

A vertical photograph of a lush green forest with a small waterfall cascading over mossy rocks. Sunlight filters through the dense canopy, creating a misty, ethereal atmosphere. The image occupies the left third of the slide.

Masimo Consumer's Path to Sustainability

At DEI Sales Inc DBA Masimo Consumer, the dedication to environmental stewardship is at the forefront of the business operations. Masimo Consumer have undertaken a comprehensive journey to not only understand but also mitigate the environmental impact on the planet.

Masimo Consumer began the journey in 2021, working hard to understand the impact that the business operations have on the environment. Understanding a company's carbon footprint through assessments of products, direct business activities and from both upstream and downstream activities is crucial as it informs targeted strategies for effective and responsible emission reduction.

Greenhouse Gas (GHG) Emissions Assessment

The initial step involved a meticulous calculation of GHG emissions, derived from extensive business carbon assessments. The emissions reporting adheres to the BS EN ISO 14064-1 international standard and aligns with the GHG Protocol Corporate Reporting Standard. This critical analysis has allowed DEI Sales Inc DBA Masimo Consumer to pinpoint key areas for emission reduction and set benchmarks for progress. The results from the annual carbon footprint calculations are shown below in **Table 1**. **Currently, Masimo Consumer have already reduced Scope 1 and Scope 2 emissions by 23.2% in comparison to the baseline year.**

Scope 3 emissions are Masimo Consumer's upstream and downstream supply chain. It is a very large and complex scope of emissions, made up of 15 separate emission source categories. Although the journey began for a 2019 baseline year, the first fully completed and audited Scope3 footprint was for 2022.

Scope	Baseline Year 2019 (tCO ₂ e)	Most Recent Year 2022 (tCO ₂ e)
SCOPE 1: Direct GHG emissions	1,118	1,008
SCOPE 2: Indirect GHG emissions from Energy	3,387	2,452
SCOPE 3: Indirect GHG emissions from Upstream and Downstream Activities.	-	897,145
Total	4,505	900,605

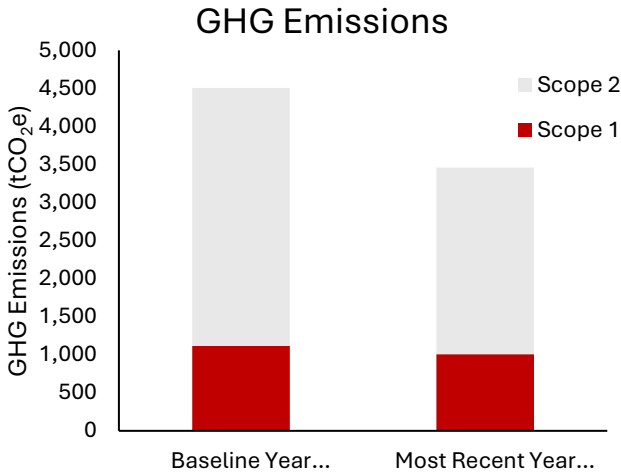


Figure 1: A summary of the GHG emissions as per the GHG Protocol.

Table 1: A summary of Masimo Consumer's GHG emissions per year.

Goals for a Sustainable Future

Science Based Targets initiative (SBTi) has officially validated the company's near-term and net-zero climate targets. This recognition underscores DEI Sales, Inc. DBA Masimo Consumer's commitment to addressing climate change in alignment with the Paris Agreement's goal of limiting global warming to 1.5°C.

The SBTi has rigorously assessed DEI Sales, Inc.'s Near-Term and Net-Zero targets against its Net-Zero Standard Criteria and Near-Term Target Criteria and Recommendations. Following an in-depth review, the SBTi has approved the targets, affirming that DEI Sales, Inc.'s climate goals are ambitious and in line with what climate science deems necessary to contribute to a sustainable future.

