



# 2024 Medela Cares Impact Report



**Turning Science into Care**

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# About Medela

## Medela's Mission Statement



Through advancing  
research, observing  
natural behavior and  
listening to our  
customers, we are  
**Turning Science into Care**  
nurturing health  
for generations.

– Michael Larsson  
Chairman of the Board

### To us, caring is natural.

It is life giving – and life changing. That's why caring has always guided everything we do at Medela. As a family company, you could even say it's in our DNA.

Over the last 60 years, our company has been devoted to the science of making the most delicate form of care simple, intuitive and effective. For those receiving care as well as those providing it.

Our team is passionate about our commitment to Swiss quality and service, because we know that this is how trust is earned. We understand the needs of moms and babies, patients and the professionals who dedicate themselves to their care.

By advancing research and gaining deep insight of natural behavior, we develop forward-thinking innovation to nurture life for generations.

We care about the world around us and commit ourselves to advocacy, sustainability and you, to build a legacy that we all can be proud of. Across the different stages of life, our products go beyond form and function. They heal, nurture health and build bonds.

Building better outcomes through equal parts physics, compassion, engineering and humanity.

Because we realized early on that the first step in caring is understanding. And we've been caring for moms and babies, patients and healthcare professionals for so long, we've turned it into a science.

# CEO Letter

**Dear Valued Stakeholders,**

As Medela's new CEO, I am honored to continue championing our Medela Cares program, ensuring that sustainability is an integral part of our business strategy. The Medela Cares program launched four years ago, and since then we have remained committed to a process of continuous improvement and learning in our sustainability journey towards our 2025 goals.

Looking ahead and beyond the 2025 goals, we are on moving toward an Environmental, Social, and Governance (ESG) framework to further align our efforts with global best practices, while still reflecting our mission:

*Through advancing research,  
observing natural behavior and  
listening to our customers, we are  
**Turning Science into Care**  
nurturing health for generations.*

Since its inception in 2020, Medela Cares has become a cornerstone of our mission to empower individuals, protect the environment, and through collaborations focused on training and best practices, work to prevent maternal and infant mortality worldwide. This Medela Cares Impact Report highlights the strides we have achieved and the meaningful differences we are making in people's lives.

As we look ahead, I am confident that Medela Cares will continue to drive meaningful change. Our strong focus on people, planet, and society ensures that we stay aligned with our mission to build a more equitable, sustainable, and compassionate world. This vision would not be possible without the dedication of our employees, the collaboration with like-minded partners and the trust and support of our Board.

Together, we can accomplish so much more, and I am excited for what lies ahead.

Warm regards,

Thomas Golücke

Chief Executive Officer Medela



# Governance and Accountability

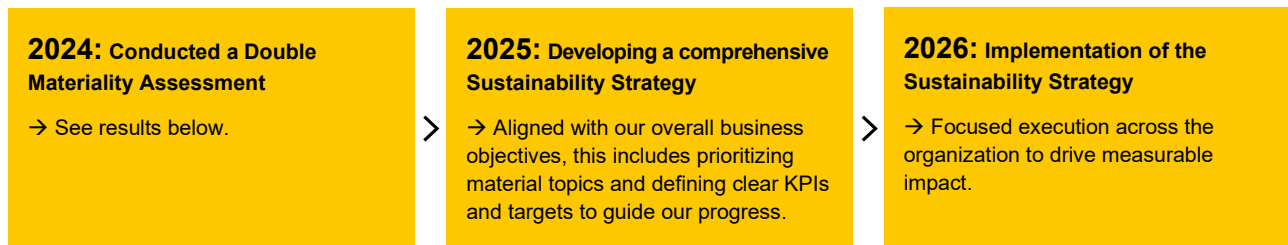
The Medela Cares program is structured around three core pillars: People, Planet, and Society, with a focus on Environmental, Social, and Governance (ESG) principles to drive sustainable progress.

Medela Cares is supported by the Board of Directors, led by the chairman of the Board, Michael Larsson, as well as by Thomas Golücke, CEO. Each pillar is led by members of the Group Management team ensuring that sustainability is integrated into business objectives.

Looking beyond our 2025 goals, we are focusing our intentions on moving toward an ESG framework to further align our efforts with global best practices.

To support this alignment and drive meaningful progress, Medela appointed a dedicated Sustainability Program Manager to advance our sustainability initiatives and strengthen our long-term Sustainability strategy.

