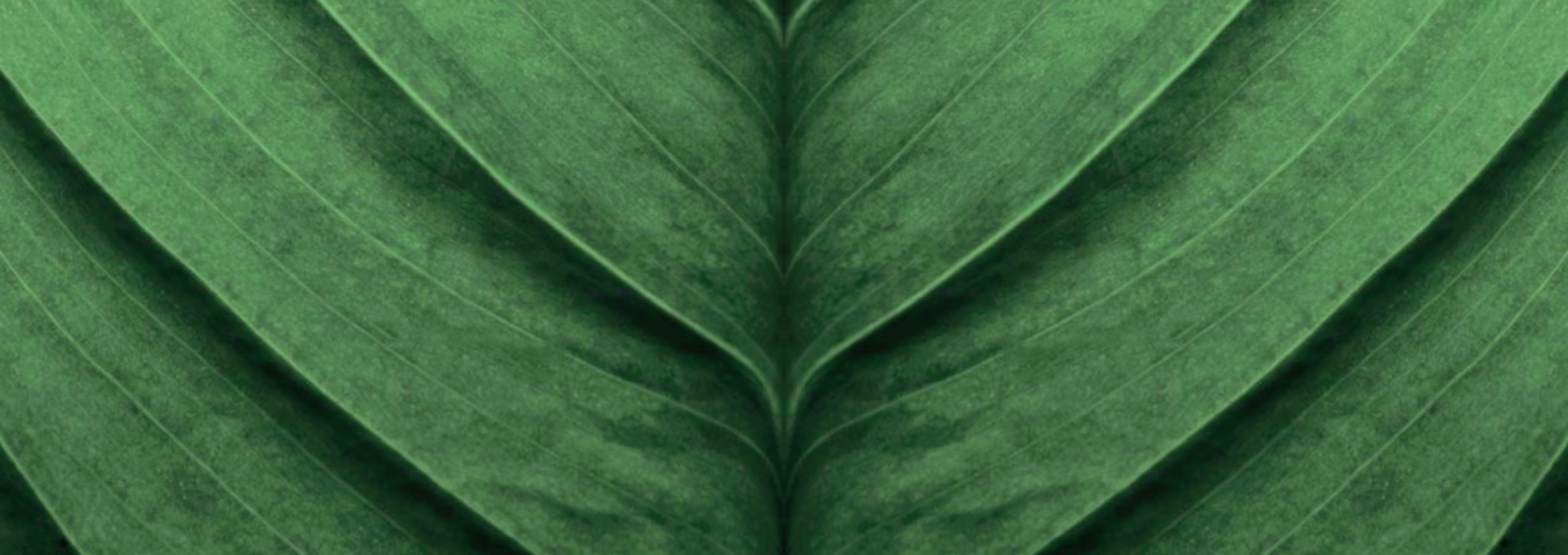




group
elho

**impact
report
2022**

Nature Positive





Nature Positive

How elho makes the world a little greener and better every day

We proudly present our first ever impact report, taking a look back at the impact elho made in 2022. As a family business, we feel a responsibility to build a greener and better world together for current and future generations.

Sustainability is in our DNA and is rooted in our deep love for nature. We believe in a world where people and nature work together in harmony. We are committed to making this vision a reality by creating with nature in mind during the development of our products, as well as collaborating with our team and partners.

Our ambition is significant, reflecting the spirit of elho. We strive to create a net positive impact on the beautiful nature around us, and within our society. We are proud of our products. Their design, as well as their functional and sustainable qualities are just a few reasons why we stand proudly behind every single elho creation.

We create connections between people and nature with innovative products. We are close to achieving our unique goal of utilizing 100% recycled materials. In 2022, we have taken significant steps, with 96% of our raw materials now consisting of recycled plastic.

We would like to share our journey with you through this first impact report. In this, we show what measures we are taking to create a more sustainable future for people and the planet. Together, we continue on our way to a greener, better world.

Thank you for your involvement and commitment.

Together, we make a difference!

olaf elderenbosch
family member & CEO elho group

Our journey to Nature Positive



proud B Corp
since 2020



going green together

continuous
improvement



50 millions
connections with nature



using 100%
green energy



100% circular
design



the most circular
distribution center
in Europe

we give
room to all people



12 million kg
of recycled waste



Give room to nature

We love to bring today's nature into people's daily lives.

Nature has given us everything. From the air we breathe, to the food we eat. We're not apart from nature – we're part of it. Its well-being is our well-being. And when it flourishes, we flourish. It's our dream to build a greener, better world - and encourage others to join us.