As part of its validated strategy, DEI Sales, Inc. has committed to both near-term and long-term emissions reduction targets that will drive meaningful climate action across its entire value chain. These targets include:

- **Overall Net-Zero Target:** DEI Sales Inc. commits to reach net-zero greenhouse gas emissions across the value chain by 2050.
- **Near-Term Targets:** DEI Sales Inc. commits to reduce absolute scope 1 and 2 GHG emissions 46.2% by 2030 from a 2019 base year. DEI Sales Inc. also commits that 50% of its suppliers by spend covering purchased goods and services will have science-based targets by 2029. DEI Sales Inc. further commits to reduce all remaining absolute scope 3 GHG emissions 42% by 2030 from a 2022 base year.
- **Long-Term Targets:** DEI Sales Inc. commits to reduce absolute scope 1 and 2 GHG emissions 90% by 2050 from a 2019 base year. DEI Sales Inc. also commits to reduce absolute scope 3 GHG emissions 90% by 2050 from a 2022 base year.

Science-Based Targets Initiative (SBTi)

Science Based Targets initiative (SBTi) has officially validated the company's near-term and net-zero climate targets. This recognition underscores our commitment to addressing climate change in alignment with the Paris Agreement’s goal of limiting global warming to 1.5°C. Our internal departmental targets have been designed to align with SBTi requirements.

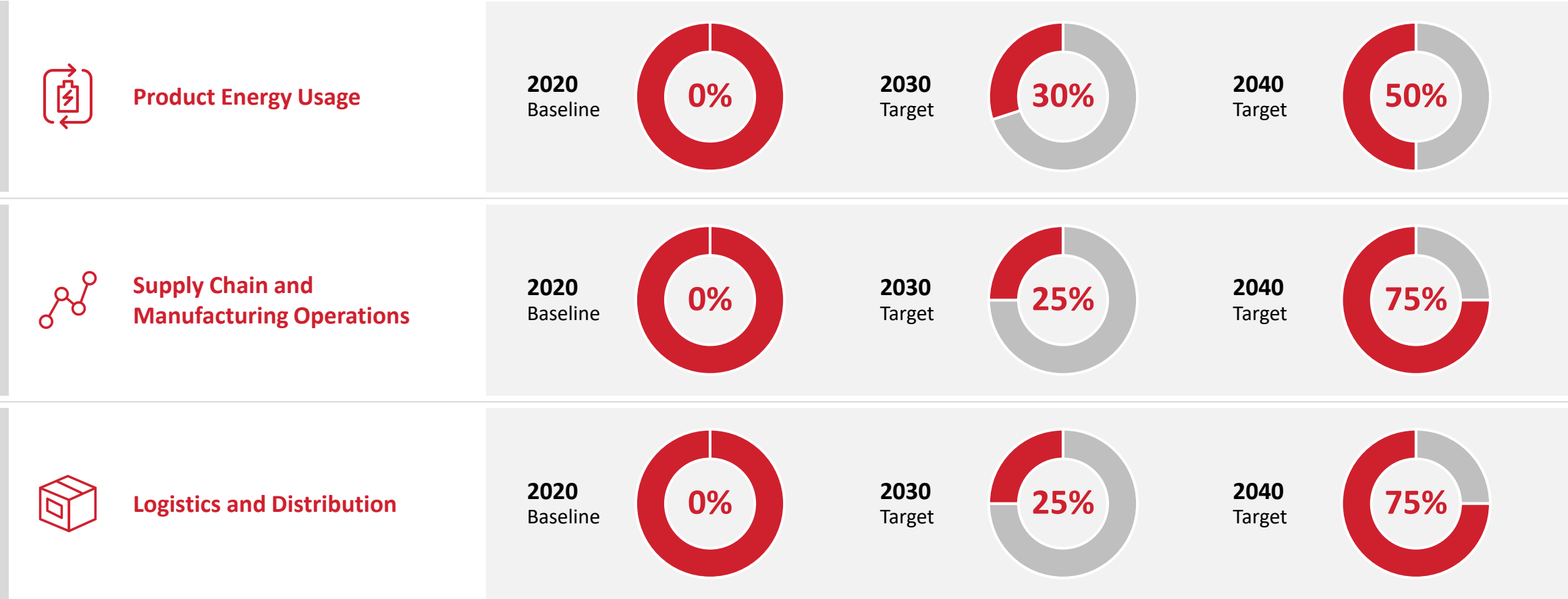


Figure 3: Masimo Consumer’s reduction targets.

