

The background image is a wide-angle photograph of a natural landscape. In the foreground, a two-lane asphalt road curves through a dense forest of green coniferous trees. The road is marked with white dashed lines and has green guardrails. In the middle ground, a large, deep blue lake stretches across the frame. A small, dark wooden cabin sits on a grassy peninsula on the right side of the lake. The background is dominated by a range of majestic mountains with dark, rocky peaks. The sky is filled with soft, white clouds and mist, creating a serene and slightly ethereal atmosphere.

Sustainability Report 2024

ALPHABET

Committed to
Create Impact



Committed to Create Impact

Sustainability has long been a defining element of Alphabet's identity as part of the BMW Group. Our first report laid the foundation – a starting point to transparently share our goals, intentions and strategic direction. This year, with our follow-up report, we are transitioning from intention to progress. Committed to Create Impact is not just a theme – it is a reflection of the tangible steps we are now taking.

This report represents a pivotal transformation: shifting from preparation to presenting initial results. Throughout the past year, we have made further progress and take pride in highlighting some of these early achievements. Among our key milestones, we have started monitoring Alphabet's own emissions – an essential step in ensuring accountability and leading by example.

We continue to observe robust momentum in the adoption of battery electric vehicles (BEVs) across our portfolio. This serves as encouraging evidence that the evolution towards more sustainable mobility is not only underway but also gaining speed. However, we consistently emphasise to our customers that transitioning to electric vehicles alone is not enough. Charging vehicles with green renewable energy is pivotal in achieving emission-free mobility. This shift in perspective is something we actively support through education, providing tools and fostering collaboration.

Our approach continues to be grounded in purpose and data. With tools such as the Alphabet Carbon Manager and the Alphabet AI Assistant, we empower users to monitor their impact and make informed, sustainable choices. At Alphabet, we hold the belief that progress must be measurable to be truly meaningful, and we apply this standard both to ourselves and to the services we offer.

Looking ahead, we are committed to supporting measurable and long-term change. This year's edition reflects the first steps we have taken – knowing there is still much ahead on our sustainability path. Thank you for joining us on this journey. Achieving meaningful progress will take all of us – customers, suppliers, leasing partners and beyond.

Let's keep creating impact – **together**.

Jesper Lyndberg
Chief Executive Officer

Sincerely,
Jesper Lyndberg





About This Report

Reporting Period

This report is the Sustainability Report of Alphabet International GmbH, covering the calendar year from 1 January 2024 to 31 December 2024.

Scope of Report

The Alphabet Sustainability Report 2024 has been created as a voluntary report to provide Alphabet's stakeholders with information on our sustainability ambitions and progress. As Alphabet is active in several countries, the report includes data from all Alphabet markets as well as parts of BMW Financial Services Europe. In several markets, Alphabet is integrated into the BMW Financial Services structure. A listing of entities covered by the report can be found [here](#).

Sustainable Development Targets

We firmly believe that as a company, we can make a contribution towards achieving the Sustainable Development Goals (SDGs). With our sustainability strategy, we are focusing our efforts on the SDGs where we can exert a direct influence and maximise our positive impact, which are: 3, 4, 5, 11, 12, 13, 17.

Reporting Standard

The content of the report was prepared with reference to the Global Reporting Initiative (GRI) guidelines. A [↗ GRI Content Index](#) can be found at the end of the report.

Third-Party Assurance

PricewaterhouseCoopers (PwC) has provided limited assurance in accordance with ISAE 3000 (Revised) on selected disclosures and key performance indicators in this report. This includes the six material topics and the materiality analysis, as well as targets and associated KPIs. Sections with limited assurance are marked as follows: 



Table of Contents

Statement CEO Alphabet International

About This Report

Company Profile

Materiality Analysis

ESG Targets



Governance

Driving Sustainable Mobility

Sustainable Governance

Strategic Initiative: Getting Certified

2

3

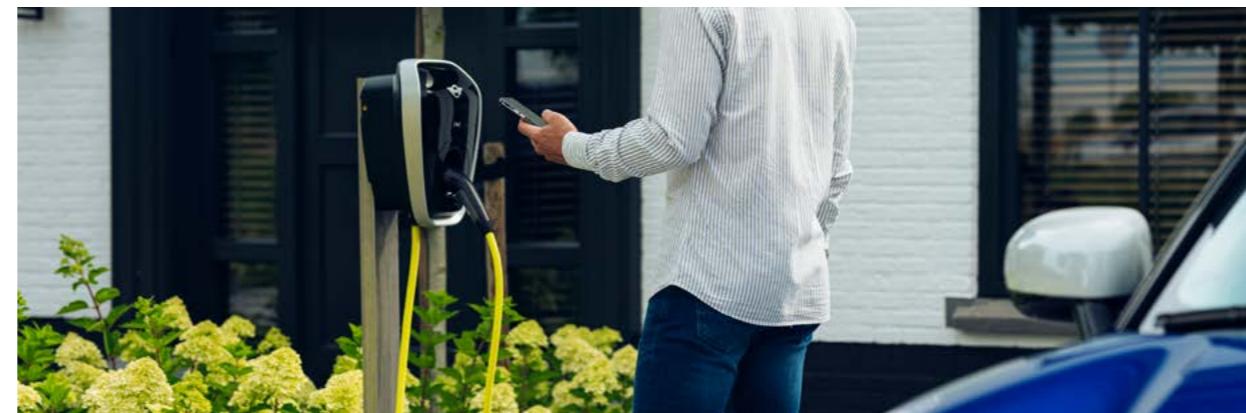
5

7

8

Responsible Sourcing

13



Environment

Alternative Drive Technologies

16

Decarbonisation Along the Value Chain

18



Social

Attractive Workplace

21

Employee Diversity

23



Additional Topics

Raising Awareness of Environmental Issues Amongst Employees

27

Responsible Digitalisation

29

Alphabet Carbon Manager

30

Interview Lubomila Jardanova

32

GRI Content Index

33

Independent Practitioner's Limited Assurance Report

37

Imprint

39



Company Profile

Alphabet is a leading global provider of business mobility solutions, founded in 1997 in the UK as a division of the BMW Group. Today, Alphabet uses its expertise in car and commercial vehicle management to help companies manage their corporate mobility in an effective and more sustainable way.

Alphabet International GmbH provides full-service leasing and multi-brand fleet services. The company is a 100 per cent subsidiary of BMW AG (Bayerische Motoren Werke Aktiengesellschaft, Munich), with headquarters in Munich, Germany. Operating under the brand name Alphabet, the company supports the BMW Group's vision by offering innovative and flexible mobility solutions in the international fleet management industry. Alphabet International GmbH acts as the headquarters for this international multi-brand leasing provider, overseeing its operations across all key European markets, including Austria, Belgium, Denmark, France, Germany, Italy, the Netherlands, Poland, Spain, Sweden, Switzerland and the UK¹. In collaboration with its [OneNet partner network](#), Alphabet manages a portfolio of more than 760,000 leased cars and light commercial vehicles in 38 countries.

¹ Organisationaly, Alphabet corresponds with BMW AG, BMW Financial Services Europe, consisting of the following legal entities: BMW Financial Services Nederland B.V., Alphabet Belgium Long Term Rental NV, BMW Financial Services Belgium S.A./N.V., Alphabet Fuhrparkmanagement GmbH, BMW Fleet GmbH, Alphabet España Fleet Management S.A.U., Alphabet Italia S.p.A., Alphabet Fleet Management SAS, BMW Finance SNC, Alphabet Polska Fleet Management Sp.z.o.o, Alphabet Insurance Services Polska SP Z.O.O, BMW Financial Services Polska Sp.Z.O.O., BMW Group Financial Services UK, BMW Financial Services (Ireland) DAC, BMW Financial Services Denmark A/S, BMW Financial Services Norge NUF, BMW Financial Services Scandinavia AB, BMW Finanzdienstleistungen (Schweiz) AG, BMW Austria Leasing GmbH, BMW Austria Bank GmbH, BMW Financial Services Czech Republic s.r.o., BMW Romania S.R.L, BMW Financial Services Slovakia s.r.o., BMW Austria Bank GmbH – Athens Branch.

Alphabet offers a portfolio of innovative, digital and flexible mobility options that can help drive down CO₂e emissions:

Funding solutions: providing full-service leasing, financial leasing and Alphabet Private Lease for individuals, as well as micromobility options.

Flexible solutions: offering Alphabet Rent for short-term rentals, Alphabet Share for vehicle sharing and the Alphabet Mobility Budget, which allows businesses to offer employees a flexible transportation budget for various mobility options.

Sustainability and efficiency tools: helping customers track and reduce their environmental impact, including offerings such as Fleet Reporting, the Alphabet App for fleet management, the 360 Fleet Portal for integrated fleet data, the Alphabet Carbon Manager to monitor emissions and the Alphabet Configurator to customise vehicle choices for sustainability goals.

Consultancy: offering consulting for e-mobility transitions, Fleet Emission Consulting to reduce carbon footprints and local consulting offers tailored to specific regional requirements.

Add-on services: supporting customers' fleet management, such as maintenance & repair, tyre & damage management and roadside assistance; also managing fuel, fine, tax and charging logistics, and providing rental services and safety/ eco driver training.

“As Alphabet is a 100 % subsidiary of the BMW Group, I expect it to live up to the same high-quality standards and distinct corporate values that BMW is known for.”

