

A photograph of a modern glass-walled building, the Shure headquarters, situated on a grassy hill. The hill is covered in green grass and numerous yellow and purple wildflowers. The sky is blue with scattered white clouds. The Shure logo is visible on the side of the building. A black curved shape is on the left side of the image.

SHURE

OUR SUSTAINABILITY STORY

THE SHURE SUSTAINABILITY STORY



Shure is committed to sustainability in various aspects of its operations, including people, community, facilities, compliance, logistics, and products. The Company's sustainability efforts are aimed at promoting environmental responsibility and reducing its carbon footprint.

Since Shure was established in 1925, our founder S.N. Shure has always made being a good neighbor a priority.

We continue his vision to this day by being the best neighbors we can be – and environmental responsibility is a significant part of that.

PEOPLE AND FACILITIES

Shure Associates are actively involved in implementing sustainable activities such as participating in recycling and lower energy use. The Company is committed to reducing waste and energy at its facilities worldwide with initiatives such as:

- ▶ Energy-efficient lighting (LED, motion sensors)
- ▶ Automated HVAC controls
- ▶ Robust recycling programs for cardboard and wooden pallets, keeping tons of cardboard waste and nearly 5,000 wooden pallets out of landfills
- ▶ Investments in sustainable technologies

An energy audit of the Eppingen, Germany, office found that energy efficient upgrades and practices resulted in:

- ▶ 15 percent reduction in electricity use
- ▶ More than 75,000 kilowatt hours saved vs. 2022
- ▶ Energy savings from Jan to May 2023 was enough to power 7 homes in Germany for a year (according to the German Association of Energy and Water Industries)

Shure headquarters includes a prairie park, which serves as a natural habitat for many different types of plants and animals.



PRODUCTS

Reducing Electronic Waste (E-Waste)

Shure's products are designed to last, contributing to a reduction in electronic waste.

We recognize that we have a responsibility to make our products sustainable. Perhaps the best way to do that is to deliver products that last for years – avoiding the need to dispose of used products and manufacturing and shipping new ones. Shure products are famous for their durability and reliability, and it's not uncommon for a Shure microphone to be in service for decades.

Our products are also designed to be more easily upgraded and evolve with technology, so there is less e-waste generated by having to update new microphones and equipment every few years (like computers and cell phones).

Reducing Power Consumption

The Company has also engineered its products to help customer reduce their overall power consumption, using less energy in "down" modes and allowing remote monitoring of power use with innovations such as Wireless Workbench Software.

With smarter electronics that gauge and use less electricity when not needed, this technology promotes energy efficiency.



Saving Batteries From Landfills

Additionally, Shure's rechargeable batteries have helped save millions of disposable batteries from filling landfills worldwide.

- ▶ In the past five years, Shure estimates that it has eliminated more than 20 million batteries from being used and disposed of because of its rechargeable technology.
- ▶ By 2027, Shure expects its products to prevent 100 million more batteries from going to landfills as more customers convert to rechargeable Shure products.

With previous technology, disposable batteries were used to power microphones and transmitter packs. And audio engineers would frequently replace batteries – even when those batteries still had power – to ensure an uninterrupted performance with fresh batteries.

However, new innovation from Shure has converted those products to rechargeable options, creating significantly less waste.

- ▶ In fact, for one Broadway show, the monitor engineer estimated they saved 21,000 AA batteries from being disposed of in landfills because they used Shure's rechargeable system over the course of the run.
- ▶ With Shure's rechargeable wireless audio technology – the first company to offer intelligent lithium-ion batteries for wireless microphones when it was launched nearly a decade ago – it has instantly transformed sound production into a much more environmentally friendly operation.

More concert halls, arenas, theaters, meeting rooms, schools and others are rapidly adopting the rechargeable technology – meaning they are greener just by being smarter with the technology they use.



PACKAGING & LOGISTICS

Carbon Footprint Tracking

Logistics is another area where Shure strives to reduce its carbon footprint. The company's operations team works toward implementing innovative packaging solutions and more resourceful shipping and logistics practices. By optimizing transportation processes and adopting sustainable packaging materials, Shure aims to minimize its environmental impact during product distribution.

In 2025, Shure plans to:

- ▶ Begin formal carbon footprint tracking for strategic products
- ▶ Produce its first Greenhouse Gas Report

Product Packaging Goals

Our goal was 75% by 2023... we accomplished it! Our new products are now packaged using 75% recyclable and/or renewable materials.

75%

What are our future goals for using recyclable and/or renewable materials for new products?

- ▶ By 2025, our goal is 90% and by 2030, our goal is 100%!

What are our future goals for using recyclable and/or renewable materials for legacy products?

- ▶ By 2025, our goal is 75% and by 2030, our goal is 100%!

In addition, the Company is also improving packaging sustainability by committing to source a greater portion of our paper and fiber-based packaging from suppliers that are certified by sustainable forestry organizations.

By 2025, our goal is to have 75% certified sustainable forest packaging and by 2030 to have 100% certified sustainable forest packaging.



Packaging Improvements

Shure has joined the Sustainable Packaging Coalition as it improves product packaging to be more sustainable. With more than 1,500 different packaging pieces for a variety of different products, this is a significant undertaking. Some of the highlights include:

- ▶ Replacing thermoform trays with more sustainable, recyclable alternatives such as molded pulp.

- ▶ Reducing overall plastic materials in packaging.
- ▶ Reducing the amount of literature that accompanies our products.
- ▶ Right-sizing packaging for greater efficiency and reduced CO2 footprint from shipping and storage.

Improving the sustainability of our packaging is the right thing to do.

COMMUNITY

Shure also demonstrates its dedication to the community through partnerships with global organizations. In addition to the Sustainable Packaging Council, the Company collaborates with

- ▶ Sustainability in AV (sAVe) – saveav.org
- ▶ AVIXA Sustainability Advisory Group – avixa.org
- ▶ The Natural Resources Defense Council – nrdc.org
- ▶ Various parks and nature conservancies

These partnerships allow Shure to extend its sustainability efforts beyond its own operations and contribute to global conservation initiatives. Our associates around the world have volunteered for environmental efforts in their communities.



Overall, Shure's sustainability efforts encompass a wide range of initiatives across people, community, facilities, compliance, logistics, and products.

By prioritizing environmental responsibility and adopting sustainable practices, Shure aims to make a positive impact on our people, the planet and contribute to a more sustainable future.



Visit Shure.com to view more about Sustainability

