



Fair für mich.
Fair für alle.

50 Years

EZA FAIRER HANDEL

**SUCCESSES AND CHALLENGES
OF THE PAST YEAR**

EZA ANNUAL REPORT 2024/25

THERE is NO
PLAN B BECAUSE
THERE is NO
PLANET B.

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EZA FAIRER HANDEL GMBH

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Foreword

FOREWORD



Dear friends of Fair Trade,

The year 2024/25 was a very special one for us: we celebrated 50 years of EZA Fairer Handel – half a century of commitment to fairness, partnership and sustainable development. This anniversary is an opportunity for us to look back, but above all to look ahead.

In addition to the anniversary year, which offered many small and large moments – such as our summer party or the guided tours from EZA's first office to its current headquarters with EZA founder Toni Wintersteller – the year was once again marked by high world market prices for coffee and cocoa.

The challenging pricing policy and inflation, as well as the availability of raw materials due to climate change and global political developments, have once again highlighted the importance of stable, Fair Trade relations.

Thanks to our close and long-standing partnerships, we were able to work with our producers in the Global South to ensure quality and mitigate risks in advance. The on-site visits

and the visits by our partners to our premises were particularly valuable, demonstrating once again the importance of direct exchange and active cooperation.

We also made progress in product development and innovation: new products, new varieties and targeted measures for visibility and outdoor advertising strengthen the presence of EZA and our partners on the market.

50 years of EZA means 50 years of commitment to fair prices, sustainable partnerships and global responsibility. We would like to thank everyone who has accompanied us on this journey and look forward to shaping the next steps together.

A handwritten signature in black ink, consisting of a stylized 'M' followed by a long, sweeping horizontal line.

Michael Scherndl
Managing Director,
EZA Fairer Handel





50 Years

EZA FAIRER HANDEL

WE CELEBRATE 50 YEARS OF EZA FAIRER HANDEL

In 1975, a movement for Fair Trade structures began in Austria with its entry in the commercial register: EZA Fairer Handel was born from an idea initiated by the church and is now synonymous with fairly traded raw materials and handicrafts worldwide.

Now, 50 years later, we are not only celebrating this anniversary but also reaffirming our vision: Fair Trade is not the exception but should be the rule.



SUMMER PARTY

In mid-June 2025, we celebrated our EZA summer party at our headquarters in Köstendorf in glorious sunshine and ideal summer weather. The party offered a colourful and warm get-together for employees, customers, partners and friends of Fair Trade. It was an afternoon full of enjoyment, encounters and good vibes that brought all generations together.

A varied children's programme with a bouncy castle, games, fun and creativity kept the younger guests entertained, while the adults were able to immerse themselves in the world of EZA and discover new flavours during coffee tastings. The unique sample items, which were offered exclusively in our warehouse at a special sale price, were particularly popular and quickly found new owners.

No culinary wish was left unfulfilled either: a Chilean food truck offered specialities to our visitors, while a regional organic ice cream producer created a delicious MASCAO ice cream especially for the summer party.

The relaxed atmosphere, nice summer weather and music from our DJ invited guests to linger, chat and dance. The turnout was so large that we had to quickly set up additional tables to accommodate all our guests.

Our 2025 summer party once again demonstrated how vibrant, committed and diverse our network is. It was a day full of joy, encounters and shared experiences. A successful party that we look back on with a smile, and which fills us with anticipation for next year.

ANNIVERSARY HIKE

Under the motto "On the trail of Fair Trade", we invited people to take part in a special walking tour, during which those interested could experience the origins of Fair Trade at first hand. On five dates in June and July, participants had the opportunity to learn more about the beginnings of Fair Trade. The series of events was initiated and accompanied by EZA co-founder and first General Manager Toni Wintersteller, who gave the groups exciting insights into the history and development of EZA.

The hike began in Bergheim at the Maria Sorg Mission House, EZA's first office. Toni Wintersteller recounted the beginnings, ideas and challenges during the founding period. From there, the approximately one-hour hike continued to the Salzburg-Kasern S-Bahn station and then on to Köstendorf to EZA headquarters.

With perfect weather and a relaxed atmosphere, the participants learned numerous interesting details about the origins of Fair Trade – from first hand.

At the EZA headquarters, the guests were warmly welcomed and invited for lunch. A presentation followed by a discussion offered deeper insights into how Fair Trade works today, its successes and challenges, as well as inspiring stories from our trading partners. This was followed by a tour of the building, insights into the distribution structure and a coffee tasting.

The anniversary hike not only offered an informative review of 50 years of EZA but also brought Fair Trade to life in a special way – as a network that impresses with its diversity, commitment and active partnership.



TOGETHER WE ARE STRONGER

Cooperation, exchange and mutual support characterise our daily activities – and are proving effective. Under this motto, we look back on a diverse year: from a photo exhibition by a long-standing companion presenting impressive impressions of EZA trips, to internal training courses at coffee workshops, to the handover of the Weltladen Linzergasse Fair Trade shop.

Our successful campaigns, online marketing and social media activities, and our commitment to sustainability make it clear: together we can achieve more – for our partners, customers and producers worldwide.





EZA
SOMMER
KINO



PHOTO EXHIBITION MANFRED WIMMER

From 28th of February to 25th of April, specially selected works by our long-standing companion and photographer, who has accompanied us on many trips to our partners, were exhibited in Salzburg.