Sustainability is no exception. By enabling businesses to adopt electric vehicles and emission-reducing solutions irrespective of vehicle brands, Alphabet contributes actively to the ecological transformation of the fleet sector. Digitalisation provides opportunities. By leveraging the power of digital transformation, Alphabet is committed to delivering innovative products and services that cater to the evolving needs of our customers. Altogether, with our strategic investments into sustainable digital solutions such as the Alphabet Carbon Manager and Alphabet AI Assistant, we are driving customer value. Our goal, together with BMW and Alphabet, is to shape a future of mobility that is innovative, accessible and aligned with global environmental objectives – creating the most advanced and sustainable ecosystem in the industry.



Sven Straub
Head of Region Europe,
BMW Group Financial Services

Materiality Analysis

☒ To engage with our stakeholders and transparently disclose our ESG performance, we opted for voluntary sustainability reporting and have defined our material topics where we see the highest impact.

Alphabet's materiality analysis builds on the BMW Group's analysis, tailored to fit Alphabet's specific business and market position. Alphabet adopted the parent company's material topics while specifying them further for its operations. This included identifying actual and potential, negative and positive impacts across its activities and business relationships. These potential impacts have also been included in the stakeholder survey to have proof of impacts by all stakeholders involved.

The materiality analysis was performed in reference with the Global Reporting Initiative (GRI) guidelines. The prioritisation process was carried out through an online stakeholder survey of internal and external stakeholders. If a topic and its associated impacts were less relevant to Alphabet than to the BMW Group, survey participants could deprioritise it. The survey included input fields, but the items that were mentioned could all be subsumed under the prioritised topics.

In a final workshop conducted in June 2024, the Alphabet International management approved and validated the prioritised topics, establishing the threshold for the material topics. In the following months, targets for all materiality topics were developed and approved again by management in December 2024. For 2025 and the upcoming years, structured exchanges with relevant stakeholders are planned in order to re-evaluate Alphabet's material topics.

Environmental

Alternative drive technologies

Decarbonisation along the value chain

Social

Attractive workplace

Employee diversity and equal opportunities

Governance

Responsible sourcing

Sustainable governance



☒ ESG Targets

Environment

Alternative Drive Technologies

By 2030, **50%** of new contracts are BEVs⁴.

Target 2030

50%

Status 2024

25 %

Decarbonisation Along the Value Chain

We have completed the measurement of our **Scope 1-3** emissions and are now focused on establishing decarbonisation targets.

Status 2024 Total location-based emissions **3,015,132 tCO₂e**

Status 2024 Total market-based emissions **3,013,981 tCO₂e**

Social

Attractive Workplace

The employee satisfaction level is higher than **85%** on the HPO Index by 2030.

Target 2030

85%

Status 2024

80 %

Employee Diversity and Equal Opportunities

A **30%** share of women in management positions by 2030².

Target 2030

30%

Status 2024

25 %

Governance

Responsible Sourcing³

100% of international vehicle related suppliers have been assessed according to current sustainability criteria.

Target 2024

100%

Status 2024

100 %

Sustainable Governance

All Alphabet markets are certified with EcoVadis by 2026. 12 markets + Alphabet International.

Target 2026

13

Status 2024

BE, NL, ES, IT, GER, FR, INT

7

² Management positions are positions from functional level I to IV below the Board of Management levels; see [BMW Group Report](#).

³ This was the 2024 target which was achieved 100 %. The target for 2026 can be found on [page 14](#).

⁴ A contract is measured in numbers of vehicles. These numbers refer to the percentage of newly signed contracts in the year 2024.

Governance



Driving Sustainable Mobility

With the introduction of the Chief ESG Officer role in 2024, Alphabet began to centralise key aspects of its sustainability work. The aim was to bring greater strategic alignment and visibility to existing efforts, while continuing to empower teams across markets. One year on, ESG Officers are now being established in all European countries to support implementation locally and strengthen collaboration. This step marks an important milestone in Alphabet's ambition to integrate environmental, social and governance considerations more deeply into everyday operations.

Why was this role introduced?

Responsibility for sustainability had previously been distributed across different functions. The new role was created to provide clarity, structure and accountability. Central coordination helps ensure that sustainability is considered consistently, not only in principles, but in day-to-day decisions. At the same time, the role supports local teams in applying group-wide priorities in ways that suit their markets. The goal is not to replace existing ownership but to create stronger connections and a shared direction.

What has changed since then?

The second edition of this report reflects a step forward in transparency. In some focus areas we have seen positive developments, while in others progress has been slower than planned. For the first time, Alphabet is reporting CO₂e data. This provides a stronger foundation for evaluating our footprint and identifying areas for improvement. Transparency is essential not only to track progress but also to foster trust with customers, partners and employees. Much of the focus in the past year has

been on building the systems needed to manage data more consistently, connect existing initiatives more effectively and improve internal visibility. These efforts have also helped to increase awareness and engagement across the business.

What lies ahead?

The next phase is about turning structure into momentum. That means refining our reporting framework, monitoring our progress and steering the company in the right direction by continuing to involve employees across departments and countries. ESG should not be treated as a separate track. It needs to be part of how we design services, make decisions and define success. Many colleagues are already contributing to sustainability efforts. The task now is to support and scale these contributions over time. This is what we mean when we say we are **committed to create impact**.



Andreas Baron
Chief ESG Officer



Sustainable Governance

At Alphabet, sustainable transformation is not a solo endeavour – it is a shared responsibility and a key element of our global strategy. We are committed to creating impact through collective action, and our international Sustainability Community plays a central role in driving this effort.

By fostering transparency, knowledge exchange and shared best practices across all our markets, we aim to embed sustainability into the core of our operations. In 2024, we strengthened this approach by appointing a Chief ESG Officer – now part of the Alphabet International Management Board – to align and accelerate initiatives company-wide. This role ensures that sustainability and ethical business practices are integrated across functions and geographies, supporting our long-term objectives.

Our sustainable governance approach is guided by our [↗ Guiding Principles](#), which reflect our commitment to ethics, responsibility and transparency. With these principles we want to prevent misconduct and support a culture of individual responsibility. In addition to formal structures, sustainability-related expectations are reflected in internal guidelines and reinforced through employee communication and training.

Our goal:

Achieve EcoVadis certification in all Alphabet markets by 2026.

The Sustainability Community brings this culture to life. It is composed of Sustainability Champions – representatives from each of our markets – who serve as key contacts for sustainability topics within their business units. The Community acts as a central platform for aligning strategies, sharing solutions and responding to evolving challenges. In 2024, the Sustainability Community came together in person for a Sustainability Workshop in Munich, deepening collaboration and actively shaping the next steps of our shared sustainability journey. The Community also has been tasked with inspiring a culture of sustainability within Alphabet, inspiring and motivating our teams. With this year's Sustainability report, we are further expanding our approach to sustainable governance. Compared to last year's initial edition, this report provides more comprehensive insights and reflects the progress we have made on many of our ESG goals. We will continue to report regularly to ensure transparency and to drive continuous improvement, recognising both our achievements and the challenges that remain. In addition, we actively engage with employees and customers to gather feedback and address their sustainability concerns.

At Alphabet, we see sustainability as a collective responsibility – driven by strong leadership, shared knowledge and measurable progress. The role of the Chief ESG Officer, together with the international Sustainability Community, ensures that sustainability is embedded across our organisation. We are also committed to continuously improving our performance in key areas such as sustainability certifications.



Strategic Initiative: Getting Certified

By making certification a strategic priority, we are embedding sustainable governance more deeply into our organisation. In 2023, Alphabet International received its first EcoVadis certification, providing an external assessment of our sustainability performance. In 2024, we have made significant progress: six markets plus Alphabet International are now EcoVadis certified, with recognition ranging from Bronze to Platinum.



- Germany



- Spain
- Belgium
- Netherlands



- Italy



- France
- Alphabet International



In addition, our ISO 14001 certification for Alphabet International GmbH was successfully renewed in 2024.

This environmental management standard requires regular audits and ongoing improvements. Maintaining this certification demonstrates our commitment to integrating environmental considerations into everyday business decisions – reducing our ecological footprint and driving continuous improvement.



Responsible Sourcing

Alphabet drives responsible sourcing by integrating sustainability into its supplier assessments. We want to help our customers make informed purchasing decisions based on ESG criteria by developing higher standards for suppliers.

