and 2 greenhouse gas emissions by 2050. Baby Bunting wants to play its part in working towards appropriate climate action. We aim to reduce energy consumption through making and choosing energy efficient upgrades (in stores and in our Distribution Centre), transitioning towards a greater percentage of renewable energy and through behavioural change.

There are three types of carbon emissions:

- Scope 1, resulting from burning fuel, like coal and gas.
 We generate almost no Scope 1 emissions;
- Scope 2, emissions generated through the grid electricity we purchase; and
- Scope 3, upstream emissions from suppliers providing services and making and transporting our products, and downstream emissions caused by customers using and disposing of our products.

Our energy use and emissions for FY2024 were as set out below.

Energy consumption

Energy consumed across our business, all sources (grid electricity, gas and petrol in vehicles): 37,721 GJ (FY2023: 35,597 GJ).

Utilisation was: 76.4% (FY2023: 74%) from grid electricity, 19% from green energy (FY2023: 20%), 3.8% (FY2023: 5%) from petrol and 0.6% (FY2023: 1%) from gas use (one store).

During FY2024, the number of Australian stores remained constant at 70 stores (one new store with one store closure in the period). The number of New Zealand stores increased from one to four stores during FY2024, taking the total number of stores in the network to 74. The slight increases in energy consumed and the small variations in utilisation are reflective of the three additional New Zealand stores being developed and opened during FY2024.

When New Zealand is excluded, electricity consumption across Baby Bunting's Australian stores and the Distribution Centre reduced by 1.4% against the prior financial year's level.

Emissions

Our carbon emissions in Australia and New Zealand during FY2024 were as follows:

- Scope 1: 119 tonnes (FY2023: 167 tonnes) CO2e
- Scope 2: 5,170 tonnes (FY2023: 5,723) tonnes CO2e
- Scope 3: No figures are available for scope 3 at this time.

We are pleased to record around 10% reduction in scope 2 emissions with further reduction efforts to be taken in coming years.

In preparing the above calculations, it is noted that:

- electricity consumption has been estimated for fifteen stores based on electricity consumed in similar sized stores in comparable locations. This estimate relates to 18% of the total electricity consumed from the grid and including in the scope 2 emissions calculations;
- we have made some estimates in relation to refrigerant use in the air-conditioning systems of our stores; and
- we do not have electricity consumption data for the New Zealand Distribution Centre (approximately 5,000 sqm in area).

The vast majority of our emissions come from grid electricity used in our stores, Store Support Centre and Distribution Centre, and our calculations of these emissions have been based on electricity consumed (except as noted above).

While these figures have been prepared having regard to actual usage data (where available), no assurance has been conducted in relation to these amounts.

6,332

FY21

6,068

5,723



149

167

119

Scope 2 emissions (estimated)

FY23

FY22

Units = CO₂e tonnes

Financial disclosure

During FY2025, we will continue to prepare for the new reporting requirement to make climate-related financial disclosures in accordance with Australian Sustainability Reporting Standards. These are first expected to apply to Baby Bunting in relation to FY2026.

Supporting and expanding product stewardship initiatives

Everyone who imports, designs, produces and sells products, and everyone who uses and disposes of products, has a shared responsibility to reduce the impact on the environment, human health and safety of those products. Product stewardship involves the safe and environmentally sound management of products and materials over their lifetime, including at the end of their useful life.

Baby Bunting believes that it has a major role to play in the circular economy in helping to reduce the environmental impact of its products and packaging, with a particular emphasis on 'reduce/reuse/recycle'. In support of this, we are conducting a car seat recycling trial in selected Melbourne stores and participate in the Seat Smart recycling scheme in New Zealand.

Product stewardship schemes

We have adopted a goal of having product stewardship schemes in place covering our hard goods category by 2030. In respect of the recycling of car seats, refer to the below.

Hard goods include bulky items such as prams and strollers, car seats and capsules, cots and furniture as well as high chairs. For safety reasons, these products are usually produced using a combination of hard durable plastics, metals and in some cases wood.

We remain committed to participate in product stewardship schemes for products in the hard goods category, but we acknowledge the challenges we are facing as we aim to tackle this by way of collaborative supplier engagement, having regard to the costs involved in making these schemes work.



Car seat recycling trial

Towards the end of FY2024, we committed to a 12-month trial to take back and process end-of-life car seats. This trial will operate at four stores in Melbourne and has a target of taking back around 12 tonnes of car seats (around 2,400 seats). About 80% by weight of a car seat can be recovered and recycled and material such as metals, plastics and some fabrics are able to be diverted from landfill.

We hope this is a step in working to find a solution for end-of-life car seats and we will report the outcome of the trial in subsequent reports.

SeatSmart in New Zealand

In New Zealand, we are participating in SeatSmart, a scheme for recycling used children's car seats.

This scheme allows people to return used and end-of-life car seats to a participating store, with the car seat then being dismantled with recyclable materials diverted from landfill. Baby Bunting covers the full cost of this scheme in respect of car seats that were purchased from us and we subsidise car seats that are returned to a Baby Bunting store (but not purchased from us).

