

An aerial photograph of a dense green forest with a light-colored river or stream winding through it. The text is overlaid on the image.

mybacs[®]

Responsibility Report 2023

Agenda

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SOME FINAL WORDS



mybacs[®] in a capsule...

- **SINCE:**
2018 in Munich
- **OFFICE LOCATED IN:**
Munich Schwabing
- **PRODUCT PORTFOLIO:**
5 Synbiotics and 6 Addons
- **FOCUS MARKETS:**
DE, AT, CH & IT
- **SALES CHANNEL:**
Online

VISION

Becoming the leading brand for microbiome supplements in Europe, revolutionizing consumer health with a wide range of high-quality pro- and prebiotic supplements for people's individual health and wellbeing.

MISSION

To educate on the importance of gut health and empower people to build their individual wellbeing routine, starting with one capsule a day.

VALUES

Accountability, Commitment, Quality, Empathy, Individuality

BELIEF

Because everything starts in the gut.

What Responsibility means to us

Accountability is a pivotal company value, particularly in the realm of responsibility. In our efforts, accountability and responsibility translates into a commitment to delivering on promises and ensuring that our messaging aligns with our actions. Being responsible in our marketing initiatives means we take ownership of the impact our campaigns have on our audience and society at large. This includes ensuring the accuracy and authenticity of our communications, avoiding deceptive practices, and being transparent about our products or services. It involves

constantly evaluating the ethical implications of our actions and making adjustments as needed. By being accountable for the outcomes of our efforts, we not only build credibility with our audience but also contribute to the long-term reputation and success of our brand.

In essence, our commitment to accountability reflects our dedication to responsible practices that prioritise honesty, transparency, and the positive impact of our brand on both our customers and the wider community.



**‘To grow sustainably as a
company while always prioritising the
well-being of our employees.’**

Employees & Office

- **Gender ratio**
69% identify as women, 31% as men
- **All employees are paid a competitive wage**
- **Monthly employee NPS survey**
High transparency, direct feedback & social responsibility
- **Office benefits**
Healthy juices/ bars from KRAFTLING
- **Leadership training of C-Level**
- **Optional sports membership**
- **Water dispenser to reduce waste from bottles**

GOALS 2024

- **IMPACT DAY**
Introduction of an Impact Day, granting each employee the opportunity to take one day off annually to volunteer at a charitable organization.
- **SUSTAINABLE LUNCH BREAKS**
Implementing the use of reusable lunch boxes for take-away meals to reduce plastic waste.
- **IMPROVE WASTE MANAGEMENT**
Implementing a waste separation system at the office to minimize both general waste and plastic waste.
- **MORE RECYCLING**
Introduction of recycling pouches for Nespresso capsules.

**At mybacs® we educate,
break taboos regarding gut health
and remain completely transparent
to our community.**

OUR RESPONSIBILITY

We consider it our responsibility to maintain transparency with our customers and continuously strive for improvement. One enhancement that we are committed to achieving in 2024 is providing a comprehensive overview of the ingredients and materials we use.

COMMUNITIES

Our community is centered around the microbiome and is regularly updated with newsletters, blog posts and recipes that revolve around the topics of health, wellbeing, and nutrition.

EDUCATION

We contribute to microbiome health education by consistently providing informative content to our customers and supporting academic research, for example through our collaboration with the Ludwig-Maximilians-University in Munich.

GOALS 2024

We are committed to further destigmatizing the subject of gut health.

At mybacs® we develop high-quality products that improve human's health while causing no unnecessary harm to the planet.

Products

PRODUCT DEVELOPMENT

All of our products are grounded in scientific research. We are dedicated to consistently enhancing our product formulations to provide the utmost quality, informed by the latest advancements in scientific inquiry. Notably, our main product, The Dailybacs, is protected by a utility model patent.

INGREDIENT SOURCING

All our products have vegan, gluten- & lactose-free ingredients of highest quality. All ingredients are sourced in Italy, Germany and UK.



[FIND OUR SCIENTIFIC STUDIES HERE](#)

PRODUCTION

We consistently pursue the highest quality standards in our production processes, maintaining enduring relationships with manufacturers based in Austria and Italy. These partners adhere to rigorous Quality Management Systems and boast multiple certifications, such as ISO 9001, ISO 14001, ISO 22000, and UNI EN ISO 13485. Additionally, they possess the qualifications to produce Kosher and Halal certified products. In our packaging efforts, we collaborate with the Caritas workshop, an organization empowering individuals with disabilities. They assist us with smaller assembly orders, ensuring our products are securely sealed and ready for distribution.

ACHIEVEMENT 2023

Provenance is a pioneering platform that enables brands to transparently showcase the journey of their products from inception to consumption. By incorporating Provenance into our brand, we reiterate our dedication to transparency and sustainability while fostering trust and conscientious consumer choices. Mybacs, as a brand, has amassed various proof points, including donations to charitable organizations. Additionally, some of our products boast proof points such as clinical and scientific testing, vegan certification, refillable solutions, and predominantly recyclable packaging.

