





Welcome to the fourth edition of the Social Highlights of Maxeda DIY Group, in which we will describe in detail various social initiatives of 2020/21 Benelux.

Melithsa Demmers HR Director Praxis



We would first like to thank our 7,000 colleagues in Belgium, Luxembourg and the Netherlands for their exceptional hard work during the last year. We are thankful more than ever for the culture that prevails within Maxeda. Our cultural values of 'Open, Active and Positive' form a fundamental basis on which we have been able to take decisions that are crucial for success in times of crisis.

We had two priorities that were central to us from the very start of the corona pandemic. One was the health and safety of both our employees and customers. And number two was to provide our customers with the best service and do-it-vourself products, both from the stores and online. Due to the good collaboration of all teams in the stores and main offices, it was possible to successfully realise these two priorities. This would not have been possible without the flexibility and speed of the teams. Time and again, our employees were able to adapt to the new measures. In these unusual times they displayed team spirit and solidarity and helped one another whenever necessary. It is thanks to their efforts that we as an organisation have been able to realise some good results.

It would have escaped no one's attention that right from the start of the corona pandemic we constantly had to reformulate clear policies in which the health and safety of our employees in both the stores and head offices were a priority. The Operations department in turn ensured that there were clear and complete instructions for our stores, so that suitable precautions could always be taken everywhere in order to ensure a safe working environment and to allow the customers to shop safely. These operational measures were supported by various technological modifications in the systems and on the website, which the IT department was able to realise in no time at all. Tremendous work was carried out particularly in the area of e-commerce so that we were able to respond to the enormous increase in online traffic. Options such as 'Reserve & Go' (Belgium) and 'Order & Collect' (The Netherlands), and 'Shopping by appointment' were set up in a very short period of time. And do not forget: all our head office staff were able to work from home right from the very start of the first lockdown. So we can look back proudly and with some degree of amazement at the dedication, resilience and perseverance of our team.

Communication plays an important role, particularly in times of crisis. Through various channels employees were constantly kept informed of the latest situation. For example, through the Wij/Nousapp, our internal social platform, we managed to keep our employees directly informed about coronarelated news via videos and messages.

In 2020, the activities were not all related to corona. Because we consider personal development to be so important, the training and development of our employees also received our particular attention in 2020. We gave our online learning platform, the Maxeda Academy, an upgrade which improved the navigation on the platform and made information more accessible. We also organised a visit to our supplier J.W. Ostendorf, and employees were welcome at events such as the Makers Fair and Praxis Makers Fair, During these events, employees were able to become acquainted with new product ranges, take part in workshops and meet suppliers, so that we can provide our Makers with even better do-it-yourself advice. Due to corona, online learning has accelerated enormously and various

training courses were given online. This ensured that employees could continue working on their personal development. Also when it came to the introduction of new employees, there was also a shift towards online possibilities. In 2020 it was the first time that new employees of the head office in Brussels

An important theme that we were able to develop further in 2020 was Employer Branding. In 2019, the first steps were taken in creating a special 'Working at' site for Brico, which went live in 2020. In addition, internal mobility at Brico and BricoPlanit as well as Praxis has been improved further. A new platform has even been created in the Netherlands that makes it easier for employees to check out internal vacancies.

and job students of Brico and BricoPlanit were

welcomed to the organisation online.

Other HR initiatives were also considered in 2020. In Belgium, well-being was high on the agenda and the programme 'How do you feel at work?' was started. In the Netherlands extra attention was given to absenteeism management, whereby the company took charge of the absenteeism signal system and a new collaboration has since started with new Arbo (health and safety) partners. In order to take an extra step in our Diversity and Inclusiveness Policy, a collaboration started with Schakelpunt Landelijke Werkgevers (National Employers Switch Point).

All in all, some fine HR initiatives about which we can tell you more in this Social Highlights and of which we are rightly proud. This all would not have been possible without our colleagues. So thanks once more to our colleagues for applying our cultural values, their hard work and resilience in these unusual times.