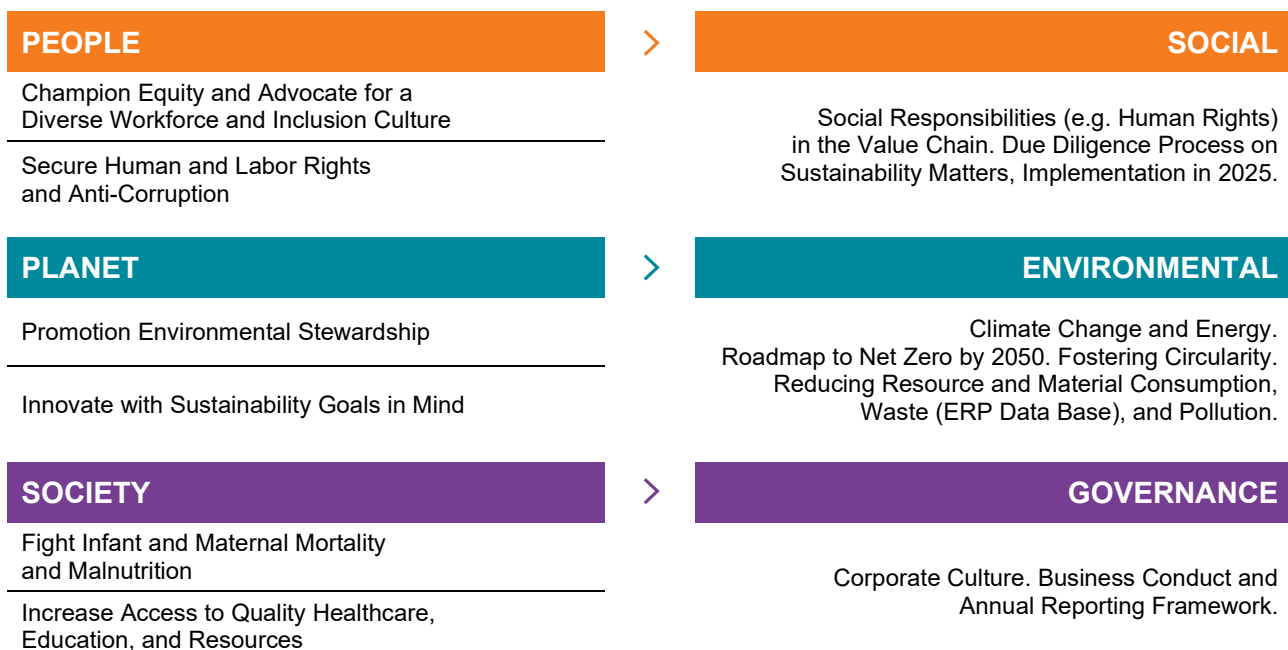
## Strategy Development Process:



Medela Cares Mission  
since 2020



Sustainability Program Focus Topics  
since 2024



Organizational Structure and Responsibilities

Medela has a defined organizational structure and responsibilities.



Michael Larsson  
Chairman of the Board



Thomas Golücke  
CEO

EXECUTIVE MEDELA CARES COMMITTEE

PEOPLE



Martina  
Radzanowski  
CPO



Urs Furrer  
EVP International

PLANET



Thomas Ertl  
COO



Thomas Golücke  
CEO

SOCIETY



Johanna Leffler  
CFO



Angela Heer  
Global Senior  
Director of Corporate  
Communications

CORPORATE SUSTAINABILITY TEAM



Andrea Schwerzmann  
Sustainability Program Manager

Green Team  
Topic Owners / Experts at Group Level

Country Heads  
Local Group Company Representatives

ALL EMPLOYEES

Board of Directors  
(BoD):

- Bears overall responsibility for Medela's strategic direction, including the Medela Cares strategy, key targets, and performance.
- Approves sustainability elements such as non-financial reports and critical business policies, including the Code of Conduct.
- Receives regular updates on critical ESG topics, including strategy and target reviews, materiality assessments, reporting, and implementation progress.

Executive Medela  
Cares Committee:

- Oversees Medela's activities across all Medela Cares material topics.
- Monitors progress, resolves issues, and provides financing, input and guidance on sustainability projects.
- Includes representatives from Group Management and Corporate Communications, as well as the Sustainability Program Manager, meeting quarterly and providing updates and recommendations to the BoD.

Sustainability  
Program Manager:

- Serves as the operational lead, reporting to the Executive Medela Cares Committee.
- Implements and develops strategies, monitors progress, prepares meetings, engages stakeholders, and collaborates with local representatives.

**Driving Sustainability Change – Our Material Topics and Medela Cares Strategy Outlook**

We regularly reassess the priorities of our Medela Cares Program to ensure focus on the topics most critical to the people, planet, and society in which we operate – especially in a rapidly evolving world. This means proactively addressing and overcoming the challenges of an increasingly dynamic environment.

As our current Medela Cares goals for many focus areas culminate in 2025, we started working on our Medela Cares strategy post-2025 based on the latest results of the Double Materiality Assessment. Therefore, in 2024, we conducted another Double Materiality Assessment (the first was in 2021) to identify material topics relevant to Medela Group. This assessment considered both the company’s impact on people and the environment, and how external factors influence our business.

**Double Materiality Assessment Highlights:**

Conducted in line with European Sustainability Reporting Standards (ESRS).	Marks the first step toward implementing a reporting standard.	Results approved by the Executive Medela Cares Committee.
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These results will guide the strategic development of Medela Cares’ goals post-2025, which will be rolled out as of 2026.