Other waste and packaging initiatives

We are committed to working through a range of other initiatives to limit our impact on the planet, which are described below.

Our third-party suppliers are responsible for the content of the packaging of their products, and we acknowledge that they are all at different stages in respect to their understanding of, and maturity to adopt, sustainable packaging. We will work with our suppliers to support them on this journey.

Online fulfilment operations

Our online fulfilment activities support the dispatch of goods to customers who have purchased orders online. This often involves packaging the goods to ensure that they are protected as they are being transported from our Distribution Centre (or other fulfilment centre) to the customer.

The cardboard cartons used in connection with our online deliveries for 1P products are 100% recyclable. The cartons are printed with water-based ink to minimize the environmental impact on the packaging and sealed using recyclable paper tape (instead of plastic tape).

Waste in our operations

Baby Bunting's operations produces solid waste; no liquid waste is produced. Our waste streams are made up of general waste (eg non-recyclable wastes) and recyclables.

Waste produced in our Australian operations was 2,086 tonnes (FY23: 2,086 tonnes). Of the total, 874 tonnes (FY2023: 775 tonnes) were diverted from landfill into recycling. This was a diversion rate of around 42%, compared to 37% in the prior year.

This figure relates to Australian stores and the Store Support Centre. For stores located in shopping centres, a proportion of the waste may be managed by the shopping centre owners.

We continue to explore ways in which to increase the diversion of waste away from landfill.

E-waste initiatives

We engage in the responsible disposal of decommissioned IT assets. Materials from Baby Bunting's decommissioned IT assets are recycled or salvaged for spare parts, or disposed of according to environmentally-sensitive processes.

At the Store Support Centre, printer cartridges are recycled by Planet Ark. A battery recycling program is also in place to ensure that used batteries are disposed of appropriately.

Initiatives for future years

Initiatives planned for FY2025 include assessing solutions for hard to recycle items in our operations, including items of personal protective equipment (eg safety glasses and other safety gear) and uniforms.

We are also looking to expand LDPE (soft plastic) recycling capabilities across more sites in the store network to further reduce our landfill and increase diversions

Key changes made in FY2024 include:

- In our online fulfilment activities (packaging and sending goods to our customers who have made an online purchase), we have replaced recycled plastic bubble mailers with a paper craft mailer, which continues our elimination of single use plastic in our online operations.
- By expanding our online fulfilment capabilities and better order and routing management, we have significantly reduced split orders (where a customer's order is split across multiple deliveries) resulting in around 12,000 fewer deliveries and thereby a reduction in emissions as well as packaging material.
- First full year of store operations without plastic bags. If customers wish to use a bag when visiting our Australian stores, we have paper bags available. The paper bags are made from 40% recycled paper and are fully recyclable. On an annual basis, we estimate that this will see the elimination of around 900,000 plastics bags from our Australian stores.
- We have introduced cardboard-based clothes hangers for some of our private label ranges in stores. These hangers are made from 100% recycled paper.

Governance

The Board has delegated responsibility to the Audit and Risk Committee to evaluate the adequacy and effectiveness of Baby Bunting's risk management framework to ensure that there are effective systems in place to identify and manage environmental, climate and social risks.

The executive management teams have operational responsibility for managing these risks and for reporting on them to the Audit and Risk Committee.



Responsible Business Practices

The Board takes its responsibilities to Baby Bunting's team members, customers, suppliers, communities and the environment seriously.

Through its oversight of Baby Bunting's ESG initiatives, the Board plays a role in ensuring the delivery of our sustainability objectives and long term value to our shareholders.



The role of the Board

The Board monitors management's work in relation to Baby Bunting's operations, including ESG risk management.

The Board seeks to ensure that ESG considerations are viewed in key aspects of Baby Bunting's strategy, including when setting budgets and specifying the objectives of key transformational projects. This Sustainability Report has been approved by Baby Bunting's Board.

For more information on the operation of our Board and Board Committees, and other governance arrangements, see the Corporate Governance Statement, included in the 2024 Annual Report, and the Audit and Risk Committee Charter.

Ensuring the right behaviour

At Baby Bunting, how we conduct ourselves is fundamental to our business.

Baby Bunting has policies in place designed to ensure that team members act in accordance with Baby Bunting's legal obligations and in an ethical manner.

These policies include:

- Privacy Policy
- · Code of Conduct
- · Business Conduct Compliance Policy
- Anti-Bribery and Corruption Policy
- · Whistleblower Protection Policy

Copies of most of these policies are available at investors.babybunting.com.au.

Material breaches of, or matters reported under, these policies must be promptly reported to the Board.

Baby Bunting's Whistleblower Protection Policy outlines the internal and external reporting channels that are available to team members and suppliers and all disclosures are taken seriously and assessed. During the year, there were no material matters arising under these policies and no whistleblower reports that were within the scope of the Whisteblower Protection Policy were received.

