

2025 CSR Impact Report

Social, Environmental and Economic responsibilities and contributions of the HOKA UTMB Mont Blanc

« Building a future where nature and society thrive together, in respect, inclusion and sustainability. »

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Introduction.

Born on the trails of 3 different countries, committed to tomorrow

More than twenty years ago, on the trails that have been winding around Mont Blanc for centuries, a challenge was taken up.

As the idea of running around Mont Blanc already existed — before a terrible fire in the Mont Blanc Tunnel brought everything to a halt. When it reopened, the old races had lost their spark, so nine friends passionate about trail running and the mountains decided to take up the torch — and reinvent it. Rather than taking the shortcuts, they chose to run as much as possible on the trails. Passing through villages, meeting the locals, reviving the ancestral ties woven between both Savoie territories, the Aosta Valley and the Swiss Valais. These paths, travelled from generations to generations to link the valleys, to trade, to meet up: this is where, in 2003, the HOKA UTMB Mont-Blanc was born.

Behind this ambition, there was a deep conviction : that these valleys deserved to be known, cherished and shared. Inviting trail runners to wonder through these landscapes meant helping them towards a deeper understanding of this nature — and, perhaps, to respect it more. Because that is where it all begins. We protect what we love, and we love what we know.

Twenty years on, the event has become the world reference in the discipline, bringing together thousands of participants from every corner of the globe, and inspiring more people each year to get up early, lace their shoes up and reconnect with nature. A remarkable achievement — and an equally remarkable responsibility.

Because growth raises questions. *How do we welcome people without overwhelming? How do we inspire without standardising? How do we grow without losing what makes the essence of an encounter between human beings and a living landscape?*

These tensions are not unique to HOKA UTMB Mont-Blanc — they run through the entirety of outdoor sports today. But given the event's international visibility and influence, we cannot escape it : we must confront these tensions with clarity and address them with humility.

Defend the connection to nature. Preserve the human and local dimension. Leave no one behind. Foster diversity, inclusion and the bonds between people. These are not slogans — they are guidelines, balances to be found and continually reinvented, choices to be permanently questioned.

Driven by a private organisation working in partnership with a non-profit association, HOKA UTMB Mont-Blanc operates within a space that belongs to everyone — the mountains — and contributes to a collective good: sport, nature and social connection. This position calls for a particular standard of dialogue, transparency and commitment.

It is in this spirit that this CSR report was built. Not as a communication exercise, but as an act of clarity: to present honestly the actions undertaken, the progress made, and the challenges that remain open. It is the reflection of a journey — imperfect, sincere and ongoing — carried out while listening to all our stakeholders: trail runners, volunteers, partners, elected representatives, associations and local residents.

Because the development of trail running can only be a collective endeavour. Respectful of territories and communities. Inclusive and human. In the service of today's athletes and of the generations who, tomorrow, will walk on these same paths.



01

The HOKA UTMB Mont-Blanc

CSR pillars that are aligned with those of UTMB Group

« Building a future where nature and society thrive together, with respect, inclusion, and sustainability »

Purpose of UTMB Group

« Leave no trace, leave no one behind, leave a legacy » *summarises the CSR ambition of HOKA UTMB Mont-Blanc*

Leave no trace

To take concrete action to reduce the event's environmental footprint and preserve mountain ecosystems on the long term.

This involves measuring impacts, reducing greenhouse gas emissions, transforming mobility practices, limiting waste and restoring trails.

Leave no one behind

To make HOKA UTMB Mont-Blanc deeply inclusive, where everyone belongs, regardless of gender, origin, age or personal circumstances.

This commitment is reflected in concrete actions to promote gender equity, the inclusion of people with disabilities, support for vulnerable populations, and recognition of the essential role played by volunteers and local teams.

Leave a legacy

Acting to leave a positive environmental, social and territorial legacy is one of the core ambitions of HOKA UTMB Mont-Blanc: supporting associations, contributing to agricultural and climate projects, preserving trails, passing on the values of sport and strengthening social bonds.

History and governance

Founded in 2003 in Chamonix, HOKA UTMB Mont-Blanc has established itself over more than twenty years as one of the most iconic ultra-trail races in the world. Its route around the Mont-Blanc massif crosses France, Italy and Switzerland, bringing together runners from over 100 nationalities every year. Beyond the main race, the event has grown into a full week of sporting, cultural and festive activities, deeply rooted in the Alpine territories.

A history built on the mountains and respect for local communities

Since its beginning, the HOKA UTMB Mont-Blanc embodies strong values: self-surpassing, solidarity, respect for nature and for local communities. The event is committed to continuous improvement, to strengthening its environmental and social actions and commitments, while maintaining close ties with volunteers and local stakeholders.

Governance

The HOKA UTMB Mont-Blanc is organised by UTMB Group — which is also responsible for the development of the UTMB World Series circuit — in partnership with the Amis de l'UTMB Mont-Blanc, a non-profit association active in France, Italy and Switzerland. The Poletti family, originally from the Chamonix Valley, has been the majority shareholder of UTMB Group since its creation and works closely with The Ironman Group, which in 2021, acquired the minority stake previously held by the Télégramme Group. The governance of the HOKA UTMB Mont-Blanc is grounded in its local roots, the bonds of friendship connecting the Savoie, the Aosta Valley and the Valais, and a vision of an open and multicultural world.

A significant economic event

The HOKA UTMB Mont-Blanc is a major international event, mobilising several thousand volunteers, partners and service providers. It generates significant economic benefits for the region, particularly in the accommodation, catering, retail and transport sectors.

A human and local event

The HOKA UTMB Mont-Blanc is also a human adventure, driven by local teams and highly committed volunteers. For them, the event represents a defining moment of social connection, with encounters and shared experience, that brings the territory to life and fosters unique bonds between residents.



3E
FINALES
UTMB® WORLD SERIES

8 COURSES

UTMB CCC OCC
PTL TDS MCC ETC YCC

120
BUSES

15
ROUTES

28
STOPS DESERVED

18 600 tCO2e
OF WHICH 88 % ARE DUE TO TRANSPORT (2024)

OBJECTIVE OF A 20 % REDUCTION BY 2030

24
AMBASSADORS OF THE ENVIRONMENT

1076 km
OF MARKED AND CLEANED TRAILS

2600
VOLUNTEERS

116
AMBASSADORS FOR PUBLIC ORDER (IN AND AROUND CHAMONIX)

18
COMMITTED COMMUNES

37
PARA-ATHLETES WHO HAVE BENEFITED FROM THE ADAPTIVE POLICY, INCLUDING 14 ATHLETES IN TEAM ADAPTIVE



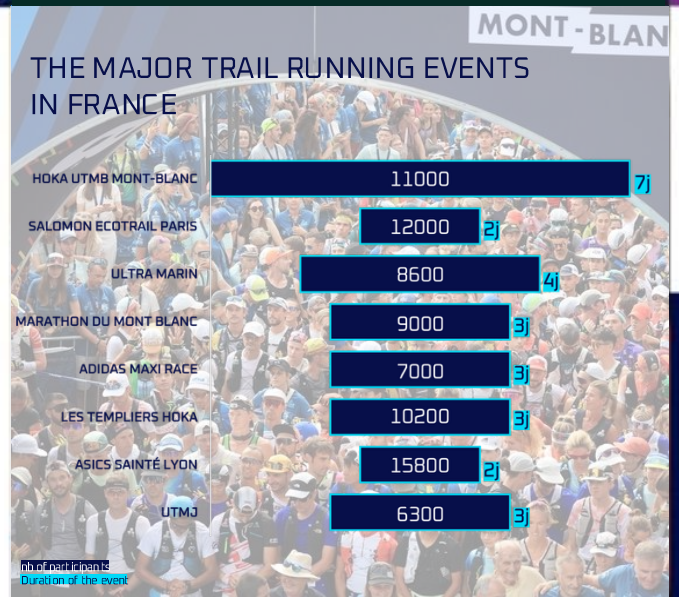
11 000
PARTICIPANTS

79,5 %
FINISHERS

2 000
LOCAL RUNNERS (MONT-BLANC'S REGION)