Impressions from the Double Materiality workshop

**Double Materiality Matrix**

Based on the outcomes of our Double Materiality Assessment, we have defined a set of key initiatives that will be pursued as part of the development of our sustainability strategy. These initiatives, also referenced on page 5, reflect our commitment to addressing the most material ESG topics identified:

**Climate Change & Energy**

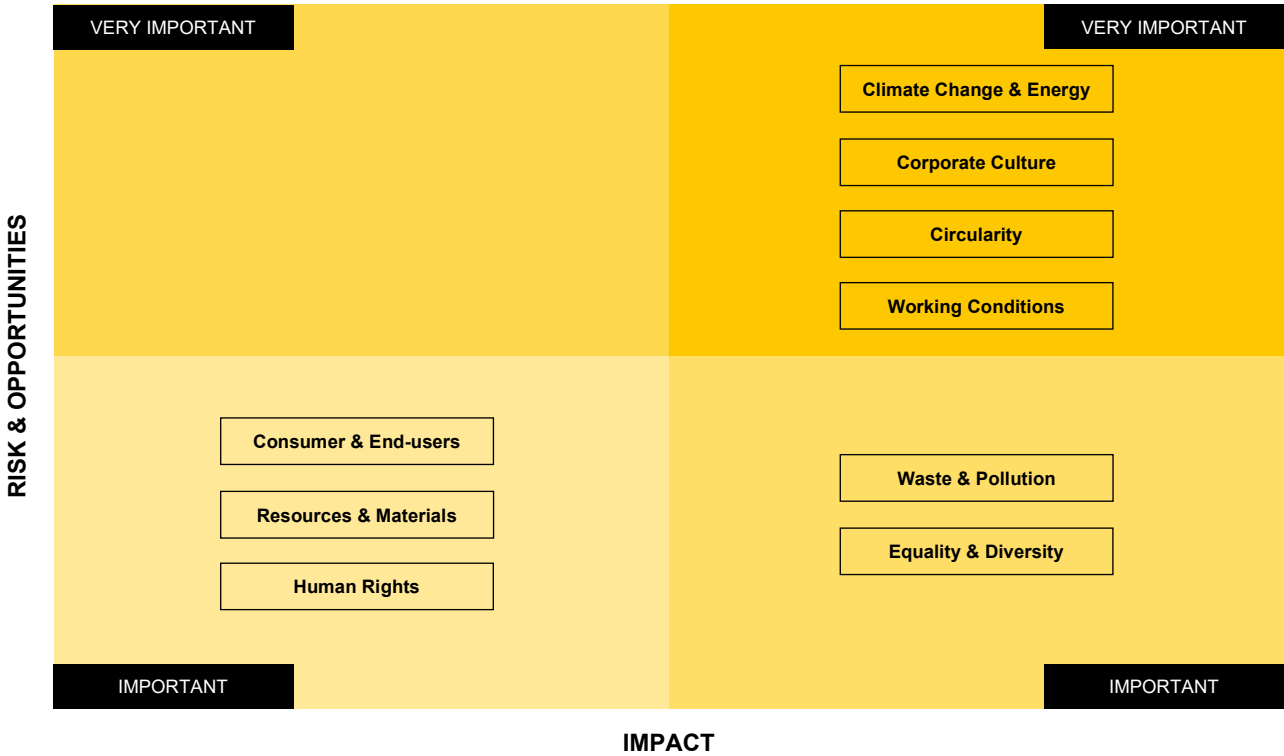
We are recalculating our Scope 1 and Scope 2 emissions baseline for the 2024 reporting year. In 2025, we will expand our efforts to include the calculation of Scope 3 emissions, enabling a more comprehensive understanding of our climate impact.

**Human Rights in the Value Chain**

In 2025, we will implement a due diligence process focused on sustainability-related topics, incl. environmental aspects, labor rights and human rights across our value chain, aligning with emerging regulatory frameworks and stakeholder expectations.

**Fostering Circularity**

We are actively identifying opportunities to integrate circular economy principles into our operations, with the goal of reducing waste, extending product life cycles, and improving resource efficiency.





# Pillar Updates

## Our Progress in 2024: Bringing Our Mission to Life

Since 2020, Medela Cares has been dedicated to fulfilling its mission of supporting employees, protecting the environment, and giving back to the communities we serve. The program is structured around three core pillars: People, Planet, and Society, with a focus on Environmental, Social, and Governance (ESG) principles to drive sustainable progress.





# People: Supporting Our Employees

Medela Cares champions equity and advocates for a diverse workforce and inclusive culture. By prioritizing secure human and labor rights and maintaining anti-corruption standards, the program ensures a supportive environment for employees worldwide.