The opening reception entitled "menschenBILDER" (PICTURES of people) on 11th of March was a successful event, attended by many people including current and former EZA employees, who were able to immerse themselves once again in the encounters and stories of our partners thanks to the impressive photographs. The exhibition showed how Manfred used his camera to give a face to the people behind the products, thus making the essence of Fair Trade visible.

Unfortunately, at the end of June 2025, we received the sad news that our friend had passed away after a long illness, but nevertheless very suddenly and unexpectedly. This makes it even more honourable that Manfred's photo exhibition is now on permanent display at EZA in Köstendorf. Many of his works are prominently displayed in our building and serve as daily reminders of his travels, encounters and unique perspective.

Dear Manfred, we thank you from the bottom of our hearts for your friendship, your commitment and your eye for the essentials. Your pictures will speak for themselves for a long time to come and keep you in our memories for ever.

COFFEE KNOWLEDGE UP CLOSE

At the end of 2024, interested EZA employees had the opportunity to look behind the scenes of coffee roasting: we were guests at Naturkaffee in Seeham, where master roaster and certified coffee sommelier Christoph Hellermann immersed us in the world of roasting with great passion and expertise.

He vividly explained the entire journey of the bean: from the coffee plant and its origins, through harvesting and processing, to roasting and preparation. It quickly became clear how much manual work, experience and sensitivity

goes into every roast. What was particularly exciting was that we were allowed to try our hand at roasting our own portion of green coffee using a small hand roaster. It was an experience that perfectly combined theory and practice.

Christoph and Judith from Naturkaffee in Seeham have been roasting selected specialities for us for many years, including our popular Salzburg coffee, and are reliable partners who are as committed to quality and fairness as we are.



CINEMA UNDER THE STARS

On 29th of August 2024, our EZA Summer Cinema took place on the grounds of the EZA headquarters in Köstendorf. The Mexican film "Radical – Eine Klasse für sich" (Radical – A class of its own), winner of the audience award at the 2024 Salzburg Latin American Film Festival, was shown. Beforehand, our shop invited visitors to enjoy late-night shopping with Fair Trade snacks and special offers.

The film tells the true, inspiring story of a teacher who uses empathy and creativity to open new perspectives for children from difficult backgrounds. Humorous and touching, "Radical" conveyed the power of education and commitment – a successful open-air cinema experience for all visitors.





SET TRENDS

Brand awareness and visibility remained at the heart of our communications strategy during the financial year 2024/25. Our goal was to anchor the EZA brand even more firmly in consumers' minds while making the values of Fair Trade visible and tangible.

Instead of relying on broad advertising, we concentrated on targeted campaigns that were precisely tailored to our target groups in terms of content and timing. For example, an extensive campaign was implemented around the international Coffee Day, combining out-of-home advertising, digital ads and print media in a targeted manner. This cross-media link ensured a strong presence and recognition.

Thanks to a precise target group analysis, we were able to optimally align our measures. By evaluating usage data and interests, we were able to place our messages where they would have the greatest impact – efficiently, accurately and with significantly less scattering loss.



DIGITALLY CONNECTED

Over the past two years, we have consistently expanded our digital presence and increasingly tailored our communication strategies to specific target groups. We focus on a combination of reach and relevance: for example, we place advertisements on platforms such as derstandard.at, where we can specifically address conscious consumers who are particularly interested in topics such as sustainability and Fair Trade. We also use specialist portals such as Bio Magazin and Lebensart to reach people who are interested in sustainable consumption.

To appeal to younger target groups, we have increased our focus on social media channels and implemented numerous creative campaigns. One success is our monthly recipe featuring EZA products, which has become a regular feature for our community. It is

not only printed in the Weltladen magazine, but also regularly generates a great deal of interest and direct feedback online.

Cooperation with partners such as Sonnenglas also reach out to new audiences and target groups who share and promote our values.

Through a combination of constant presence and varied content – from product information and stories from our retail partners to interactive formats such as quizzes, competitions and direct exchanges with our community – we were able to significantly increase our digital visibility. The result: growth of around 50% on Instagram within a year – proof that authenticity and engagement also have an impact online.

+ 47,5 %

Follower growth
from 1,586 to
2,340 followers

162 **Instagram posts**
Reels, competitions, recipes
and product presentations



76 % female followers



24 % male followers



WORLDSHOP LINZERGASSE

At the beginning of 2025, we made the decision to discontinue operating our long-standing Worldshop on Linzergasse in Salzburg. As soon as we announced our plans to close, we received numerous responses from customers and interested parties, a clear sign of how much the Worldshop is valued as a visible symbol of Fair Trade in the city.

Thanks to intensive meetings, information events for those interested in Fair Trade and the tireless efforts of Gerd Haslinger, EZA's staff person in charge of Worldshops, it was possible to found a non-profit association to continue running the shop.

After a short period of renovation and preparation, the Worldshop was able to reopen in August 2025. With this handover, we are not only securing an important place for Fair Trade in Salzburg, but also showing that, together with committed people, change can be shaped and traditions preserved.

We would like to thank everyone who made this transition possible, from employees and association members to our loyal customers. We wish the new board and all members every success, joy and commitment in continuing to run the shop.