79 %
EUROPEAN RUNNERS

53 %
NATIONALS



ULTRA-TRAIL VILLAGE
CHAMONIX MONT-BLANC

120
BRANDS

40
AID STATIONS

80%
LOCAL PRODUCTS

0
SINGLE-USE BOTTLES OR PLASTIC CUPS

445K€
DONATED TO CHARITIES

Since the start, the organisation has been working and investing to minimise its environmental impact and make a positive contribution to local communities



2004
Introduction of an on-site transport plan

2006
Establishment of the Environmental Committee

2007
Suppression of plastic cups
Establishment of reusable cups in the compulsory kit

2008
Launch of the mini UTMB

2013
Creation of the Ambassadors of the Environment team

2014
Introduction of solidary race bibs

2017
Signing of the GESI charter

2018
"Bring Your Own Ustensil" initiative
Introduction of equal prize money

2022
70% reduction of individual packaging at aid stations

2023
Elimination of single-use plastic bottles
Launch of the Paths to Parenthood policy

2024
Launch of the carpooling program for on-site teams
Enhanced transport offers
Creation of Team Adaptive

2025
Introduction of the voluntary carbon offset program
Launch of UTMB GO
Commitment to reduce carbon emissions by 20% by 2030
Team Adaptive athletes x Elites athletes mentoring project
Environmental awareness and inclusion workshops

2026
New guidelines regarding the responsible mobility policy

The mindset guiding the production of this report

TRANSPARENCY

The HOKA UTMB Mont-Blanc is committed to a transparency-driven approach in the writing of this report. This requirement aims to enable everyone to objectively assess the event's impacts and contributions to the territories — an essential foundation for dialogue and co-construction.

RESPONSIBILITY AND LEGACY

The HOKA UTMB Mont-Blanc assumes its responsibilities, seeking to reduce its negative impacts and leave the most positive legacy possible. This is reflected in the assessment of its carbon footprint and in concrete actions such as the implementation of the local transport plan.

REPORTING

The HOKA UTMB Mont-Blanc aims to report on all its CSR actions and contributions to the territories.

DIALOGUE WITH ALL

The HOKA UTMB Mont-Blanc adopts a posture of listening and dialogue with all its stakeholders. The objective is to hear criticism, to encourage constructive exchanges and work together to develop solutions, in the belief that collective responsibility is strengthened by a diversity of perspectives and the involvement of all.

> *Even if we may have differing opinions, dialogue with UTMB has always been possible and constructive.*
> François Coutagne, former council member of Vallorcine



02

Social responsibility

Caring for others & promoting sport for everyone

3 key areas of action

Promoting sport for all and caring for others means, above all, recognising the diversity of needs and responding to them. The HOKA UTMB Mont-Blanc is committed to promoting an inclusive approach to trail running, with a focus on women, people with disabilities, those who are distant from sport practices or in vulnerable situations, so that everyone may feel welcomed, respected and fully integrated within the event and its community.

To promote inclusive participation in sport

Build social cohesion

Support charitable associations



Social responsibility

Inclusive participation in sport

Driving and expanding access to sport for all

The HOKA UTMB Mont-Blanc was founded on a simple ambition: to share and develop the practice of trail running and the many benefits it brings, by inviting as many people as possible to discover the pleasure of running in natural environments.

In 2025, around **12.4 million** French people regularly practice running, including nearly 8 million at least once a week, highlighting the strong and growing presence of this discipline.

With **42%** first-time participants* in UTMB Index races in 2025, the HOKA UTMB Mont-Blanc reflects this trend and actively contributes to the promotion and the development of a regular physical activity, for all.

*runners taking part in their very first trail race
Sources: 7th Running Observatory by Union Sport & Cycle
+ joint study UTMB World Series x Strava on the evolution of trail running

Fostering the love of sport from an early age

During the 2025 edition of the Mini UTMB, nearly 1,000 children took part in one of the seven races organised around Mont-Blanc (Chamonix, Courmayeur, Martigny, Les Contamines, Trient). Open to children aged from 3 to 13, these races are neither timed nor ranked, to prioritise enjoyment, discovery and a positive experience of effort.

To extend this discovery and to enjoy the joy for physical activity, the event also encourages teenagers age 14 and over to take their first steps into competition through the YCC, a genuine gateway to the intensity of competitive trail running.



Promoting & encouraging women's participation

Through the Women In Trail program, supported by HOKA, UTMB Group is working to make trail running a space where women feel fully welcomed and represented, both on the starting line and within governance bodies. The HOKA UTMB Mont-Blanc brings this commitment to life by implementing targeted actions and specific logistical adaptations, in line with the program's global guidelines.

Continuously increasing, the proportion of women now represents approximately one quarter of participants in the HOKA UTMB Mont-Blanc races. In 2025, women account for around 24%, compared to less than 22% in 2024 and 2023, and less than 20% in 2022.



A historic example of female leadership – the **director** (left) and the **chairwoman** (right), overtaking their father or husband at the start of the UTMB.

Addressing women's needs

Logistical adaptations include infrastructure designed to meet the specific needs of female runners during long-distance races, as well as training for all volunteers and staff on gender-specific support measures.

- Dedicated communication groups created (WhatsApp groups and webinars) ahead of the event to reassure, advise and strengthen the women's community
- 100% of aid stations equipped with "Women kits" (sanitary products, hand sanitiser)
- 100% of aid stations providing toilets reserved for women
- 100% of CCC and UTMB aid stations equipped with dedicated changing areas

Equal treatment

- Equal prize money and grants
- Since 2018, particular attention has been paid to ensuring equal media coverage between women and men (live athlete tracking, social media communication, etc.).

Paths to Parenthood policy

Implemented across the entire UTMB World Series, this policy allows athletes who are pregnant, related to pregnancy (directly or through their partner), or adopting a child to postpone their race entry or receive a refund with priority access to a future edition. This measure is designed to support their return to sport following parental leave related to childbirth or adoption.

Making sport more accessible for people with disabilities

For several years, the HOKA UTMB Mont-Blanc has been developing an inclusion and diversity policy aimed at making its events accessible to all, including athletes with disabilities (visual, intellectual or physical). This approach is supported by a range of measures and dedicated adaptations.

Adaptive Athlete Policy

To facilitate access to competition, the HOKA UTMB Mont-Blanc has established a policy enabling eligible athletes to benefit from specific provisions such as guide support at no additional cost, a simplified qualification process, and specific arrangements at start areas and aid stations.

Mentoring

During the 2025 edition of the HOKA UTMB Mont-Blanc, the organisation launched an innovative mentoring program, in which each athlete from the Adaptive Team is paired with a volunteer elite runner. This partnership goes beyond traditional coaching: it is built on a shared human and sporting experience, with mutual support on the journey to the start line.

Team Adaptive

The HOKA UTMB Mont-Blanc has established a team of athletes with disabilities, whether visible or invisible (physical, sensory, intellectual, chronic illness, etc.)—from diverse countries and life backgrounds.

Team Adaptive aims to highlight disabled athletes benefiting from the Adaptive policy, who become ambassadors inspiring their communities and demonstrating that resilience and athletic performance know no limits.

Volunteers training

To ensure the effective implementation of these measures, welcoming and supporting people with disabilities is fully integrated into all staff and volunteer training programs.