2025 GOALS		2024 PROGRESS	
50% diversity including leadership team		56.7% diversity including leadership team	
8.0 inclusion score from annual employee survey		7.86 inclusion score in 2024 based on annual employee survey	
More than 90% of direct employees trained on new or revised Medela policies as set out by the code of conduct		86% of direct employees trained on new or updated Medela policies	

## Champion Diversity, Equity and Inclusion

In 2024, the People pillar continued to drive Medela's diversity, equity, and inclusion (DE&I) efforts with initiatives that prioritize inclusivity and celebrate diversity.

### Fostering Diversity through Dedicated Training

- **Building the next generation of leadership:**  
Medela's LINC (Leadership, Inclusion, Networking, and Connecting) program is a 12-month mentoring initiative designed to develop future leaders and promote inclusive leadership. The first LINC cohort included 25 participants, 68% of whom were women. Participants benefitted from leadership development, mentorship from senior leaders, and networking opportunities, even in virtual environments. Plans are already underway for the next cohort.
- **Inclusive leadership for managers:**  
Medela's "Leaders 4 Tomorrow" program equips managers with a deeper understanding of inclusive leadership. In 2024, 86 new participants were onboarded, and 51 managers completed a two-day workshop focused on inclusivity, Medela's strategy, and leadership skill development.
- **Team assimilation workshops:**  
To support teams through periods of change, we are offering team assimilation workshops group-wide that facilitate understanding through personality assessments and managed discussions. Teams gain insight into individual strengths and collaboration opportunities, fostering engagement and efficiency. In 2024, 100 participants were part of a team assimilation workshop to drive diversity and inclusion through understanding.





## A Strong Culture of Engagement



Medela's culture thrives on employee engagement and recognition. Events such as the Summer Party in Switzerland, the Americas Family Picnic in Illinois, and themed year-end celebrations strengthen bonds across the company. Core Behaviors – Put the Customer First, Work as a Team, Take Ownership, Be Solution-Oriented, and Create Engagement – guide Medela's ethos. Quarterly Core Behavior winners are highlighted on LinkedIn and celebrated on our Intranet and during global town halls, reinforcing a culture of collaboration and appreciation.



Employees and families at Medela events



## Equity Through Education



Medela US scholarship recipients and their parents, 2024

Supporting education has been a Medela tradition for over 20 years. Since 2000, Medela has contributed more than \$1 million in scholarships to over 600 students. In 2024, Medela US awarded scholarships to 36 students at the Annual Scholarship Luncheon, empowering families to pursue higher education and brighter futures.

## DE&I Observances and Activations

Medela celebrated International Women's Day with a global video campaign aligned with the theme #InspireInclusion. During Pride Month, Medela emphasized its commitment to inclusivity by achieving a 7.86 out of 10 inclusion score in its Pulse survey, the company's annual employee satisfaction survey. Custom Microsoft Teams backgrounds allowed employees to showcase their pride, fostering a workplace culture where everyone feels valued.



Employees celebrating International Women's Day 2024 across all regions

## Driving Equity and Supporting Women and Families at Medela and Beyond



Empowering breastfeeding and pumping moms in the workplace through partnership with Pachamama in France

Medela LLC achieved Equal Pay Certification from Illinois, confirming compliance with wage laws and eliminating gender pay disparities. In March 2024, Medela Germany launched Women@Medela, an employee-driven initiative dedicated to understanding and addressing the needs of women in the workplace, fostering an inclusive and supportive work environment.

Through workshops and collaboration with leadership, employees identified three focus areas: Flexible work structures, work-life balance, and career development. This initiative has already led to impactful changes, including revised work schedules and monthly health

topics to promote well-being. With strong employee engagement and leadership support, Women@Medela continues to drive meaningful change, reinforcing Medela's commitment to an equitable workplace.

Externally, Medela partnered with Pachamama to provide breastfeeding spaces in France, equipping them with Symphony breast pumps to support working mothers. Additionally, through Salesforce's Bring Women Back to Work (BWBW) program, Medela continues to create career re-entry opportunities for women.

## 2024 People Pillar Goals

### RECRUITMENT PROCESS

Nurture a sustainable recruitment process, acknowledging a diverse workforce with a focus on an inclusive leadership.

### LEADERS 4 TOMORROW

Mentor additional **86 leaders** from all regions as part of our global leadership program, with a new session added focusing on inclusive leadership, mental health and well-being.

### DIVERSITY

**58.5%** Global female representation

**60.7%** Senior female leaders\*

### CODE OF CONDUCT

Train over **85%** of employees on new Medela policies as set out by the Code of Conduct, updated in 2022 and 2023.

### LINC

Launch of Inclusive Mentoring Program LINC (Leadership, Inclusion, Networking, and Connecting) with **68%** of talents being women.

### GLOBAL INCLUSIVE CULTURE

Achieve an inclusivity score of **7.86** (up by 0.06) and have over **75%** of **1,038 employees** rate inclusivity at Medela a **7** or higher (out of 10) in the annual Pulse survey.