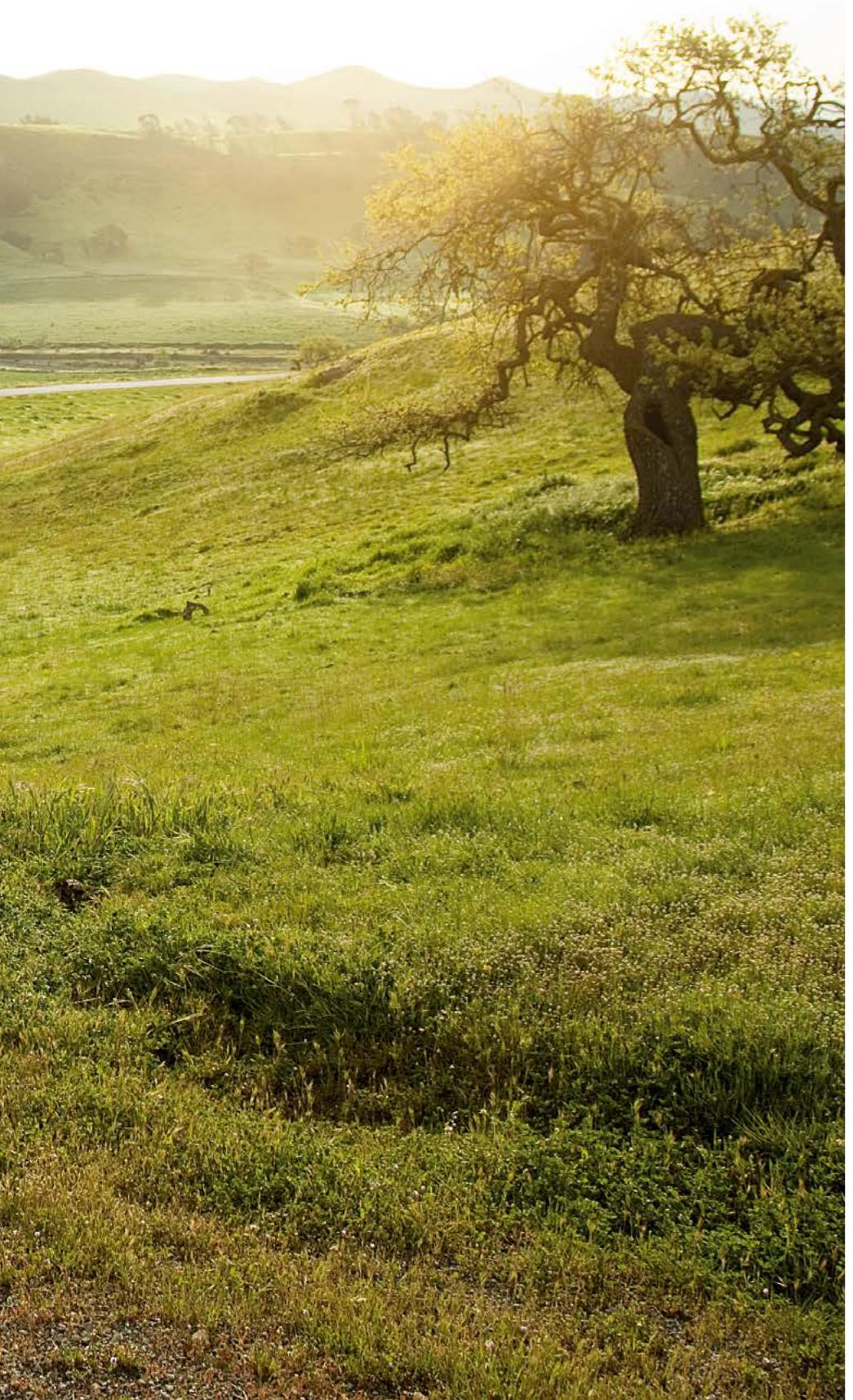
Alphabet works with different suppliers and is aware that third-party partners may not adhere to fair labour, human rights or environmental standards, which we seek to mitigate through focused action. Setting clear environmental and social standards is key to upholding labour rights and preventing pollution at supplier sites. At Alphabet, we have policies in place to inform suppliers of the basic principles and standards of environmental and social responsibility as set out by the BMW Group. All our suppliers are required to comply with the [BMW Group Code of Conduct on Human Rights and Working Conditions](#), ratified in 2019, as well as the health and safety standards outlined in the Code of Conduct. Our Sourcing Team is responsible for this topic.

To mitigate environmental and social risks along the global value chain, Alphabet wants to collaborate closer with its suppliers. In 2023, as a first step, we made sustainability part of our selection process for vehicle-related service suppliers⁵. In 2024, we continued this process and established it as a standard in international tenders. We are aware that achieving full alignment with our sustainability standards across all suppliers is an ongoing journey that requires continuous dialogue and improvement.



[↗ SDG 12 and 17](#)

⁵ Vehicle-Related Services cover the following services: Service and Maintenance, Tires and Tire-Services, Body Repair, Short-Term Rental, Glass Services, Fuel and Charging Services.



“Environmental and social criteria will play an increasing role in the selection of our suppliers.”

We have included clauses in our agreements requiring all vehicle-related service suppliers to use resources efficiently (materials, energy, water) and minimise their environmental impact (waste, waste water, air pollution, noise). Also, we expect them to adopt environmental and occupational health and safety management systems.

Our objective is to assess 100 % of international vehicle-related service suppliers against our sustainability criteria by 2024 and 100 % of all suppliers by 2026. To enhance transparency, we conduct supplier audits that provide insights into their sustainability performance. In 2023, we initiated the use of our sustainability questionnaire to assess our vehicle-related suppliers. With this questionnaire which is included in all international tenders, we screen for various sustainability criteria, such as EcoVadis scores, ISO certifications, CO₂e reduction targets, green electricity use and recycling aspects. In 2024, we continued to integrate these criteria into our international tenders, establishing them as a standard for both our suppliers and the markets in which we operate. After rolling out a standardised process for international vehicle-related suppliers, we recognise the remaining challenge of extending this approach to all national vehicle-related suppliers.

Alphabet, alongside the BMW Group, enforces social and environmental standards in its supply chain. By 2026, we plan to assess not only international vehicle-related service suppliers but also national vehicle-related service suppliers on sustainability criteria with a standardised assessment approach.

Our goal for 2024:

100%

of international vehicle-related suppliers have been assessed according to current sustainability criteria.

Repair, Not Replace

One example of how we intend to further reduce resource consumption is our repair-not-replace strategy in our glass business. With this approach, we reward a specific repair rate as it is one selection criterion for preferred network providers in both local and international tenders.



Environment



Alternative Drive Technologies

We enable fleet managers to transition to alternative drive technologies. Alphabet supports its customers in building a more sustainable fleet by reducing emissions during the use phase of their leased vehicles.

E-mobility is an emerging technology for drivers and companies with strong potential for broader market adoption. However, two factors still challenge its long-term sustainability: uneven charging infrastructure and fluctuating subsidies and costs. According to the [↗ European Fleet Emission Monitor 2025](#), 43 % of fleet managers feel not informed or partially informed at best about key topics such as governmental incentives and subsidies. Therefore, we want to support our customers in their efforts to include electric vehicles (EVs) in their car policies. Our strategy is based on enabling decision-making with our Fleet Emission Consulting Service and the Alphabet Carbon Manager. With these two initiatives, we consult our customers about their current fleet emissions so that they can monitor them and make data-driven decisions to reduce their fleet's individual carbon footprint.

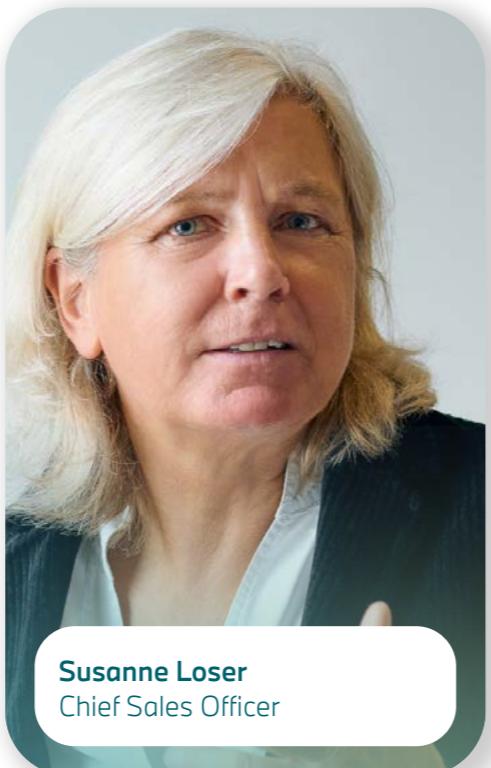
Alphabet established dedicated consulting services in all its markets, offering support in defining the right EV strategy, developing car policies and engaging with management and drivers to ensure a smooth implementation. This way, we want to ensure the seamless integration of alternative drive technologies into our customers' operations.



[↗ SDG 11 and 13](#)



E-mobility only contributes to CO₂e emissions reductions when sourced from renewables. For this reason, we advise customers to invest in appropriate charging infrastructure and offer charging solutions as well as green energy contracts. This covers installing on-site charging stations, providing charging cards for easy access to public charging networks and implementing smart charging technologies to optimise energy consumption and reduce costs. By offering our customers the option to source renewable energy for their vehicle charging needs, we support them in further reducing their carbon footprint.



Susanne Loser
Chief Sales Officer

“With broader model availability, we are also seeing increased acceptance of battery electric vehicles.”