Finally, we would like to thank the local and national media, which provided objective coverage of the entire reporting – from the first announcement of the closure to the reopening – in a factual manner and have always highlighted Fair Trade in a positive light.



VALUES & IMPACT

As a pioneering organisation in the Fair Trade movement, we believe it is our responsibility to always measure our business activities against their impact on people and the environment. Our aim is to make supply chains transparent, fair and sustainable.



Human Rights and Environmental Due Diligence (HREDD):

The implementation of our HREDD due diligence obligations is supported by the Partner Attending & Monitoring and Quality Assurance departments. Regular reports and direct communication with producers and trading partners are central elements of our work. In the 2024/2025 financial year, we conducted a comprehensive risk analysis for our most important product groups to identify and assess potential negative impacts on human rights and the environment.

Particular attention was paid to our most important supply chain – coffee. As part of an EFTA pilot project, a field analysis was carried out by a local consultant at one of our coffee partners in Latin America. Once the final report was available, the results were discussed with the partner organisation and joint proposals for improvement were developed. Open dialogue with all stakeholders is essential for us to be able to realistically assess risks and develop sustainable solutions.

Through this close cooperation, we not only strengthen our trade relations, but also set an example for responsible and transparent action.

EU Deforestation Regulation (EUDR):

The EUDR sets high standards for traceability and requires all actors in the supply chain to prove that their products are not linked to deforestation. This poses a major challenge, especially for cooperatives and smallholders, as they often have limited technical and financial resources. The requirements include, among other things, the precise georeferencing of each plot of land, the collection and transmission of data, and compliance with complex due diligence obligations.

Many cooperatives are already working on introducing digital tools, but technical implementation and data transmission remain challenging. Maintenance measures in coffee gardens, such as the felling of shade trees or damage caused by storms, can lead to compliance issues. The organisations affected must then prove and document that these do not constitute violations under the EU Deforestation Regulation.

To secure access to the EU market, partner organisations must invest in digital infrastructure and training. This leads to higher costs and more bureaucracy, which places a particular burden on small producers. Together with Fairtrade, we support our partners in overcoming these challenges and successfully implementing the new requirements.





SHAPING THE FUTURE TOGETHER

The past year offered valuable opportunities for personal exchange: two trips took us to partners in South Africa and Guatemala, and we enjoyed inspiring visits from Sri Lanka, Mexico and India.



Visiting
ISUNA



SOUTH AFRICA

In September 2024, on his last partner trip before his retirement, Gerhard Wimmer was able to gain a comprehensive picture of the organisation and production at the ISUNA ceramics workshop in South Africa.

In 2023, the team was confronted with daily power cuts, which led to production losses. In 2024, the situation improved – power cuts are now announced in advance and can be better planned for. However, high inflation remains a major challenge, as it continuously increases both raw material and labour costs.

The workshop is leased, well equipped and currently operating at full capacity. Production is for both the domestic market and export, including for EZA. Quality control is carried out by an dedicated repre-

sentative. Employees receive an hourly wage that is around 20% above the statutory minimum wage. Overall, ISUNA proved to be a well-organised business with dedicated employees who identify strongly with their company. New design suggestions were taken up immediately and some were already implemented during the visit.

After visiting the workshop, Gerhard attended the annual WFTO conference, where he had numerous discussions with existing partner organisations and made many interesting new contacts. Particularly noteworthy was his encounter with the I was a Sari initiative from India – a professionally organised initiative involving around 300 women who recycle used saris into bags, jewellery and notebooks.



These products will be added to the EZA range in future.

Finally, Gerhard visited the NOBUNTO candle production facility in Bredasdorp to tour the workshops and collect current data. The company was founded 14 years ago and currently employs 14 people, 12 of whom are women. It produces hand-painted candles, which have also been available in the EZA range since mid-August 2024.

Due to frequent power cuts, NOBUNTO switched production entirely to home-based work around eight months ago. This allows producers to flexibly adapt their work to the times when electricity is available. The company reimburses them for the costs of rent, energy and telephone.

Quality control is carried out both by the producers and by central production management.

Employees are paid on a piecework basis and earn at least the statutory minimum wage, but usually up to 25% above it. NOBUNTO attaches great importance to fair pay and provides social support to its employees, for example through subsidies for medical expenses.

Overall, NOBUNTO left a very committed impression. The work provides the involved women with a reliable income and is of central importance for their livelihoods. The close relationship between management and producers shapes the social climate in the company and is exemplary for the impact of Fair Trade.

GUATEMALA GUATEMALA

In mid-March 2025, Eva Mayrhober visited the COPAVIC glass manufactory in Cantel, Quetzaltenango. The aim of the trip was to get to know each other, as Eva had taken over the purchasing agenda, and to discuss quality, design development and production possibilities.

After an introduction and discussions with the board Eva spent her first day in the workshop to familiarise herself with production and processes. On the second day, the previously submitted design proposals and samples were discussed together. Some designs proved to be too complex, while others could be adapted jointly. This resulted in three to four new product lines, the samples of which will be presented in the coming sales seasons.

COPAVIC is a cooperative founded in 1976 that produces hand-blown glass from recycled materials. It employs around 40 people, including, fortunately, many young workers, which is crucial for the future of the cooperative.