BE-NL

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The largest DIY retail chain in the Benelux

Maxeda DIY Group is the largest DIY retailer in the Benelux with Praxis in the Netherlands and Brico and BricoPlanit in Belgium and Luxembourg. These retail chains are represented by 341 stores, both owned and in franchise form. Maxeda DIY Group has more than 7,000 employees, around 60% of which work in the Netherlands. Together the stores have a total surface area of over 1 million m² with more than 1.5 million customers each week in the stores and online.



Our store formulas



Brico

Brico is the DIY market leader in Belgium with a wide range of DIY products, and home decoration and garden products, combining well-known brands with the company's own brands. Brico supplies inspirational products and services for all makers, both experienced and beginners. Brico currently has a network of 136 stores in Belgium and Luxembourg: Brico and Brico City.



BricoPlanit

BricoPlanit is a chain of 13 megastores (including Briko Dépôt) in Belgium. As a multi-specialist, BricoPlanit offers the largest possible range of products for DIY projects, from building materials to home decoration and garden products.



Praxis

Praxis is a leading and well-known DIY brand in the Netherlands. Praxis responds to the wishes of all makers, from beginners to experienced DIY enthusiasts, with the best range of products. Praxis has 192 stores: Praxis, Praxis Megastore, Praxis Megastore & Tuin and Praxis City.



BE-NL

Make it Easy

Maxeda DIY Group devotes itself to making everything easier for the customer, both in the stores and online. With the 'Make it Easy' strategy we want to make it easier for our makers by investing in our five engines of growth (Store, Product, People, Digital and Home). If we do this well, we will be able to create a seamless omnichannel customer experience and remain top-ofmind amongst DIY customers in the Benelux.

In order to be able to fully do justice to our engine of growth 'People', in 2020 Maxeda DIY Group launched various initiatives in Belgium and the Netherlands, which contribute to a better work environment for our employees.

Belgium

- 1. Makers Fair 2020
- 2. Brico.jobs.be
- 3. How do you feel at work?
- 4. New welcome brochure for Brico and BricoPlanit
- 5. Online welcome for our job students
- 6. Promoting internal mobility

The Netherlands

- Absenteeism signal managed by the company itself and new Arbo (health and safety) partners
- 2. Internal mobility: new platform for communicating internal vacancies
- 3. Praxis Makers Fair
- 4. JDA upgrade
- Store of the Year/Store Manager of the year 2019



Our people and cultural values

Our 7,000 employees together form one of the engines of growth: People. They have a passion for what they do and are always ready to help their colleagues and customers. We believe that by being Open, Active and Positive, we are able to work together in a pleasant manner and thereby make a difference. Through various initiatives we give our employees tools for applying these cultural values in their daily work. This is reflected in how they interact with the customers as well as with one another. By investing in our employees and customers, and working as a team in an open, active and positive culture, we are able to achieve results more easily, and together we ensure that we can all grow. Everyone is welcome.





Belgium



The Makers Fair 2020

The 2020 edition of the Brico Makers Fair broke all records: 125 suppliers and 1,600 visitors attended. It was the meeting place for our employees to discover the latest trends and technologies, to meet suppliers and to take part in training modules and info sessions. It was an ideal opportunity to network with colleagues from other stores. Attention was also given to the cash register teams, they could attend the Scan & Smile workshop. As with all the other years, this was a very successful event.



Jobs.brico.be

Since May 2020, Brico has been putting itself in the spotlight with its own job vacancies site: jobs.brico.be. The purpose is to improve the image of the Brico and BricoPlanit brands as employer. to increase the visibility of the vacancies and to attract new talent for the stores and the head office. An advantage of this mini site is that the recruitment process is made easier, both for external and internal candidates. There is also a lot of information available about our company. the organisation of our departments and the jobs in the stores. Together with the contribution of the employees of Brico and BricoPlanit who have shared their professional experience in short video clips, the corporate identity of our website has become very dynamic. Visit iobs.brico.be for more information.