Whistleblower Protection Policy

Key aspects of Baby Bunting's Whistleblower Policy is set out below:

- Team Members and suppliers can report concerns to their manager or other officer.
- A confidential Whistleblower Hotline service is also available (via phone, email, website) where team members can make anonymous and confidential reports.
- The GM People & Culture is the Whistleblower Protection Officer.
- The Chief Legal Officer is the Whistleblower Investigations Officer.

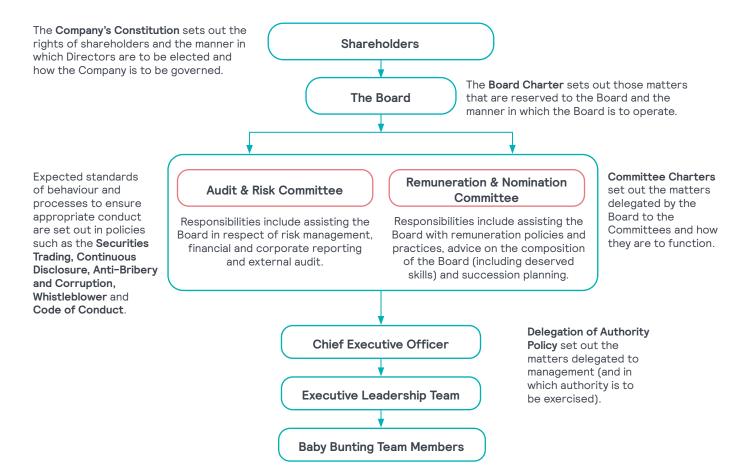
A separate Whistleblower Protection Policy has also been prepared and adopted for New Zealand during the year.

ESG and remuneration

Baby Bunting's short term incentive plan operates as part of the variable remuneration structure for certain roles at Baby Bunting. Safety and customer performance are key performance indicators (KPIs) that apply to all participants in the short term incentive plan.

In addition, eligibility for a short term incentive is dependent upon the team member achieving an acceptable rating for performance and adherence to Baby Bunting's values. In assessing performance and values, regard is had to business conduct matters and behaviours.

Where standards and behaviours fall short of the Board's expectations, a person will not be eligible for any short term incentive payment even where other financial or non-financial goals have been achieved.



Responsible Business Practices CONTINUED

Modern Slavery

Baby Bunting is committed to working towards the elimination of risks of modern slavery in its supply chain and operations.

Our 2024 Modern Slavery Statement is available on our investor website (investors.babybunting.com.au) and should be read in conjunction with this report.

We import a proportion of our products from countries with a heightened risk of modern slavery and other types of coerced labour, as well as environmental risks. We acknowledge that our supply chain is not immune from modern slavery practices. In response, we have continued to engage with our suppliers to identify and manage the risks of these practices from occurring and to ensure that our suppliers share our commitment to a high level of sustainability and ethical performance.

We have an Ethical Sourcing Code which we expect all of our suppliers to adhere to. The Code sets out our expectations of supplier standards and behaviours, including respect for human rights and the environment.

We recognise the value and importance of training our teams in this area. Accordingly, we have reviewed, updated and published a new version of the mandatory compliance training module on modern slavery.

Compliance with our Ethical Sourcing Code is reported to the Audit and Risk Committee. The Board also reviews and approves Baby Bunting's Modern Slavery Statement each year.

Ethical sourcing procedures – review of tier–1 factories

Doing the right thing and sourcing our products through an ethical supply chain is important to Baby Bunting and we work constructively with our suppliers to ensure that what we sell is ethically sourced. During the past year, we have continued our work in assessing the factories that produce products that we sell.

By the end of FY2024, Baby Bunting had assessed 230 tier-1 factories under Baby Bunting's ethical sourcing procedures, which included reviewing independent audit reports for each of these factories. An additional 47 tier-1 factories were part way through ethical sourcing assessments, at the end of FY2024.

Together these tier-1 factories related to around 90% of Baby Bunting's suppliers for goods for re-sale.

Instances of non-compliance identified

During FY2024, there was one instance of non-compliance identified through Baby Bunting's audit program. This consisted of a labour hire firm in Thailand, providing workers to a tier-1 site, charging workers a fee for health checks. Once identified, the tier-1 factory engaged with the firm to ensure that fees for health checks were paid by the factory and not workers.

GRI/SASB index

Statement of Use: Baby Bunting Group Limited has reported the information cited in this GRI content index for the period 3 July 2023 to 30 June 2024 with reference to the GRI Standards (2021).