Social responsibility

Building connections & sharing

Fostering a spirit of connection and sharing

The HOKA UTMB Mont-Blanc fosters lasting connections between volunteers, residents, local organisations and the host territories it passes through. Beyond the highlight that is the last week of august, the event sustains this sense of community beyond the race week itself, by encouraging interaction, sharing and a sense of togetherness.

Community spirit and continuous improvement

The HOKA UTMB Mont-Blanc is a highly anticipated moment of conviviality that fosters connections, diversity and inclusion within the volunteer community. The organisation ensures that the event continues to fulfil this role throughout the year, in partnership with the *Amis de l'UTMB Mont-Blanc* association.

As such, friendly hiking outings and environmental initiatives, carried out in collaboration with local organisations such as *En Passant par la Montagne*, help strengthen bonds between volunteers while opening access to the mountains to more vulnerable groups (young people with disabilities, people undergoing social reintegration).

Volunteer engagement is also recognised through dedicated highlights: appreciation evenings, an annual community day, and the symbolic parade of volunteers during the arrival of the final runner.

> *The 26th of august 2025 will remain in our hearts as an extraordinary day. The Diritti e Doveri association, in collaboration with the mental health centres of Biella and Cossato, experienced a unique moment in Courmayeur by actively taking part in the HOKA UTMB Mont-Blanc event, one of the most prominent international trail running events.*
>
> *Our volunteers were involved with great enthusiasm: distributing medals and T-shirts to finishers, managing aid stations and runners' bags—always with a smile and a strong team spirit. Special thanks to the legendary Madame Lolò, her outstanding team and the Saint Nicolas Committee, as well as Alessio, Giorgia and our tireless Maddy for their warm welcome and support.*
>
> *But that's not all. A group of participants from our association also undertook a demanding hike to the Bertone refuge, at an altitude of 2,000 meters. Effort, determination and great satisfaction: a shared achievement.*
>
> *We would like to sincerely thank Caterina, a former psychology intern, for involving us and giving us an active role in an event that demonstrates how sport can break down barriers and create opportunities for all. Inclusion, participation and sharing: this is our strength.*
>
> Testimonial from an association - 2025

Creating value with local communities

Welcome, well-being and skills development

Dedicated spaces, meals and refreshments, as well as facilitated access to the necessary infrastructure, are provided to ensure the comfort and safety of volunteers throughout their assignments.

In addition, some volunteers benefit from certified training, particularly in the fields of medical care and first aid, enabling them to develop skills that are useful well beyond the event - 2 ESO (life-threatening emergency management in outdoor contexts) medical training sessions were held during the year, each involving 9 nurses, 4 doctors and 4 first-aiders.

Focus: The Vallorcine entertainment hub for visitors and companions.

In Vallorcine, the local festival committee brings together around a dozen local associations, 6 to 7 of which are actively involved in operating the refreshment stand and temporary food outlet. This also helps bring animations to the village over the three days of the event (during the UTMB and the CCC).

For the participating associations, the profits generated represent a major financial resource, accounting for around 50 to 60% of their annual budget. In 2025, this share reached 80%, driven by increased attendance. Beyond funding their annual activities, these resources are deducted from municipal subsidies, thereby optimising the local authority's tight budget.

Focus: The *Amis de l'UTMB Mont-Blanc* bar and the counter area

Thanks to total revenues of €23,000, the Rotary Club was able to provide financial support for several association-led initiatives, including:

- Support for awareness-raising on early breast cancer screening among young women, through prevention activities in secondary schools in the upper Arve Valley via the Passy branch of the Jeune et Rose association;
- The compliance upgrade of medical equipment collected from various French hospitals and destined for NK Seeds in Laos, through the Humatem association in Sallanches;
- Support for the Mountain program at MFR Le Belvédère in Sallanches;
- A "Discovering the Mountains" initiative for young people in training at Championnet, organised by the En Passant par la Montagne association in Servoz;
- A specially adapted playroom meeting hospital standards in the paediatric branch of Sallanches Hospital;
- The organisation of the "Rotary Youth Book Prize" at the Passy International Mountain Book Fair.

Territorial embedding and local benefits

The event also relies on the commitment of local festival committees and associations, particularly through the operation of refreshment stands. The revenue generated on these occasions constitutes an essential source of funding for their year-round activities, thereby strengthening the local associative network.

Turning passion for trail running into support for the non-profit network

445 000 €
have been donated to 20 associations in 2025

including **234 991 €**
that were allocated to local projects

It is worth noting that between 2014 and 2023, over **3 million euros** were raised for around 37 different charities.

Access Mont-Blanc (Chamonix)

Support for the purchase and renewal of adapted equipment (joëlettes, wheelchairs, specialised bikes) to make the mountains accessible to people with physical disabilities.

***Sport et handicap* Martigny (Valais)**

Promotion of access to sport for people with mental disabilities, through the funding of sports licences, equipment and mountain stays.

Rotary

Organisation of a cross-border weekend between young people with Down syndrome and their families around mountain activities and moments of exchange.

***En Passant par la Montagne* (Servoz)**

Funding of local projects promoting social inclusion and access to the mountains for vulnerable communities, with all funds allocated exclusively to actions carried out within the territory.

SEBIO – Mountain rescue solidarity (Chamonix)

Support for the families of mountain rescue workers who died in the line of duty, and organisation of mountain stays to support bereaved children.

ARFEC (Valais)

Support for the families of children with cancer, particularly regarding transport and accommodation costs during hospitalisations far from home.

***Arve réfugiés* (Sallanches)**

Material, food and healthcare assistance provided to young migrants in the Arve Valley, particularly at the time of their coming of age.

Haute-Savoie food bank

Support for food aid across the department, notably through the purchase of fresh produce and the maintenance of delivery vehicles used by partner associations.

Aosta valley community foundation

Funding of extracurricular activity projects for young people facing social difficulties, and of initiatives fostering their civic engagement.

Chamonix sports club

Financial support to bring assistance in the training and development of local sports sections.



03

Environmental responsibility

Taking care of the natural environment & reducing our impact

3 key areas of action

Caring for the natural environment and minimising our impact are at the heart of the HOKA UTMB Mont-Blanc's environmental approach. The event constantly strives to balance the desire to make trail running accessible to as many people as possible with the need to limit its impact on fragile natural ecosystems. This quest for balance is reflected in responsible choices, aimed at welcoming participants from all over the world whilst ensuring the long-term preservation of mountain areas.

Making travel & mobility more sustainable

Consuming locally and managing waste effectively

Preserving habitats and biodiversity



Measuring the event's carbon footprint...

24 443 tCO_2e
Carbon footprint 2025

2,2 tCO_2e
Carbon footprint per runner

The carbon footprint assessment measures the greenhouse gas emissions generated by the organisation of the HOKA UTMB Mont Blanc across all its scopes (1, 2 and 3).