Life Cycle Assessments (LCA)

The understanding of Masimo Consumer's environmental impact delved deeper with Life Cycle Assessments of products. This involves calculating the carbon footprint of a range of products, evaluating the environmental footprint from production to disposal. These LCAs are instrumental in developing products that are as eco-friendly as they are innovative.

Total carbon emissions for the Pi5 Earphones + Packaging are quantified at 2.66 kgCO₂e, total emissions for the Pi7 Earphones + Packaging are quantified at 2.72 kgCO₂e. A breakdown of this across each different product stage and with separated out packaging and product specific emissions is provided in **Figure 2**.

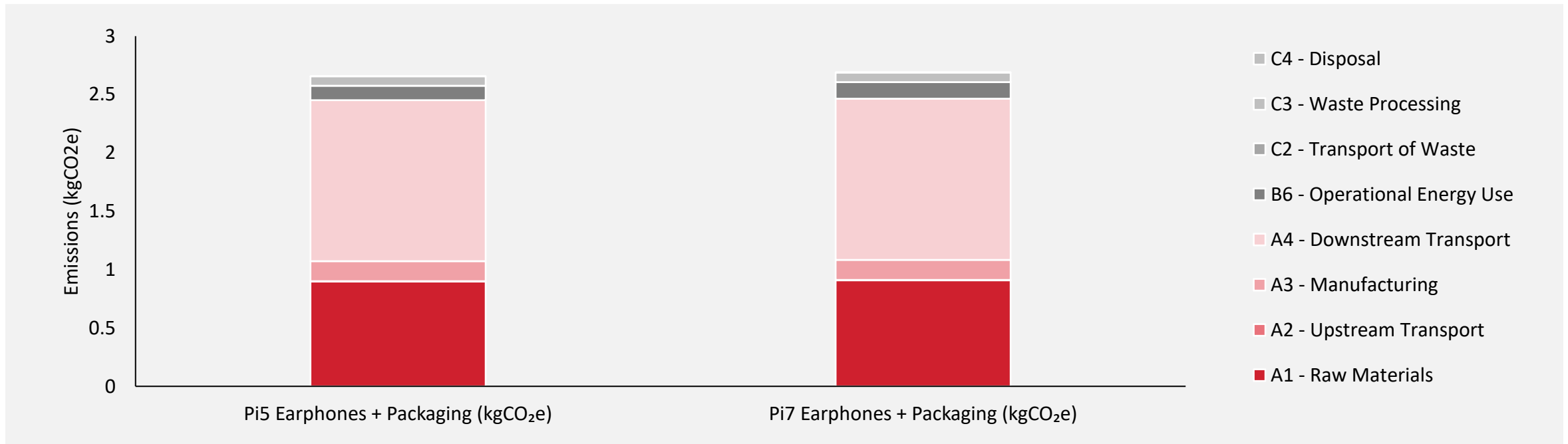


Figure 2. Total quantified emissions for Pi Earphones at each product stage and with allocation of product and packaging.

Employee Driven Emission Reduction Initiatives



Reducing emissions poses a significant challenge for companies like Masimo Consumer due to the complex integration of supply chains and the extensive energy demands inherent in manufacturing processes. That's why Masimo Consumer has involved their employees in finding solutions and taking action through two competitions.

01

The first competition invited employees to submit ideas for emission reduction projects across the company's operations.

02

The second competition, is the ESG Company Challenge, which aims to implement the best ideas from the first competition and measure their impact on the company's environmental, social and governance (ESG) performance.

By engaging our staff in these competitions, we hope to foster a culture of sustainability and creativity that will benefit both our business and the planet.

Together, these efforts underscore Masimo Consumer's unwavering commitment to a sustainable future, demonstrating that environmental responsibility and business excellence can go hand in hand.
