

Sustainability update



"Sustainability plays an important role in the choices Maxeda makes."

At Maxeda DIY Group, we are continuously committed to various aspects of sustainability. To provide a clear overview of our progress in this area, we present this report. We begin with a short interview with Maarten Ramp, Our Director of Quality, Product Compliance, and Sustainability at Maxeda DIY Group. He is deeply involved in our organization's sustainable initiatives on a daily basis, making him the perfect person to share more about our efforts.

What does sustainability mean for Maxeda DIY Group and why is it an important topic?

Sustainability has long played a significant role at Maxeda, and in recent years it has also become a strategic pillar. This means that sustainability influences the decisions Maxeda makes and the policies it implements. We do this not only because we anticipate legal obligations, but mainly because all our business activities – including our stores, logistics and especially the products we buy and sell - have an impact on the climate, biodiversity, raw material use and all stakeholders in the entire supply chain. We all share the responsibility to minimize global warming as much as possible. Through this policy, Maxeda is taking responsibility to contribute to this effort.

What are the biggest achievements we made in this area over the past year?

Collaboration with manufacturers and suppliers of our products is key to reducing CO2 emissions. Approximately 55% of Maxeda's emissions stem from the production process of its products, and around 40% from energy consumption during the use of these products by our customers. Since Maxeda doesn't produce products itself, we rely on collaboration with manufacturers and suppliers. However, we do have an influence over the selection of suppliers and our product range. Recently, we have integrated these considerations into Maxeda's Sustainable Purchasing Policy. Now, in addition to price, quality, and delivery reliability, sustainability criteria also play a role in selecting suppliers and products.

Another positive development is our collaboration with other retailers in this area. Many retailers face similar questions and need the same information from suppliers, so harmonizing these inquiries prevents a proliferation of different questionnaires and methodologies.

Therefore, EDRA/GHIN has established a Taskforce Scope 3 emissions to create a standardized method for collecting CO2 data.

Lastly, our collaboration with external consultants from BearingPoint has been incredibly beneficial for our sustainable progress. They have guided Maxeda throughout the entire sustainability journey in a professional, knowledgeable and pleasant manner. Without their guidance, we would not have been able to advance our sustainability program as we have.

What are our ambitions for the coming period?

In the coming period, Maxeda will continue to focus on the five core initiatives to structurally reduce our carbon footprint. The emphasis will be on partnering with suppliers and rolling out and implementing the Sustainable Purchasing Policy.

Cross-departmental efforts are a key component of our strategy. Our IT department, for example, is developing a centralized system to gather and manage all sustainability-related data, making it easier to report and monitor our progress. This will result in a comprehensive sustainability dashboard. In collaboration with our Controlling department, we are diligently preparing CSRD reporting. This involves assessing Maxeda's impact on the climate and vice versa, the associated risks, and measures to mitigate these risks as much as possible. Communication remains a crucial element; we will continuously raise awareness among our employees and customers about Maxeda's sustainability efforts. Finally, we will assist customers with product information, do-it-yourself advice, and step-by-step plans to help them make more eco-friendly choices and enhance the sustainability of their homes and gardens.



Maarten Ramp

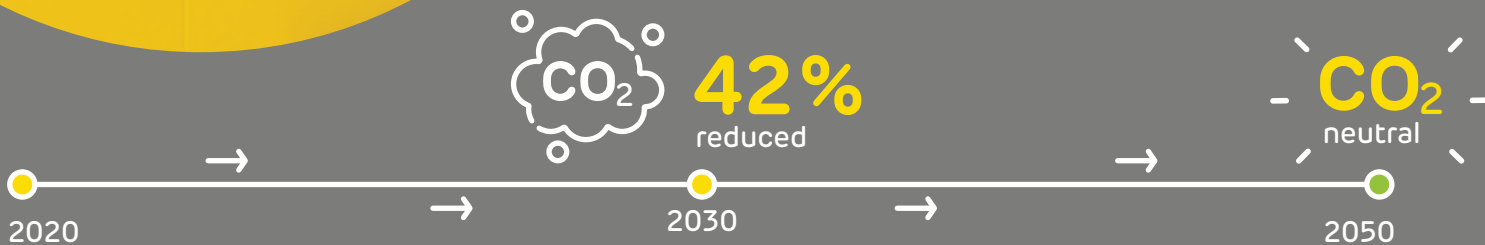
Director of Quality, Product Compliance and Sustainability



Our mission and vision

We serve all Makers, from beginners to more experienced. Through our stores and online, we help with advice, inspiration and the largest offline and online range to make sure every DIY job can be done in the best way.

Our goal is for our store formulas to become the top-of-mind DIY retailers, offering a wide range of sustainable products to make homes eco-friendlier and more beautiful. In doing so, we help Makers contribute to a more sustainable world through DIY projects. In addition, as Maxeda, we aim to reduce our CO₂ emissions by 42% by 2030 compared to 2020 levels and are committed to achieving carbon neutrality by 2050.



Our ESG strategy

Our Environmental, Social & Governance (ESG) strategy focuses on three core pillars: Our people & society, Our stores, head offices & supply chain and Our products.