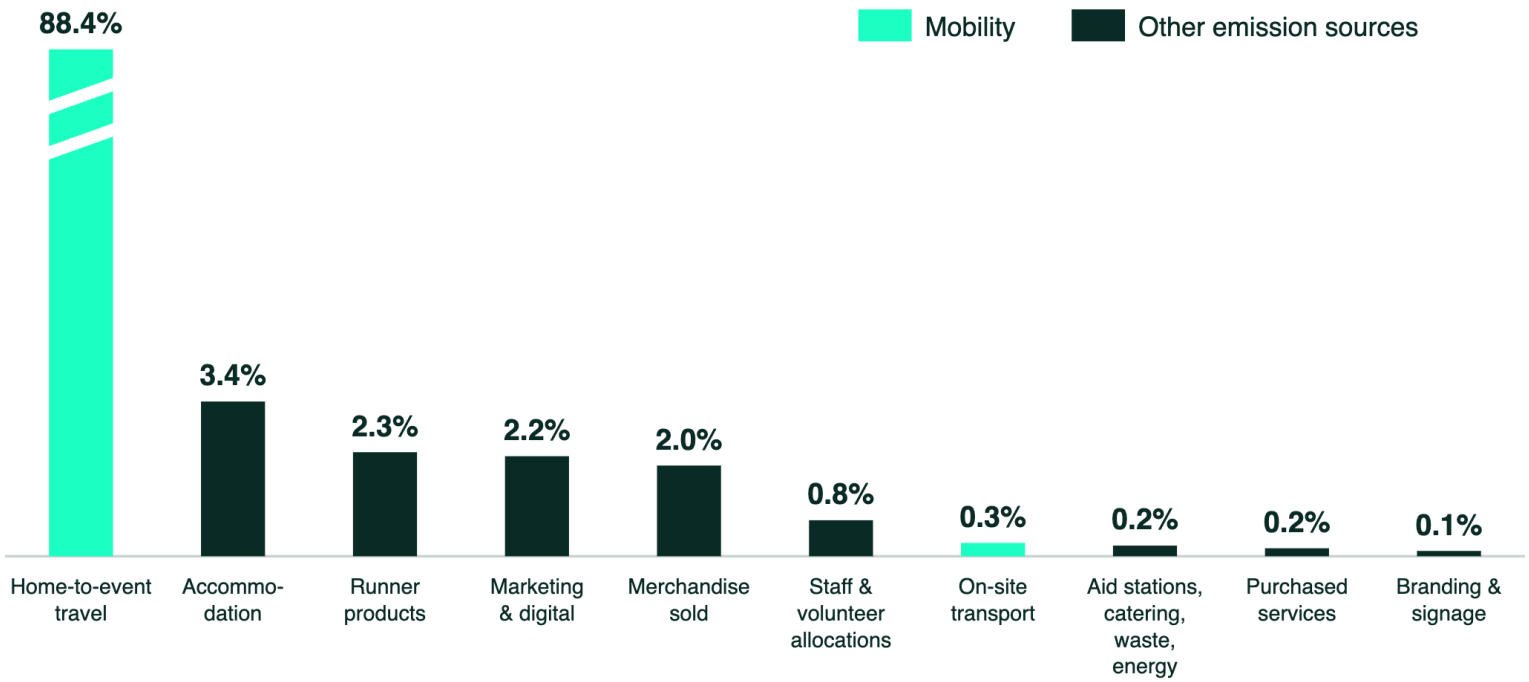


Figure 1: GHG emissions from the HOKA UTMB Mont-Blanc by category, as a % of total emissions – 2025

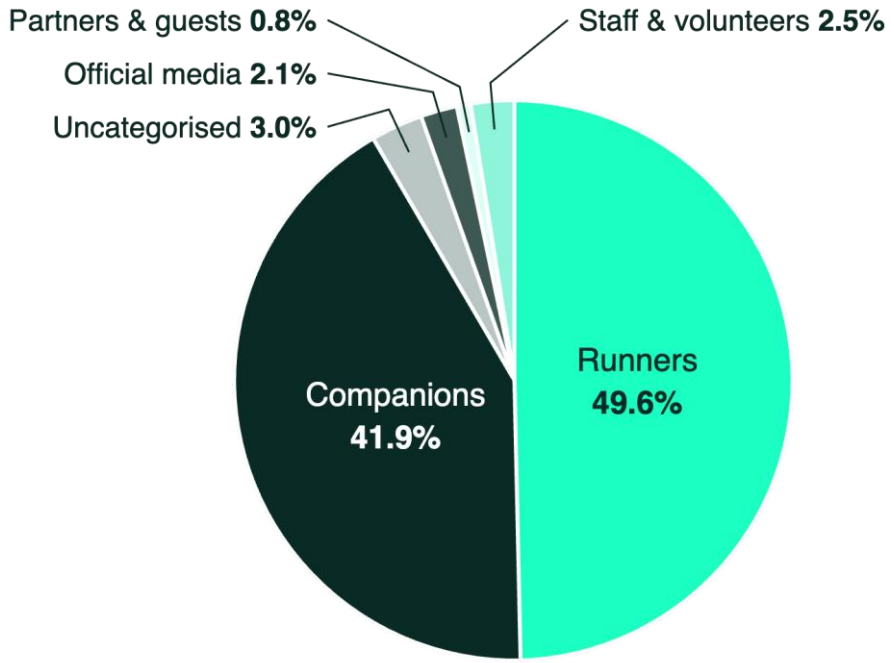


Figure 2: GHG emissions from the HOKA UTMB Mont-Blanc by population, as a % of total emissions – 2025

To identify the key area for improvement – transport

The transportation of participants, their companions, partners, staff, volunteers and service providers represents the primary source of greenhouse gas (GHG) emissions for the HOKA UTMB Mont-Blanc, with most impacts concentrated on travel to and from the Mont-Blanc valleys.

Plane represents **88%** of the emissions related to runners' and their companions' journeys between their homes and the event venue

48% of runners prefer to use a **car** as their primary mode of transportation

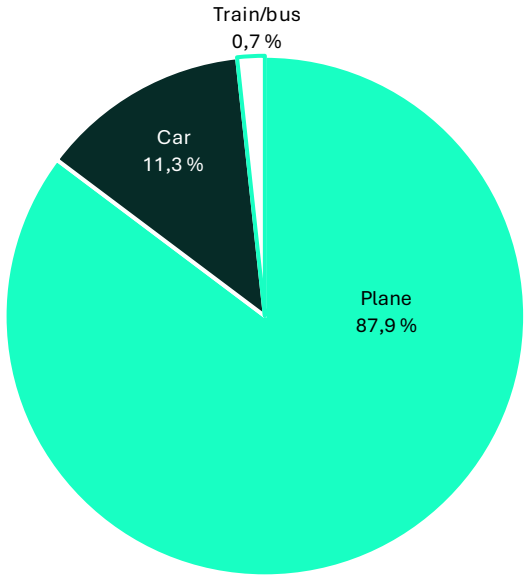
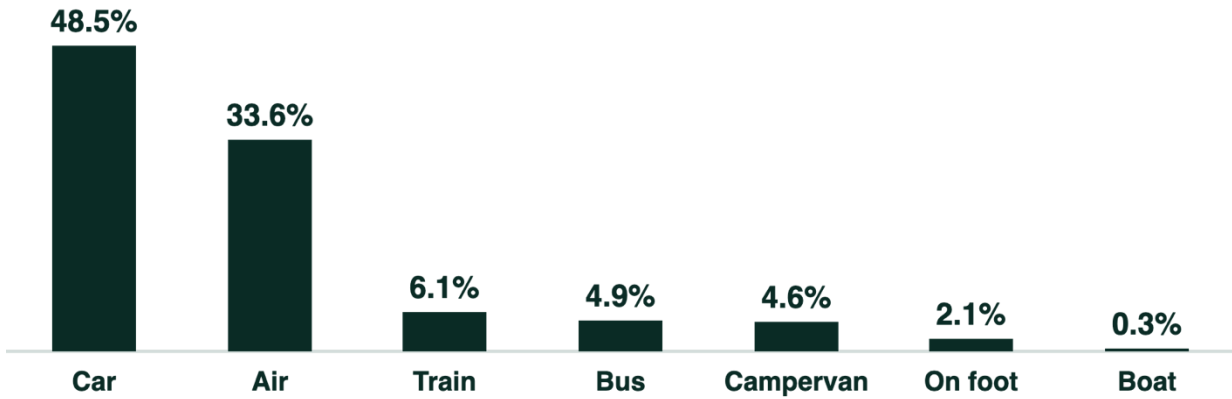


Figure 3: GHG emissions from the HOKA UTMB Mont-Blanc by mode of transport, as a percentage of emissions from runners' and supporters' travel – 2025

Figure 4: Runners by main mode of transport, as a % of total runners – 2025



And working towards lower-carbon mobility

The HOKA UTMB Mont-Blanc has adopted a carbon mitigation strategy in 2025, reinforcing its commitment to reducing the environmental impacts of stakeholders travel before, during and after the event.