Quality control

Product quality is managed and ensured by our manufacturers that operate under highest medical standards since over 20 years. Additionally, we maintain internal processes to guarantee the quality of our products, such as our Quality Management Book. It is serving as a process guideline within the framework of quality management and provides specific recommendations for action. Our products have undergone successful testing for various parameters at the Agro-Lab laboratory. These parameters serve as crucial indicators of product quality and safety, particularly for the Daily, Diet, and Dermabacs lines. Furthermore, tests are conducted to verify the quantity of colony-forming units, i.e., the dosage of our products, and the expiration date.



LMU studies – Dermabacs

We are currently conducting a clinical study involving 60 patients to explore the influence of probiotics on the gut and skin microbiome in patients with acne and rosacea. The study is scheduled to run for twelve months from recruitment, with first results expected in 2024.



All of
our pouches
are 100%
recyclable



Primary Packaging

MATERIAL

To ensure the highest quality of our products, the capsules have to be sufficiently protected from moisture and light. Additionally, we are making efforts to minimize waste and contribute to a cleaner environment with our packaging. All of our pouches consist of only one type of plastic, called mono-plastic. Compared to conventional multi-material structures (e.g. PE/PET), whose layers cannot be separated in the recycling plant, mono-plastic is easily recyclable and thus causing less harm the environment. The recyclability of the materials in use is checked and confirmed by the renowned environmental service provider ,Interseroh+'.

PRODUCTION

Our pouches are exclusively produced in Europe. This ensures short transportation routes and therefore low CO2 emissions.

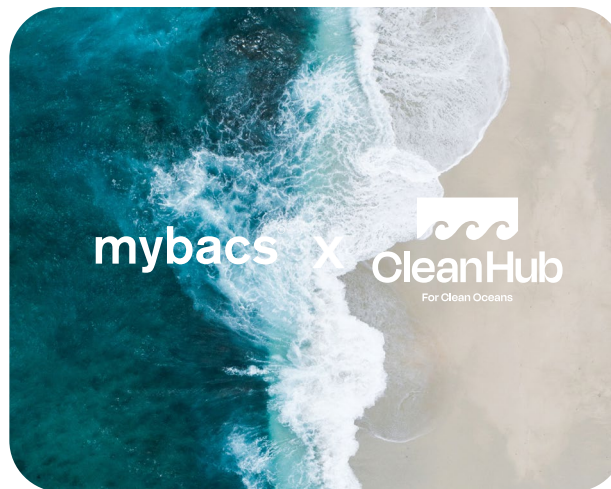
SUPPLIER

Our supplier not only offers sustainable packaging, but also collaborates with environmental organisations. For every order we place with them, the supplier commits to removing one kilogram of waste from the environment.



CLEANHUB COOPERATION

Clean Hub is dedicated to reducing plastic waste by implementing sustainable practices and promoting eco-friendly alternatives. Through innovative solutions and collaborative efforts, Clean Hub strives to minimize the environmental impact of plastic usage and foster a more sustainable future. All mybacs® products are linked to our partner CleanHub and together we have already collected 775kg of plastic.



Mr. Ravi is a fisherman working with collection partner Recity in Pondicherry, India. He began his journey as an eco-warrior when he realized he was collecting more plastic than fish in his fishing nets. Mr Ravi, concerned not only about his own livelihood but also about marine life in a plastic-rich ocean, took matters into his own hands and started collecting plastic from the sea with his special boat. Mr Ravi now has a team of 5 fishermen with a specialized fleet of boats collecting plastic from the seabed and river courses in Pondicherry/SE India.

[READ MORE ABOUT MR. RAVI](#)

Glass jars

PRODUCTION

Our jars are sourced from outside of the EU but are manufactured in accordance with European-accepted standards. We opted for the most carbon-friendly transportation option to Germany.

The glass jar is now offered as a free choice during checkout, ensuring that customers receive it only if they want or need it.





Eco Jar

In summer of 2023, we introduced a limited edition jar, the 'Eco Jar'. Crafted from Sulapac material, recognized as one of the most sustainable options, this jar is a significant step towards eco-friendliness. Comprising wood and **biodegradable polymers**, Sulapac is **entirely bio-based** and decomposes without leaving persistent microplastics behind. This new initiative signifies our initial commitment to offer a packaging alternative even more sustainable than the glass jar, with further innovations planned for the future.

Goal 2024:
Launch a new Sulapac Jar

[LEARN MORE ABOUT SULAPAC](#)



**FSC mix
70 label**

Secondary Packaging

OVERVIEW

We offer various sizes of secondary packaging, allowing us to choose the most suitable box and thereby reduce the overall amount of box material used.

SHIPPING BOX MATERIAL

Our secondary packaging is labeled FSC Mix 70, guaranteeing that at least 70% is made from FSC-certified or recycled material. Our packaging also carries a 100% recycled fiber label, indicating that the paper is sourced from previously used paper products rather than virgin wood fibers. The use of recycled fibers in paper products is an environmentally friendly practice, reducing the demand for new wood resources, contributing to waste minimization, and decreasing environmental impact compared to paper production from primary wood fibers. Our filling material is also composed of 100% paper, making it fully recyclable.

