

IMPACT REPORT

2022



Your story,
our mission.

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LETTER FROM OUR CEO

Dear reader,

Welcome to Kamera Express's 2022 Sustainability Report. We're excited to share this report, highlighting our commitment and efforts towards becoming a more sustainable, inclusive, and socially responsible organization in the face of modern day's challenges.

As our global society faces multiple challenges, it's essential that large organizations like ours take action to address them. At Kamera Express, we understand that our business impacts the planet and society. Our main goal has always been to satisfy image makers. These facts combined drive us to facilitate and encourage image makers to make sustainable choices.

We want them to choose options that align with their preferences. To use products that make them happy. While ensuring that our products are used to their fullest potential to reduce waste. We offer various circular business models, like rentals and second-hand options, to support this and make these creative endeavors accessible for more people.

We know there's still much work to be done. Achieving a more sustainable world requires a shift in leadership and vision. We continuously challenge ourselves and strive to improve our impact compared to our 2021 baseline.

We're proud of our initial results, as we work towards a more sustainable business. We gladly invite you to read more about our sustainability results, strategy and its impact.

Together, we can contribute to a better and more inclusive future.

Sincerely,

Ben Cornelisse
CEO of Kamera Express



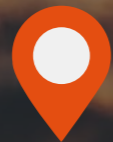
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Stores



600+

Employees



4

Countries



42.000+

Products



Circular revenue grown with **21%**



First **impact report** launched



Defined and shared Kamera Express **Code of Conduct** with suppliers



Transitioned to **FSC recycled cardboard** packaging



2,452 times, the employee learning environment was used after being **introduced**.



Life cycle assessed of primary Profotonet product: **photo book**



OUR 2022 RESULTS AT A GLANCE

ABOUT KAMERA EXPRESS

If you're into photography and videography, we have everything you need at Kamera Express. Whether you prefer to shop online or visit our physical stores, we're here to inspire and support you in your creative journey. We're your source of knowledge and enthusiasm, emboldening you on your quest to capture beautiful images with joy.

We're your trusted specialists, available both online and in-store, always ready to spark your creativity. Our mission is clear: offer the photo and video enthusiasts the best in every way. We offer the best products, service, information, and prices. We do this with a reach beyond our physical presence in the Netherlands, Belgium, Germany, and Luxembourg, with web shops operating under the 'Photospecialist' brand in France, the United Kingdom, Ireland, Austria, Spain, and Italy.

Our story dates back to 1995 when our founder, Peter Mercej, transformed a small garage in Capelle aan den IJssel into the very first camera equipment store. This entrepreneurial spirit quickly turned it into a hotspot where photography enthusiasts could find the latest gear. From these humble beginnings, a network of passionate photographers emerged. We launched our first website in 1999, evolving into a functional online store in 2003, enabling us to connect with even more image makers and grow our community.

As demand grew, our first physical store opened in 2005, rapidly followed by numerous expansions in the Netherlands and abroad. Over the past decades, we've witnessed aspiring image makers mature into true professionals. But our passion for inspiring, connecting, and equipping them and new enthusiasts hasn't changed. We are committed to serving our community, both online and in our stores, as we look ahead to the decades to come.

We are dedicated to letting people capture the beauty of our planet and its inhabitants, without bringing any harm to them. To make headway, we are proud to introduce our second impact report this year, showcasing how we take our passion to the next level by inspiring, connecting, and equipping with purpose. You'll discover our activities, strategies, and goals for the coming years in terms of our sustainable impact.

Discover our impact report, **highlighting our sustainability and future goals.**



SUSTAINABILITY AT KAMERA EXPRESS

Kamera Express leads the way for levels of photographers and videographers. If you want to create amazing photography or videography, we offer everything you need. Both off- and online, conveniently accessible as you need. We're passionate about inspiring and empowering creators in the realms of photography, videography, and sustainability. Through sharing our knowledge, we aim to help our customers create stunning images and make eco-conscious decisions in their pursuit, whether they're professionals or enthusiasts, now and in the future.



Vision

Kamera Express inspires image makers in the field of sustainable photo and video. It is our mission to work together with image makers towards a sustainable future.

We make sustainable imaging possible by:

- Inspiring with knowledge and expertise in the field of sustainable photo and video.
- Offering circular and more sustainable products* and services**.



Main Goal

From 2023 onward, our turnover of circular business models (repair occasion, rental) will grow by minimally 20%.

Of course, we are also working towards a more sustainable organization in our value chain and business operations.

* Products and packaging made from renewable, recycled and/or organic materials from our private label and purchased brands.

** Services such as repair, rental, return and second-hand sales.

OUR CORE VALUES IN RELATION TO ESG



INVOLVED

Making images is our passion and we picture a sustainable future where we can keep capturing our beautiful world and its people. That's why we help and collaborate with image makers on envisioning and capturing a sustainable future.



CURIOUS

We always look further and ahead. We want to know everything and ask a lot of questions. This is how we discover new possibilities that help us in our sustainable mission.