TRAVEL TO AND FROM THE EVENT

REDUCE

Commercial offers to promote modes of public transport

REDUCE

Positive incentives for runners to choose a lower-carbon journey

ON-SITE TRAVEL

REDUCE

A shuttle bus service specially designed and organised by the event (to transport runners to the start line, enable companions to follow the races, etc.)

REDUCE

Transport plan including restriction access for private car using certain roads

CARBON FOOTPRINT

Collective program for runners, partners, exhibitors, and the organizer itself (volunteers and staff)

Environmental responsibility

On-site mobility

Reducing road congestion and local pollution

UTMB mobility plan

The HOKA UTMB Mont-Blanc has implemented a dedicated system to support participants, volunteers, companions and spectators in accessing collective transport solutions that reduce the carbon impact of on-site travel and road congestion. This centralised system is supported by four partners: ATMB, the Auvergne-Rhône-Alpes Region, Transdev and Chamonix-Mont-Blanc Valley.

Facilitating on-site travel through an optimised shuttle network

- More than €500,000 invested each year since 2023 to deploy shuttle services providing access to start lines and to follow the races.
- 120 buses mobilised for 15 routes operated and 28 stops served.

Regulating access by private car

Traffic restrictions, road closures and temporary parking closures are implemented during the races for safety and flow management purposes, particularly to reduce congestion in the valleys.

- More than 80% of strategic points along the course are now inaccessible by car, with places only served by UTMB Mobility shuttles or other organised transport solutions.



Reducing road congestion and local pollution

UTMB mobility plan

A device that is widely used and appreciated.

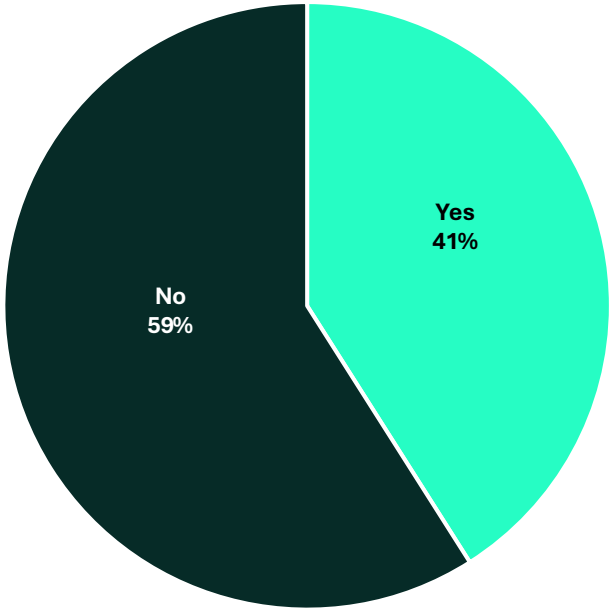
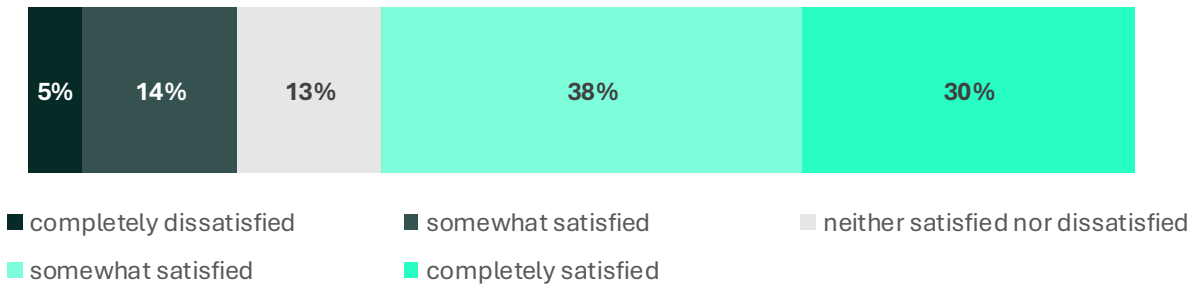


Figure 5: Use of UTMB buses by accompanying persons – 2025

Figure 6 : Level of satisfaction associated to the use of the UTMB Mobility program - 2025



Source: Results of the runner survey sent out after the event. N = 1493 respondents

Environmental responsibility

Upstream/downstream mobility

Reducing emissions from transport, upstream & downstream

2025 as the first step

REDUCE

Promoting public transport

In 2025, two exclusive offers were introduced with TGV Lyria and Alpytransfers to encourage lower-carbon mobility (train travel and shared transfers from Geneva).

CARBON CONTRIBUTION

A voluntary carbon contribution approach for runners with a participation from the organisation

In addition to its greenhouse gas (GHG) emissions reduction efforts, the HOKA UTMB Mont-Blanc has introduced a voluntary carbon contribution scheme for the 2025 edition.

This initiative aims to finance climate transition projects selected for their credibility, traceability and social and territorial co-benefits. It does not replace emission reduction actions under any circumstances but rather serves as an additional lever to support initiatives contributing to the climate transition.

The projects supported were selected in collaboration with EcoAct (now SE Advisory Services), based on strict criteria and recognised certifications (VCS, Low-Carbon Label), ensuring a high level of rigor in terms of selection methodology, monitoring and verification.



A carbon contribution to fund climate transition projects in France and Brazil

In 2025, approximately **23k€** collected & 100% reversed to 3 projects

21% of runners participated voluntarily
+ a contribution of €15,000* from the organization itself

Frangy – Haute-Savoie

Low-Carbon Label Project – arable farming

This project supports an organic farm committed to reducing its emissions and increasing carbon storage in soils. The measures implemented include the development of vegetation cover, the reduction of soil tillage and the increased use of organic fertilisers. It contributes to soil preservation, to biodiversity and the sustainability of local agriculture, in line with the climate challenges of the territory.

Chênex – Haute-Savoie

Low-Carbon Label Project – arable farming

Located near the Mont-Blanc territory, this project supports a farmer in the evolution towards more sustainable agricultural practices. It is particularly based on the optimisation of fertilisation and the establishment of vegetal cover, contributing to the reduction of greenhouse gas emissions and the improvement of soil biodiversity. The project is part of a local and resilient agricultural transition approach.

Serragem – Brésil

Transition to renewable biomass fuel

This project supports the energy transition of ceramic manufacturing plants in Brazil by replacing the use of wood sourced from deforestation with renewable biomass residues (açaí seeds and sawdust). It enables a significant reduction in greenhouse gas emissions while avoiding pressure on the Amazon rainforest. This project also generates significant social co-benefits, particularly in terms of local employment and community support.

approx. 900 tCO_2e avoided or sequestered

**Two sources of contribution in 2025: voluntary contributions from runners covering emissions related to their travel from home to the event (approx. €8,000), and contributions from the HOKA UTMB Mont-Blanc organisation covering emissions associated with event operations (staff and volunteer travel, aid stations, energy, marketing and digital activities, etc.).*

Establishing two key pillars of action to further mitigate the impact

2026 an ambitious strategy

A clear objective : by 2030,

reduce by 20%

the carbon footprint of the HOKA UTMB Mont-Blanc (2024 as a baseline)

REDUCTION PILLAR

Introduction of a 30% lottery boost

In 2025, the HOKA UTMB Mont-Blanc committed to encouraging lower-carbon travel by introducing a 30% boost on the chances of being selected in the draw for UTMB, CCC, OCC and ETC. This rule, which will come into effect on the 2026 edition, aims to encourage runners to choose the lowest-carbon journey possible to get to the event.