Disclosure		Location
GRI 1:	Foundation 2021	
GRI 1:	Foundation 2021	This report has been prepared in line with the principles for defining report content and quality, including undertaking a materiality assessment.
GRI 2:	General Disclosure 2021	
2-1	Organisational details	Name: Baby Bunting Group Limited.
		Location of headquarters: Dandenong South, Victoria, Australia.
		Location of operations: Baby Bunting's National Distribution Centre and Store Support Centre is located in Dandenong South, Victoria, Australia. Baby Bunting stores are located in all states and territories of Australia except for the Northern Territory. Baby Bunting also operates four stores in New Zealand.
		Ownership and legal form: Publicly listed company, limited by shares, incorporated in Australia under the Corporations Act 2001 (Cth).
2-2	Entities included in the organisation's sustainability	Baby Bunting Group Limited
	reporting	Baby Bunting Pty Ltd – the Australian operating company Baby Bunting NZ Limited – the New Zealand operating company
2-3	Reporting period, frequency	Reporting period: The financial year ended 30 June 2024.
	and contact point	Frequency: Annually.
		Contact point: Corey Lewis - Company Secretary: enquiries@babybunting.com.au.
2-4	Restatements of information	No restatements.
2-4	External assurance	None.
2-6	Activities, value chain and other business relationships	Brand and products: Baby Bunting is Australia's largest specialty retailer of maternity and baby goods, primarily catering to parents with children from newborn to three years of age and parents-to-be.
		The Company's principal product categories include prams, cots, nursery furniture, car safety, toys, babywear, feeding, nappies, manchester and associated accessories. Baby Bunting also provides services that are complementary to the products it sells, including car seat installation and hire services.
		See the 2024 Annual Report (dated 20 August 2024) for more information.
		Markets served: Australia and New Zealand.
		Scale of organisation: Baby Bunting operates 70 stores throughout Australia, as well as an online store via its Australian website. It operates four stores in New Zealand and an online store via its New Zealand website.
		Supply chain: See Baby Bunting's 2024 Modern Slavery Statement.

Disclosu	ıre	Location
2-7 Employees		At the end of FY2024, Baby Bunting employed approximately 1,590 team members in Australia and New Zealand.
		Female: 1,258. Male: 334. (Note: 2 team members identify as other)
		Full time: 502. Part time: 551. Casual: 541.
		Stores: 1,371. Distribution Centre: 61. Store Support Centre: 162.
2-8	Workers who are	See page 7 of the 2024 Modern Slavery Statement.
not employees	We engage service providers to make available dedicated staff to work in the areas of IT integration services, customer care and product onboarding operations. Currently, there is a small number of individuals in these roles.	
	Baby Bunting engages a small number of contractors, primarily for short-term or ad hoc roles, in the Distribution Centre. These contractors are made available to Baby Bunting via arrangements with labour hire firms. The numbers vary, but generally around 75 roles in the Distribution Centre are performed by contractors provided via labour hire firms.	
2-9	Governance structure	Values: See page 24 of the 2024 Annual Report.
and composition	Governance: See Responsible Business Practices on pages 30–32 of this report.	
2-10	Nomination and selection of the highest governance body	See Responsible Business Practices on pages 30–32 of this report. Directors are elected by shareholders at the Annual General Meeting of Baby Bunting Group Limited. Once elected, a director can serve for three years before being required to seek re-election.
		For further information on the Board and the nomination processes, refer to the Corporate Governance Statement that starts on page 14 of the 2024 Annual Report.
2-11	Chair of the highest governance body	The Chair of the Board, Melanie Wilson, is an independent non-executive director. She is not an executive of Baby Bunting.
		See pages 12 and 13 of the 2024 Annual Report for information on Baby Bunting's current directors.
2-12	Role of the highest governance body in overseeing the management of impacts	The role of the Board includes supervising the management of Baby Bunting. See Role of the Board on page 30 of this report.
2-13	Delegation of responsibility for managing impacts	The Board has adopted a Delegation of Authority Policy, that sets out in detail the authority that has been delegated to the Chief Executive Officer and other executives and team members.
		See pages 17 and 18 of the 2024 Annual Report.
2-14	Role of the highest governance body in sustainability reporting	See Role of the Board on page 30 of this report.
2-15	Conflicts of interest	See page 20 of the Corporate Governance Statement in the 2024 Annual Report.

Disclosure		Location	
2-16 Communication of critical concerns		Baby Bunting has a Whistleblower Protections Policy (see page 31 of this report).	
		There were no protected disclosure reports, for the purpose of the Whistleblower Protections Policy, received during the year.	
2-17	Collective knowledge of the highest governance body	The Board receives general information about sustainability matters as part of its efforts to maintain its awareness of current material issues.	
2-18	Evaluation of the performance of the highest	The Board monitors the overall performance of Baby Bunting including the management of its impacts on the economy, environment and people.	
	governance body	No independent evaluations were undertaken during the year.	
2-19	Remuneration policies	See the Remuneration Report starting on page 43 of the 2024 Annual Report.	
2-20	Process to determine remuneration	See the Remuneration Report starting on page 43 of the 2024 Annual Report.	
2-21	Annual total compensation ratio	See the Remuneration Report on starting on page 43 of the 2024 Annual Report.	
		Note that there is no disclosure on ratios of total annual compensation in the Remuneration Report.	
2-22	Statement on sustainable development strategy	See Chair's message on pages 4 and 5 of this report.	
2-23	Policy commitments	Precautionary principle or approach: We do not specifically refer to the precautionary principle or approach.	
2-24	Embedding policy commitments	Baby Bunting seeks to embed its policy commitments for responsible business conduct:	
		 in its Code of Conduct and the workplace policies it has adopted, and through training associated with those policies; and 	
		in the terms of contracts that it negotiates with its suppliers.	
2-25	Processes to remediate negative impacts	Baby Bunting has a customer complaints handling process. It also participates in industry groups on topics relevant to its operations, including product safety matters.	
2-26	Mechanisms for seeking advice and raising concerns	Baby Bunting has a Whistleblower Protection Policy and team members are encouraged to report concerns identified in the business.	
2-27	Compliance with laws and regulations	See Responsible Business Practices on pages 30–32 of this report.	
2-28	Membership associations	Baby Bunting is a member of:	
		The Australian Retail Association	
		Consumer Electronics Suppliers' Association	
		Infant Nursery Product Alliance of Australia	
		Baby Bunting also participates as an industry member on sub-committee CS-088-04 Furniture, Cots, Portacots and Highchairs.	
2-29	Approach to stakeholder engagement	See our approach to sustainability on page 6 of this report.	