ENTHUSIASTIC

Making images is fun! We love our image makers and the images they create. We want to keep fueling their passion and inspire them to do it more sustainably.



EXPERT

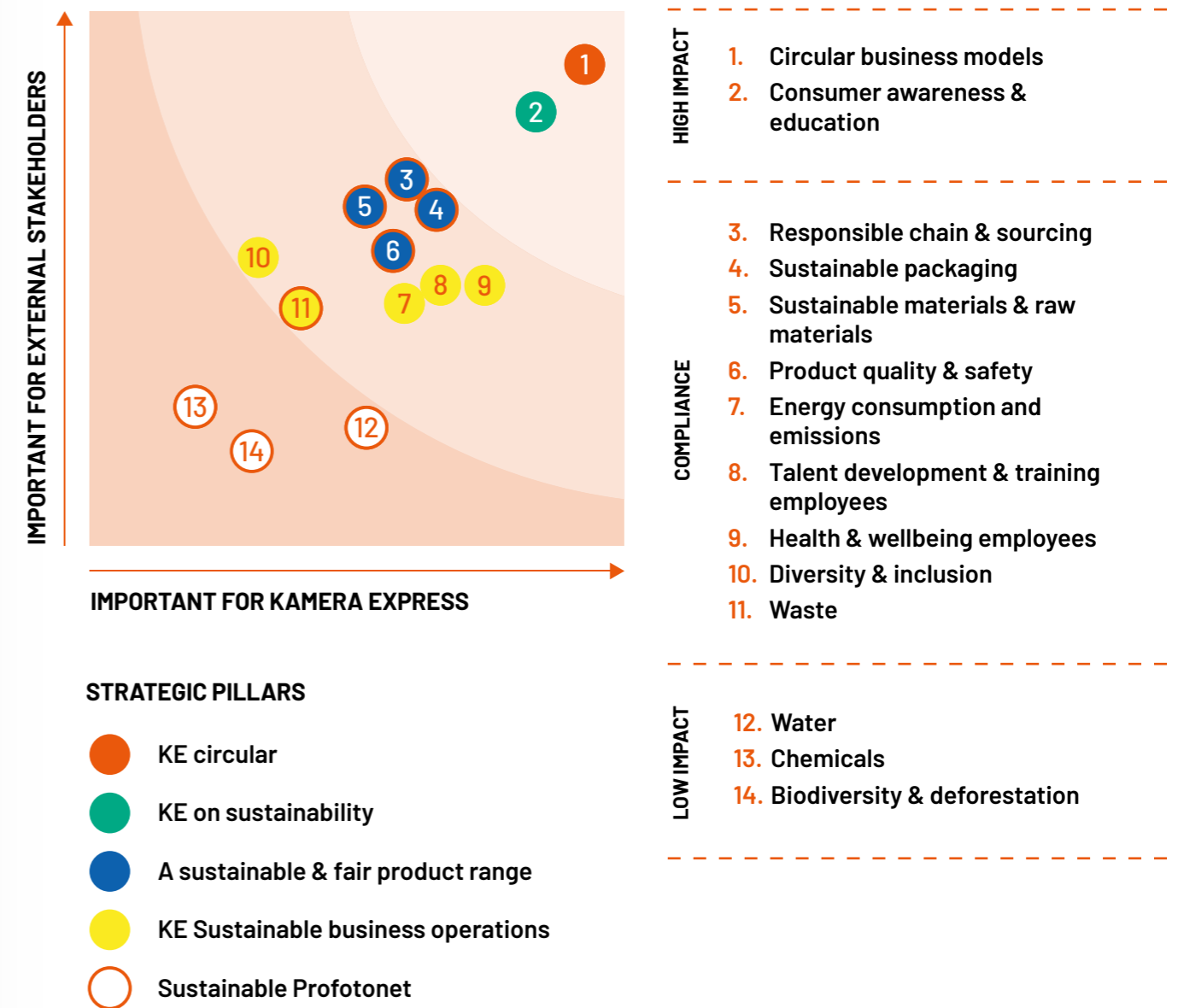
We like to make people happy and satisfied with their products and how to use them. That is why a knowledgeable professional is always there to help our customers. We are delighted to share our knowhow and expertise in the fields of photo, video and sustainability.



IMPACT MATRIX

To craft our sustainability strategy, we conducted a comprehensive impact analysis, guided by a central question: "Where can we affect the most substantial positive change?" This analysis extended beyond our internal aspirations. We assessed our business through the lenses of key stakeholders (like our clients and suppliers). But also looked at holistic and global frameworks like the United Nations Sustainable Development Goals, to take into account our planet and society as a whole.

Through this process, we pinpointed the most impactful areas where our efforts can make a significant difference. This helped us determine where our focus should be while also identifying topics that are less pertinent to our business. The insights gained from this analysis now serve as the foundation of our strategy.