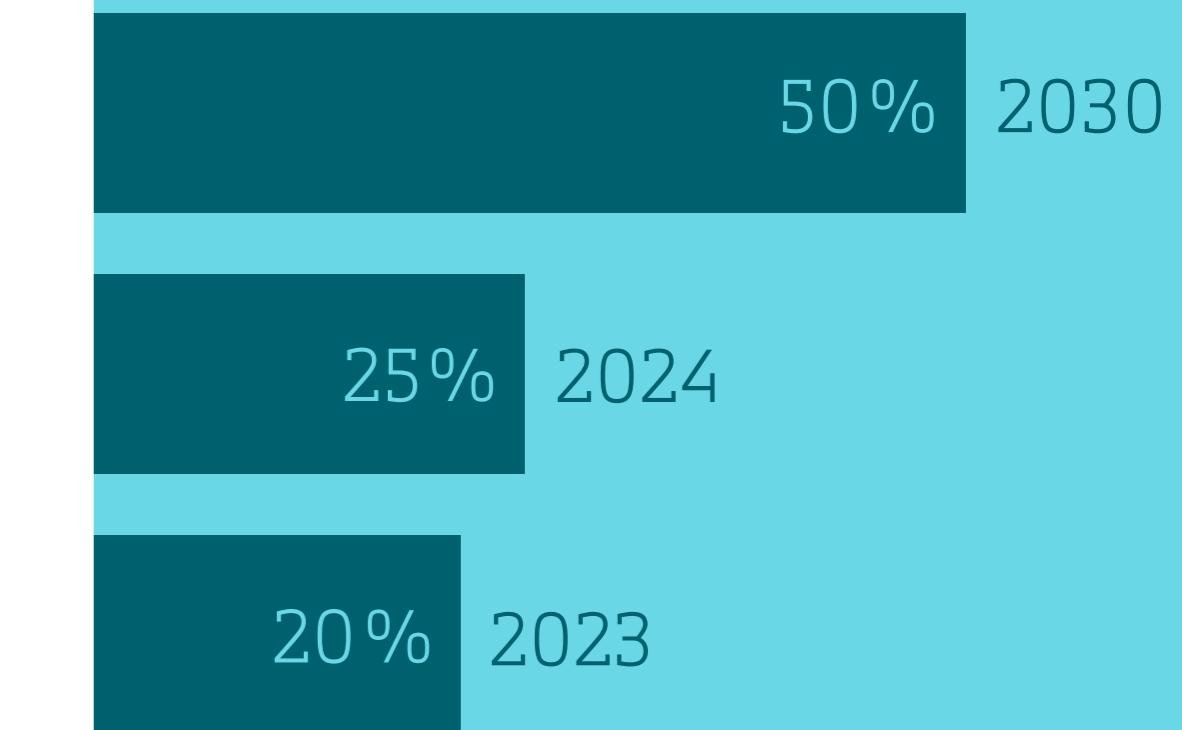
In 2024, Alphabet recorded a 53 % increase in battery electric vehicle (BEV) sales compared to 2023, along with a 45 % increase in the share of partially or fully electric vehicles (xEVs)⁶. BEVs accounted for 25 % of new contracts compared to last year's 20 %, supporting the company's goal of reaching 50 % BEVs of new contracts by 2030.

Alphabet provides tailored consulting services to support organisations in adopting alternative drive technologies and explore better ways to use them to reduce carbon emissions.

Our goal:

50%

of new contracts are BEVs by 2030⁶.





Decarbonisation Along the Value Chain

In line with its commitment to achieving net zero emissions by 2050, the BMW Group is taking significant steps to reduce its carbon footprint across all operations. Reflecting this ambition, Alphabet began assessing its individual corporate carbon footprint in 2023. This baseline now serves as a reference point for tracking progress and setting reduction targets in reference with the GHG Protocol methodology.

At Alphabet, we measure and report our greenhouse gas emissions to transparently reflect our environmental footprint. Although progress has been made, we continue to see room for improving data collection and aligning our approach across all markets. To support this, Alphabet partnered with the climate technology company Plan A to calculate its emissions using certified carbon accounting software. The same tool is also available to our customers as the [↗ Alphabet Carbon Manager](#), which demonstrates our commitment to credibility and transparency in decarbonisation.

In 2024, the Alphabet Carbon Manager was rolled out across all of Alphabet's European markets, accompanied by training programmes to ensure its effective use. Internally, we introduced additional measures to reduce emissions, including switching to green electricity, improving energy efficiency in our offices and promoting low-emission business travel. We also continued to electrify our internal and demo fleets by increasing the share of battery electric vehicles (BEVs) and plug-in hybrid electric vehicles (xEVs).





“Measuring emissions is one thing. Acting on them with clarity, consistency and the right partners is what will define our impact.”

Andreas Baron
Chief ESG Officer

In line with our commitment to sustainability, we started to measure and report our greenhouse gas (GHG) emissions to transparently display our environmental footprint and drive continuous improvements.

Our calculations follow the Greenhouse Gas (GHG) Protocol standards. In collaboration with the carbon emissions experts at Plan A, we have successfully rolled out and implemented a comprehensive data collection platform to calculate our CO₂e emissions. Emission factors used have been derived from the most current versions of trusted government and international databases e.g. Department for Business, Energy & Industrial Strategy (DBEIS) or Eurostat, the statistical office of the European Union.

The vast majority of our emissions fall under Scope 3, primarily from the use phase of leased vehicles. Our strategic focus is therefore on reducing these emissions by supporting customers in achieving their own climate goals. Through consulting services and digital tools, we help fleet operators transition to low-emission mobility. These efforts are already showing results: In 2024, our total emissions increased by 1% compared to the growth of our vehicle portfolio which increased by 6%.

This initial carbon footprint assessment lays the foundation for setting specific climate targets for Alphabet, aligned with the decarbonisation pathway of the BMW Group. Alphabet's emissions are also included in the [BMW Group's consolidated sustainability reporting](#).

Reported Emission	2023 (tCO ₂ e)	2024 (tCO ₂ e)
Scope 1	3,206	3,135
Scope 2 location-based	1,802	1,742
Scope 2 market-based	714	591
Scope 3	2,981,506	3,010,255
Total location-based emissions	2,986,514	3,015,132
Total market-based emissions	2,985,426	3,013,981

Following a significance analysis, the reported emissions include the following categories:
Scope 1: Mobile Combustion, Stationary Combustion
Scope 2: Purchased Electricity, Purchased Heat
Scope 3: Downstream Leased Assets, Business Travel, Purchased Goods & Services

The following categories have been identified as significant but have not yet been reported due to insufficient data availability.
Scope 1: Fugitive Emissions
Scope 3: Capital Goods

Social





Attractive Workplace

Our success depends on the skills and motivation of our people. Alphabet is committed to providing an attractive place to work. Our approach is designed to promote wellbeing, job satisfaction and chances to grow for all employees.

A general shortage of skilled labour and demographic change have led to a competition for talent. Less attractive employers run the risk of high staff turnover and unfilled vacancies, leading to lost revenue. Therefore, appealing employment conditions are a cornerstone for the BMW Group. The topic of an attractive workplace at Alphabet is managed by central functions of the BMW Group. For that reason, a breakdown of Alphabet employees is currently not available, as this data is not systematically recorded. In line with the BMW Group, we aim to provide a stable outlook, fostering personal growth opportunities and empowering individuals to contribute to shaping the company's future. This forms the basis also for Alphabet's long-term success when competing for talented professionals.

Alphabet participates in the BMW Group's comprehensive programme with a variety of entry opportunities to attract and promote young talent and ensure the development of skills within the BMW Group. As part of the BMW Group, Alphabet is committed to complying with applicable occupational health and safety laws worldwide. The right to health and safety in the workplace is also enshrined in the [↗ BMW Group's Code on Human Rights and Working Conditions](#). In regard to broader health management programmes, the BMW Group bundles all measures to maintain health and performance in the Health Initiative in which Alphabet participates.



Every two years, the BMW Group conducts a company-wide employee survey – including at Alphabet – to assess workforce sentiment and organisational performance. This is measured through the High Performance Organisation Index (HPO-I), which is intended to provide insights into long-term effectiveness and future readiness. The next survey is scheduled for 2025. The survey is regularly updated to reflect current business and HR priorities, and aims to promote ongoing dialogue.

The process also gathers feedback on the visibility and impact of previous measures, which is reviewed by the Board of Management. To measure Attractive Workplace we use the subcategory employer branding in the HPO-I. BMW Financial Services Europe – which includes Alphabet – aims to reach 85% by 2030⁷. In 2023, the score for BMW Financial Services Europe was 80%. The next company-wide employee survey is scheduled for 2025 and will provide updated insights on our progress.

Additionally, we continue to engage our employees in change processes as part of the BMW Group's Corporate Development Framework (CDF). Our employees, directly and through employee representatives, play a central role in decision-making, ensuring that their input is integrated in line with applicable legal requirements. This collaborative approach supports continuous development and effective decision-making.

Alphabet is committed to providing an attractive workplace, recognising the importance of skilled and motivated employees. The company participates in the BMW Group programmes to attract talent, prioritises health and safety and measures employee satisfaction.

⁷ Organisationaly, Alphabet corresponds with BMW AG, BMW Financial Services Europe, consisting of the following legal entities: BMW Financial Services Nederland B.V., Alphabet Belgium Long Term Rental NV, BMW Financial Services Belgium S.A./N.V., Alphabet Fuhrparkmanagement GmbH, BMW Fleet GmbH, Alphabet España Fleet Management S.A.U., Alphabet Italia S.p.A., Alphabet Fleet Management SAS, BMW Finance SNC, Alphabet Polska Fleet Management Sp.z.o.o, Alphabet Insurance Services Polska SP Z.O.O, BMW Financial Services Polska Sp.Z.O.O., BMW Group Financial Services UK, BMW Financial Services (Ireland) DAC, BMW Financial Services Denmark A/S, BMW Financial Services Norge NUF, BMW Financial Services Scandinavia AB, BMW Finanzdienstleistungen (Schweiz) AG, BMW Austria Leasing GmbH, BMW Austria Bank GmbH, BMW Financial Services Czech Republic s.r.o., BMW Romania S.R.L., BMW Financial Services Slovakia s.r.o., BMW Austria Bank GmbH – Athens Branch.

⁸ This target is valid for BMW Group Financial Services Europe in the subcategory: Employer Branding.

Our goal is to achieve

85%

on the HPO Index by 2030⁸.