A new, unique welcome brochure

As part of the employer branding strategy, Brico has put together a new joint welcome brochure for the Brico and BricoPlanit brands. This has been developed using the same corporate identity as our mini site and is available on our intranet via the Human Resources Department. In the brochure, new employees can find information about our organisation, strategy, values and sustainability obligations. We wish to give them as many tools as possible to understand our organisation and provide them with keys to succeeding in their new job.



Digital welcome for students

In order to optimally and safely prepare job students for their job in the store, this year we have opted for an online training module. A few days before his or her first day at work, the student receives an email with a link to the training platform. This digital pre-welcome module consists of clips, brochures and documents that can be viewed via a computer or mobile phone. The module is also accessible via a QR code. As face-to-face information sessions were not possible due to corona. this is an efficient and safe alternative for distributing information. Furthermore, the information can be modified without having to change the link and users can open the digital module as often as they wish. In this way, everyone receives the same information, which is a huge benefit for the store managers. Other online onboarding modules will be developed in the future for all positions in the stores.



Belgium

Internal mobility within Brico and BricoPlanit

The skills of our employees, their knowledge of the organisation and the retention of talent are all reasons why our organisation prefers to seek internal promotion. In line with this, each year there are development talks, follow-up meetings and personnel overviews (BricoPlanit). These are all instruments that we can use to investigate which profiles can be developed in the short, medium and long-term. They also allow us to set up targeted support to ensure future promotions. The development of profiles is crucial for the growth of our organisation. Clear proof of this is that 67% of regional managers as well as 30% of BricoPlanit sector managers and Brico departmental managers are the result of internal promotions. In 2020 we promoted around 30 people to various positions.







Questionnaire about well-being on the shop floor

In February 2020, 1,959 employees took part in a questionnaire focusing on well-being at work. This psychosocial study, SENSOR, was organised for the employees of the stores. The participation percentage was 78%. This high response provided us with a reliable picture of the situation, allowing the results to be applied within Brico and BricoPlanit. The study results revealed the following:



feel the need

to relax

82.2% of the respondents are committed to their work. They are full of energy and are interested in their job.

81.6% enjoy their work and believe that they carry out interesting work at Brico and BricoPlanit.



32.1% of the respondents feel the need to relax. They feel tired at the end of the day and need time to relax and recover.

Following on from these results the plan was to implement a general plan of action to carry out improvements, but the corona pandemic unfortunately caused these plans for 2020 to be shelved. This plan of action will be continued in 2021 with an initial focus on the seven priority motivation sources (including providing opportunities for growth, promoting challenging and varied work and transparent remuneration), which will be converted into concrete actions together with the management teams of the stores and the social partners.

Zo voelt u zich bij BrtcoPlanit

Welzijnsenquête Sensor 2020 Onze resultaten





attentio

The Netherlands

Internal absenteeism signal and new Arbo (health and safety) partners

In 2020 we worked hard on setting up the new absenteeism supervision for the head office and stores. On 1 January 2021, we set up a 'customised scheme' where Praxis works with the company 'De Nieuwe Arts' in supporting company doctors and with the Reintegration Specialists (RIS) of HCS Verzuimservices for matters such as impending and long-term absenteeism. In addition, we have taken over the administration of the absenteeism system 'Verzuimsignaal'. This provides many more possibilities, which includes an app for managers. In order to effectively inform the store managers of these changes, various online workshops were held. An E-learning training programme was also developed and intervision sessions were held with managers, during which experiences were shared and people could learn from one another. And lastly, the roles of all those directly involved in absenteeism or have a supporting role in this were clearly set out. This helps managers and employees to know where they are in the absenteeism process at any particular moment, what they should do and what they can expect and from whom. We expect that this will help to provide a positive development in absenteeism.