	Strategic Pillar 1 - High Impact 	Strategic Pillar 2 - High Impact 	Strategic Pillar 3 	Strategic Pillar 4 	Strategic Pillar 5 
Strategic Pillars	Kamera Express circular	Kamera Express on sustainability	A sustainable and fair product range	Sustainable business operations	Impact at Profotonet
Why	We feel responsible for the user phase of our products, so we want to facilitate durable and frequent usage to lower negative impact per product.	We want to be there for the image makers at the time of purchase, during the user phase and at the end-of-life of our products.	We want to be proud of our product range, the quality we offer and how it came about.	A sustainable company starts with sustainable business operations. We take care of our people, resources and footprint.	As part of our business, but with a different business model, it fits Profotonet, with its own production facilities, to focus specifically on specific impact efforts.
What	Repair, refurbish, resell and rental of our electronic products.	We are always there to inform and inspire our customers and each other with knowledge and expertise about sustainable and circular imaging.	Good working conditions, value chain transparency, sustainable products and materials for products and packaging.	Energy monitoring and improvement, transport and waste management and good employership.	Efficiency in operation and input materials for products and packaging. Special focus on water, chemicals, and sustainable materials.
Mission	Increase the share of our circular business models. Kamera Express will be known as the place where your camera gets a second life.	To increase the sales and usage of sustainable and circular products and services through clear sustainability communication.	To exclude risks, guarantee good working conditions and have a minimal negative impact with our products and packaging.	To reduce our footprint and have a committed and proud KE team.	CO2 neutral products and energy, material use and impact at a minimum.
Goals	From 2023 onward, revenues from circular business will increase by at least 20%.	More of our clients is aware of our sustainability efforts and initiatives*. <small>*A baseline is to be measured in Q4 2023, on which we will base a more measurable goal</small>	In 2025 a significant percentage of our suppliers is classified with a low, to medium social and environmental risk.	In 2025 our Scope 1,2 CO2e emissions have been reduced by 25% compared to 2021 baseline - as first milestone towards zero emissions in 2045. Employee satisfaction from yearly survey has been improved by 20% in 2025 compared to 2021.	In 2025 our negative material impact is reduced by 25% compared to 2021 baseline - as the first milestone towards net zero emissions in 2045.
Achievements	<ul style="list-style-type: none"> • Circular revenue grown with 21% • 23.473 products have been given a new life • 9.426 (+5%) products repaired in our dedicated repair center 	<ul style="list-style-type: none"> • Launched our first Impact Report • 4.000 page views on our blogs about sustainable image making • 385.000 page views on pages about our sustainable services • 7% of people visiting our sustainability page "de Duurzame Klik" open our Impact Report 2021 	<ul style="list-style-type: none"> • We have communicated our sustainability ambitions towards all significant suppliers. • Kamera Express has defined its Code of Conduct for suppliers without a code of conduct of their own. • We received our first signed Code of Conducts and made a start with assessing risks in the supply chain. 	<ul style="list-style-type: none"> • Mapped our scope 1,2 and part of our scope 3 emissions in a CO2 dashboard. • All our cardboard packaging is FSC certified and airbags used are 50% recycled plastic • Employees started 2.452 courses - finishing >50% of them 	<ul style="list-style-type: none"> • Making a Life Cycle Assessment of our photo books. • 31% water usage reduction

SUSTAINABLE DEVELOPMENT GOALS

With our CSR strategy we support the United Nations Sustainable Development Goals that provide a framework for government agencies, civil society, the private sector and citizens all over the world to work together on creating a more sustainable future.

We've identified the following SDGs as most relevant for our business:

SDG 3: GOOD HEALTH AND WELL-BEING
(PILLARS 3 & 4)

We work on good, safe & healthy working conditions within our international supply chain. And we work hard on being a good employer for everyone in our team, in our stores, distribution center and offices.

SDG 6: CLEAN WATER AND SANITATION
(PILLAR 5)

The production process of Profotonet photo products is water intensive. We make sure this water is well managed and cleaned for reuse.

SDG 8: DECENT WORK AND ECONOMIC GROWTH
(PILLAR 3)

In our supply chain and countries of operation we promote decent work and economic growth. We developed a sustainable sourcing policy and invested in our role as employer.

SDG 12: RESPONSIBLE CONSUMPTION AND PRODUCTION
(PILLARS 1, 2, 3 & 5)

At Kamera Express we take responsibility for the sustainable life cycle of our products. Starting with the production by reducing the material footprint, offering sustainable products and circular services to enable responsible consumption and to reduce electronic waste. We educate and activate our consumers by sharing our knowledge and expertise to stimulate sustainable choices.

SDG 13: CLIMATE ACTION
(PILLARS 4 & 5)

In our operations at Kamera Express and Profotonet we take action to reduce our emissions and to shift to CO₂ neutral operations.



- PILLAR 1: KAMERA EXPRESS CIRCULAR
- PILLAR 2: KAMERA EXPRESS ON SUSTAINABILITY
- PILLAR 3: A SUSTAINABLE AND FAIR PRODUCT RANGE
- PILLAR 4: SUSTAINABLE BUSINESS OPERATIONS
- PILLAR 5: SUSTAINABLE PROFOTONET

KAMERA EXPRESS CIRCULAR

Strategy and objectives

Retail will transform its way of conducting business in the near future. Instead of clinging to an out-dated linear approach, it will transform to circular models. This shift is happening because of new laws promoting circular practices, and an expected future shortage of raw materials. Circular methods focus on reusing materials and products instead of constantly mining or harvesting new ones.