In 2024, the BMW Group once again achieved strong placements in several well-known employer rankings, particularly in Germany, reaffirming its reputation as an attractive workplace. For the 13th consecutive year, the company was ranked No. 1 in Germany in the Trendence Professionals Barometer 2024, based on responses from 15,000 academics. On a global scale, the BMW Group also continues to perform strongly. In the [World's Most Attractive Employers 2024](#) study, it ranked fifth worldwide among future engineers, following only a few of the world's top tech giants. Furthermore, the company remains within the top 17 employers globally among students in the IT and business fields.



Employee Diversity

At Alphabet, we are committed to creating a working environment where everyone can develop their potential and feel respected and valued. Diversity enhances our ability to innovate, improves decision-making and contributes to long-term competitiveness. We promote respectful behaviour, foster a culture of fairness and do not tolerate discrimination in any form. Our goal is to create the conditions in which all employees feel empowered to contribute to our shared success.

Our approach is anchored in five key dimensions: gender, age and experience, physical and mental abilities, sexual orientation and identity and cultural background. These principles are embedded in the BMW Group's global HR strategy and implemented locally through diversity representatives and regular regional exchange formats.



↗ [SDG 3 and 5](#)



"Being part of the BMW Group, we are convinced that a wide range of perspectives and talents strengthens our company."

Age & experience:
encouraging intergenerational collaboration and knowledge transfer.

Physical & mental abilities:
building an inclusive, barrier-free environment.

Gender:
striving for gender and life balance.

Cultural background:
driving intercultural collaboration

Discrimination in any form has no place in our company. We foster a culture of respectful interaction, psychological safety and fairness. Everyone should have equal access to opportunities, development and recognition, regardless of background or identity. Concerns can be reported confidentially at any time through the BMW Group SpeakUP Line, which is available in nearly 140 countries and 70 languages.

This principle also shapes Alphabet's People approach. We align our practices with the Group's values and focus on practical, year-round engagement rather than symbolic action. Awareness programmes, inclusive policies and equitable leadership development are essential elements of how we live diversity every day.

In 2024, both the BMW Group and Alphabet supported an inclusive workplace culture through a series of international campaigns. These included activities around International Women's Day, which highlighted leadership perspectives and increased visibility for gender equity. The International Day of People with Disabilities focused on accessibility and inclusion across sites, while Cultural Diversity Day encouraged intercultural dialogue and celebrated the diverse backgrounds that shape our global teams.

We monitor progress through internal KPIs and biannual employee surveys that include specific questions on inclusion and fairness. As part of the BMW Group, we aim to foster an inclusive working environment and continue developing our approach to diversity across different areas of the organisation. Despite these efforts, we continue to face challenges in attracting diverse talent and ensuring equal opportunities across all markets, partly due to varying local labour conditions and the ongoing shortage of skilled professionals in certain regions.



Although we are committed to broader representation, progress has slowed in 2024. The share of women in management positions at Alphabet was 25 %, compared to 28 % in the previous year.

The decline is primarily due to a revised reporting scope⁹, which improves data quality by capturing more specific and relevant data management levels¹⁰. Our long-term target remains 30 % by 2030, supported by targeted programmes to identify and develop female leadership potential.

In terms of current diversity in the management body, the Alphabet management board in 2024 consisted of five people, four men and one woman, which corresponds to a 20 % share of women.

Being part of the BMW Group, Alphabet applies the same remuneration and benefits policies, regardless of gender, religion, origin, age, disability, sexual orientation or other factors; see BMW Group Report. With regular reviews, we seek to ensure fair pay, comparing salaries of women and men based on role and employment level.

Our commitment to diversity, equity and inclusion (DEI) is reinforced through networks like Employee Resource Groups, which supporting initiatives such as Pride and Mental Health. The BMW Group conducts DEI training sessions, which are mandatory in Germany and recommended in other markets. These sessions emphasise the company's core values, including appreciation, trust and others, serving as a foundation for fostering a strong organisational culture.

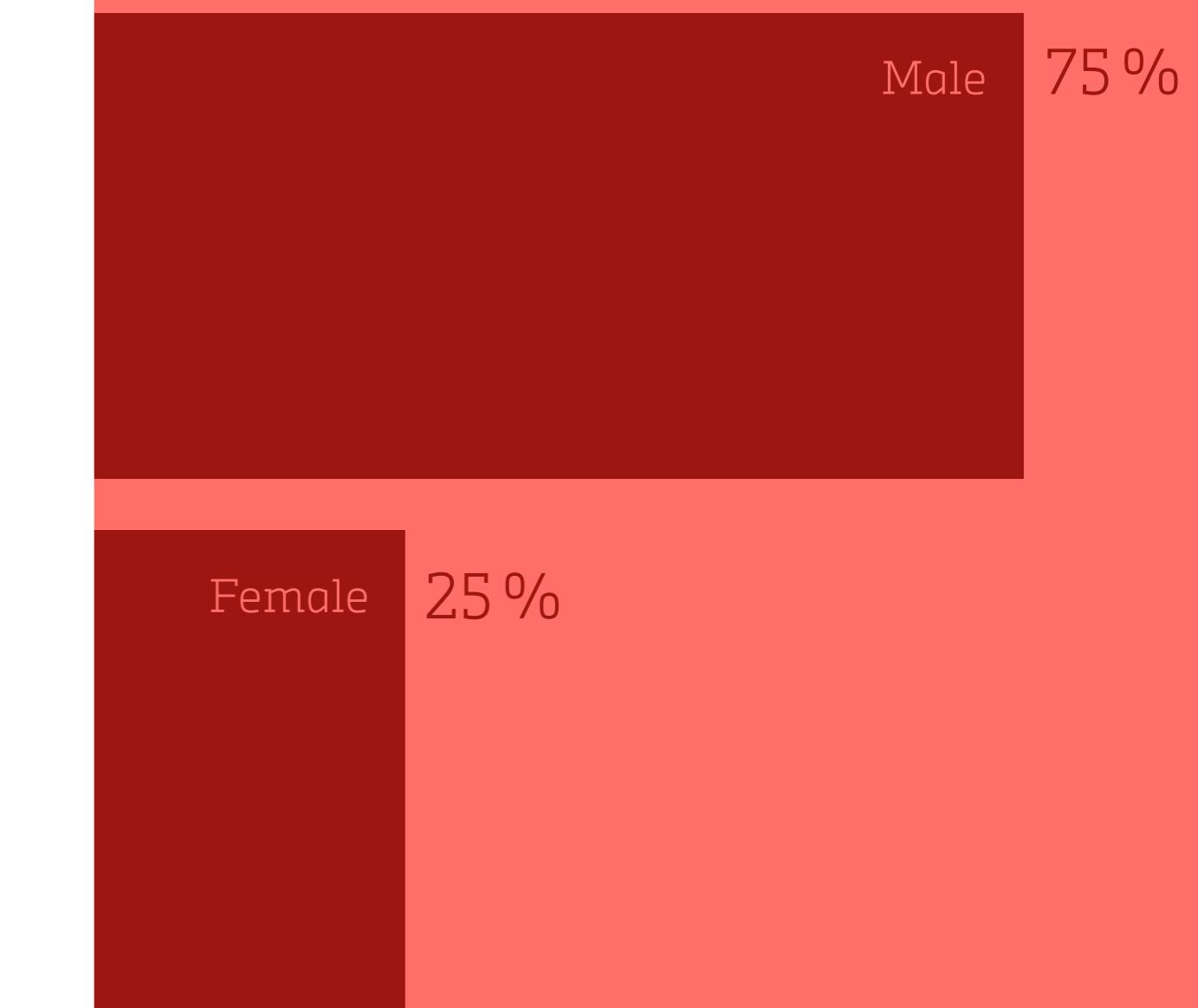
The BMW Group and Alphabet emphasise DEI with initiatives for fair pay, gender balance and intergenerational collaboration. Progress is monitored through KPIs and employee surveys, with anonymous reporting available via the BMW SpeakUP Line.

Our goal: a

30%

share of women in management positions by 2030¹¹.

2024



⁹ The new scope is used due to a new department structure. If the old reporting scope was used, the share would be at 27 %.

¹⁰ This data is based on BMW Financial Services Europe; see [Company Profile](#).

¹¹ Management positions are positions from functional level I to IV below the Board of Management level; see [BMW Group Report](#).

Additional Topics



Raising Awareness of Environmental Issues Amongst Employees

At Alphabet, we know our business impacts the environment in both direct and indirect ways. We take responsibility by focusing on smart resource use, advancing sustainable practices and driving environmental awareness amongst our employees. This topic is especially important to us because it is our people who make the difference – in small and large ways, both at work and in their private lives. We are genuinely interested in enabling our colleagues to act and decide sustainably, and at the same time we see it as our responsibility to inform and empower them to do so.

This is a journey we all share – our ability to empower customers to make sustainable choices starts with us. Our guiding principles inform our employees about how we are embedding sustainability into the core of Alphabet's strategy. When our people embrace sustainability, we can steer our customers towards truly impactful decisions. In May 2024, Alphabet hosted its first international Sustainability Workshop, bringing together the Sustainability Community from across our European markets. Over two days, participants discussed Alphabet's role and potential influence, explored ESG topics in depth and laid the foundation for our materiality analysis. The Community will play a key role in carrying these topics back into the markets, ensuring that employees stay involved and informed at all levels of the organisation.

We are aiming to lead by example, conserving resources and cutting our environmental footprint in our daily operations. With training provided by the BMW Training Academy and internal awareness campaigns, we empower our employees to reduce waste, save water and optimise electricity use.