Disclosure		Location	
2-30	Collective bargaining agreements	Team members in the National Distribution Centre are covered by the Baby Bunting Distribution Centre Enterprise Agreement. This covers around 60 team members.	
		Team members employed to work in the Australian store network are covered by the Baby Bunting Retail Enterprise Agreement. This covers around 1,300 team members.	
GRI 3:	Material Topics 2021		
3-1	Process to determine material topics	See our approach to sustainability on pages 6 and 7 of this report and the topic boundaries in this table.	
3-2	List of material topics	See our approach to sustainability on pages 6 and 7 of this report.	
3-3	Management of material topics	See main text of this report.	
GRI 201:	Economic Performance 2016		
201-1	Direct economic value generated and distributed	See the Directors' Report and the Financial Statements for the year ended 30 June 2024 contained in the 2024 Annual Report.	
201-2	Financial implications and other risks and opportunities due to climate change	See the Corporate Governance Statement in the 2024 Annual Report.	
201-3	Defined benefit plan	Baby Bunting does not have a defined benefits retirement plan.	
	obligations and other retirement plans	Australian team members participate in compulsory superannuation schemes. New Zealand team members participate in retirement savings schemes.	
201-4	Financial assistance received Baby Bunting has not received any financial assistance from government during FY2024.		
GRI 202:	Market Presence 2016		
202-1	Ratios of standard entry level wage by gender compared to local minimum wage	Baby Bunting's rates of pay are specified in the applicable industrial instruments that relate to its areas of operation in Australia.	
202-2	Proportion of senior management hired from the local community Baby Bunting's senior management are all based in Australia. Baby Is employs a Regional Manager for New Zealand, who is a New Zealand citizen based in that country.		
GRI 203:	Indirect Economic Impacts 2016		
203-1	Infrastructure investments This is not applicable. and services supported		
203-1	Significant indirect This is not applicable. economic impacts		
GRI 204:	Procurement Practices 2016		
204-1	Proportion of spending on local suppliers See Baby Bunting's 2024 Modern Slavery Statement for information Baby Bunting's supply chains and the countries of origin where it so goods for resale.		

Location

GRI 205:	Anti-corruption 2016		
205-1	Operations assessed for risks related to corruption Baby Bunting has an Anti-Bribery and Corruption Policy. See page 25 the 2024 Annual Report.		
205-2	Communication and training about anti-corruption policies and procedures	Anti-Bribery and Corruption training is provided to all team members where it is relevant to their role with full length versions being assigned on commencement and shorter refresher courses assigned annually. In FY2024, 1,521 team members completed Anti-Bribery and Corruption training (noting that this number might reflect some team members completing more than one course).	
205-3	Confirmed incidents of corruption and actions taken	There were no confirmed incidents of corruption during the reporting period.	
GRI 206:	Anti-competitive behaviour 201	6	
206-1	Legal actions for anti- competitive behaviour, anti- trust, and monopoly practices	There were no legal actions ongoing for sanctions applied to Baby Bunting for anti-competitive behaviour.	
GRI 206:	Tax 2019		
207-1	Approach to tax	Tax strategy: Baby Bunting has a Tax Risk Management Framework setting out Baby Bunting's approach to tax governance, control and risk management. Governance: See the respective role of the Audit & Risk Committee and the Board on pages 30 and 31 of this report. Regulatory compliance: Baby Bunting complies with its tax obligations in	
207-2	Tax governance, control, and risk management	each jurisdiction in which it operates (primarily, Australia). Baby Bunting has a Tax Risk Management Framework setting out Baby Bunting's approach to tax governance, control and risk management.	
207-3	Stakeholder engagement and management of concerns related to tax	Baby Bunting seeks to comply with its taxation obligations in the countries in which it operates.	
207-4	Country-by-country reporting	Baby Bunting pays all required taxes in the jurisdictions in which it operates, including income tax, GST and payroll tax. Baby Bunting currently operates only in Australia and New Zealand.	
GRI 301:	Materials 2016		
301-1	Materials used by weight or volume	r This information is not currently measured.	
301-2	Recycled input materials used	This information is not currently measured.	
301-3	Reclaimed products and their packaging materials	This information is not currently measured.	