At Kamera Express, we believe in the lasting value of the cameras we sell. That's why we are in the business of maintaining, repairing, collecting, and selling used cameras. So our camera's will last the test of time. This is the circular economy we are embracing here, creating value in a whole new way for our clients.

We see this as a fantastic opportunity. Our goal at Kamera Express is to be the prime destination for people to give their cameras a second life. That's why we also take responsibility for the use phase of our products, encouraging long and frequent usage of cameras.

GOAL 2025

From 2023 onward, revenues from circular business will increase by at least 20%.

RESULTS 2022

- CIRCULAR REVENUE GROWN WITH 21%
- 9.426 (+5%) PRODUCTS REPAIRED IN OUR DEDICATED REPAIR CENTERS
- 23.473 PRODUCTS GIVEN A NEW LIFE



We are currently still rolling out and growing our new business models. Sharing our new services and improving the customer experience are our main focus for the coming time.

We have made great headway so far. In our stores in the Netherlands and Belgium rental is widely available. Our repair cycle is being improved. And we keep engaging with our clients to improve our proposition and make our products even longer lived.

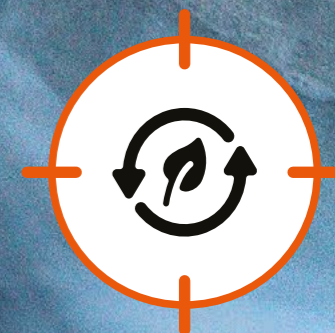
In our sustained effort to do so, we have repaired 9.426 models during 2022 in our dedicated repair centers. An increase of 5% compared to 2021. In addition we have worked with our partners to repair products that break down within a fortnight. Accounting for another 5.088 repairs in our supply chain. Everything we can't fix is sold to partners who specialize in fixing or sell the parts for other use.

In the coming years we want to help people find us for their repairs - so we become the definite destination for extending the life of imagery tech.

Through our different propositions we have given 23.473 items a new life in 2022.

"We have really proliferated our Re-commerce department within the organization, our business proposition is more present and we've seen huge growth. We're expecting to give over 25.000 products a new life in 2023. We can be so more sustainable, because everything we don't sell gets a useful destination via different channels. No waste, everything can be (re) used."

**- Micha Linssen, Manager
Business Development
Service**



KAMERA EXPRESS ON SUSTAINABILITY

Strategy and objectives

We've been inspiring our community with our campaigns around sustainable and expert image making. Because we are here for our creative visualizers, not only now but in the long run. They seek us out as customers, but are part of the expertise in our community. Together we inspire, stimulate and enthuse each other with experience on photo, video and sustainability. But of course also others with the imagery itself.

We continue with clear sustainability communication, to last for the coming years. So we foster an active community in which sustainability and circular imaging will be prominent.

To communicate about sustainability, we tune our Tone of Voice to the needs and preferences of our different customer groups. The expertise we share with our customers is the defining difference between us and our competitors.

GOAL 2025

Increase the awareness of our sustainability efforts and initiatives amongst our customers and community.*

*In Q4 2023 we conduct a research to define the baseline and growth ambition

RESULTS 2022

- LAUNCHED OUR FIRST IMPACT REPORT IN DECEMBER
- 4.000 PAGE VIEWS ON OUR BLOGS ABOUT SUSTAINABLE IMAGE MAKING
- 385.000 PAGE VIEWS ON PAGES ABOUT OUR SUSTAINABLE SERVICES
- 7% OF PEOPLE VISITING OUR SUSTAINABILITY PAGE "DE DUURZAME KLIK" OPEN OUR IMPACT REPORT 2021





Duurzame Klik

In 2022 we also really made headway with communicating about sustainability towards our community. We introduced our first Impact Report, which inspired the sequel our eyes are set upon right now. We filled our “Duurzame Klik” page with help to be a more conscious image maker, elaborate on our sustainability commitments and results, but also to get in touch with our circular propositions. We also published a batch of blogs about sustainable photography, helping our customers to take care and use their equipment for the long term.

“Our opportunity to inspire and enthuse our image makers gives me so much energy - it’s great to see how our community adopts sustainability as part of their profession or hobby.”

- Celine Lokhorst, Manager
Marketing & ESG

A SUSTAINABLE AND FAIR PRODUCT RANGE

Strategy and objectives

We've always been proud of the sophistication and quality of our product portfolio. But we want to make sure it is well made too. We're retailers, so our role is dependent on good collaboration with our partners and suppliers. Our products range from simple cables to highly elaborate cameras. Most of those are made at large international brands, with ever branching suppliers of components and materials. This means that we are dependent on how these companies operate, but we seek to work together and help them produce more sustainable products that our customers want.

Over the years, we seek to expand our private label range. Here we have a more direct influence on suppliers and affect a more sustainable material use and assembly process. As part of our sustainable product ambition we want to improve by focusing on social compliance, the value chain and sustainable procurement.

