

CSR at Spin Master



CSR Vision

Reimagining Everyday Play for Future Generations

Spin Master creates magical play experiences for children and their families. We foster an inclusive culture, empowering children to grow and learn through play while acting as responsible custodians of the world these children will one day inherit.

OUR ENVIRONMENT



We are committed to minimizing the impact of our operations on the planet to help protect the world for children and families today and for generations to come.

- Emissions reduction commitment: 70% reduction of Scope 1 + 2 emissions by 2030

2025 Highlights:

- Expanding waste audits to Melissa & Doug facilities
- Purchased renewable energy credits and carbon offsets to account for 100% of Scope 1 + 2 emissions



OUR PRODUCTS



As a leading children's entertainment company, we are committed to producing safe, high-quality and responsibly sourced products. To support our efforts to provide consumers with more sustainable choices, we continue to incorporate responsible product materials and packaging while focusing on opportunities for packaging reductions.

- 100% of *Melissa & Doug* paper products and more than 50% of wood products sold are FSC®-certified

2025 Highlights:

- FSC®-certified products: *Melissa & Doug* launched 138 new FSC®-certified products
- Packaging reductions: 280 tonnes of packaging reduced across all brands



OUR PEOPLE



Our talented team is the driving force behind our purpose of creating magical experiences for children and their families. We are committed to investing in our employees' well-being and development, and fostering an inclusive workplace where everyone can thrive, grow and have fun.

2025 Highlights:

- Achieved 84% company pride and 83% manager effectiveness scores
- Maintained gender pay equity at 98%
- Integrated Melissa & Doug into philanthropy programs, including employee matched donation campaign



OUR COMMUNITIES



We believe that every child should have the opportunity to grow, explore and learn through play, no matter their circumstances. Through in-kind donations, investments in educational programming, local community engagement and employee volunteerism we bring the magic of play to kids globally.

2025 Highlights:

- 450,000+ children impacted through partnerships including 350 charities in 21 countries
- 246,000 toys donated via The Toy Movement and giving programs
- Employees contributed 4,790+ volunteer hours and raised \$139K for 188 charities



CSR Highlights



BELONGING AND ENGAGEMENT

Fostering an inclusive culture where everyone can thrive and grow

CSR Priority	2025 Result
Set and meet employee engagement targets (2030)	73% overall employee engagement
Achieve and maintain close to 100% pay equity	98% gender pay equity (includes Melissa & Doug)
Approximate 50-50 gender split for all management levels (2025)	Female representation at 43% senior management and 49% middle management



PHILANTHROPY

Helping children grow, learn and explore through play

CSR Priority	2025 Result
Impact 1/2 million children	452,794 children impacted
Report volunteer hours	4,790 volunteer hours globally
Award 8 Future of Play Scholarships	8 scholarships awarded in 2025 and 40 students supported since the program launched



PRODUCT AND PACKAGING

Producing the highest quality goods and developing sustainable production with our portfolio

CSR Priority	2025 Result
50% reduction of plastic in our packaging (2025)	30.5% reduction in plastic from base year (2019)
Utilize non-mineral-based inks on 50% of packaging (2025)	Achieved goal in 2024
Develop 4 sustainably minded SKUs (2022)	142 sustainably minded products launched



CLIMATE

Doing our part to mitigate our environmental impact and adapt to changing climate

CSR Priority	2025 Result
Develop a Climate Action Plan (2022)	Developed and launched a Climate Action Plan in 2022
Achieve net-zero reduction in Scope 1 + 2 emissions (2050)	Net-zero pathway mapped
70% reduction in Scope 1 + 2 emissions (2030)	65% reduction in Scope 1 + 2 emissions
In the interim, offset 100% of our self-generated carbon	100% of Scope 1 + 2 emissions covered by renewable energy certificates or offsets



RESPONSIBLE SOURCING

Sourcing production in a responsible manner from suppliers who share our values and commitment to integrity

CSR Priority	2025 Result
Audit 100% of factories	99% of factories audited
Establish and enforce Supplier Code of Conduct (2020)	Supplier Code of Conduct enforced and integrated enterprise-wide, including Melissa & Doug



WASTE

Reducing waste through recycling, reusing and reducing

CSR Priority	2025 Result
Establish product takeback program (2021)	Continued a partnership with TerraCycle® that allows U.S. customers to recycle toys free of charge
85% reduction in landfill waste in owned/leased facilities (2025) Zero landfill waste in owned/leased facilities (2035)	Achieved 2025 landfill waste reduction goal in 2023