The cooperative's economic situation is stable. In 2024, it broke even, mainly thanks to increased exports to the United States. Exports account for 55% of total sales, with the remaining amount coming from the domestic market. However, rising energy and paint prices continue to pose a major challenge. Improved marketing also remains important: COPAVIC currently has neither catalogues nor up-to-date images, which is why EZA product photos and image pictures have met with great interest.

Production is carried out exclusively from recycled glass, which is sorted by colour and stripped of labels and caps. Around five sliding chests full are melted down every day. The glass is coloured using coloured glass from Germany, the procurement of which is supported by EZA. Work is carried out in teams of three, consisting of a master craftsman and two assistants. The manufacturing process requires a high degree of concentration, precision and well-co-



Visiting
COPVAIC



ordinated teamwork. The furnaces are fuelled by oil (melting furnaces) and gas (cooling furnaces).

The workers are covered by social security and receive weekly wages by cheque. The statutory minimum wage is 836 Quetzales per week, with master craftsmen earning up to 1,200 Quetzales. Holiday pay and special payments are also provided.

Cooperation with EZA remains central to COPAVIC – both in economic terms and for the further development of product lines. Joint work on new designs and planned ongoing communication are intended to contribute to further professionalisation.

The visit conveyed an image of a committed, well-organised cooperative that shows remarkable stability despite difficult economic conditions. COPAVIC's handmade glass products are unique in Guatemala and an expression of craftsmanship, creativity and social responsibility.



Eva Mayrhuber then visited the partner organisation Aj Quén in Chimaltenango, Guatemala. The aim of the visit was to deepen the partnership, discuss current challenges and work together on new product ideas.

Aj Quén has been a key partner of EZA in the arts and crafts sector for decades. The organisation currently brings together around 205 Maya women, who are organised into 14 groups. Production focuses on worry dolls, juggling balls, bags and small textile items.

After the difficult years of the pandemic, during which Aj Quén came to a virtual standstill and all reserves were depleted, the organisation is now gradually stabilising. In addition to arts and crafts, the Aj Quén centre, with its training rooms, workshops, accommodation and canteen, is an important source of income. Renting these rooms to other organisations generated around USD 75,000 in 2024, some of which is being reinvested directly into projects for women's groups.

A new agricultural project to promote self-sufficiency was launched, in which avocado plants were distributed to group members. This project aims to increase the appeal of membership and preserve traditional farming methods.

In discussions with managing director José Víctor Pop and long-time employee Emilia Raxtun Chiro, it became clear that despite all the economic difficulties, Aj Quén remains firmly rooted in the communities.

The organisation sees itself as the guardian and mediator of Mayan culture and regards handicrafts not only as a source of income but also as cultural heritage.

The discussions placed particular emphasis on the importance of Fair Trade: for many producers, working with Aj Quén means a reliable additional income and, at the same time, self-confidence and social participation. Isabel Teleguario, vice-president of a women's group in Patzún, emphasised:

”

For me, selling the dolls is important, but just as important is the cooperation with the other women in my group and the joint cultivation of our traditions as Maya women.”

“

During the visit, new designs and patterns for bags and textiles were developed, which will expand the range in the future.

The biggest challenge remains marketing the products. Aj Quén currently has no domestic distribution channels of its own, and international trade fairs are financially difficult to afford. Fair Trade therefore remains the most important sales opportunity and basis for the livelihoods of many women.

Despite all the difficulties, Aj Quén has proven to be a committed, resilient organisation that is working hard to find new ways to empower its members and keep the cultural heritage of the Maya alive.

Visit from
ISMAM



LEANDRO FROM MÉXICO



As part of this year's producer tour, we welcomed Leandro Efraín Ventura Morales from the small farmers' cooperative ISMAM (Indígenas de la Sierra Madre de Motozintla) in Chiapas, Mexico. This trip was organised in collaboration with Fairtrade Austria and the Austrian Weltläden (Worldshops) to introduce producers in person and make Fair Trade tangible.

Leandro is an organic consultant and export representative for the cooperative. He comes from a family of coffee producers and knows first-hand the challenges of growing coffee in the Sierra Madre. Founded in 1988, the ISMAM cooperative now has over 500 smallholder families who grow their coffee according to strict organic and Fairtrade standards. Fair prices, training and long-term trade relationships give producers planning security and new development opportunities. During his numerous events in Austria, Leandro reported on the effects of climate change, world market prices and the cooperative's efforts to focus on organic farming, diversification and sustainable structures. In times of climate change, Robusta coffee is becoming increasingly important as it is more resistant to heat, drought and pests, making it a more stable alternative to the more sensitive Arabica.

Some of these valuable Robusta beans find their way to us: in our FAIRIOSO coffee. This special blend of fine Arabica and strong Robusta beans combines the best of both worlds: mild acidity, full-bodied flavour and a harmonious aroma. The Robusta beans come directly from ISMAM in Mexico and thus bear the signature of Leandro and his colleagues.



The tour took Leandro across Austria. He was a guest at numerous events and in many Worldshops. Public lectures as well as school and educational programmes were held. His visit once again demonstrated how closely producers and trading partners are connected. Behind every cup of coffee are people, stories and the common goal of fair and sustainable trade – from the coffee plant to the cup.