GOAL 2025

In 2025 a significant percentage of our suppliers is classified with a low, to medium social and environmental risk.*

* baseline to be determined in 2023, as input to set a realistic target for 2025

RESULTS 2022

- WE HAVE COMMUNICATED OUR SUSTAINABILITY AMBITIONS TOWARDS ALL SIGNIFICANT SUPPLIERS.
- KAMERA EXPRESS HAS DEFINED ITS CODE OF CONDUCT FOR SUPPLIERS WITHOUT ANY CODE OF CONDUCT OF THEIR OWN.
- WE RECEIVED OUR FIRST SIGNED CODE OF CONDUCTS AND MADE A START WITH ASSESSING RISKS IN THE SUPPLY CHAIN



Social compliance

When evaluating both the brands we collaborate with and the suppliers of our private label, we expect them to maintain proper working conditions and ensure transparency in the supply chain. We are committed to making sure our products in our portfolio are manufactured under fair and ethical conditions. Part of our strategy is proactively analyzing and mitigating social risks within our value chain.

Though progress was slower than expected, in 2022 we continued introducing our Code of Conduct (CoC) to our suppliers and a partner Code of Conduct to the brands we partner with. We continued the process of soliciting social compliance information from our brand partners and continued to conduct a comprehensive risk analysis of our suppliers. Notably, 62% of the business activities of our largest brands takes place in Japan, a region considered to have low social risk.

Our mission moving forward is to continuously work on this initiative. Creating a range of products that are responsibly produced with minimal associated risks. To achieve this goal, we will implement a comprehensive risk management system, which will involve ongoing risk analysis of our suppliers and brand partners through scoring mechanisms, further exploration of high-risk regions, and the monitoring of our progress toward our targets.

Sustainable procurement

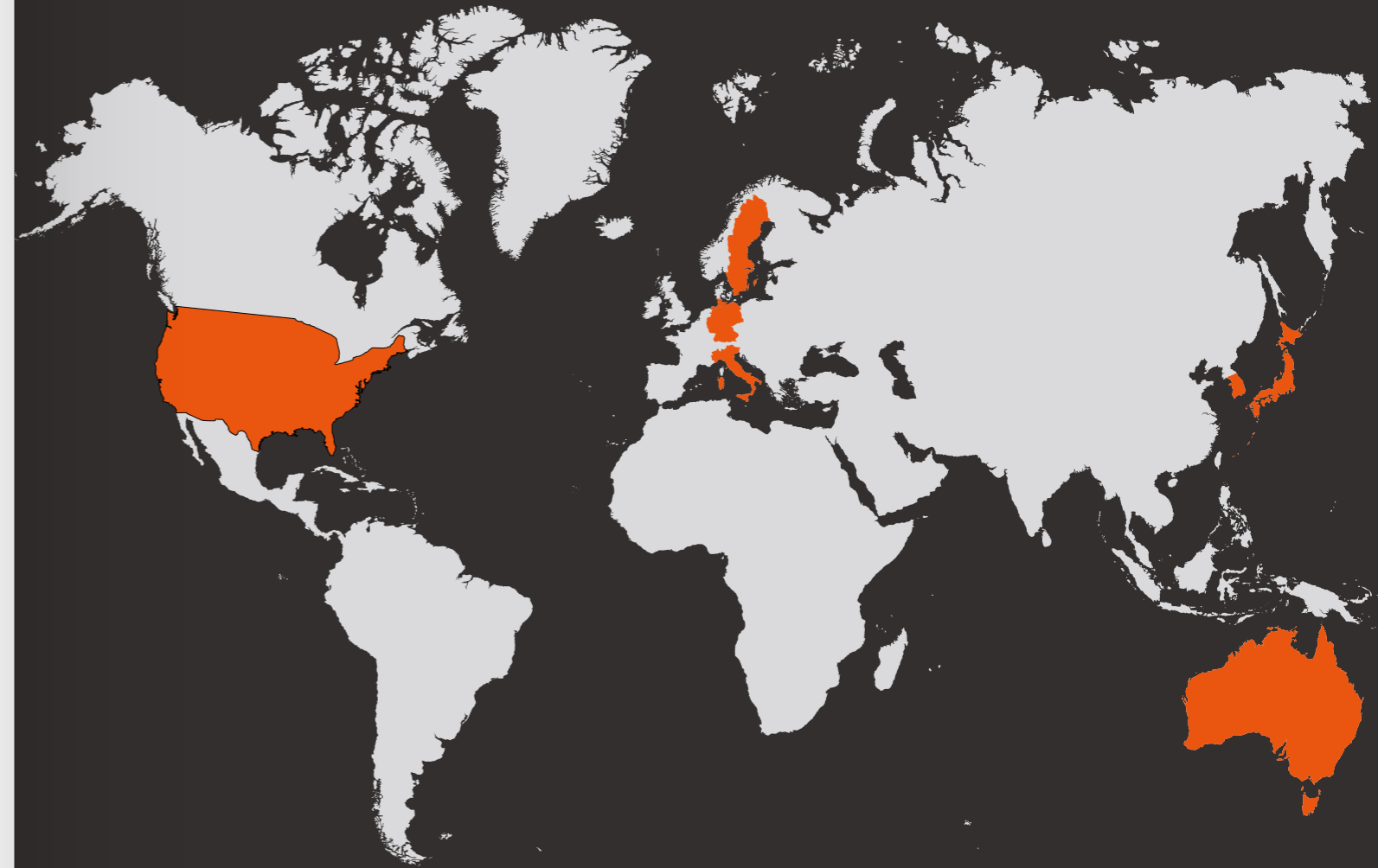
We are researching and developing ways to procure more sustainable products. For our private labels and our brands. We focus on a few key areas:

- **Sustainable materials and resources:**
We are committed to source with minimal impact on the environment.
- **Packaging:**
Packaging is short lived, and has a relatively high impact. That's why we want to minimize the use of it and use as sustainable materials as possible.
- **Product quality & safety:**
Our assortment only consists of products that meet standards regarding quality and safety - as expected by customers, market and the authorities

Though partially dependent on our brands, we want to feature innovative sustainable products in the future. For instance products using upcycled materials, that are easily repairable or are modular.

"We and our customers are at the tail end of a very long supply chain - amazingly complex, but also hard to get grip on and push for sustainability. But I think we finally have taken the first right steps in assessing risks and managing them."

- Arthur Rolvink, Director Category Management



Countries from which purchases are made:

Japan
China
South Korea
Germany
Australia

USA
Italy
Taiwan
Sweden





Sustainability of our largest brands

Canon, Nikon and Sony - our big 3 - make up around 50% of our procurement. These brands are a significant part of our portfolio. As large listed companies, they have their own sustainability risk, approach and strategy. And will eventually fall under E.U. transparency regulations under CSRD as well. Some of the key sustainability points for these brands are listed below:

Canon - embraces the corporate philosophy of “kyosei,” which envisions a society where people from diverse backgrounds, irrespective of their race, religion, or culture, coexist and collaborate for the greater good. This philosophy underscores their dedication to partnering with stakeholders worldwide. It serves as the foundation for their sustainability strategy. They have defined three key strategic pillars by assessing their materiality.

- Creating New Value and Solving Social Issues
- Responding to People and Society as Good Corporate Citizen
- Protecting and Conserving the Environment.

Of which the last pillar focuses on net-zero emissions, reducing resource consumption and engaging with suppliers to achieve their social and environmental goals.

More to be read [their Sustainability report of 2022](#).

Sony - has a broad ESG strategy, focused on Environment, Accessibility and DEI. Regarding the environmental impact it introduced a “Road to Zero” environmental plan in 2010. With sub targets every 5 years, it aims to eventually have zero environmental footprint. With a hard deadline in 2050 (but achieve this preferably earlier). The progress and goals for 2025 [can be found here](#).

Nikon Group - is committed to turning its corporate philosophy of “Trustworthiness and Creativity” into a tangible reality through its business operations, with the ultimate goal of promoting the sustainable advancement of society. Their mission revolves around making meaningful contributions to society’s sustainability, encompassing endeavors to address pressing social challenges and achieve the Sustainable Development Goals (SDGs) through the valuable products and services they offer.

To guide their efforts, they have identified 12 core priority areas that span crucial topics such as social impact, trustworthiness, carbon emissions reduction, circularity, human rights, diversity and inclusion, and health. More can be found in [their sustainability policy](#).



SUSTAINABLE BUSINESS OPERATIONS

Strategy and objectives

A sustainable company is rooted by its own sustainable business operations. We aim for a broad scope, where we want to minimize adverse effects. When possible we generate a positive impact across all facets of our operations: at our headquarters, distribution center, and retail stores.

That means we strive to improve our ways of transport, energy use and waste management. These all have a big impact, but together with our partners we can make great strides in improving it. Especially the impact of our waste is literally in our hands.

But it's not all energy and materials - corporate responsibility also relates to our people. We want to be a great employer, and help our people feel good, stay healthy and develop. We want to do that for people from all walks of life, as befits a multicultural and international organization.

GOAL 2025

Reducing our scope 1,2 emissions by 25% compared to 2021 baseline and a proud Kamera Express team.

RESULTS 2022

- MAPPED OUR SCOPE 1,2 AND PART OF OUR SCOPE 3 EMISSIONS IN A CO₂ DASHBOARD
- REDUCED OUR EMISSIONS FROM DIRECT EMISSIONS BY SWITCHING TO HEAT PUMPS
- ALL OUR CARDBOARD PACKAGING IS FSC CERTIFIED AND AIRBAGS USED ARE MADE FROM 50% RECYCLED PLASTIC
- EMPLOYEES STARTED 2.452 COURSES, AND FINISHED >50% OF THEM



Sustainability in our operations

We have measured our CO₂e emissions in coherence with the Greenhouse Gas Protocol as far as possible (for now). We've mapped our scope 1 and 2 emissions, and have taken the first steps in accounting for our scope 3 emissions as well. In the years to come, we expect to learn more about our scope 3 emissions. As we and our partners grow in our knowledge and understanding regarding greenhouse gas emissions, we will also have to find ways to minimize these more elusive scope 3 emissions.