In practical terms, participants' commitment to respect the defined travel rules is valued from the pre-registration stage onwards, through the allocation of a boost that increases their chances of selection. This measure combines positive incentives with awareness-raising and support for the decision. The aim is to reduce greenhouse gas emissions associated with travel between home and the event.

CONTRIBUTION PILLAR

A mandatory carbon contribution and multi-stakeholder

From the 2026 edition onwards, the carbon offset program will be extended to all stakeholders and will become mandatory.

- For runners (regular athletes, elite athletes, influencers, media), exhibitors and partners, covering their emissions for the return journey between home and the event
- For the organization itself, covering the remaining emissions linked to the on-site operations (excluding accommodation-related emissions)

Environmental responsibility

Waste management & aid station

Taking action to minimise the amount of waste produced

Waste reduction is a key priority for the HOKA UTMB Mont-Blanc, which has been implementing a range of initiatives for several years. The event focuses on waste prevention, phasing out single-use items and improving waste sorting, with the aim of reducing the volume of waste generated and promoting its recycling.

BYOU – the HOKA UTMB Mont-Blanc: a pioneer in Europe

The organization is continuing the implementation of the Bring Your Own Utensil initiative, which involves no longer distributing disposable tableware (cups, cutlery, bowls) at base camps and aid stations. Runners and volunteers must bring their own reusable equipment for meals and drinks.

Awareness-raising and empowerment among populations

- Environmental rules in the race regulations
- Raising awareness among all participants
- Signage in sensitive areas
- Reminders of environmental rules throughout the event
- Strong incentives to reduce the number of promotional items and leaflets, including in the event village
- Option to decline the runner's gift at registration *(to date, only 2% of runners have chosen this option)*

Optimisation of logistics and reduction in packaging

- 100% of signage is reused and lent to six other events "by UTMB" as well as local events such as the *Marathon du Mont-Blanc*
- 0% paint on the trails
- Communication materials designed to last for several years (no date printed, allowing for reuse)
- Joint development with the partner Naak of a value chain enabling the provision of energy bars and drinks without individual packaging
- 0 plastic bottles except in cases of medical emergencies
- 100% of water points connected to the public mains supply

And optimising their end-of-life

Recycling and waste management

- Small bin bags are handed out when participants collect their race bib
- Specialist teams (including independent organisations such as Aremacs and Ecotrivelo) are on site to collect, sort and recycle the waste collected during the event
- Cleaning of sites and trails before and after the event
- Recycling bins available at all aid stations during the event – organic waste, recyclables, general waste

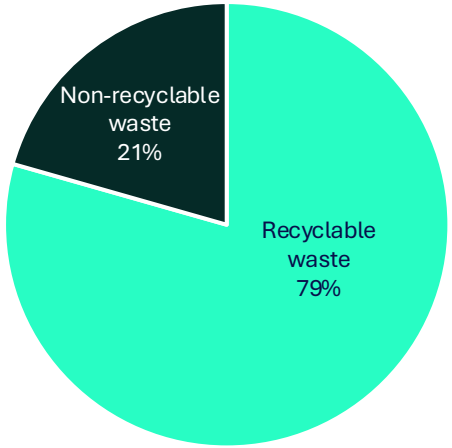


Figure 7: AREMACS 2025 Report – Waste generated in Chamonix

Main results

In 2024 and 2025, **reduction** of nearly **15 %** of the volumes of waste generated in Chamonix (place du Triangle et place du Mont-Blanc) – with the most significant reductions seen in household waste

-14,6 % in total waste generated between 2024 and 2025

-37,5 % household waste

-31 % organic waste

This reflects the effectiveness of measures to prevent waste, control the volume of items ordered, improve recycling and raise public awareness, in collaboration with Aremacs and EcotriVélo.

With only **129 g** of waste generated per person at the heart of the event, the waste production is well below the averages observed at other public events*.

**Source: Zero Waste x ADEME*

Get involved in responsible food systems

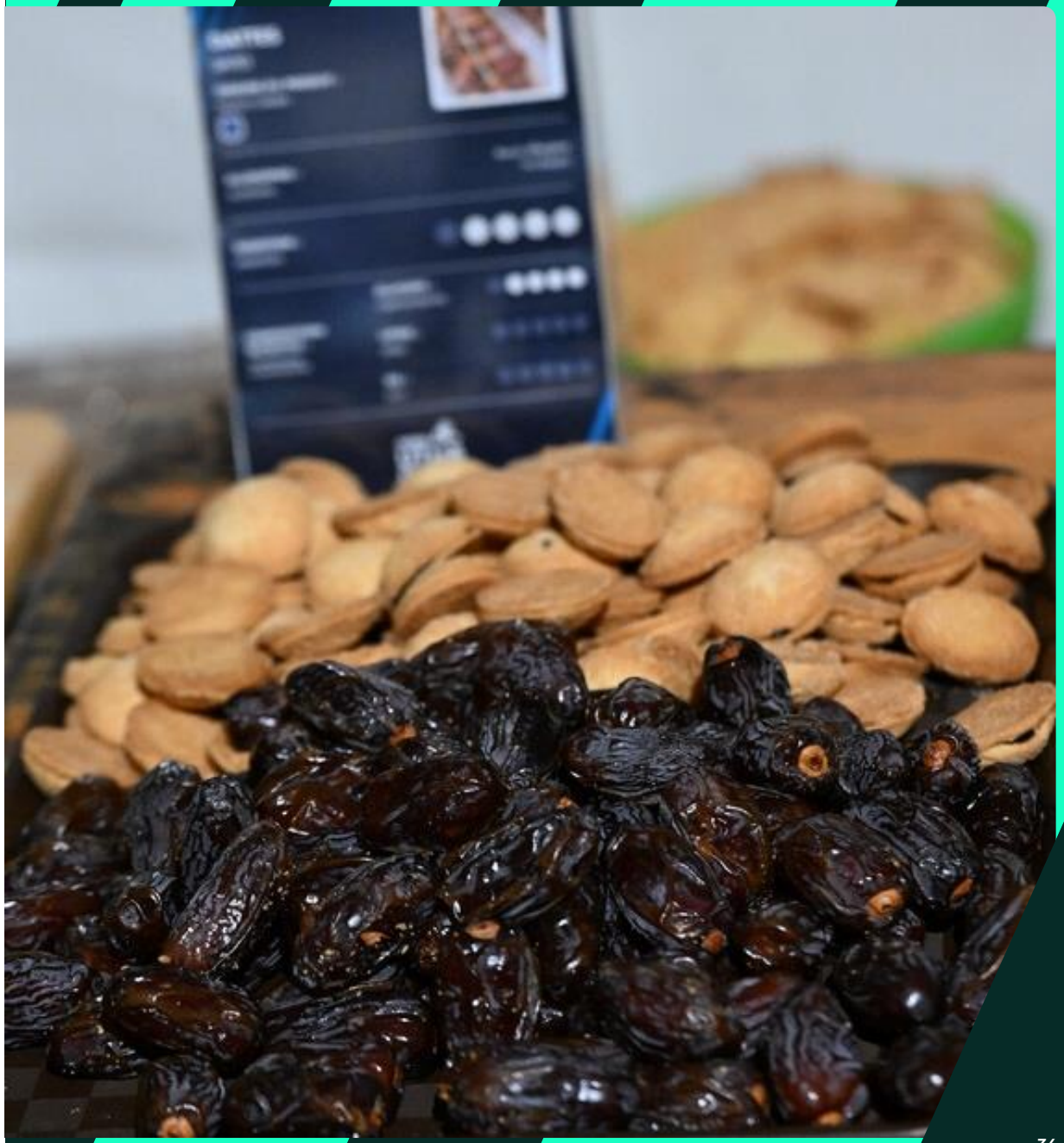
As part of its commitment to reducing environmental impact and promoting sustainable food practices, the HOKA UTMB Mont-Blanc deployed several concrete measures aimed to develop more responsible on-site catering, locally sourced and resource-efficient.