Disclosure		Location	
GRI 302:	Energy 2016		
302-1	Energy consumption within the organisation	See Reducing the energy intensity of our operations on pages 25 and 26 of this report.	
302-2	Energy consumption outside of the organisation	This information is not currently measured.	
302-3	Energy intensity	See pages 25 and 26 of this report.	
302-4	Reduction of energy consumption	Electricity consumption across Baby Bunting's Australian stores and the Distribution Centre reduced by 1.4% against the prior financial year's level.	
		In New Zealand, energy consumption increased as a result of the addition of 3 new stores opening during the year (up from one store).	
		The usage of renewable energy has remained relatively steady over the financial year.	
302-5	Reductions in energy requirements of products and services	See page 25 and 26 of this report.	
GRI 303:	Water and Effluents 2016		
303-1	Interactions with water as a shared resource	Baby Bunting's operations do not involve consumption of significant amounts of water.	
303-2	Management of water discharge-related impacts		
303-3	Water withdrawal		
303-4	Water discharge		
303-5	Water consumption		
GRI 304:	Biodiversity 2016		
304-1	Operational sites owned, leased, managed in, or adjacent to, protected areas and areas of high biodiversity value outside protected areas	This requirement is not applicable to Baby Bunting's operations. Baby Bunting's stores, Store Support Centre and Distribution Centres are not in, or adjacent to, protected areas of high biodiversity value.	
304-2	Significant impacts of activities, products and services on biodiversity		
304-3	Habitats protected or restored		
304-4	IUCN Red List species and national conservation list species with habitats in areas affected by operations		

Disclosure Location

GRI 305:	Emissions 2016		
305-1	Direct (Scope 1) GHG emissions	See Reducing the energy intensity of our operations on pages 25 and 26 of this report.	
305-2	Energy indirect (Scope 2) GHG emissions	See Reducing the energy intensity of our operations on pages 25 and 26 of this report.	
305-3	Other indirect (Scope 3) GHG emissions	Baby Bunting does not currently measure scope 3 emissions.	
305-4	GHG emissions intensity	See pages 25 and 26 of this report.	
305-5	Reduction of GHG emissions	See pages 25 and 26 of this report.	
305-6	Emissions of ozone-depleting substances (ODS)	Baby Bunting does not currently measure emissions of ODS.	
305-7	Nitrogen oxides (NOx), sulphur oxides (SOx), and other significant air emissions	Baby Bunting's operations do not involve those types of emissions in any material respect.	
GRI 306:	Waste 2020		
306-1	Waste generation and significant waste-related impacts	See Waste in our stores and Store Support Centre on page 28 of this report.	
306-2	Management of significant waste-related impacts		
306-3	Waste generated		
306-4	Waste diverted from disposal		
306-5	Waste directed to disposal		
GRI 308:	Supplier Environmental Assessment 2016		
308-1	New suppliers that were screened using environmental criteria	New suppliers are assessed having regard to our Ethical Sourcing Procedures, of which environmental considerations are one element. Audits of tier-1 factories have regard to environmental practices at the relevant site. However, this does not necessarily capture or assess all environmental matters that may exist.	
308-2	Negative environmental impacts in the supply chain and actions taken	where taking further steps to understand the negative environmental impacts in our supply chain and the actions available to us to reduce the	

Disclosure		Location	
GRI 401:	Employment 2016		
401-1	New employee hires and employee turnover	During FY2024: • 512 new team members commenced employment with Baby Bunting; and • 548 team members ceased employment with Baby Bunting.	
401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	Full-time team members do not receive benefits that are not otherwise available to part-time team members.	
401-3	Parental leave	During FY2024, 39 team members commenced parental leave. Around 90% of the team members who were on parental leave during the year, returned to work (some on part-time arrangements) at the end of their parental leave.	
GRI 402:	Labour / Management Relation	s 2016	
402-1	Minimum notice periods regarding operational changes	Minimum time periods for consultation on operational changes are not specified in Baby Bunting's enterprise bargaining agreements.	
GRI 403:	Occupational Health and Safety	y 2016	
403-1	Occupational health and safety management system	Baby Bunting has a Safety Management System.	
403-2	Hazard identification, risk assessment, and incident investigation	See Safety on pages 12 and 13 of this report.	
403-3	Occupational health services	See Safety on pages 12 and 13 of this report.	
403-4	Worker participation, consultation, and communication on occupational health and safety	There are team members who have been appointed as health and safety representatives within specific areas of operations.	
403-5	Worker training on occupational health and safety	See Safety on pages 12 and 13 of this report.	
403-6	Promotion of worker health	See Safety on pages 12 and 13 of this report.	
403-7	Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	See Safety on pages 12 and 13 of this report.	
403-8	Workers covered by an occupational health and safety management system	All employees are covered by an occupational health and safety management system.	
403-9	Work-related injuries	See Safety on page 12 of this report.	
403-10	Work-related ill health	See Safety on page 12 of this report.	