\*Medela senior leadership team, including Group Management

## Securing Human and Labor Rights and Anti-Corruption

### Our Code and Policies:

Since 2022 Medela has an internal Code of Conduct and Third Party Code of Conduct in place that already address the most relevant human rights- and environment-related aspects. Medela requires its suppliers to comply with its Third Party Code of Conduct as part of the Third Party Management Program.

Every employee is responsible for ensuring that his or her conduct and the conduct of anyone reporting to them is fully compliant with applicable laws, the Medela internal Code of Conduct and all company policies and regulations. We strive to enable our employees through formal and informal training and capability-building (recorded in the Medela Learning System). By the end of 2024, 86% of direct employees were trained on new or updated Medela policies.

We have multiple reporting channels for raising integrity-related concerns and we actively encourage employees to use them. Employees may raise concerns directly with any representative of management, line managers, Human Resources, Legal or our anonymous Integrity Line.

### Due Diligence Process:

Medela is committed to promoting sustainability and responsible practices throughout its value chain.

Since 2022, Medela began running its third-party evaluation process, as outlined in the Third Party Compliance Policy, focusing on Tier 1 suppliers. Supplier questionnaires are regularly sent and reviewed in alignment with Medela's standards on human rights, labor, and environmental practices.

To further strengthen this process, Medela intends to work with a third-party compliance platform, to enhance its Third Party Risk Management Process. The updated due diligence framework will be implemented in 2025 and includes key steps such as policy commitment, risk assessment, action planning, progress tracking, and transparent reporting.




Through these efforts, Medela aims to continuously improve supply chain compliance and support positive impact across global operations.





# Planet: Protecting Our Environment

Promoting environmental stewardship remains at the heart of Medela Cares' efforts. Through innovative strategies, Medela is embedding sustainability into all aspects of its operations.

2025 GOALS		2024 PROGRESS
50% renewable energy across Medela owned and operated facilities		30%* renewable Energy across Medela owned and operated facilities
30% less plastic in packaging across all Medela's retail products		37% less plastic in packaging across all Medela's retail products
20% conversion to recycled cardboard in packaging across all of Medela's retail products		12% conversion to recycled cardboard in packaging across all of Medela's retail products

\*As the baseline is currently being recalculated, this figure is an estimate and may be adjusted.

## Green House Gas Emission Reduction:

Medela maintains its practice of yearly calculating and publishing the emissions from its operations. Over the past years, Medela has been calculating direct and indirect emissions from its owned and controlled operations, following the operational control approach by the Greenhouse Gas Protocol (GHGP). Medela takes its responsibility to measuring and reducing emissions seriously. Against this backdrop, the process of a holistic revision of Scope 1 and Scope 2 was carried out for the reporting year 2024. Furthermore, an effort is being made to establish a recalculation policy to maintain comparability of the emissions over the years.

To obtain a comprehensive view on its GHG inventory, Medela plans to quantify the full Scope 3 emissions in a next step. We are committed to maintain a GHG

inventory fully aligned with the GHG Protocol and aligned with evolving regulatory requirements.

Medela is working toward the goal of sourcing 50% of energy from renewable sources across all owned and operated facilities by the end of 2025.

As of 2024, we have reached 30% renewable energy\* usage across our global operations. Since March 2024, Medela AG sites in Baar, Switzerland, have transitioned to 100% renewable electricity sourced from hydropower. In addition, heating is now provided by pellets, a sustainable and renewable energy source—marking a significant step forward in our decarbonization journey.

## Planet – GHG

### General Description of Sc.1&2

Medela's carbon inventory for the reporting year 2024 captures Scope 1 emissions, which are direct emissions from sources that are owned or controlled by Medela, including emissions from leased vehicles, stationary fuel consumption and fugitive emissions from air conditioning systems. As the consolidation approach is "operational control" the leased vehicles are included in Scope 1. The carbon inventory also captures Scope 2

emissions, which are indirect emissions from the consumption of electricity for building, electric vehicles as well as energy for heating purposes. For Scope 2, both the location-based and market-based approach were calculated in alignment with GHGP requirements. All emissions are indicated in CO2 equivalent, accounting for relevant GHG beyond carbon.



The Scope 1 and Scope 2 emissions represent emissions from all offices and production sites that were operational in the reporting year 2024. Activity data was collected from each country and multiplied with appropriate emission factors from Defra, International Energy Agency, and AIB. Where activity data was unavailable, extrapolations were used to ensure a complete emissions profile. Biogenic carbon emissions, mainly stemming from the renewable district heating by pellets, consumed by the Swiss site, were calculated and are disclosed separately from the Scope 1 and Scope 2 emissions.

Emissions 2024	
Scope 1	1.193 t CO2e
Scope 2 (location-based)	1.613 t CO2e
Scope 2 (market-based)	1.567 t CO2e
Biogenic emissions	145 t CO2e

In order to enable a meaningful comparison of environmental performance over time, Medela aims at establishing a standard process, based on the GHG Protocol, to recalculate its baseline year emissions in case of structural changes such as acquisitions, changes in methodology or major changes in activity data and emission factors used. This allows to track environmental performance of emissions over time in a transparent manner, despite changes related to organizational changes. For this purpose, a recalculation policy is being put in place.