TYRELL FROM SRI LANKA

Visit from
PODIE



During his visit to Austria, Tyrell Fernando, CEO of PODIE Sri Lanka, gave us exciting insights into his country's economy and the current political situation. PODIE has been a partner organisation of EZA since 1983. After more than 40 years of cooperation, it is fair to speak of friendship.

Tyrell reported on the close cooperation with around 600 smallholder families who have organised themselves into local groups. At the same time, he emphasised the importance of long-term cooperation for stability and sustainable value creation at the local level. Thanks to the partnership, smallholder families benefit from fair prices, technical advice, training and sustainable infrastructure, including solar dryers.

The insights into the product range were particularly exciting: in addition to classic teas, PODIE focuses on innovative organic spice blends and high-quality specialty teas. These new products will enrich our range in the future and offer our customers the opportunity to experience the diversity of Sri Lanka first-hand.



INDRO & SANJAY FROM INDIA

Visit from
CRC



In February 2025, we had a visit from Indro and Sanjay from CRC in India. We exchanged ideas about new products made from eco-leather and textiles, such as scarves and bags. Our joint product development has already resulted in innovative new products, including interchangeable bag straps in different colours and patterns.

We also discussed the current situation on the ground, in particular how climate change is making work increasingly difficult. Flooding poses a major challenge.

our strong PARTNERSHIPS



CERTIFICATION / MONITORING



66 Fairtrade certified

65 food partners
1 craft organisation



35 WFTO monitoring

5 food partners
30 craft partners



6 EFTA monitoring

4 food partners
2 craft partners



14 EZA monitoring

1 food organisation
13 craft partners



3 IMO – Fair for Life

3 food partners

124 organisations – from artisans and small farmers to socially committed businesses and workshops – work with EZA Fairer Handel in over 40 countries in Africa, Asia, Latin America and the Middle East. The path to become an EZA partner is careful and thorough: a comprehensive evaluation process, led by EZA's internal partner department, ensures that every collaboration is based on fair and sustainable principles.

124

Partner organisations

50 Latin America
39 Food partners
11 Craft partners

34 Africa
23 Food partners
11 Craft partners

37 Asia
13 Food partners
24 Craft partners

3 Middle East
2 Food partners
1 Craft partner

DURATION OF COOPERATION (ONLY DIRECT PURCHASE)

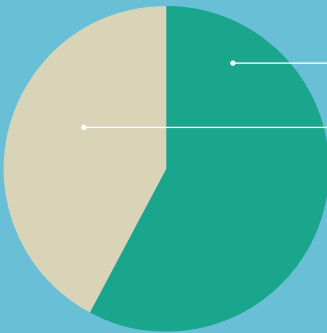
23% > 30 years (16 partners)

17% > 20 years (12 partners)

45% > 10 years (32 partners)

15% < 10 years (11 partners)

PURCHASE OF OUR PRODUCTS



57% Direct purchase

43% Indirect purchase*

*Here, EZA cooperates primarily within the framework of EFTA with other Fair Trade organisations that handle imports for several actors. At the same time, however, we maintain direct contacts with all suppliers.



DARJEELING GRÜNTÉE

Entdecken Sie den reinen Geschmack des Darjeeling Grüntees, sorgfältig ausgewählt und handgepflückt von lokalen Bauerinnen und Bauern aus Indien. Unsere Partner:innen stehen für nachhaltigen Anbau und faire Arbeitsbedingungen, direkt aus den renommierten Teegärten des Himalayas. Genießen Sie die frischen, blumigen Aromen dieses außergewöhnlichen Tees, der höchste Qualität und verantwortungsbewusste Produktion vereint. Perfekt für einen entspannten Moment der Ruhe.

ZUBEREITUNG

Einen Teebeutel pro Tasse mit heißem Wasser übergießen (Wasser nach dem Aufkochen ca. 10 Minuten abkühlen lassen) und 2-3 Minuten ziehen lassen.

NACHHALTIG

Unsere Teebeutel sind zu 100 % kompostierbar, Papier und Karton bitte im Altpapier entsorgen, um wertvolle Ressourcen zu recyceln.



The background of the page features a light-colored wooden surface on the left. On this surface, a portion of a green banana is visible at the top left, and a green tea bag with a red circular logo containing the word 'EZA' is visible at the bottom left. The tea bag also has the text 'DARJEELING' and 'CRUNTEE' printed on it. The right side of the page is dominated by large, overlapping teal and white abstract shapes that frame the text.

NEW PATHS, NEW OPPOR- TUNITIES NEW PATHS, NEW OPPORTUNITIES

We look at our all-time favourites, coffee and cocoa, and see how they continue to impress with their high quality and excellent taste.

At the same time, we provide insights into what was new: a diverse range of teas enriches our product range now, along with new gift boxes and a large Advent calendar. Our tropical fruits also scored highly with new mixed packs and further increased their popularity.

CACAO

In the financial year 2024/25, EZA sold an impressive 72,745 kilograms of chocolate. This corresponds to around 727,000 MASCAO bars weighing 100 g each, or even 1.45 million pieces of our Compañera weighing 50 g each. A remarkable amount of Fair Trade chocolate! These figures impressively demonstrate the demand for Fair Trade chocolate and how much consumers are increasingly focusing on quality, taste and, above all, fair production conditions.

