

At Steelcase, people are at the heart of everything we do. Every day, in locations around the globe, we work to unlock human promise by amplifying people's workplace wellbeing, engagement and performance. Our mission is fundamentally grounded in sustainability, which we consider a crucial pathway to future success.

Leadership in sustainability means pushing ourselves to go further, incorporating these tenets across our businesses. Innovative thinking, utilized in conjunction with sustainability principles, will not merely reduce cost or waste but can also drive growth. We believe that by designing innovative, sustainable products, we create value for our customers, partners and investors.

### **Innovative, Sustainable Products**

Because we know our customers look to us to help them achieve their sustainability goals, we take very seriously our responsibilities. Creating products and applications for the circular economy, where we systematically eradicate waste, requires a distinct focus on materials, product life cycle and end-of-use options. We believe this effort can not only help us stay competitive but also drive growth. Innovative products like V.I.A. architectural walls integrate flexibility and smart technology, making them adaptable to future needs while eliminating the waste associated with permanent walls.

We have developed programs to extend the value of our products as well. Our asset redeployment services provide reuse, resale, refurbishment and recycling options, which have given new life to thousands of tons of furniture over the past few years. We're piloting programs to explore this even further. We rolled out a trade-up program during the launch of our Gesture chair, which gave businesses and individuals the opportunity to trade in used chairs for credit toward new Gesture chairs. Thousands of traded-in chairs were refurbished or redeployed to optimize their second life.

### **Driving Growth**

We've spent decades researching work, workers and the workplace. As we continue to connect people and foster meaningful work, we are experimenting with new, sustainable business models. Our WorkSpring environments provide quality settings and all-inclusive services for meetings and events, as well as co-working spaces for individuals and startups. We're piloting other scalable opportunities for providing experiences as a service to customers with temporary needs or who prefer to share versus own assets.

As a global company, we have a unique opportunity to improve conditions through the business and investment choices we make. The old ways in which we've approached challenges must evolve and change. Through the power of innovation and sustainability, we can drive growth in new ways while delivering greater value for our customers and for society as a whole.

We believe that's the inspiration and promise of sustainability.



**Jim Keane**  
President & CEO

# Steelcase®

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