Included in our reporting are emissions from all our offices, showrooms and distribution centre for Kamera Express. Driven by environmental choices, accelerated by the financial reality, we've severely limited the use of gas by switching to heat pumps. That also incentivized us to apply a lot of energy saving measures and policies in our stores. It remains challenging to map our refrigerants, and supply chain emissions. Especially since we have limited insight in the manufacturing process of our suppliers.

To keep reducing our emissions we;

- Reduce energy consumption with energy saving measures
- Work toward green electricity contracts only
- Increase the amount of electric vehicles in our own car park

CO ₂ EMISSIONS	2021	2022	Δ
SCOPE 1 (ton CO ₂ e)	279	141	-49%
SCOPE 2 (ton CO ₂ e)	303	416	+37%
SCOPE 3.6 (ton CO ₂ e)	-	1	-
TOTAL (ton CO ₂ e)	582	558	-4%
INTENSITY (ton CO ₂ e)	2.2	2.2	-

Fulpra cargobike

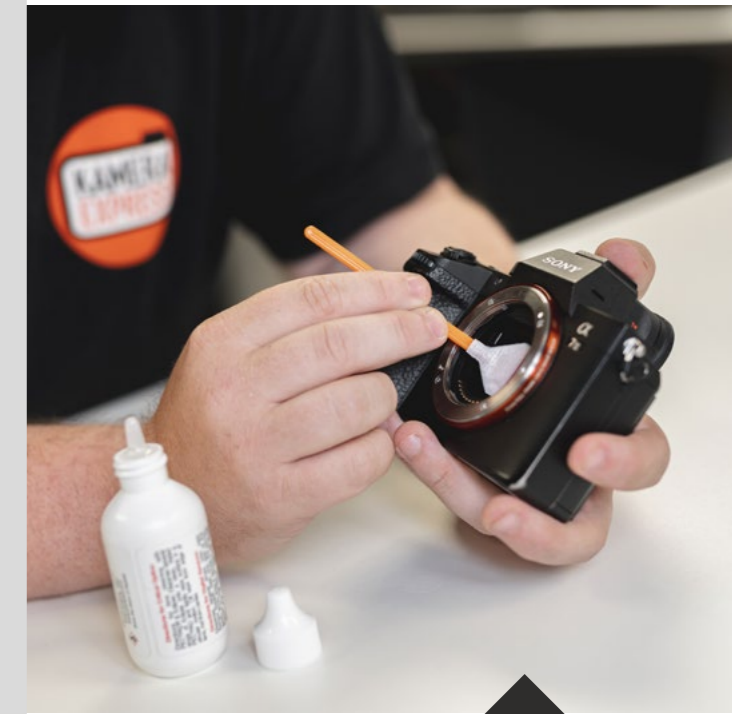
At the end of 2022 we started working with the Fulpra "Wunderfiets", a cargo bike with the capacity of a small delivery van. In the 5 weeks we used it in 2022, this saved us around 22.500 km of driving in a diesel van, saving over 2000 liters of diesel. A great start of a new logistical initiative.

Budgetcam and Kamera Express in one van

When you say circular, we say rental. And that means Budgetcam, our subsidiary that's part of our stores. Though no new stores have been added in 2022, we did integrate the logistics of our Kamera Express and Budgetcam services. Significantly reducing the movements of vans between our stores and distribution centers.

Waste

We want to minimize our impact by the waste we control. Dialogue with suppliers revolves around their choice in volumes of packaging and the materials they use. But we too want to use responsible packaging only. We achieved 100% FSC recycled cardboard. Further goals are reducing the use of virgin plastics (already 50% of our airbags are recycled). And also decrease our industrial waste by 25% in 2025.



"It's great to work on tangible sustainability efforts - we now save 44.000 pieces of paper because we switched to digital receipts. And our packaging has improved a lot because we use 50% recycled plastic airbags now."

- Frank van der Leer, Manager Continuous Improvement Operations



Social wellbeing in our operations

Good place to work

Unfortunately 2022 did not include an employee satisfaction survey. Nonetheless, we stayed committed to improving satisfaction. But we did use our learnings from 2021 to improve, for example by focusing on better onboarding and giving employees ample opportunity to learn and develop.

There was a small drop in attrition, from 38,5% to 37% in 2022. Though not yet a long term trend, it gives insight and is a step in the right direction.

Talent development & training

In 2022 our Training Program Good Habitz was used by 2.452 times by employees. This signifies our commitment towards growth - and the willingness of our employees to develop and grow by taking the time to learn. That is related to the health and wellbeing of our employees.