In 2024, we continued our efforts to raise environmental awareness among employees through a variety of hands-on activities. Our goal is to engage colleagues across the organisation and highlight the relevance of environmental issues in everyday decisions. For example, our Munich team took part in the Alphabet Isar Clean Up, focusing on the importance of waste reduction and shared responsibility. We also promoted the Bike to Work Day, encouraging employees to reduce emissions while supporting their own health. Through initiatives like these, we aim to show how small choices can contribute to larger impact – both at work and beyond.

As part of the BMW Group, Alphabet encourages employees to participate in the biannual employee survey, which measures the general mood and organisational performance¹². This is captured using the High Performance Organisation Index (HPO-I). In autumn 2023, participation reached an all-time high of 84%. Notably, 86% of respondents strongly supported our strategy of embedding sustainability into our core operations and setting ambitious environmental goals.

These results reflect a highly engaged workforce that is motivated to support our sustainability journey. In addition, Alphabet employees were invited for the first time to take part in dedicated Sustainability Days. The event aimed to raise awareness, transfer knowledge and mobilise employees to actively contribute to the BMW Group's sustainability ambitions. With over 2,000 registrations, the event included online sessions, open house formats and guided tours. It offered insights into existing sustainability initiatives, explained their impact and highlighted how each individual can contribute through their daily work. The positive feedback underlined how relevant and tangible the topic has become within the organisation.



¹² All BMW Group employees on permanent contracts were surveyed.

Responsible Digitalisation



Dr Jan Widenmann
Chief Digitalisation Officer

At Alphabet, we leverage advanced digital solutions, such as our fleet management system, to help customers optimise operational performance while ensuring security and responsibility remain at the forefront.

For us, Responsible Digitalisation means embedding sustainable principles into our digital strategy and development roadmap. Protecting customer data within our digital platforms is an element of our business model and important for building long-term trust. Our approach places strong emphasis on the responsible use of emerging technologies, reducing potential risks such as data privacy issues and security breaches.

“Transforming to a modular, re-usable solution landscape creates opportunities to optimise resources and reduce waste.”

In doing so, we strive to realise the full benefits of digital transformation while maintaining the confidence of our customers, employees and other stakeholders. To steer and accelerate Alphabet's digital transformation, the company introduced the role of Chief Digitalisation Officer (CDO) in 2024. This position was created to unify and strengthen the company's digital vision across all European markets, ensuring that innovation, operational efficiency and sustainability are embedded into our digital roadmap. Since taking up his role on 1 July 2024, Dr Jan Widenmann has been supporting Alphabet markets in advancing their digital capabilities and aligning them with a common strategy. His priorities include implementing a future-proof systems landscape to enhance customer centricity, establishing data as a core product for smart and efficient processes, and fostering cross-market and

cross-functional collaboration. He also oversees the development of robust data governance frameworks, ensures compliance with data protection regulations and promotes the transparent, responsible use of digital technologies.

Launched in 2023, the 360° Fleet Portal has become the central access point for all of Alphabet's digital fleet management tools. By bringing more than 20 applications together in one secure platform, it removes administrative barriers and allows customers to manage their fleets more efficiently. The portal is designed as a scalable ecosystem, enabling the integration of future services and ensuring that customers can benefit from ongoing digital innovation without additional complexity. Its customisable dashboard offers a single view of essential data, making it easier to prioritise tasks and focus on strategic decisions.

Building on this foundation, 2024 saw the introduction of the Alphabet AI Assistant within the Fleet Reporting application. This intelligent feature analyses a broad range of data points and presents the results in clear, visual formats, helping fleet managers interpret complex information quickly and accurately. By integrating the AI Assistant into the portal, we enable users to move seamlessly from raw data to targeted actions, improving both operational and sustainability outcomes.

The Alphabet Carbon Manager is also embedded within this digital environment, giving customers transparent insight into their fleet's carbon footprint alongside other performance metrics. Having emissions data and analytical tools in one place supports a more holistic approach to fleet management – linking operational efficiency with climate impact. As the platform continues to evolve, planned features such as self-service contract modifications will provide even more flexibility, ensuring customers can adapt quickly while making the most of their assets.

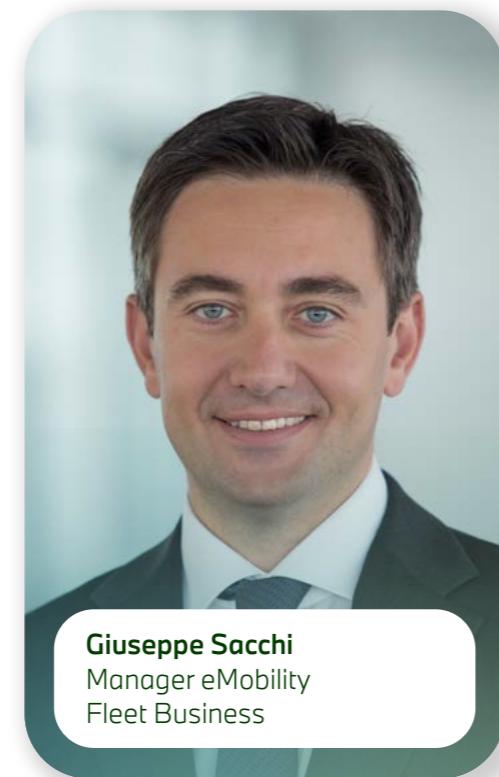


Alphabet Carbon Manager

The Alphabet Carbon Manager has been available to customers since 2023 and remains a cornerstone of our sustainability offering. Developed to support companies with ambitious carbon reduction goals, the tool empowers fleet customers to take control of their fleet's carbon footprint. With a set of data-driven features to calculate, analyse and monitor real-world CO₂e emissions, it enables them to reduce the environmental impact of their operations in a measurable and transparent way.

Our main environmental impact results from our leased vehicles. Road transport accounts for more than a quarter of total carbon emissions in the EU and thus holds enormous potential for decarbonisation, experts say. To tap into this, Alphabet has forged a strategic alliance with Plan A, a leading corporate carbon accounting, decarbonisation and ESG reporting software provider.

Together, we developed the Alphabet Carbon Manager to provide fleet customers with a data-driven solution for accurately tracking CO₂e emissions. This addresses the growing need for reliable emissions data, particularly in light of the Corporate Sustainability Reporting Directive (CSRD).



Giuseppe Sacchi
Manager eMobility
Fleet Business

“The Alphabet Carbon Manager enables fleet decision-makers to steer their operations using concrete CO₂e insights and take more targeted action towards their climate goals.”

Leveraging the GHG Protocol methodology, the Alphabet Carbon Manager helps customers make informed decisions, mile by mile. The software's automated data calculations and reporting eliminate manual processing. Customers can integrate data from all the vehicles they wish to monitor, enabling detailed reporting on the CO₂e impact of their fleet. This approach consolidates vehicle data into a unified dashboard, covering not just Alphabet's but the entire corporate fleet.

The platform's real-time consumption tracking and scenario planning capabilities equip fleet customers with the insights needed to continuously monitor progress and identify optimisation opportunities. The Carbon Manager is now available as an app within the 360° Fleet Portal and allows customers to perform carbon footprint calculations in just a few steps, without complex data handling. Emission factors, provided and regularly updated by Plan A, reflect the latest research and regulatory requirements. These features support strategic, impactful emissions reduction efforts and provide added value for companies with ambitious climate goals.

Supported by Alphabet's expert consultancy, our offer includes fleet emissions analysis, workshops and tailored consulting services, providing a structured approach to fleet electrification and reducing carbon emissions. Certified by TÜV Rheinland, the Alphabet Carbon Manager automates CO₂e reporting and supports CSRD compliance by delivering auditable, real-time emissions data.