Internal mobility: new platform

At Maxeda DIY Group we promote the internal mobility of our employees. In order to promote this, Praxis has created a protected online environment which shields the page from search engines, so the vacancies are first exclusively shown to internal candidates. The advantages of this platform are that there is uniform procedure, all employees can access the platform and internal candidates are given priority. The vacancies are for the stores as well as the head office in Amsterdam. Depending on the context, the vacancy can also be published externally. In doing so, we can make the career opportunities within Praxis/Maxeda DIY Group as wide and transparent as possible.



Praxis Makers Fair

Following the example of our Brico colleagues, on 12 and 13 February 2020 Praxis organised a Makers Fair for employees in the Werkspoorkathedraal in Utrecht, During this products fair. Praxis colleagues from all over the country could meet one another and become acquainted with important suppliers as well as the latest products. During this fair, over 25 interactive workshops were organised so that people could learn more about the products and test them out. The 250 stands of the 100 different suppliers were visited by more than 2,000 enthusiastic employees. The contact with colleagues from other stores and the possibility of asking suppliers questions directly were seen as particularly valuable. Unfortunately, the 2021 Makers Fair had to be held online, but we hope to be able to organise a physical event again in 2022.



The Netherlands





Store of the Year / Store Manager of the Year 2019

Unfortunately the prizes for Store of the Year and the Store Manager of the Year could not be handed out during the annual Praxis day as is usually the case. In the summer of 2020 when the measures were relaxed a little, the Praxis Management Team still managed to go to the winners to hand out the awards. The Store of the Year 2019 was Praxis Heerhugowaard. This store clearly considers team spirit, the right products in store, attention to the customer and a tidy store to be priorities. The Prize for Store Manager of the Year 2019 went to Ed de Way, Store Manager of Praxis Zoetermeer. Not only does Ed ensure that the store runs smoothly, he is also committed to the development of his team members and always manages to keep team spirit hiah.

JDA upgrade

In 2020 the Praxis stores were upgraded with the latest release of JDA WFM. This was necessary in connection with design improvements. After a comprehensive test phase by the relevant departments, staff and managers stores, the upgrade went live in September. In January 2021, the WFM app was launched. This allowed store employees to quickly check their roster, indicate their availability, ask for time off or view their due days. The app comprises the same functions as the website and is particularly intended to make the use more accessible and easier for the store employees. Now they can look at everything on their mobile phone instead of first logging onto a computer. Further improvements will be made this year of JDA WFM, both in app and on the website.





COVID-19 impact on Maxeda

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COVID-19 impact on Maxeda

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It has been an extraordinary year in which the safety of our store workers and customers were, of course, the highest priority right from the beginning. We implemented a large number of safety measures, from masks to hygiene columns and from plexiglass at the checkouts to cleaning the shopping trolleys. In addition, we informed customers about these measures through, for example, posters, advertisements in newspapers, online newsletters, commercials and our websites.

At the operational level, our employees on the front line had to endure a great deal. At the start of the pandemic there was a great deal of uncertainty, which resulted in stress for a large number of employees. As many consumers started to carry out DIY jobs there was an enormous surge of customers in the stores. Though the stores in both Belgium (April 2020) and the Netherlands (December 2020 - April 2021) were closed for some time, the work pressure remained high throughout the entire year. This was exacerbated by extra stores that were set up as SHD stores and all the orders that had to be prepared for 'Reserve & Go' and 'Order and Collect'. In part because of corona, absenteeism was higher than average and it was a constant challenge to maintain the staffing levels of the stores. Despite all this, the prevention teams have carried out superb work and the corona infections amongst employees fortunately remained low.