Chocolate consumption in Austria is among the highest in the world: on average, around 8 to 8.1 kilograms of chocolate are consumed per person annually, making Austria one of the European leaders after Switzerland.

In 2024, Fairtrade-certified products accounted for around 11 per cent of chocolate bar sales – and EZA is making a significant contribution to this: our sales figures represent around one tenth of the Austrian Fairtrade chocolate market.

DELIVERY IN SUMMER

Due to increasingly hot summer days, EZA has previously introduced a delivery ban on chocolate without refrigerated transport on days above 28° C to ensure product quality. However, a pilot project has been running since May 2025 that circumvents this delivery ban.

The general cargo shipments are packed in sturdy cardboard boxes with protective inner lining made of cardboard cut-outs, in addition two to four cooling pads are used. Ideally the cooling pads are returned using the enclosed return label so that they can be reused. Alternatively, especially if they have already been used for several shipments, they can be disposed of in an environmentally friendly manner in the sink or used to water plants. An information sheet is included with each box so that the return label can be affixed directly to the packaging if necessary.

With this shipping process, EZA ensures that the Fair Trade chocolate products arrive at the customers intact and ready to enjoy, even in the summer heat.



8 – 8,1 Kg
chocolate per person
per year, throughout Austria



APROX. 11 %
of which are
Fairtrade certified



APROX. 10%
is the EZA share of total
Fairtrade chocolate sold.

This corresponds to:



BESTSELLER CHOCOLATE

by category



MASCAO NOIR
43.076 PIECES



COMPAÑERA
HONEY-ALMOND
52.835 PIECES



FAIRETTA
HONEY-ALMOND
69.839 PIECES



611 TONNES
roasted green coffee

BEST-SELLING COFFEE

Organic
(all varieties)
297 TONNES



Adelante
46 TONNES



Coffee for Future
40 TONNES



COFFEE

 **515.299 Kg**
EZA coffee sold

Coffee sales increased again last year in EZA's total turnover and now account for an impressive 48% of total turnover.

This once again confirms the central role that Fair Trade coffee plays within our product range – both economically and in terms of its impact on producers.

Despite this positive development, the situation remains challenging. High world market prices, which affect purchasing and costing, are just as much of a burden as the tense global political situation, which is impacting supply chains and planning security. Added to this are the consequences of climate change, which are making coffee cultivation increasingly difficult in many regions.

Nevertheless, Fair Trade offers stability in a volatile environment. This is mainly due to long-term partnerships that promote familiar and reliable cooperation.

 **140.000**
Cups of EZA coffee per day



**This is the amount that
would be enough to
provide every day
ALL OF SALZBURG
with a cup of Fair Trade
coffee from EZA.**

ONE YEAR OF FAIRIOSO

FAIRIOSO has arrived – and not quietly, but with full impact. In its first year, our new addition has already established itself as a small crowd favourite. Over 24,000 packs were sold, and FAIRIOSO immediately made it to number 5 on the list of best-selling EZA coffees, right behind Organico, Adelante, Coffee for Future and Jambo.

Its rapid rise in popularity shows that FAIRIOSO is here to stay. With its characteristic blend of Arabica and Robusta, fairly produced and certified organic, it delights customers and strengthens the partnerships behind EZA.

In addition to its distinctive Robusta flavour, FAIRIOSO also impresses with its fresh, striking design – perhaps one more reason why it has quickly gone from being an insider tip to a favourite.



FAIRi050
24.079 Kilos

TROPICAL FRUITS

What began as a small test project a few years ago has now become an integral part of the EZA range: our fresh organic fruits from Spain. In six pre-order rounds, we were once again able to exceed the 100,000 kg mark this year, surpassing our record from last year.

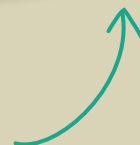
The avocado package, which was already very popular last year, was once again particularly popular and was a fixed starter this year – alongside the tried-and-tested mandarin and orange boxes.

The tropical fruits from solidary trade are eagerly awaited and often in demand as early as October. The now well-established logistics are also worth mentioning: on average, it takes only five working days between the last order date and arrival at EZA.

Then it's time to say, "Together we are stronger." Whether it's purchasing, sales, marketing or accounting – on the day of delivery, the entire EZA team pitches in: equipped with gloves and caps, the tropical fruits are picked in the warehouse so that they leave our warehouse just a few hours after arrival and are delivered to retailers.



**Kaiserschmarren
mit Orangen-
Zitronen-Kompott**



**Recipe ideas to inspire
you with every order of
tropical fruits.**

NEW FRUITS

This year, organic pomegranates have been added to our tropical fruit range for the first time and have immediately become a real favourite of our customers. The new mixed pack combines the fruity sweetness of pomegranates with tried-and-tested classics such as mandarins and oranges, bringing variety, colour and vitamins directly to our customers' fruit baskets.

We offer the variety known as "Wonderful" – known for its vibrant red colour, juicy flesh and sweet-tart flavour. It is perfect for eating straight from the tree, in salads or as a fruity highlight on the breakfast table. Like our other tropical fruits, the pomegranates come from certified organic agriculture in Spain and stand for high quality, enjoyment and sustainability.