So let's **learn** from nature - be amazed by it, inspired by it, and let's share our knowledge with others, so we can grow, together. Let's **love** nature, surround ourselves with it, and bring it back into our daily lives. And let's **return** the gifts the earth has shared with us. Let's be inspired by the cyclicity of nature, and repair, reuse and recycle.

At elho, we think about nature every day. It is the constant thread linking our products, our team and our partners. Through the functional qualities and sustainability of our products, we create a positive impact on the planet and nature, while building lasting connections with people. Step by step, we are creating a world where nature and people can flourish, both for now and future generations.

Scan me
& watch our
purpose movie



We are elho

For 60 years, we have been bringing today's nature into people's daily lives with our sustainable range of flowerpots made from recycled plastic.

Our headquarter in Tilburg is the beating heart of our innovation. Sustainability is our passion. Using renewable energy and our own wind turbine, we transform 12 million kg of waste into beautiful flower pots every year.

Financially, we are on solid ground, with a turnover of 117 million euros in 2022. We aim for growth and a future annual turnover of 200 million euros. Our dream? Inspiring more people to surround themselves with green and create a better world together.

As a certified B Corporation, we strive for the highest social and environmental standards. Our core values are forward-thinking, beauty, entrepreneurship, being meaningful, collaboration and support.

Nice to know

301 team members
50 million products
8.000 customers
75 countries



Our 3 different labels fulfill different consumer needs.

elho focuses on inspiration and innovations, **Florus** offers a "simply good" sustainable proposition in the basic segment, and **Good(s)factory** provides a promotional assortment for dedicated customers, mainly in the discount channel. Each label serves different price-quality



levels, style groups and shopper profiles, allowing consumers to have a broader range of options to choose from.

We show our love for nature through circular design, local production and the use of recycled materials.

Our production takes place in the Netherlands, in collaboration with 15 co-producers.



Our ambition is to be frontleader in sustainability. With that in mind, we create initiatives to encourage our team, partners and customers.

Welcome to the elho group, where we let the beauty of nature shine.

Green milestones



1964

founded by
Otto Elderenbosch
& Saskia Horstmeier



1979

start of
international
expansion



2006

start of
sustainability
policy



2009

strong
focus on
innovations



2017

generating 100%
renewable energy by
our own windturbine



2019

creating the most
inspiring green office



2022

first company with
TÜV certification
regran >97%



1971

specialism in synthetics
started with first order
of 75.000 cactus pots



1987

start first own
production



2008

first production with
recycled materials



2011

founded
elho greenplast
to push regranulate



2017

elho defines
its purpose



2021

Great Place To Work
and B Corp certification



2024

all our products are
made with 100%
recycled plastics



Committed to sustainable goals

At elho, we are committed to a better and sustainable world every day. This is why we fully endorse the United Nations' Sustainable Development Goals and have deliberately chosen to focus on three goals where we as a company can have the greatest impact.

By working together and staying committed, we are convinced that we can improve the world. We continue to challenge ourselves and others to make progress. Together, we can make a difference!



11 SUSTAINABLE CITIES AND COMMUNITIES



Green in cities

One place where adding greenery makes an immediate impact is in cities and built-up neighborhoods. That is why we like to work with residents to make cities greener, enabling them to experience the benefits of nature.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Minimising waste

When it comes to the transition to a circular economy, as far as we are concerned, there is no time to waste. That is why we see waste as a valuable raw material for our products. In addition, we have organised our waste management so that we do not produce any residual waste ourselves. And to complete the circle: all our products are 100% recyclable.

13 CLIMATE ACTION



Striving for CO₂ neutral

We are committed to becoming CO₂ neutral and are working on a roadmap to becoming CO₂ positive in the longer term. With our products, packaging and through our partners, together we make the chain more sustainable.

Proud B Corp

Certified B Corporations are part of the global movement for an inclusive, equitable and regenerative economic system. The B Corp certification is an international recognition for companies with a major positive impact on people and the planet. After an intensive process, we received this certification in 2020.

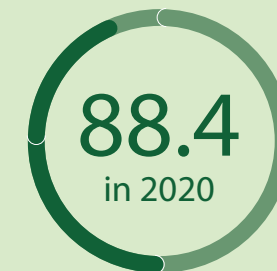
The process included a performance review of our impact in the areas of governance, employees, community, environment and the customer. As a certified B Corp, we feel a responsibility to keep the world livable, healthy and safe for future generations.