Due to substantial organizational changes over the past few years (Global Operations Transformation Program – including the opening and closing of production facilities, centralization of warehouses with an external partner, and relocation of sales sites), comparability against emissions of previous years is currently not representative. With the new recalculation policy, Medela is working on making emissions comparable over time going forward.

In light of the major revision of the Scope 1 and Scope 2 inventory in an effort to make it fully GHGP compliant, the expansion of the GHG inventory through the inclusion of Scope 3, as well as the organizational changes, Medela is considering to establish 2024 as of a new base year going forward.

Outlook

The next steps in GHG accounting will be to establish the Scope 3 emissions profile as well as the continued annual tracking of emissions. Furthermore, Medela has the ambition to assess key decarbonization levers that will enable the company to decarbonize its operations

and value chain and the development of a transition plan. In this context, the targets for emission reduction and renewable energy procurement will be updated and expanded.

Calculation of Scope 3 upstream and downstream value chain emissions to obtain a holistic emissions profile for Medela

Assessment of decarbonization levers and new ambitious emission reduction targets

The development of a detailed decarbonization roadmap and action plan



## Young Talents for Acceleration

### Driving innovation through collaboration and learning

Starting towards the end of 2023, Medela proudly participated in the UN Global Compact SDG Innovation Accelerator for Young Professionals, a nine-month international program aimed at empowering young leaders to contribute to the Sustainable Development Goals (SDGs) through innovation and cross-functional collaboration.

A selected group of Medela young professionals engaged in workshops, peer-learning opportunities, and mentoring sessions – both internal and external – focused on sustainability challenges relevant to our business. As part of the program, the team worked on a challenge aligned with the Medela Cares Planet Pillar: advancing the transition to renewable energy across Medela's owned and operated facilities.

The group's work focused on identifying opportunities to increase the use of renewable energy and foster awareness and engagement within the organization. Their proposed solution supports Medela's 2025 goal of sourcing 50% of energy consumption from renewable sources.

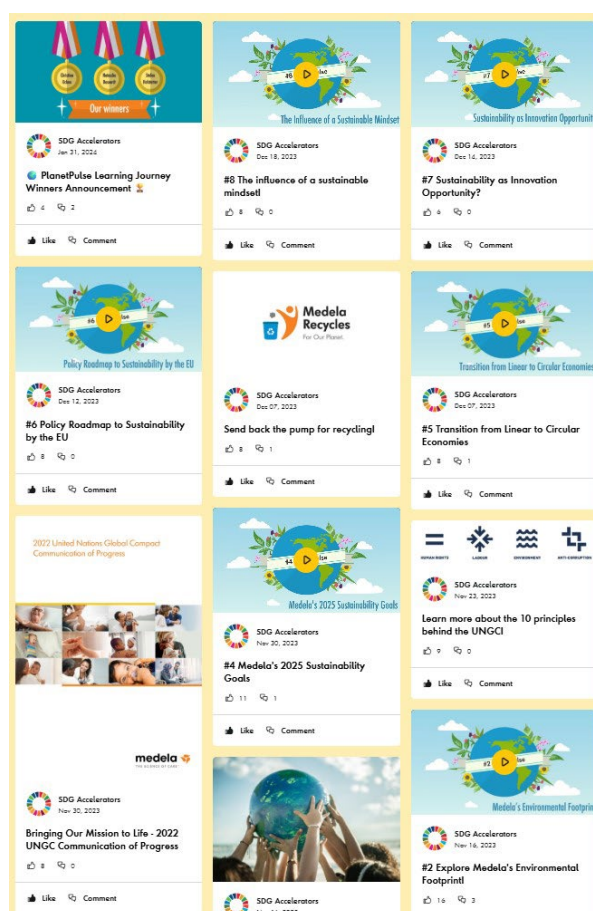
To continue the momentum and share their learnings with a wider audience, the team launched PlanetPulse, a new sustainability blog in 2024. The platform provided weekly insights, short learning nuggets, and interactive content designed to raise awareness and deepen understanding of sustainability topics across the company.

With strong initial engagement and positive feedback, PlanetPulse became a valuable space for knowledge exchange and inspiration – further amplifying the impact of the SDG Accelerator program and showcasing the important role young professionals play in driving sustainable innovation at Medela.

With the delivery of their project and successful launch of the PlanetPulse blog, the Young Talent Accelerator initiative concluded in 2024.



Medela Accelerator team receiving their certificates upon successful completion of the program.



Excerpt from PlanetPulse, Medela's internal blog on sustainability and environmental topics.

## Innovation with Sustainability in Mind: Packaging and IFU Reduction Program

### Continued progress on our journey toward circular packaging solutions

In 2024, Medela built on the strong foundation laid in previous years as part of our Packaging Sustainability Roadmap. With sustainability firmly embedded in our innovation process, we continued to evaluate and redesign packaging across our retail portfolio to reduce environmental impact and move closer to our 2025 targets.