Aid station aligned with environmental and health considerations

- 40 % of products sourced locally and organically across all aid stations
- 100 % of aid stations (including post race meals) offer a vegetarian option and two aid stations are entirely vegetarian
- A clear labelling is provided to deliver “health-focused” nutritional information to runners

Food surplus management and waste reduction

- Adjusted planning of food volumes based on runner flow forecasts
- Redistribution of surplus, unconsumed food to local associations and/or redistribution initiatives
- Preservation and sharing of non-perishable food items with other events within the UTMB World Series



Environmental responsibility

Natural habitats

Taking action to minimise the event's impact on natural ecosystems

The Mont Blanc massif is one of the most popular hiking destinations in the Alps, particularly in July and August, when the trails are extremely busy. Preserving the natural environment and mountain trails is therefore a key priority for the HOKA UTMB Mont-Blanc.

Implementation and funding of research projects

Visitor numbers on the Mont Blanc circuit (TMB) – summer 2025

Study carried out by the Environment Committee of the Amis de l'UTMB Mont-Blanc association, under the auspices of Espace Mont-Blanc, and handled by Gautier Drouin, Master's degree in Geography and Mountain Planning -University of Savoie Mont-Blanc.

75 000 hikers between May and October 2025 who have completed the full Mont Blanc circuit *(70,000 between 10 June and 30 September)*

An eight-month work involving the creation of a map of stakeholders linked to visitor numbers on the TMB, the localisation of existing counters, and the development of a strategy for installing 9 new counters. This was followed by a field phase covering the entire summer period, involving counter-counts, interviews with local stakeholders and questionnaires for hikers, enabling the collection of qualitative data in addition to the quantitative data generated by the eco-counters. The analysis of the data during the autumn period enabled the production of the first visitor numbers report for the Tour du Mont-Blanc, intended for the Espace Mont-Blanc entity and the relevant local authorities.



CIFRE PhD project: "The socio-environmental responsibility of major trail running event's" by Félicien Tenas

Who? A collaboration between the University of Savoie Mont-Blanc x UTMB Group

When? From January 2025 to January 2028

Why?

1. To objectively assess the environmental, social and economic impacts of events.
2. To understand how social acceptance of an event is built, or not.

Through the restoration of trailpaths

Maintaining the trailpaths

Beyond the race period, the HOKA UTMB Mont-Blanc carries out annual trail restoration and maintenance projects on the mountain trails in the Mont-Blanc Region. These projects are carried out in partnership with local councils, Asters, and environmental and/or social integration organisations.

These initiatives aim to restore the trails, improve soil drainage, make passages safer and prevent erosion. They are carried out independently of any direct impact linked to the event, with a view to making a lasting contribution to the regions of Savoie, Haute-Savoie, Valais and Val d'Aosta.

In 2025, the restoration sites gathered **+50** people over **6 days**.

Trail restoration 2025

- Aosta Valley: Le Curru, Tête de la Tronche – Tsapy, Val Sapin
- Valais: Les grands cols de Balme – Montée à Bovine – Les Herbières (Trient)
- Valais: Col de la Forclaz – Entre bis de Trient et village - Trient
- Savoie: Lac Noir – col de la Gittaz – Passage du Curé
- Haute-Savoie: Les Houches (Work in progress) – Vallorcine (descent from the Col de la Terrasse)

10 years of restoration work

2024 – Projects completed in Bertone (Italy) – Hauteluce (France) – Col Chavannes (Italy) – Cormet de Roselend (France) – Lac Vernay, Col du Petit Saint-Bernard (Switzerland) – Les Houches (France)

2023 – Restoration: Chemin du Curé (73) – Beaufort (TDS) – ETC/YCC trail – Chemin de l'Anery in Les Contamines-Montjoie + Funding for solar panels at the Edoardo Camardella bivouac

2022 - Rehabilitation of the YCC and ETC trails (Italy) – Clearing of trails in the municipality of Vallorcine – Cleaning of drainage channels at Bertone (Italy)

2021 – Rehabilitation of the Bertone trail – Installation of water drainage channels, cleaning of existing drainage channels, channelling of the trail to prevent multiple tracks

2019 – Rehabilitation of the Tricot trail. Widening of the trail ascending to the Col Sapin on the CCC

2018 - Rehabilitation of the second section of the path leading up to the Col du Bonhomme, between Plan des Dames and the Col (Contamines-Montjoie)

2017 - Rehabilitation of the Trient – Les Jeurs path. + Creation of a path above Lake Verney (Col du Petit Bernard) to avoid the lake's wetland area. Creation of a path for the ascent to the Col des Pyramides Calcaires

2016 - Restoration of the wetland area of the Sausse mountain pasture

2015 - Restoration of the path between Plan Jovet and Plan des Dames, in the Contamines-Montjoie nature reserve

And global awareness

The HOKA UTMB Mont-Blanc places a priority on prevention. The race routes are designed in consultation with local authorities, nature conservation managers, alpine farmers and local landowners, with the aim of protecting the most vulnerable areas, minimising pressure on the environment and adapting the routes to environmental constraints. This approach is complemented by a mandatory framework set out in the race regulations, which requires all participants to respect the natural environments they pass through, the trails and environmental rules. Information and awareness-raising initiatives are also rolled out to participants and volunteers to encourage responsible behaviour throughout the event.

Environmental ambassadors

As part of its environmental initiative, the HOKA UTMB Mont-Blanc has set up an environmental ambassador scheme in collaboration with local partners, including Asters (the Haute-Savoie Nature Conservation Agency) and the University of Savoie Mont-Blanc. This program aims to strengthen on-the-ground presence and vigilance regarding the preservation of natural environments, respect for trails and raising awareness among users.

The environmental ambassadors are volunteers who receive specific training prior to the event to:

- Observe and report sensitive or fragile areas along the routes, during reconnaissance phases and throughout the event
- Support participants, volunteers and partners by reminding them of best practices to minimise impact — particularly respecting the ground, vegetation, wetlands and natural habitats
- Inform and raise public awareness about issues relating to biodiversity, trail erosion and the coexistence of different users (hikers, trail runners, herders, alpine farmers, etc.)

The International Year of Glacier Protection, established by UNESCO

As part of the International Year of Glacier Protection, the HOKA UTMB Mont-Blanc has organised several initiatives:

- A community run in partnership with HOKA and Hugo Clément to raise awareness among 200 people about the challenges facing glaciers
- Conference entitled “Glaciers and trail running : running within changing ecosystems”, led by Aurélie Martin, Jean-Baptiste Bosson, Sylvain Coutterand, Antoine Pin and Félicien Tenas in the event village
- Activities on the theme of glaciers during the children’s races, organised by the Centre de la Nature Montagnarde



04.