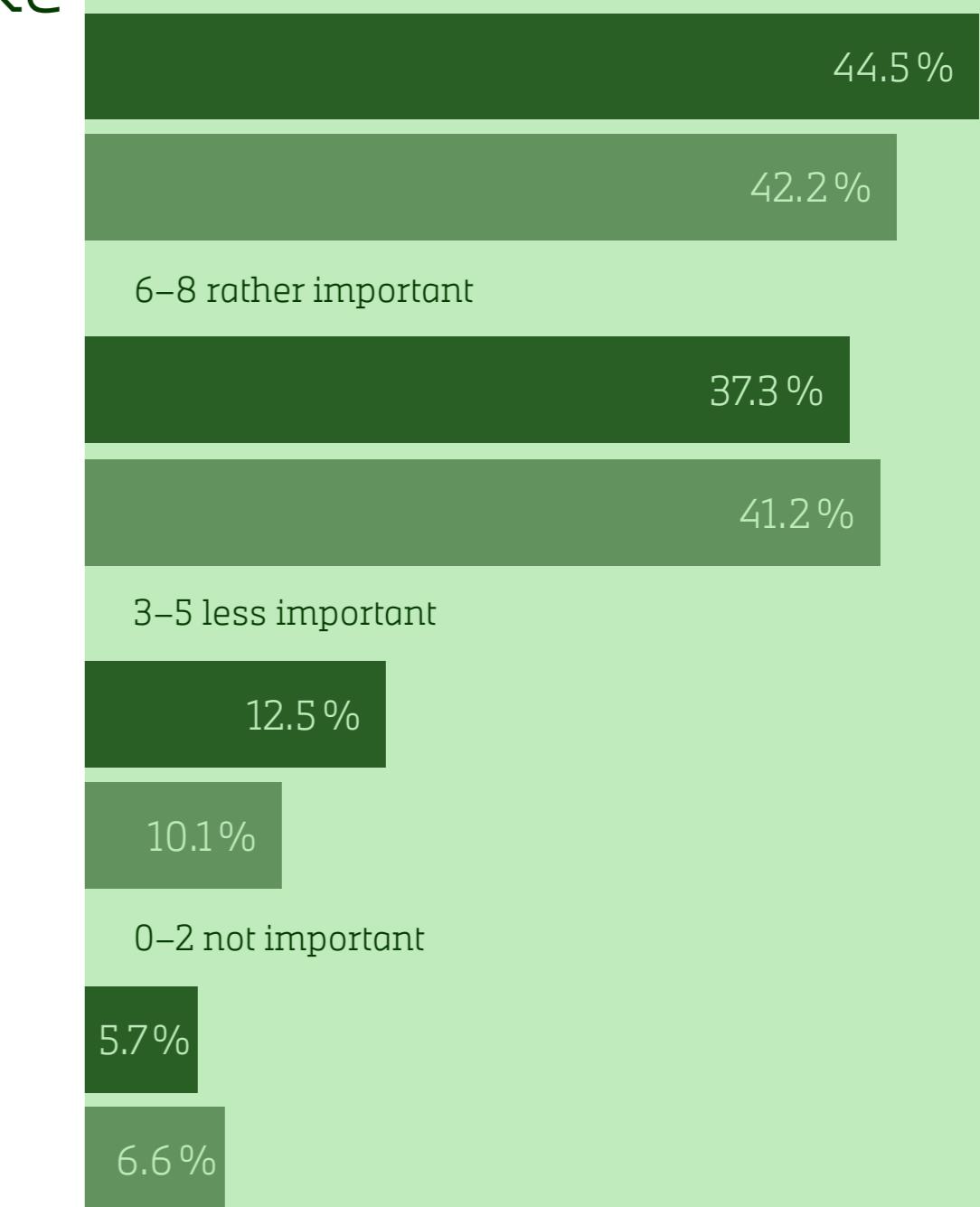
European Fleet Emission Monitor

How important is the reduction of the CO₂e emissions of your fleet to your company?

■ 2024

■ 2023

9–10 very important



2024: n=1,043, 2023: n=711 (number of participants in the survey)

Read the complete survey here: [European Fleet Emission Monitor: 2024 Report](#)

There Is No Planet B



Lubomila Jordanova

Chief Executive Officer at Plan A

Lubomila Jordanova, CEO of Plan A, is in for greener mobility. Plan A offers corporate carbon accounting, decarbonisation and CSRD reporting software solutions and has developed the Alphabet Carbon Manager with us. In this interview, Lubomila Jordanova shares insights about our joint mission.

What motivated you to form this partnership between Alphabet and Plan A?

There is no plan B for our planet. That conviction drives everything I do. Alphabet and Plan A share a common vision: to combat climate change by embedding sustainability into real-world decision-making. This shared mindset laid the foundation for our partnership. A significant share of Alphabet's emissions stems from Scope 3, particularly from downstream leased assets. Since this is an area where direct influence is limited, we believe that enabling customers to clearly understand their fleet's overall CO₂e footprint is key. With the Alphabet Carbon Manager, we provide the transparency and tools needed for fleet managers to take control, set priorities and actively reduce emissions. The solution combines Alphabet's mobility expertise with Plan A's advanced software platform, making climate action more accessible for businesses.

What are the benefits of using carbon accounting software specifically designed for fleet businesses?

Tailored carbon accounting software offers fleet businesses a clear advantage by turning complex data into actionable insights. It equips fleet decision-makers with the information they need to reduce CO₂e emissions more effectively and track progress towards specific climate targets. While such tools are often seen as a resource for sustainability teams, their real strength lies in enabling fleet departments to actively contribute. By integrating environmental data into operational decision-making, the software helps optimise fleet management and makes sustainability a shared responsibility across the organisation.

How does the Alphabet Carbon Manager help companies meet regulatory requirements?

The ↗ [Alphabet Carbon Manager](#) is designed to comply with the Greenhouse Gas Protocol and to meet the requirements of directives such as the CSRD. It enables companies not only to collect accurate emissions data but also to generate compliant reports. This ensures that fleet managers can confidently comply with existing obligations while remaining prepared for potential future changes in the regulatory landscape.

How did Alphabet's European Fleet Emission Monitor (EFEM) study inform this collaboration?

The EFEM study confirms the need for such a tool. It revealed that around 62 % of fleet managers prioritise emissions reduction, yet many still lack the proper monitoring tools. Although regulatory requirements such as those introduced under the EU's Omnibus Directive may have delayed formal carbon reporting for some companies, others – like Alphabet – have chosen to act proactively. By calculating their carbon footprint voluntarily, they are able to monitor emissions closely and take targeted steps to reduce them. The 2025 edition of the EFEM study once again shows that CO₂e remains a high priority for fleet operators. Our tool is designed to meet this need by turning data into action and helping companies take meaningful steps toward their sustainability goals.

GRI Content Index

This report was prepared with reference to the 2021 Global Reporting Initiative Standards.

Statement of use Alphabet International GmbH has reported with reference to the GRI Standards for the period from 1 January to 31 December 2024.

GRI 1 used GRI 1: Foundation 2021

GRI Standard	Disclosure title	Location	Comment
GRI 2: General Disclosures 2021			
GRI 2-1	Organisational details	pp. 5-6, p.32	
GRI 2-2	Entities included in the organisation's sustainability reporting	pp. 5-6, pp. 23-24	
GRI 2-3	Reporting period, frequency and contact point	p. 3, p. 33, p. 39	Imprint
GRI 2-4	Restatements of information	p. 24	
GRI 2-5	External assurance	pp. 37-38	
Activities and Workers			
GRI 2-6	Activities, value chain and other business relationships	pp. 5-6, pp. 13-14, pp. 18-19	Detailed information see on ↗ Alphabet website .
GRI 2-8	Workers who are not employees		Supervised workers are employed both directly and indirectly. The number of supervised workers is subject to short-term fluctuations, particularly during the main holiday period of the core workforce in the summer. As a result of changing labour markets and the challenges of worker availability, statements regarding the number of supervised workers and their composition by gender constitute a competitive factor and are therefore not disclosed for reasons of confidentiality.
GRI 2-9	Governance structure and composition		As the highest governance body is part of the BMW Group, see: ↗ Report of Supervisory Board , ↗ Statement of Corporate Governance . The Head of Region Europe, BMW Group Financial Services, is responsible for Alphabet; the CEO of Alphabet International reports directly to him.
GRI 2-10	Nomination and selection of the highest governance body		As the highest governance body is part of the BMW Group, the criteria on the BMW Group's nomination and selection procedure applies here; see: ↗ Report of Supervisory Board , ↗ Statement of Corporate Governance .
GRI 2-11	Chair of the highest governance body		The Chairman of the Supervisory Board has no executive function; see: ↗ Report of Supervisory Board , ↗ Statement of Corporate Governance .
GRI 2-12	Role of the highest governance body in overseeing the management of impacts	pp. 10-11	

GRI Standard	Disclosure title	Location	Comment
GRI 2-13	Delegation of responsibility for managing impacts	pp. 10-11	
GRI 2-14	Role of the highest governance body in sustainability reporting		Overall responsibility lies with the Board of Management of Alphabet. The Supervisory Board is responsible for reviewing the information. The external audit supports the Supervisory Board in fulfilling its auditing duties.
GRI 2-15	Conflicts of interest		As Alphabet is part of the BMW Group, measures to advance the collective knowledge, skills and experience of the highest governance body on sustainable development are undertaken at the BMW Group level; see: BMW Group Code of Conduct , Statement of Corporate Governance .
GRI 2-16	Communication of critical concerns		The number and type of critical concerns are deemed confidential under competition law and are not communicated externally by the BMW Group.
GRI 2-17	Collective knowledge of the highest governance body		As Alphabet is part of the BMW Group, the collective knowledge and insights of the highest governance body reside with BMW's board, whose guidance and statements are referenced to inform governance practices at all group entities; see: Report of the Supervisory Board , Statement of Corporate Governance .
GRI 2-18	Evaluation of the performance of the highest governance body		The evaluation of the performance of the highest governance body follows the protocols and standards established by our parent company, BMW Group, ensuring alignment with the group-wide governance evaluation processes; see: BMW Group Remuneration Report .
GRI 2-19	Remuneration policies		Details on remuneration policies are published in the BMW Group Remuneration Report .
GRI 2-20	Process to determine remuneration		Details on the process to determine remuneration are published in the BMW Group Remuneration Report .
GRI 2-21	Annual total compensation ratio		For reasons of confidentiality, no details on our annual total compensation ratio are published.
Strategy, Policies and Practices			
GRI 2-22	Statement on sustainable development strategy	pp. 3-4, pp. 10-14	
GRI 2-23	Policy commitments	pp. 10-14	
GRI 2-24	Embedding policy commitments	p. 8, pp. 11-14	
GRI 2-25	Processes to remediate negative impacts	pp. 10-14, pp. 16-19, pp. 21-25	Alphabet adheres to the company-wide Compliance Management System (CMS) established by the BMW Group. This system provides a comprehensive framework to manage grievance mechanisms and other remediation processes. For detailed information, see: Compliance and Reporting System , Further Development of the CMS .
GRI 2-26	Mechanisms for seeking advice and raising concerns		Individuals at Alphabet wishing to raise concerns or report potential compliance violations can use the centralised notification system (BMW Group SpeakUP) provided by the BMW Group. For more information, see: Compliance and Reporting System , Further Development of the CMS .
GRI 2-27	Compliance with laws and regulations		For reasons of confidentiality (protection of trade secrets), no results or details of internal compliance investigations are published.
GRI 2-28	Membership associations		Alphabet does not participate in any industry associations, other membership associations and national or international advocacy organisations.
Stakeholder Engagement			
GRI 2-29	Approach to stakeholder engagement	p. 7, pp. 11-12	
GRI 2-30	Collective bargaining agreements		Information on the collective bargaining agreements is reported in the BMW Group Report 2024 of our parent company, BMW Group (Share of Employees Represented by a Trade Union or Falling Under Collective Agreements). The practices of Alphabet are aligned with the group-level policies and procedures established by our parent company.