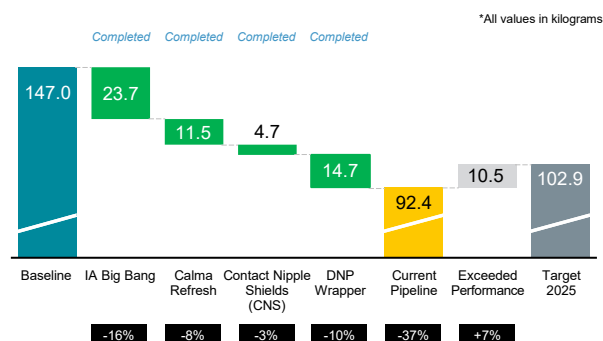
The objectives for 2024 remained consistent: Achieve a 30% reduction in virgin plastic and a 20% conversion to recycled cardboard across all Medela retail products by the end of 2025. Through a combination of packaging redesigns, material substitutions, and efficiency measures, we reached a 37% reduction in virgin plastic and a 12% conversion to recycled cardboard by year-end – putting us well on track to meet or exceed these targets ahead of schedule.

In addition to material substitution, a key area of focus in 2024 was reducing the overall volume of packaging materials to minimize waste and associated emissions. Optimizing packaging dimensions, streamlining components, and adjusting product documentation contributed to meaningful reductions across all material categories. By the end of the year, these changes resulted in a combined reduction of 331 tons of CO<sub>2</sub> emissions – driven by savings of 82 tons of plastic, 23.5 tons of cardboard, and 66.8 tons of paper.

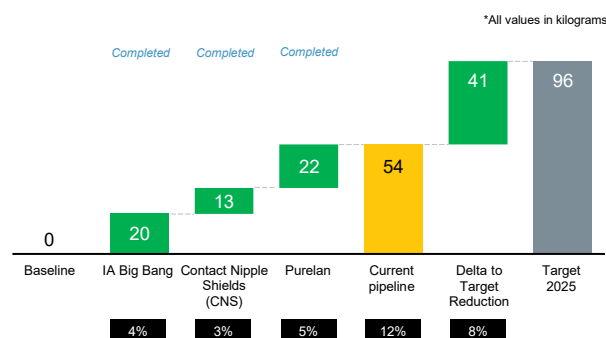
### Future Areas of Focus:

In 2025, going into 2026, packaging will be running an initiative across all paper-based Instructions for Use (IFUs) which will focus on design, adaptations and efficiencies for both retail and healthcare. This will reduce overall paper-usage, weight and lower costs. As part of our broader Medela Cares commitment, sustainable packaging remains a priority area where we can make a tangible difference – delivering products with care, while caring for the planet.

### Project Pipeline 30% less virgin plastic



### Project Result 20% conversion to recycled cardboard



## Fostering Circularity and Eco-Design

At Medela, sustainability is at the heart of our innovation journey. Through a focused initiative, we embarked on a mission to identify circular opportunities and define actionable steps to integrate circular economy principles into our operations.

### Mission:

Identify circular opportunities and define concrete actions for Medela to explore further.

### Goals:

Visualization of tree of opportunities, ranging from quick wins to high-impact initiatives

Identified digital opportunities

Increased knowledge about circularity



The workshops and collaborative sessions equipped our teams with deeper insights into circular economy principles and eco-design strategies. This knowledge strengthens our commitment to sustainability while inspiring innovation.

## Outlook



The initiative has provided a roadmap for Medela to take tangible steps toward sustainability. From piloting new programs to scaling impactful initiatives, we are building a future where circularity drives both environmental and business success.





# Society: Empowering Our Community

Medela Cares is committed to improving maternal and infant health outcomes and enhancing access to quality healthcare, education, and resources for underserved communities. As part of our Society pillar, we aim to make a lasting impact through partnerships that focus on education, training, and advocacy in maternal and neonatal care.

2025 GOALS		2024 PROGRESS
Support an estimated <b>13,500 BIRTHS</b> annually in high-risk countries through training and equipping of <b>500+ midwives</b> and HCPs		<b>&gt;5,500 BIRTHS</b> supported by training and equipping <b>100+ midwives</b>
Support NICU families providing breast milk to approximately <b>20,000 INFANTS</b> through partnerships		<b>&gt;20,000 NICU FAMILIES</b> supported through partnerships

## Fight Infant and Maternal Mortality and Malnutrition

In 2024, our ongoing efforts under Medela Cares continued to support caregivers in humanitarian and low-resource settings. Our existing partnership with Laerdal Global Health remains in place, contributing to improved birth outcomes in sub-Saharan Africa. Our partnership with the Wellbeing Foundation Africa concluded in 2023, following three years of successful collaboration to support breastfeeding and NICU families in Nigeria.