Economic contribution

Sharing value & promoting the region

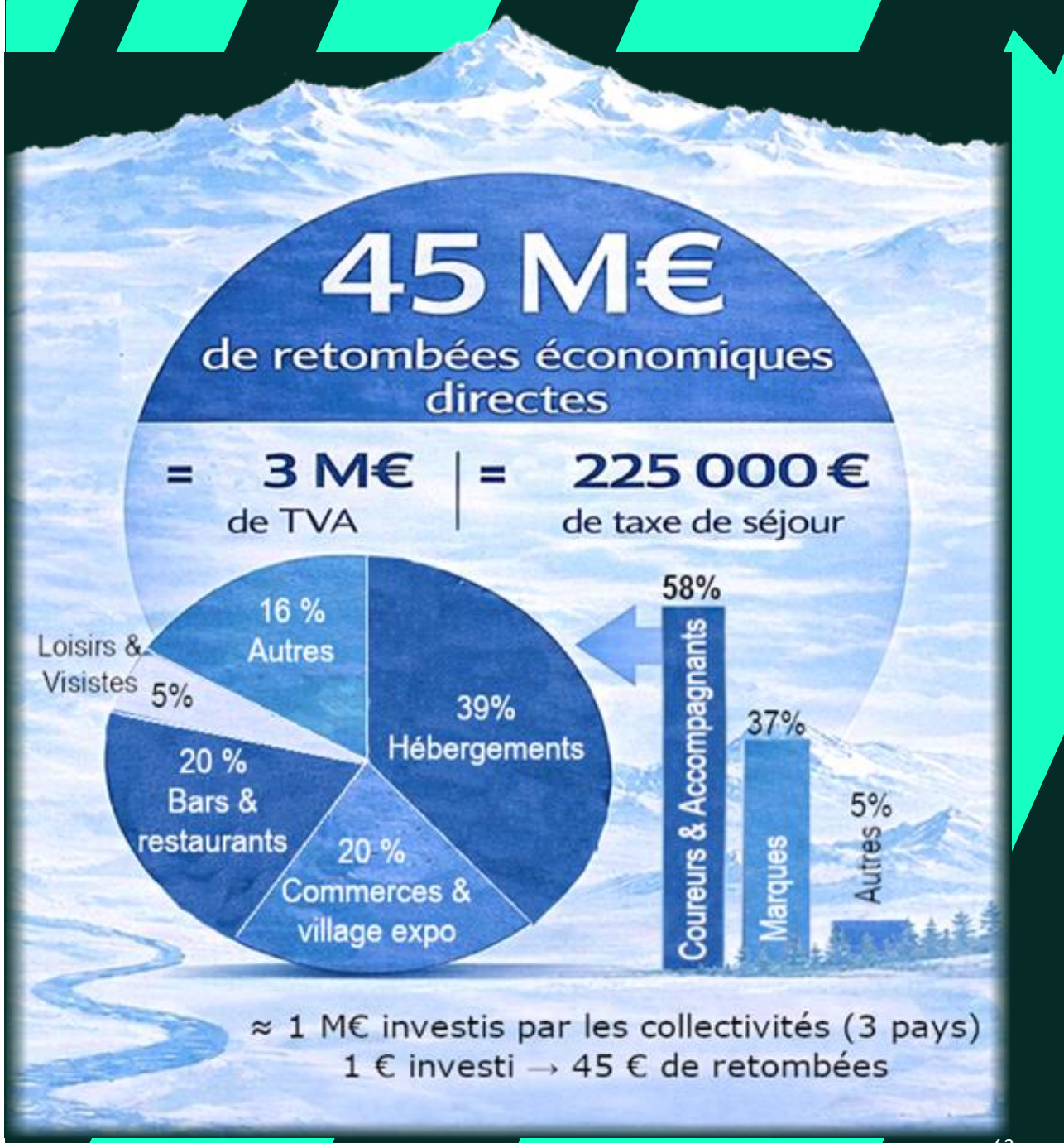
Understanding economic repercussions

The HOKA UTMB Mont-Blanc is an international event that makes a significant contribution to the local economy and enhances the appeal of the regions around the Tour du Mont-Blanc.

Each year, the event generates significant economic benefits for the valleys it passes through, particularly in the accommodation, catering, retail, transport and services sectors. The average length of stay for runners and their families is nearly six nights, encouraging longer, higher-quality stays spread across several municipalities and throughout the cross-border region (France, Italy, Switzerland).

With an operational budget of around €4 million, supplemented by €1 million in public support, the vast majority of which takes the form of in-kind contributions (provision of services, infrastructure, human resources, etc.), the HOKA UTMB Mont-Blanc generates direct, indirect and induced economic impacts across the Mont-Blanc region estimated at nearly **€45 M**.

This ratio illustrates a particularly efficient economic model: for every €1 invested by local authorities, the event generates around €40 to €45 in local economic impact.



And the impact on regional promotion

Beyond the direct economic benefits, the HOKA UTMB Mont-Blanc is committed to sharing the value created with the local communities. This involves supporting local organisations, engaging regional service providers, contributing to local environmental and social projects, and participating in responsible local governance.

This approach is fully in line with the 'Leave a Legacy' philosophy: to make the event a catalyst for balanced development, creating economic, social and regional value, for the benefit of residents, local stakeholders and future generations.

International influence and economic appeal

As a world-leading trail running event, the HOKA UTMB Mont-Blanc serves as an international showcase for the Mont-Blanc massif and the entire outdoor sector. The HOKA UTMB Mont-Blanc village has become an unmissable event for the sector, enhancing the region's appeal to international brands, media and economic players.

This positive impact contributes to the long-term establishment of numerous outdoor companies in Haute-Savoie and to the strengthening of a local ecosystem of innovation, expertise and jobs. As such, UTMB Group now employs nearly 100 full-time equivalent staff, spread between Chamonix and Annecy, contributing to a sustainable economic dynamic throughout the year.

Beyond the event itself, HOKA UTMB Mont-Blanc plays a key role in diversifying tourism offers, helping to create year-round appeal that complements traditional winter activities. Trail running is thus establishing itself as a sustainable pillar of tourism development in mountain regions.



UTMB House – head office UTMB Group



Conclusion.

Conclusion

This CSR report of the HOKA UTMB Mont-Blanc 2025 highlights a new stage of maturity in the pursuit of our societal commitments. It highlights initiatives that have been **already engaged** for several years or have been recently strengthened, setting out the path to excellence that we will follow in the next years. The year 2025 confirms the realisation of several major advances, the result of in-depth work carried out with our teams, our partners and local communities.

From an environmental perspective, our commitment to reduce our carbon footprint by 20% by 2030 is part of the continuity of our efforts towards resource sobriety. Strengthening our mobility plan, optimising waste management and financing climate transition projects reflect our concrete determination to scale our actions in line with current challenges. While transportation remains the primary challenge, it will continue to be a key strategic priority in the years ahead.

From a social perspective, we are reaching new steps in making participation more inclusive and equitable. The increase in female participation, the rollout of the Adaptive Athlete policy and support for parenthood illustrate the growing maturity of our values of solidarity. Our support for volunteers and local associations reaffirms the strong local roots that have defined the HOKA UTMB Mont-Blanc since its creation.

From an economic perspective, the economic benefits generated for local areas demonstrate the event's continued ability to create and share value, while strengthening local attractiveness and economic vitality in a spirit of mutual benefit.

The HOKA UTMB Mont-Blanc generates a wide range of impacts, which can be environmental, social and economic. Our historical responsibility is to acknowledge them with clarity and measure them with rigor. Transforming our challenges, particularly climate-related ones, into drivers of innovation and awareness is at the core of our development.

Our ambition remains true to our roots:

Leave no trace, Leave no one behind, Leave a legacy.

This triptych is not a slogan, but a framework that underpins our actions. It guides the next phase of our CSR approach, with heightened ambition in reducing emissions, transforming mobility, preserving natural environments and strengthening inclusion. This report is therefore not a starting point, but a key milestone in a long-term trajectory that we are committed to advance, document and share with all our communities.