GRI Standard	Disclosure title	Location	Comment
GRI 3: Material Topics 2021			
GRI 3-1	Process to determine material topics	p. 7	
GRI 3-2	List of material topics	p. 7	
GRI 3-3	Management of material topics	p. 8, pp. 12-14, pp. 17-18, p. 21, p. 24	
GRI 302: Energy 2026			
GRI 302-4	Reduction of energy consumption	pp. 18-19	Details on the reduction of energy consumption are published in the BMW Group's sustainability report; see ↗ Energy Use and Carbon Emissions .
GRI 302-5	Reductions in energy requirements of products and services	pp. 18-19	Details on the reduction in energy requirements of products and services are published in the BMW Group's sustainability report; see: ↗ Reducing Carbon Emissions Across the Entire Value Chain ; ↗ Electromobility .
GRI 305: Emissions 2016			
GRI 305-1	Direct (Scope 1) GHG emissions	pp. 18-19	For offices where Alphabet is the sole tenant, consumption data can be used directly for calculation purposes. For offices shared by Alphabet and other parties, Alphabet's consumption is determined based on the proportion of employees or the proportion of the total office space.
GRI 305-2	Energy indirect (Scope 2) GHG emissions	pp. 18-19	For offices where Alphabet is the sole tenant, consumption data can be used directly for calculation purposes. For offices shared by Alphabet and other parties, Alphabet's consumption is determined based on the proportion of employees or the proportion of the total office space.
GRI 305-3	Other indirect (Scope 3) GHG emissions	pp. 18-19	A spend-based method is used for emissions from purchased goods and services (Scope 3.1). For emissions from downstream leased assets (Scope 3.13), leasing contract data is used as an estimate to calculate the kilometers driven per year per vehicle. WLTP data is used as an estimate for vehicle consumption.
GRI 305-4	GHG emissions intensity	pp. 18-19	Information on the intensity of the CO ₂ emissions of Alphabet is currently included in the BMW Group's consolidated emissions data see: ↗ BMW Group Carbon Footprint
GRI 305-5	Reduction of GHG emissions	pp. 18-19	
GRI 308: Supplier Environmental Assessment 2016			
GRI 308-1	New suppliers that were screened using environmental criteria	pp. 13-14	
GRI 401: Employment 2016			
GRI 401-1	New employee hires and employee turnover	pp. 21-22	See: ↗ Information on employment is reported in the BMW Group Report 2024 .
GRI 401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees		See: ↗ Information on employment is reported in the BMW Group Report 2024 .
GRI 401-3	Parental leave		Because the data are not recorded systematically throughout the group and parental leave is not established as a social instrument in all countries, the number of employees on parental leave at BMW AG (corresponding to around 55% of employees in the BMW Group) is disclosed. Of those returning to work after parental leave, 97.5% remained with the company for more than twelve months; there were no gender-specific differences. For part-time employees, the principle of proportionate remuneration applies, with some benefits even granted on a full-time basis.

GRI Standard	Disclosure title	Location	Comment
GRI 404: Training and Education 2016			
GRI 404-1	Average hours of training per year per employee		↗ Information on employment is reported in the BMW Group Report 2024.
GRI 404-2	Programmes for upgrading employee skills and transition assistance programmes		↗ Information on employment is reported in the BMW Group Report 2024.
GRI 404-3	Percentage of employees receiving regular performance and career development reviews		All non-tariff employees at the BMW Group receive a performance review at least once a year as part of the portfolio process. All BMW AG employees covered by metal and electrical industry collective bargaining agreements receive a consistent and comprehensive review of their performance to support their career development at least once a year. The existing processes can be adapted for all other employees, though this is organised locally.
GRI 405: Diversity and Equal Opportunity 2016			
GRI 405-1	Diversity in governance bodies and employees	pp. 23-25	
GRI 405-2	Ratio of basic salary and remuneration of women to men	pp. 23-25	The same policies for remuneration and fringe benefits apply to all BMW Group companies, including Alphabet, irrespective of gender, religion, origin, age, disability, sexual orientation or country-specific characteristics. ↗ BMW Group Report
GRI 406: Non-Discrimination 2016			
GRI 406-1	Incidents of discrimination and corrective actions taken	pp. 23-25	Alphabet, as part of the BMW Group, is currently involved in no court or arbitration proceedings which, in the company's estimation, might have a significant influence on its financial position. Additional information on cases of discrimination is not published for reasons of confidentiality (data protection).
GRI 414: Supplier Social Assessment			
GRI 414-1	New suppliers that were screened using social criteria	pp. 13-14	

Independent Practitioner's Report on a Limited Assurance Engagement on Sustainability Information

To Alphabet International GmbH, Munich

We have performed a limited assurance engagement on the disclosures denoted with "☒" in the sustainability report of Alphabet International GmbH, Munich (hereinafter "the Company"), for the period from 1 January 2024 to 31 December 2024 (hereinafter the "Report"). Our engagement in this context relates solely to the disclosures denoted with the symbol "☒".

Responsibilities of the Executive Directors

The executive directors of the Company are responsible for the preparation of the Report with reference to the principles stated in the Sustainability Reporting Standards of the Global Reporting Initiative (hereinafter the "GRI-Criteria") and for the selection of the disclosures to be evaluated.

This responsibility of Company's executive directors includes the selection and application of appropriate methods of sustainability reporting as well as making assumptions and estimates related to individual sustainability disclosures, which are reasonable in the circumstances. Furthermore, the executive directors are responsible for such internal controls as they have considered necessary to enable the preparation of a Report that is free from material misstatement whether due to fraud or error.

Audit Firm's Independence and Quality Management

We have complied with the German professional provisions regarding independence as well as other ethical requirements. Our audit firm applies the national legal requirements and professional standards – in particular the Professional Code for German Public Auditors and German Chartered Auditors ("Berufssatzung für Wirtschaftsprüfer und vereidigte Buchprüfer": "BS WP/vBP") as well as the Standard on Quality Management

1 published by the Institut der Wirtschaftsprüfer (Institute of Public Auditors in Germany; IDW): Requirements to quality management for audit firms (IDW Qualitätsmanagementsstandard 1: Anforderungen an das Qualitätsmanagement in der Wirtschaftsprüferpraxis - IDW QMS 1 (09. 2022)), which requires the audit firm to design, implement and operate a system of quality management that complies with the applicable legal requirements and professional standards.

Practitioner's Responsibility

Our responsibility is to express a limited assurance conclusion on the disclosures denoted with "☒" in the Report based on the assurance engagement we have performed.

Within the scope of our engagement we did not perform an audit on external sources of information or expert opinions, referred to in the Report.

We conducted our assurance engagement in accordance with the International Standard on Assurance Engagements (ISAE) 3,000 (Revised): Assurance Engagements other than Audits or Reviews of Historical Financial Information, issued by the IAASB. This Standard requires that we plan and perform the assurance engagement to allow us to conclude with limited assurance that nothing has come to our attention that causes us to believe that the disclosures denoted with "☒" in the Company's Report for the period from 1 January 2024 to 31 December 2024 have not been prepared, in all material aspects, with reference to the relevant GRI-Criteria. This does not mean that a separate conclusion is expressed on each disclosure so denoted.

Independent Practitioner's Report on a Limited Assurance Engagement on Sustainability Information

In a limited assurance engagement the assurance procedures are less in extent than for a reasonable assurance engagement and therefore a substantially lower level of assurance is obtained. The assurance procedures selected depend on the practitioner's judgment.

Within the scope of our assurance engagement, we performed amongst others the following assurance procedures and further activities:

- Obtaining an understanding of the structure of the sustainability organization and of the stakeholder engagement
- Assessment of the process for conducting the materiality analysis in accordance with the GRI criteria.
- Inquiries of personnel involved in the preparation of the Report regarding the preparation process, the internal control system relating to this process and selected disclosures in the Report
- Identification of the likely risks of material misstatement of the Report under consideration of the GRI-Criteria
- Analytical evaluation of selected disclosures in the Report
- Evaluation of the presentation of the selected disclosures regarding sustainability performance

Assurance Conclusion

Based on the assurance procedures performed and assurance evidence obtained, nothing has come to our attention that causes us to believe that the disclosures denoted with "☒" in the Company's Report for the period from 1 January 2024 to 31 December 2024 have not been prepared, in all material aspects, with reference to the relevant GRI-Criteria.

Intended Use of the Assurance Report

We issue this report on the basis of the engagement agreed with the Company. The assurance engagement has been performed for purposes of the Company and the report is solely intended to inform the Company as to the results of the assurance engagement. The report is not intended to provide third parties with support in making (financial) decisions. Our responsibility lies solely toward the Company. We do not assume any responsibility towards third parties.

Munich, 5 November 2025
PricewaterhouseCoopers GmbH
Wirtschaftsprüfungsgesellschaft

Michael Popp
Wirtschaftsprüfer
(German Public Auditor)

Annette Maria Fink

Imprint

Imprint

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