Disclosure	Location
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GRI 404:	Training and Education 2016		
404-1	Average hours of training per year per employee		
404-2	Programs for upgrading employee skills and transition assistance programs	Team members receive training relevant to their role (eg sales and related training for instore team members) and Baby Bunting provides leadership training for store team management. Managers (in stores, regions and at the Store Support Centre) receive	
		training on leadership and managerial skills.	
404-3	Percentage of employees receiving regular performance and career development reviews	All team members receive an annual performance assessment. Career development is available to team members and Baby Bunting has developed a capability framework to assist team members to continue to develop and pursue career advancement. See page 17 of this report.	
GRI 405:	Diversity and Equal Opportunity		
	Diversity and Equal Opportunity		
405-1	Diversity of governance bodies and employees	See Diversity on page 18 of this report.	
405-2	Ratio of basic salary and remuneration of women to men	Information about Baby Bunting's gender pay gap (including median and percentile pay gaps) will be published in future periods.	
GRI 406:	Non-discrimination 2016		
406-1	Incidents of discrimination and corrective actions taken	During FY2024, no formal complaints were raised by team members to a discrimination tribunal. The complaint referred to in the FY2023 Sustainability Report was settled with the relevant team member during the year.	
GRI 407:	Freedom of Association and Co	llective Bargaining 2016	
407-1	Operations and suppliers in which the right to freedom of association and collective bargaining may be at risk	In both Australia and New Zealand, employees are entitled to join unions and to undertake collective bargaining as permitted under applicable employment law.	
GRI 408:	Child Labour 2016		
408-1	Operations and suppliers at significant risk for incidents of child labour	See Baby Bunting's 2024 Modern Slavery Statement.	
GRI 409:	Forced or Compulsory Labour 2016		
409-1	Operations and suppliers at See Baby Bunting's 2024 Modern Slavery Statement. significant risk for incidents of forced or compulsory labour		

Disclosure		Location	
GRI 410:	Forced or Compulsory Labour 2016		
410-1	Security personnel trained in human rights policies or procedures	This is not applicable to Baby Bunting's operations.	
GRI 411:	Rights of Indigenous Peoples 20	016	
411-1	Incidents of violations involving rights of indigenous peoples	There have been no reported incidents.	
GRI 413:	: Rights of Indigenous Peoples 2016		
413-1	Operations with local community engagement, impact assessments, and development programs	These reporting requirements are not considered relevant for Baby Bunting's operations, being a retailer operating in established retail precincts and shopping centres.	
413-2	Operations with significant actual and potential negative impacts on local communities		
GRI 414:	Supplier Social Assessments 2016		
414-1	New suppliers that were screened using social criteria	See Baby Bunting's 2024 Modern Slavery Statement.	
414-2	Negative social impacts in the supply chain and actions taken	See Baby Bunting's 2024 Modern Slavery Statement.	
GRI 415:	Public Policy 2016		
415-1	Political contributions	Baby Bunting did not make any political contributions during FY2024. Baby Bunting's Anti-Bribery and Corruption Policy provides that Baby Bunting's Board may choose to make donations to political parties. However, Baby Bunting has not made any political contributions or donations during any period in which it has been a listed company.	

Disclosure Location

GRI 416:	Customer Health and Safety 2016		
416-1	Assessment of the health and safety impacts of product and service categories	See Product safety on pages 21 and 22 of this report.	
416-2	Incidents of non-compliance concerning the health and safety impacts of products and services	From time to time, recalls of products sold at Baby Bunting can be conducted (by either Baby Bunting or the relevant supplier of the product) where it appears that the product fails to comply with applicable product safety standards or otherwise poses a risk of harm to health of children or others.	
		During FY2024, there were no product recalls undertaken of products sold at Baby Bunting.	
GRI 417:	Marketing and Labelling 2016		
417-1	Requirements for product and service information and labelling	See Product safety on page 21 of this report.	
417-2	Incidents of non-compliance concerning product and service information and labelling	Baby Bunting has processes and procedures in place to ensure that its marketing materials and communications comply with applicable laws and are not misleading and deceptive. There were no material incidents of non-compliance during the	
417-3	Incidents of non-compliance concerning marketing communications	reporting period.	
GRI 418:	Customer Privacy 2016		
418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	See Respecting the privacy of our customers and partners on page 22 of this report. There were no instances of reportable data breaches during the period.	