TROPICAL FRUITS

in figures



111.222 Kg

Total quantity of tropical fruits



30.854 BOXES



19

participating farmers



7

order cycles with
an average of 69
participating retailers

NEW ASSORTMENT

NEW ASSORTMENT OF TEAS

This financial year, we have launched four new teas in collaboration with Bergkräuter: Darjeeling green tea, Darjeeling black tea and the East Frisian tea blend come from India, while our rooibos tea is sourced from South Africa. The raw materials for these new varieties come from our long-standing partners and are, of course, organic. Following this successful start, we intend to revamp and gradually modernise our entire tea range in the coming years.

These new varieties have already been supplemented – albeit only in the following financial year – by three further blended teas: green tea with elderflower, green tea with lemon balm and a classic Earl Grey. This means that our tea segment is becoming increasingly diverse and distinctive.

We are currently working on further new teas, which will expand and round off the range in the coming year.



NEW DESIGN

NEW DESIGN

This year, we successfully continued the relaunch of the MASCAO series. Our popular Cappuccino variety now shines in a new design and fits perfectly into the overall concept of the MASCAO series. Only the Praliné variety is still pending, but it is already in the starting blocks.

The new MASCAO series has been deliberately designed to be colourful and diverse: each variety has its own style and has been designed by different illustrators and artists – just as individual as its taste.

Our three cream chocolates have also undergone a minor facelift. The characteristic EZA circle still signals at first glance that this is Fair Trade chocolate. The fresh colours in combination with the new CI-font create a modern and harmonious appearance.

For the coming financial year, we will continue to focus on redesigns and minor adjustments to continuously renew our packaging and bring a breath of fresh air to our product range.





NEW PRODUCTS

In addition to our new tea range, we launched numerous exciting new products on the market in the past financial year. Our gummy candy range was expanded to include reduced-sugar, vegan fruit dinosaurs, and the popular MASCAO range was given a new pretzel flavour.

Within our coffee and chocolate range, we deliberately focused on small, personal messages: with our themed coffee and three types of chocolate with slogans, we launched eye-catching editions that appeal directly to our customers. There were also new additions to our Fair Trade cuisine range: a rice, lentil and quinoa mix now enriches our shelves and offers a versatile blend for a wide variety of dishes.

We have added two organic wines and an organic sparkling wine from our new Argentinean partner La Riojana to our range. In addition, our gift boxes have been redesigned and are now available all year round to enrich special moments. For the Advent season, we introduced an XXL Advent calendar with 1 kg of the finest EZA chocolate for the first time – a highlight for all chocolate lovers.

The financial year ended with the successful launch of the new FAIRIOSO coffee capsules, which perfectly complement our coffee range. These new products and additions to our range underline our ongoing commitment to making our products innovative, varied and attractive for our customers.





EZA
GARTEN-SEIFE
AUS PFLANZENÖLEN
mit Peeling-Effekt



FACTS AND FIGURES

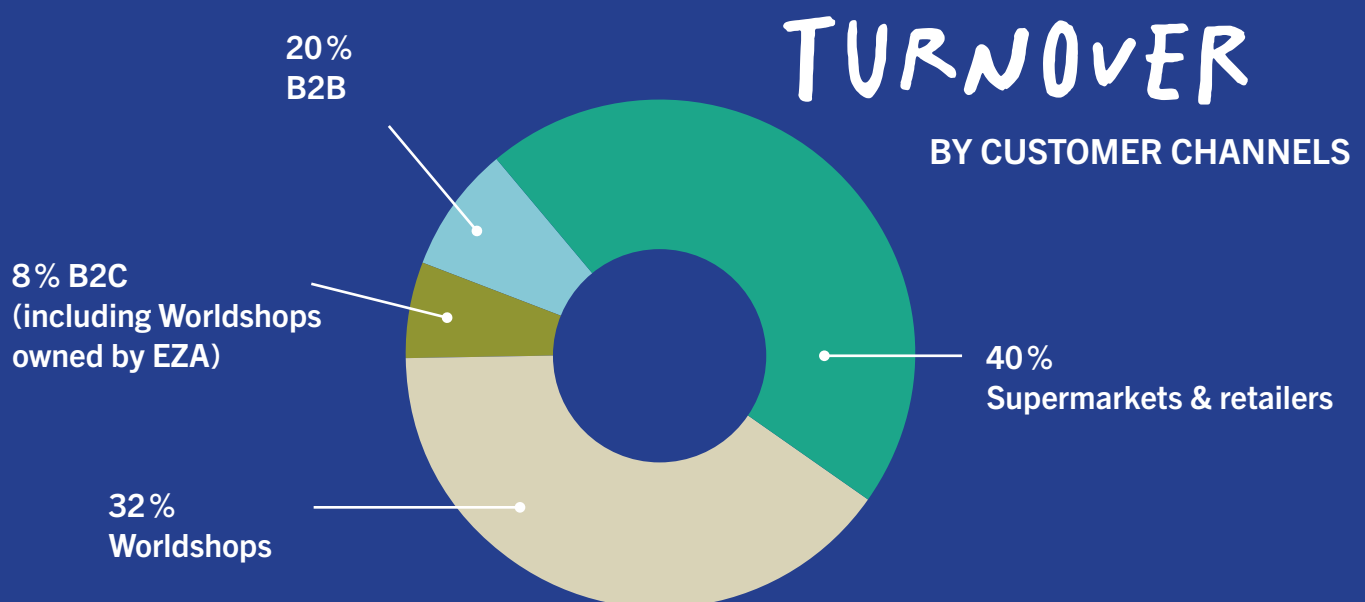
Let's look at our company's key figures – from the balance sheet and profit and loss statement to our bestsellers in the food and non-food categories.

