

# Sustainability Strategy

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## Introduction

Fjord is a new Norwegian B2C brand of superior quality, highly concentrated, nature-based omega-3 products. Fjord intends to become the brand of choice for the highest purity, most effective, functionally based, innovative omega-3 health supplements available.

As we operate internationally both with our suppliers as well as our customers, we are fully aware that we have an imprint on the environment and society, and we're constantly working to minimize it. In our work with responsible business operations and sustainability, we actively work to raise awareness among employees, suppliers and customers. We aim to be a company that:

- Always source sustainably.
- Lead by example and influence others.
- Follow the UN Global Compact 10 business principles.

## Status

Fjord became a member of Friend of the Sea (FoS) October 26th 2022 and we only source oil that is certified FoS.

November 28<sup>th</sup> 2022 we committed to the UN Global Compact corporate responsibility initiative and its principles in the areas of human rights, labour, environment and anti-corruption.

Our aluminium packaging is 100% recyclable, just remove label and seal. Our label supplier is certified by the Forest Stewardship Council and the Eco-Lighthouse.

Fjord is a proud GOED member, following the Ethical Code of Conduct of the Global Organization of EPA & DHA Omega-3s.



### Fjord AS

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## UN Sustainable Development Goals

Fjorda has chosen three development goals to focus on.



### Nr 3 Good health and well-being

Aspires to ensure health and well-being for all. According to WHO, cardiovascular disease is No.1 cause of death globally. Our potent omega-3 concentrate support maintenance of triglyceride levels and blood pressure. Fjorda aims to provide better health naturally.



### Nr 5 Gender equality

Achieve gender equality and empower all women and girls.

Putting equality on the agenda both internally as well in the choosing our partners.

One of our largest suppliers WPIC were awarded best company for advancement of women in July, 2022. With a senior management group of 14 where 7 are women.



### Nr 12 Responsible Consumption and Production

Choosing 100% recyclable aluminium for our packaging. FoS certification to secure sustainable sourcing.

## Principles we live by

- Employees and suppliers are introduced to our code of conduct.
- We avoid cooperating with companies and consultants that do not share our values and principles.
- We travel no more than necessary, and encourage digital meetings when possible.
- We only print what is necessary and work digitally.
- We try as far as possible to use local resources to empower our society.
- All data are collected and stored according to GDPR.
- We lead by example and try to inspire others to be health-minded and eco-friendly.

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