Health & wellbeing

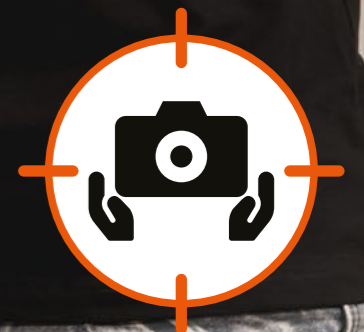
We maintain the possibility of people working from home and encourage people to make use of that possibility. We launched our vitality policy this year. Unfortunately our sick leave rose from 2,7% to 4%, partially due to seasonal workers in our logistics taking more sick leave. We intend to bring it back to a lower percentage.

Diversity & inclusion

We love making pictures of our beautiful world. And that automatically means seeing the world from different perspectives. Obviously that also means that within our culture we need to be inclusive to people from diverse backgrounds. Especially in a multicultural society. Our hiring team has diversified, actively tries to eliminate their biases. Besides, we work on being a workplace where everyone gets equal opportunities and feels at home. In 2022 25% of our employees were female. In 2022 we further worked on making all our internal communications English as well, so we can adequately be an international workforce.

“In fostering a culture of diversity and continuous growth, our unwavering commitment to our employees’ well-being and development has not only fueled our success but also made us a better workplace where talent flourishes and thrives.”

- Mayella Plomp, Manager Human Resources



IMPACT AT PROFOTONET

Strategy and objectives

Materials in our operations are the focus of our sustainability efforts. That's because large amounts of chemicals and water are used, next to a lot of power. Besides metals, plastics, wood, paper and cardboard are imported, processed and sold. The use of which has an effect on the natural environment. That's why we want to take charge and sustainalize our production processes. As part of those efforts we have conducted a Life Cycle Analysis of our photo books.

Our products encapsulate cherished memories and emotions for people. Meaning they are cherished and well maintained by our customers. They keep their value for a long time. This means we want to offer long lasting products, but can also help in the proper storage and maintenance of them. Lessening negative impact even more.

GOAL 2025

In 2025 our negative material impact was reduced by 25% compared to baseline 2021 – as the first milestone towards climate neutrality in 2045.

RESULTS 2022

- MAKING A LIFE CYCLE ASSESSMENT OF OUR PHOTO BOOKS
- 31% WATER USAGE REDUCTION



Our team of specialists get out of bed every day to process amazing digital images into beautiful products, making sure every detail is right. We set a high bar regarding to color, material and finish. High quality only, made possible by the craftsmanship of our professionals. Creating a product that our customers love, and that we are proud of. Keeping quality up means our products can last up to 70 years.

Chemicals, water and other waste

PRODUCTION MATERIALS	2021	2022	Δ
Water (m3)	374	257	-31,3%
Photochemical solution (kg)	64.548	64.600	+0,1%

We have been working on several ways to decrease the amount of waste material, by more effectively choosing where to cut plates, and re-use big enough waste pieces.

Together with our partner Edelchemie we process these waste streams. Their goal is finding a use for every material that is offered to their services. For instance, they use our silver waste stream and upgrade it to raw material again. When processing these waste materials - energy and chemicals are optimized. Together with our partner, we can make sure no silver is wasted. In 2022 we were able to retrieve 56 kg of silver in our processes.

“Last year Profotonet has made a great start in making her products more sustainable. We got our prize winning photobook’s material life cycle assesed. Based on that research we compensate the emissions of every photobook by planting new trees in a national project.”

- Raymond Luijks, General Manager Profotonet

Packaging

PACKAGING (in kg)	2021	2022	Δ
Foil for packaging	2.500	2.500	0,0%
Cardboard packaging	35.000	12.500	-64,3%

Next to reducing our production materials, we want to reduce our packaging as well.

Life Cycle Analysis

Our most important product is our photobook. The analysts of Hedgehog have taken a very thorough look at the production, transport and material impact of our product. A key finding was the amount and source of emissions of the photobook. In total 5,44 kg of CO₂e is emitted. About half of that is part of the materials we use, the other half is due to our production process. Mainly our (previous) use of gray electricity.

Using these findings we’ve been able to make better choices in the process of our books. Now our Sustainable Photo Books are the default.

These products are made using:

- FSC certified paper, cardboard and packaging - ensuring responsible use of wood and their source forests
- We use green electricity in our production process, to decrease the amount of emissions
- We compensate the total of associated emissions by planting trees in the Netherlands via our partner Regreener

We’re conducting a LCA for our wall decoration in the near future as well. So we can assess the impact and act accordingly for this product as well.





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Publication: November 2023

Design: Rainbow Collection

Content support: Rainbow Collection

Photography:

Kamera Express

Adobe Stock

Unsplash (Alexei Scutari, Alif Ngoylung, Chen

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John Noonan, Robert Richarz)

Disclaimer on our ESG related information

The information in this report has been compiled with the utmost care, but no steps have been taken to ensure its accuracy and completeness. One of our bigger goals is to automate our ESG-related information and make it more reliable so that we can communicate transparently and steer towards sustainability as effectively as possible. This will be worked on in the coming months and years within our control department and management. We will work towards a solid reporting framework to be future proof in line with the new EU Green Deal policies.



**Your story,
our mission.**