The employees at the head offices in Brussels and Amsterdam also had to make the necessary adjustments. Travelling to work was kept to a minimum, with large numbers of employees working from home. In part thanks to the versatility of the Brico and Praxis teams, our online activities soon accelerated. They further developed and expanded our digital platform through our websites, mobile applications, Cross Dock 3.0, 'Order and Collect' and 'Shopping by appointment'. Even though the Supply Chain had to face the necessary challenges regarding the stocking and transport of products abroad, our teams working from home still managed to ensure that our stores were stocked and supported as well as possible. This certainly helped our colleagues in the front line to continue providing our customers with excellent service.









Interview with Rudi Schautteet

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In these Social Highlights we interview Rudi Schautteet, HR Director at Brico & BricoPlanit, and Melithsa Demmers, HR Director at Praxis. They take us through a Social Highlight that was central to them in 2020.



Social elections, important event in Belgium

What do the social elections involve precisely?

Rudi: "In Belgium, there is a global democratic framework of social consultation between the employer and employees, just like in politics. This framework ensures the participation and the contribution of employees in establishing, for example, work and pay conditions. The social consultation is an important cornerstone in collaboration and the search for effective and realistic solutions for diverse problems. In various bodies, such as works councils and the safety, prevention and well-being committee, the employees are represented by members of the social partners. The election of these representatives, which is referred to as the social elections, is organised every four years."

When do the social elections take place?

Rudi: "The elections were meant to have taken place in May 2020, but this was the time when the pandemic was at its height. The elections were therefore postponed until November 2020. For the stores the elections were organised in the traditional manner apart from the implementation of a package of safety measures so that everything could be carried out safely. And for the head office, the elections were carried out by post, in part because everyone was working from home."

How did the social elections go for Brico and BricoPlanit in 2020?

Rudi: "We can certainly look back on a successful election. A lot more preparation work had to be carried out by the HR team, but everything went smoothly. Everyone was able to vote, with large numbers of employees taking the opportunity to do so, which is good considering the democratic character of organising social dialogue. In the meantime, new advisory bodies have been set up, the new members have assumed their positions and together (employers and employees) are trying to develop a healthy, effective and positive social structure."





SOCIALE VERKIEZINGEN 2020







Interview with Melithsa Demmers



Collaboration 'Schakelpunt Landelijke Werkgevers'

How did the collaboration between Praxis and 'Schakelpunt Landelijke Werkgevers' come about?

Melithsa: "This collaboration came about through the contacts we had had for many years with UWV and 'Schakelpunt Landelijke Werkgevers' (National Employers Switch Point). This was mainly local/ regional, but there was never any collaboration on a national level. We had always known how to contact one another (who were the contact persons of UWV, the municipalities) and if we put forward candidates (Unemployment benefit, Incapacity insurance for the young disabled benefit and Incapacity Insurance), the expectations of both sides were not always that clear. Schakelpunt, UWV and the municipalities wished to have a more serious approach and started to work with what they called 'arrangements'. This was a form of collaboration with a single set of uniform agreements that were implemented nationally. These mutual agreements delivered benefits for both sides; the employer could meet its demand for personnel in a socially responsible manner, the regional labour market could guide more candidates towards work more efficiently, and the candidates were given the opportunity to build a more independent existence through work. As there was not yet any large DIY/retail employer who had arranged a similar agreement, we were very happy to take the opportunity to set up a national collaboration."

What does a collaboration involve precisely?

Melithsa: "In 35 labour market regions there is direct contact at store level between the bodies that have candidates on the one hand and Praxis that has interesting jobs on the other. The contact persons are known and kept updated. The labour market regions and our HR Business Partners have regular contact in order to keep updated about everything going on within Praxis and the vacancies available. In this way, there is always sufficient information to connect the right candidates with Praxis. In addition, they support Praxis in the application of subsidies, the provision of local training courses and recruitment promotions (for example speed dates)."



Why is this collaboration so important for Praxis?

Melithsa: "Praxis is an employer with highly diverse population. It is however difficult to interest certain target groups to come and work at Praxis, as they simply do not realise that we are such a good employer. Thanks to the direct contact that we have and the knowledge that these advisors have about our organisation, it is possible to act more quickly, the candidates receive a lot of information about us in advance and we are offered good candidates earlier. Store managers can now approach a labour market region if they need staff. They know the people well and can easily get hold of them."



