

Commitment of Klüh Multiservices to more animal welfare

Measures in the spirit of the European Chicken Commitment of the Albert Schweitzer Foundation in 2022.

As one of the leading catering companies in Germany, Klüh has supported sustainability and animal welfare for many years. In the context of our corporate responsibility, we joined the Europäische Masthuhn-Initiative (Broiler initiative) of the Albert Schweitzer Stiftung for better husbandry conditions in 2019 and firmly anchored it in our sustainability strategy. We work closely with our suppliers, customers and guests to ensure the highest possible level of animal welfare.

To achieve the goals of the Masthuhn-Initiative, Klüh endeavours, among other things, to reduce meat consumption on a voluntary basis. To this end, for example, we offer vegetarian and vegan menu lines in our company restaurants throughout Germany as a tasty alternative to meat dishes. Alongside this, we also encourage our customers to try a plant-based diet in the context of promotional weeks. In the familiar "Veganuary" campaign in January 2022, for example, Klüh encouraged diners and employees in 80 company restaurants to try out a plant-based diet for a month and offered a wider range of vegan alternatives on the menus. In addition, our Gastronomic Ambassadors launched the Planted action week in June, serving plant-based "meat" products such as planted.chicken from the Planted company. 70 Klüh company restaurants throughout Germany took part in the campaign.

In addition, in the company restaurants run by us, we offer the option of showing the sustainability value for each meal on the menu - both on site and in our Klüh catering app. Alongside information on the CO₂ footprint, water consumption and rainforest deforestation, this also includes the animal welfare factor. The transparent presentation of these factors is meant to enable guests to choose a more sustainable option from the menu or to consciously enjoy their meal in the interests of animal welfare.

We are in close contact with our poultry suppliers, especially regarding the cooping conditions for broiler chickens and the expansion of the product portfolio. The cooperation with the Albert Schweitzer Stiftung has already brought about numerous improvements in chicken welfare. However, our goal remains to only process chicken meat that meets the criteria of the initiative from 2026 at the latest.

Further information on the Masthuhn-Initiative: www.masthuhn-initiative.de