For each pillar, we are committed to contributing positively to the environment, society, and our organization through various existing and new ESG initiatives. By implementing these initiatives in the coming years, Maxeda aims to achieve a 42% reduction in its carbon emissions by 2030 compared to 2020 and to be carbon neutral by 2050.

→ Read more about this on the next page!



Stronger together through SBTi

In 2023, we joined the Science Based Target initiative (SBTi), a global initiative that supports organisations in setting scientifically grounded climate targets aligned with the latest climate science.

SBTi helps companies and institutions take effective measures to limit global warming and contribute to global climate change efforts. Maxeda aims to have its sustainability targets validated by SBTi by October 2025.

In addition, we have joined the EDRA/GHIN - European DIY Retail Association / Global Home Improvement Network Scope 3 Taskforce to work together with our stakeholders to reduce Scope 3 CO₂ emissions. Scope 3 emissions refer to indirect greenhouse gas emissions that occur in a company's value chain, including both upstream and downstream activities, such as emissions from purchased goods and services, transportation, and product use. This is defined by the Greenhouse Gas Protocol (GHG Protocol), a globally recognized framework for measuring and managing greenhouse gas emissions, providing standards and guidelines for organizations to map their direct and indirect emissions.



Our people & society

Through the initiatives in this pillar, we focus on being an inclusive and diverse employer. We believe it is important that employees from diverse backgrounds feel welcome and that everyone has equal opportunities to advance and grow. We also aim to raise awareness around sustainability among our employees. Some of the initiatives we have undertaken include:

- 1 Awarding the **Praxis Diversity & Inclusion award** of the year to Praxis Eindhoven de Hurk.
- 2 A **survey** on **vitality & inclusion** was conducted among employees at Praxis and the Brico head office. In addition, we have set targets for improving the **gender balance** at Praxis.
- 3 **Praxis Makers Fair** and **Brico Makers Fair** were dedicated to sustainability. Colleagues learned more about our sustainability efforts and how our suppliers are involved.
- 4 Our **Brico Klushelden** project is a great success and has already helped 93 schools carry out their DIY projects and create a **better learning environment** for children.



Our stores, head offices & supply chain

This pillar includes initiatives to reduce CO2 emissions from all our stores in the Benelux, the two head offices and distribution centers. Additionally, significant CO2 emissions result from the production, transport and use of our products. Through saving measures and future-proof solutions, we aim to reduce the CO2 footprint of this pillar. In recent years, we have launched the following initiatives:

- 1 **Optimized energy consumption** in stores by implementing an **energy dashboard** to monitor emissions. Additionally, we have opened several energy-neutral stores and are making sustainability improvements in both Praxis and Brico stores by installing solar panels and heat pumps. Brico has also opened a nearly energy-neutral head office.
- 2 Praxis and Brico collect **LED bulbs, batteries and power tools** every year.
- 3 **Enhancing the sustainability** of distribution centers through various initiatives, including installing over 12,000 solar panels. Additionally, we use electric trucks for transport, have on-site electric vehicle chargers, minimize paper usage, and continuously improve waste sorting and the use of alternative packaging materials.



Our products

Our third pillar focuses on our products. For example, we aim to reduce the use of plastic, prevent resource depletion and reduce pollution. We are also expanding the range and visibility of sustainable products. Some of the initiatives we have taken in this area over the past year include:

- 1 Collaborating with our suppliers to make our **assortment more environmentally friendly**, for example by reducing packaging materials. We encourage this by considering sustainability when selecting suppliers and products.
- 2 A large portion of our wood and wood-containing products is **certified** (FSC or PEFC).
- 3 Last year alone, we implemented successful measures that resulted in the **reduction of 50,000 KG plastic** in the packaging materials of our Own Brand products.
- 4 We offer a wide range of products that help customers **make their homes more sustainable**.

Plans for the future

What will focus on in the near future



Diversity & Inclusion

The Diversity & Inclusion project group is rolling out a plan for improving the gender balance in leadership positions.



Our people & society

Sustainability dashboard

A sustainability dashboard that displays the progress of key sustainability parameters for all employees.

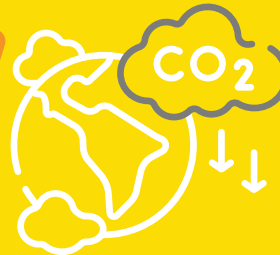


Video series

A video series that provides more insight into sustainability practices among suppliers of our Own Brand products.



Our stores, head offices & supply chain



Emissions plan

A concrete action plan for the 10 stores that cause the highest emissions per square meter of floor space.

Purchasing process

The Sustainable Purchasing Policy will be fully integrated into Maxeda's purchasing process.



Cardboard packaging: 80% recycled

All cardboard packaging of our Own Brand products will consist of at least 80% recycled material.



Our products

No Styrofoam

Eliminating the use of EPS (styrofoam) in the packaging of our Own Brand products.



This is how we contribute

And ensure that we can continue to enjoy our planet for years to come.