What sort of results have you had since the collaboration was formed?

Melithsa: "Unfortunately we have not achieved the results we had hoped for. Precisely at the time when the collaboration was formed along came corona. There was a lot of uncertainty about whether the stores would remain open and how we would attract new personnel. The policy then was to put a hold on recruiting new staff. With respect to the advisers of the municipalities and UWV, they had a policy in which they were not allowed to come to us, which for us was crucial. So the situation didn't exactly give us the flying start we had hoped for with the collaboration. But out of sight is not out of mind. The contacts remained very close, even though that did not lead to many placements. Now that the stores are open once more, the personal contacts have been re-established by the store managers, HR Business Partners and the advisers. We are again in action mode."

How do see the future of Praxis as an inclusive employer?

Melithsa: "I see a very rosy future. Diversity and inclusiveness are part of the Environmental. Social & Governance (ESG) strategy of Maxeda DIY Group and has the support of the Praxis Management Team. Our colleagues generally find it wonderful to be able to welcome people with disabilities to the teams and help them. The DIY store is actually an ideal working environment for everyone who is keen to knuckle down and work. Our work environment has a great deal of variation and involves a wide range of tasks. And for candidates with a disability or who have been unemployed for a while we can, in consultation with the candidate, put together an attractive job for them. Praxis has developed tools that help the store managers in this. And for these target groups a special guidance plan has been developed which is being implemented nationally by a project group. This project group therefore has the additional role of helping to increase the knowledge level of the store managers in the area of inclusiveness through providing information and training course. In the coming years, Praxis will be taking an increasingly prominent role as a diverse and inclusive employer."



Facts & Figures Belgium 2020/21



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Facts & Figures Belgium 2020/21

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)0)0 []		Make workshops	Language training courses	Leadership training courses
Anniversary celebrations		502 participants	44 participants	130 participants
20 years	81	2,864 hours	890 hours	939 hours
25 years	39			
30 years	38			
35 years	22	Safety training courses	Functional professional training courses	Customer orientation training courses
40 years	21			
45 years	7	craining courses	craining courses	craining courses
		611 2,416	402 1,785	95 524 participants hours





Averages for the financial year 1-2-2020 to 31-1-2021

Facts & Figures The Netherlands 2020/21

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Facts & Figures The Netherlands 2020/21

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\$\partial 0 \rightarrow \partial 1 \rig		Professional training 203 842	Higher vocational education (HBO)	Intermediate vocational education (MBO)	
Anniversary celebrations		registrationstraining courses1 registration provides access	6 HBO students	140 MBO students	
12,5 years 25 years	106 46	to 13 modules	Z started in Z started on		
lo years	9		2020 Second year	106 34	
nflow, throughflow, and outflow of all employees		6 64 training courses participants	Supplier training courses Due to COVID-19, no supplier training courses or days were held. Everything that was planned for 2020 was cancelled.	72* diplomas obtained 'Grades of diplomas gained externally not known	
Inflow	34,4%				
Praxis stor <mark>es</mark>	35,6%	Management	Safety training courses	Internal transport equipme	
Head office Amsterdam	11,4%	training courses			
		Basic management training course	participants 230	227 225 226 participants participants	
Throughflow	5,4%	36 270	205 participants		
			porticiponto		
Outflow per contract type:		participants hours			
	7,4%	Modular structure (Work planning meetings/			
per contract type:	7,4% 25,0%	Modular structure (Work planning meetings/ Coaching/Time management/Interview techniques)		36 participants	
per contract type: Indefinite term		Modular structure (Work planning meetings/ Coaching/Time management/Interview		36 participants participar	



Due to corona, fewer courses were followed in 2020 than in the previous years. Averages for the financial year 1-2-2020 to 31-1-2021