SASB - Consumer Goods Industry - Multiline and Speciality Retailers and Distributors sub-industry

ACCOUNTING METRICS

Environment			
CG-MR-130a.1	Energy management in retail and distribution	(1) Total energy consumer, (2) percentage grid electricity, (3) percentage renewable	For FY2024 in Australian and New Zealand stores: • 10,015,416 kWh of electricity consumed (estimate); • 76.4% of this electricity was grid electricity; and • 19% of this electricity was renewable. Refer to page 26 for details of the basis upon which energy consumption has been calculated.
Social capital			
CG-MR-230a.1	Data security	Description of approach taken to identifying and addressing data security risks	See Respecting the Privacy of our customers and partners on page 22 of this report.
CG-MR-230a.2		(1) Number of data breaches, (2) percentage involving personally identifiable information (PII), (3) number of customers affected	See Respecting the Privacy of our customers and partners on page 22 of this report.
Human capital			
CG-MR-310a.1	Labour practices	(1) Average hourly wage and (2) percentage of in- store employees earning minimum wage by region	The base rates of pay provided to retail and distribution centre team members are specified by applicable industrial instrument.
CG-MR-310a.2		(1) Voluntary and (2) involuntary turnover rate for in- store employees	 During FY2024: 475 store team members voluntarily ceased employment; and 15 store team members involuntarily ceased employment.
CG-MR-310a.3		Total amount of monetary losses as a result of legal proceedings associated with labour law violations	Nil

ACCOUNTING METRICS

CG-MR-330a.1	Employee engagement, diversity and inclusion	Percentage of gender and racial/ethnic group representation for (1) management and (2) all other employees	At the end of FY2024:
			79% of all team members were female;
			• 54% of all Area Managers / Regional Managers were female
			 85% of all Store Managers were female;
			 20% of senior executives were female; and
			 50% of Non-Executive Directors were female.
			Baby Bunting does not currently gather information on racial / ethnic group representation.
CG-MR-330a.2		Total amount of monetary losses as a result of legal proceedings associated with employment discrimination	Nil
CG-MR-130a.1	Product sourcing packaging and marketing	Revenue from products third- party certified to environmental and/ or social sustainability standards	Not currently measured.
CG-MR-130a.1		Discussion of processes to assess and manage risk and/ or hazards associated with chemicals in products	Baby Bunting has processes to ensure that goods purchased for re-sale comply with the applicable Australian mandatory standards in respect of chemicals in products. These processe rely on obtaining independent test reports from accredited third party testing and assurance organisations.
CG-MR-130a.1		Discussion of strategies to reduce the environmental impact of packaging	See Other waste and packaging initiatives on page 28 of this report.

UNSDG content index

Baby Bunting Contribution to SDGs

SDGs	SDG Description	Target	Sustainability Section	
4 QUALITY EDUCATION	Ensure Inclusive and Equitable Quality Education and Promote Lifelong Learning Opportunities for All	4.3 By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university	 Our People Training Paid Parental Leave Safety Diversity Role of the Board Ensuring the right behaviour 	
		4.5 By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university		
5 EQUALITY	Achieve Gender Equality and Empower All Girls	5.1 End all forms of discrimination against all women and girls everywhere	Our PeoplePaid Parental LeaveDiversityModern Slavery	
		5.2 Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation		
		5.4 Recognise and value unpaid care and domestic work through the provision of public services, infrastructure and social protection policies and the promotion of shared responsibility within the household and the family as nationally appropriate		
		5.5 Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life		
10 REDUCED NECOLATIES	Reduce Inequality Within and Among Countries	10.1 By 2030, progressively achieve and sustain income growth of the bottom 40 per cent of the population at a rate higher than the national average	 Ensuring the right behaviours Diversity Training	
		10.2 By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status	39	
		10.3 Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard		
		10.4 Adopt policies, especially fiscal, wage and social protection policies, and progressively achieve greater equality		

SDG Description

Target

Sustainability Section

- Reducing the energy

intensity of our

Product Stewardship

operations

Modern Slavery

· Our Planet



By 2030, substantially reduce waste generation through prevention, reduction, recycling and re-use

- 12.2 By 2030, achieve the sustainable management and efficient use of natural resources
- 12.4 By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their lifecycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment
- 12.5 By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse
- 12.6 Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle
- 12.7 Promote public procurement practices that are sustainable, in accordance with national policies and priorities
- 12.8 By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature
- · Our Planet





Take Urgent Action to Combat Climate Change and its Impacts

- 13.1 Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries
- 13.2 Integrate climate change measures into national policies, strategies and planning
- Promote Peaceful

16.2 End abuse, exploitation, trafficking and all forms of violence against and torture of children

- · Responsible Business **Practices**
- Modern Slavery
 - Role of the Board
- · Ensuring the right behaviour
- Respecting the privacy of our customers and partners

- and Inclusive Societies for Sustainable Development. Provide Access to Justice for All and Build Effective. Accountable
- And Inclusive Institutions at all Levels.
- 16.5 Substantially reduce corruption and bribery in all their forms
- 16.6 Develop effective, accountable and transparent institutions at all levels
- 16.7 Ensure responsive, inclusive, participatory and representative decision-making at all levels
- 16.10 Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements

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Corporate directory

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Mark Teperson

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Donna Player

Gary Kent

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Stephen Roche

Company Secretary

Corey Lewis

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Darin Hoekman Chief Financial Officer (03) 8795 8100

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Auditor

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Securities Exchange Listing

Baby Bunting Group Limited shares are listed on the Australian Securities Exchange (ASX)

(ASX code: BBN)

Investor website

investors.babybunting.com.au

Online store

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