RETAIL PACKAGING

Our packaging boxes for offline retail are sourced from outside of the EU but are manufactured in accordance with European-accepted standards. We opted for the most carbon-friendly transportation option to Germany.

ACHIEVEMENTS:

We incentivize our customers through pricing to opt for a three- or six-month subscription instead of a one-month subscription to reduce the frequency of shipments, thereby minimizing packaging and CO2 emissions.

GOAL 2024:

In 2024, we plan to collaborate with a local manufacturer in Germany to produce a more eco-friendly retail packaging.



**Our main manufacturer for
marketing materials is committed to a
100% sustainable production.**

Marketing Materials

OVERVIEW

As an e-commerce company, we strive to minimize paper usage by providing most information online and restricting the use of printed materials. However, as we are selling a nutritional supplement, we bear the responsibility to inform our customers about the use, dosage, and effects of our products. Therefore, we utilize flyers with product information for all first-time orders.

SUPPLIER

Through alcohol-free printing, an energy-saving process with sustainably generated green electricity and heat recovery, our manufacturer can guarantee 100% sustainable production of our marketing materials. However, there are emissions that cannot be avoided during the production process. These remaining CO2 emissions are offset by reforestation, forest protection measures and by planting one tree per order.

ACHIEVEMENTS 2023

Until Spring 2023, a separate flyer for each individual product was sent with every order, resulting in subscribers receiving the same flyers every month. In response, we adopted a consolidated approach, encapsulating comprehensive brand and product details within a single booklet. This booklet is now exclusively included with the initial order of a subscription, rather than being dispatched with each subsequent monthly shipment. This improvement aligns with our commitment to sustainability by significantly reducing the overall volume of flyers distributed.

**With 53% of our parcels, we support
global climate protection projects.**



Delivery

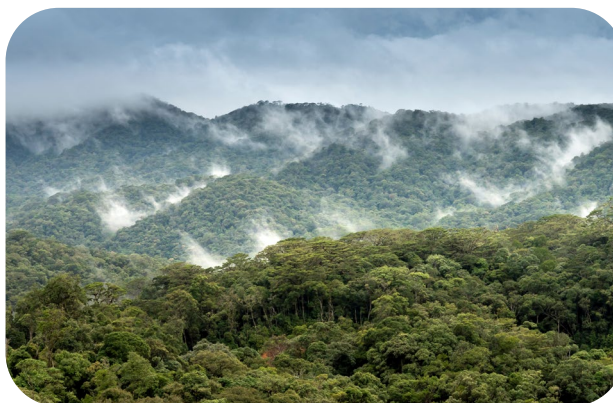
DHL aims to eliminate all logistics-related emissions by 2050. Therefore, DHL has launched a new nationwide sustainability programme in Germany. All national and international packages from DHL private customers for mybacs are automatically sent CO2-neutral by investing in global climate protection projects.

WE HAVE A LOW RETURN RATE OF <2% OF ORDERS

We aim to consistently keep our return rate low and actively work towards further reduction. This effort is aimed at minimizing unnecessary additional shipments and packaging associated with returns.

ACHIEVEMENTS 2023

For each order, we financially support natural carbon removal solutions that utilise processes such as reforestation and soil carbon sequestration. The companies we financially support for implementing such carbon removal methods include Mast Reforestation and Grassroots Carbon. From September 2022 to January 2024, we have successfully removed 25 tonnes of shipping emissions, equivalent to the energy consumption of a four-person household per year.



GOAL 2024

We intend to increase the proportion of our sustainable packages. We are always on the lookout for new, even more sustainable shipping options and endeavour to make our logistics as sustainable as possible.

Some final words

mybacs® offers innovative microbiome supplements with a commitment to responsible business practices. We acknowledge that responsibility is a journey, not a destination. As a company, we embrace transparency in communicating that we are not flawless, but we are dedicated to continuous improvement. This commitment extends to every aspect of our operations, from product development to sustainability practices.

Our vision, to revolutionize consumer health with a wide range of high-quality pro- and prebiotic supplements tailored to individual health and well-being needs, is not just evident in our

premium products but also in our mission. The belief that 'Everything starts in the gut' not only defines our products but also our values. Our commitment to sustainability is demonstrated, among others, through our partnerships with eco-conscious suppliers and our support for environmental projects.

These initiatives embody our values, showcasing that our success is inherently linked to the well-being of people and our planet. With your trust, we pioneer innovative solutions for a healthier future, enhancing your well-being without causing unnecessary harm to our environment.



An aerial photograph of a river winding through a dense, green forest. The river is light blue-grey, contrasting with the dark green of the trees. A road or path is visible in the upper left, crossing the river. The text "Health. Responsibility." is overlaid in white, serif font, centered horizontally and slightly above the middle vertically.

Health.
Responsibility.

mybacs[®]