ACHIEVEMENTS

The past year clearly shows that we are on a stable growth path. Our strongest product segment, coffee has continued to grow in importance and now accounts for 48% of our total sales. This trend is also confirmed in the area of distribution channels: food retail remains our most important partner with 40%, followed by world shops, which continue to be a strong pillar of our Fair Trade with 32%.

Our favourite products confidently maintained their top positions, with Organico Mild and Espresso once again increasing their sales figures. In the non-food sector, a large order caused a change at the top: the compass took first place for the first time, closely followed by our popular soaps – with sandalwood as the most popular fragrance.

Overall, the results reflect the growing appreciation for our Fair Trade products and motivate us to continue on this path.



FAVOURITES

FOOD



ORGANICO MILD

Ground, vacuum-packed 500g
140,278 pieces



ORGANICO ESPRESSO

Whole beans 1 kg
139,548 pieces



NAM OM RICE

White 1 kg
85,755 pieces

NON-FOOD



COMPASS WITH CARABINER

54,489 pieces



SOAPS (various types)

41,922 pieces



KEY POUCH

22,809 pieces



TURNOVER

BY PRODUCT GROUP

2024/25

2023/24



CONCLUSION

On the assets side, the increase in inventories of over 8% is particularly noteworthy. This is not the result of higher stock levels, but rather of massive price increases for raw materials such as coffee and cocoa. The past financial year also saw a sharp increase in equity.

This is mainly due to the termination of a loan, which the lender bequeathed to EZA after his death for the promotion and support of Fair Trade. The sharp rise in raw material prices and the associated capital commitment is also reflected in liabilities to banks and suppliers.

Overall, however, the balance sheet total is relatively unchanged from the previous year.



BALANCE SHEET

	FY 2023/24	FY 2024/25	Change %
		ACTUAL	
Intangible assets	365	346	-5,5 %
Inmuebles	1.143	1.028	-11,2 %
Financial assets	0	0	
Fixed assets	1.508	1.374	-9,8 %
Inventories	5.756	6.270	8,2 %
Receivables and other assets	1.367	1.057	- 29,3 %
Cash on hand and bank balances	58	70	17,1 %
Current assets	7.181	7.397	2,9 %
Prepaid expenses	29	32	9,4 %
Deferred tax assets	56	57	1,8 %
Activos	8.774	8.860	1 %
Equity	1.767	2.327	24,1 %
Investment grants	32	27	-18,5 %
Provisions	620	625	0,8 %
Liabilities to banks	1.149	1.534	-25,1 %
Trade payables	616	828	25,6 %
Other liabilities	4.590	3.519	-30,4 %
Total liabilities	8.774	8.860	1 %

Amounts in TEUR



CONCLUSION

In the financial year 2024/2025, we were able to slightly increase our turnover again to EUR 15,858 thousand, or by 2.4%. However, this is offset by a 5% increase in the cost of goods sold. This primarily reflects the challenge posed by higher raw material prices and the fact that we were unable to pass on these price increases to our customers to the same extent. Due to increased salary costs in Austria and the filling of all vacant positions, personnel costs rose by around 4.7%. On the other hand, overheads remained almost identical to the previous year. This was mainly due to the renegotiation of existing contracts and the further optimisation of our internal processes and procedures. The reduction in administrative expenses resulted in savings of just under EUR 50 thousand. Similarly, our marketing department was able to ensure excellent visibility and public presence for the company with a smaller budget and even expand this compared to previous years. There was a massive increase in other income, which is based on a loan granted to EZA. This is a one-off effect that will be recognised in the balance sheet in the financial year 2024/2025.

INCOME STATEMENT

	FY 2023/24	FY 2024/25	Change %
Turnover	15.492	15.858	2,4 %
Revenue from shipping fees	64	60	- 6,1 %
Discount expenses	-297	-316	6,4 %
Sales-related deductions from revenue	-430	-467	8,7 %
Other income	181	1.098	507,8 %
Changes in value of other investments due to market price fluctuations	-13	-18	44,4 %
Net sales	14.997	16.214	8,1 %
Cost of goods	-9.919	-10.417	5,0 %
Gross profit	5.078	5.797	14,2 %
Personnel	-2.775	-2.904	4,7 %
Depreciation	-232	-224	- 3,4 %
Operating costs	-451	-488	8,4 %
Expenses for rent, leasing, etc.	-205	-211	2,8 %
Administrative expenses	-497	-445	- 10,5 %
Distribution costs	-487	-527	8,3 %
Advertising expenses	-116	-109	-5,7 %
Other expenses	-57	-36	-38,1 %
Total costs	-4.820	-4.944	2,6 %
Operating profit	258	853	230,8 %
Interest expense/income	-175	-155	- 11,6 %
Profit	83	698	744,6 %
Corporate income tax	-1	-140	27.931 %
Deferred taxes	-2	1	-181,8 %
Net profit	80	560	595,8 %

Amounts in TEUR



**Fair für mich.
Fair für alle.**

EZA FAIRER HANDEL GMBH

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