We are currently evaluating new partnerships, with a continued focus on education and training for midwives to help reduce infant and maternal mortality. Through these future initiatives, Medela Cares strives to improve access to essential knowledge and tools, contributing to better health outcomes for mothers and their babies in underserved communities.

**>5,500 BIRTHS**

supported by training  
and equipping  
**100+ midwives**



**>20,000**

**NICU FAMILIES**

supported through  
partnerships



## Our Progress:

### Laerdal Global Health Partnership – Sub-Saharan Africa Region

Since its launch in 2021, our partnership with Laerdal Global Health has focused on equipping and training midwives in remote areas of sub-Saharan Africa to manage complicated births using vacuum-assisted delivery techniques. Together, we provide low-cost, effective solutions to improve care quality and reduce maternal and infant mortality in resource-limited settings.

To date, more than 100 midwives and healthcare professionals have been trained and equipped through this collaboration, supporting over 5,400 births annually.



## A Lifeline for Preemies: Supporting NICU Families

Premature babies face unique challenges, with their early arrival leaving them vulnerable to illness and infection. Breast milk is a lifeline, providing essential nutrients and protection. In honor of World Prematurity Day, Medela reaffirmed its commitment to supporting NICU families through research, improved neonatal care, and partnerships like Frühchen & Neokinder Schweiz (Premie Switzerland). By working closely with healthcare professionals, we strive to ensure every preemie has access to the nutrition they need to thrive.



Swiss Pink Ribbon Walk 2024

## Promoting Breastfeeding to Help Reduce Mortality



For 17 years, Medela has been supporting Pink Ribbon Switzerland and participating in the Pink Ribbon Charity Walk, advocating for breast cancer awareness and the preventive benefits of breastfeeding. In 2024, despite the rain, 5,000 participants walked in solidarity, raising 70,000 CHF to fund breast cancer research and support services. Our longstanding commitment to this cause is deeply aligned with our mission to turn science into care and nurture health for generations, supporting a future where research awareness, and prevention save lives.

## Increase Access to Quality Healthcare, Education and Resources

>34,000 Educational engagements\* with healthcare professionals in 2024

\*Number of HCP engagements through webinars, workshops, online courses, etc.

### Medela Education Initiatives

At Medela, we recognize that access to the latest scientific knowledge and evidence-based practices is essential for healthcare professionals to deliver the best care to their patients. That is why we remain committed to advancing research and professional education as part of our broader mission to improve the standard of care in hospitals, communities, and homes – and ultimately, improve health outcomes.

In 2024, Medela University, our free, accredited online learning platform, saw more than 18,000 healthcare professional enrollments in breastfeeding and lactation courses. In addition, over 8,000 healthcare professionals participated in in-person workshops and educational events across global markets, while our live webinars attracted more than 8,000 registrations and attendances throughout the year.

### Celebrating World Breastfeeding Week 2024: Closing the Gap

In support of World Breastfeeding Week 2024, Medela championed the theme "Closing the Gap – Breastfeeding Support for All" emphasizing the importance of equitable access to breastfeeding resources, particularly in the critical first week. Through Medela Cares, we remain dedicated to empowering parents and healthcare professionals by expanding access to education, resources, and products. In neonatal care, we continue advancing evidence-based quality improvement tools to help NICU mothers establish a full milk supply. To reinforce this commitment, we released a five-part webinar series on best practices for increasing milk production in the NICU, ensuring vital knowledge reaches those who need it most.



Medela celebrated World Breastfeeding Week by raising awareness around closing the gap and promoting equitable access to breastfeeding support for all.



Medela recognized the International Day of the Midwife by celebrating the vital role midwives play in advancing maternal and infant health worldwide.

### Honoring and Strengthening the Web of Care

Last spring, in recognition of International Board Certified Lactation Consultant (IBCLC) Day and International Day of the Midwife, Medela celebrated the essential role of midwives and lactation consultants in supporting breastfeeding families and improving maternal and infant health. Their expertise is crucial in high-quality lactation support, and contributing to sustainable healthcare. Through Medela Cares, we continue to invest in education, training, and sustainability initiatives, reinforcing our commitment to the United Nations Sustainable Development Goals (SDGs), driving improvements in maternal health worldwide, and strengthening the web of care for new families.



### Breastfeeding Breakfast – Creating a Community of Support

Since 2009, Medela has supported the Swiss Breastfeeding Campaign, raising awareness of breastfeeding benefits and best practices. A key initiative within this program is the bi-annual Breastfeeding Breakfast, where more than 40 moms and moms-to-be gathered to connect, share experiences, and receive expert guidance from midwives, lactation consultants, and nurses. By fostering a supportive community, this initiative helps new families feel empowered and informed throughout their breastfeeding journey.



The Breastfeeding Breakfast, organized by Stillkategorie Schweiz and co-hosted by Medela, brings together moms and experts to share experiences and guidance, creating a community of support.





**Turning Science into Care**