Scores impact areas

Governance **15.1** of 20
 Workers **18.7** of 40
 Community **14.1** of 30
 Environment **37.0** of 75
 Customers **3.2** of 5



B Corp score



For over two years, we have been part of the community that uses the power of their business to build a more inclusive and sustainable economy. We pride ourselves on meeting high standards for social and environmental performance, transparency and accountability. We are confident that we will score significantly higher this year following our impactful performance in 2022.

50 million
products



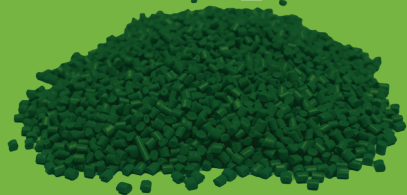
connections with nature

12 mln kg
recycled
plastic



reused
plastic waste
in 2022

96%



of our raw material
is regranulate

all our products are



100% recyclable

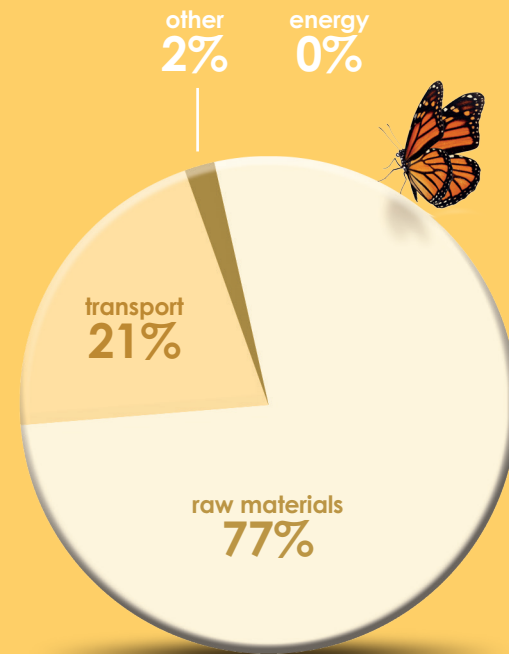
100%
renewable
energy

6.755.082 kWh
compensated
by Dutch
windcertificates

4.102.940 kWh
from our own
winturbine



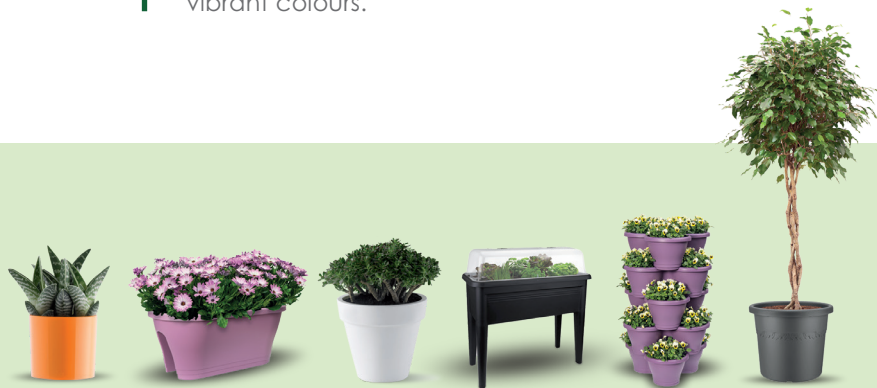
21.394 ton
CO₂ footprint*



* entire chain 2020
new measurement fall 2023

100% Circular design

To make the planet a greener and better place, we always create our products with nature in mind. Made out of recycled plastic and produced with green energy, all of our products are made in the Netherlands and are designed to last. They are lightweight, unbreakable and frost-resistant. Our revolutionary weather and UV protection technology ensures that our products retain their vibrant colours.



Our circular design principles

- 100% recycled plastic
- Recyclable
- Renewable sources
- Long-lasting quality
- No waste
- Minimum packaging
- Maximum return and reuse of packaging
- Minimal transport

Circular design is at the heart of all our innovations.

We think about the entire life cycle of a product and use smart solutions and recycled raw materials that are in turn fully recyclable. We also produce our designs using exclusively renewable energy sources. With the recognisable elho signature, we thus create meaningful products that make caring for plants and nature easier, more fun and more sustainable.

Bas van der Veer,
senior designer at elho



The beauty of waste

Currently, more than **96%** of our range is made from recycled plastic waste. Thanks to 15 years of experience working with recycled plastic we have been able to retain all the positive characteristics of plastic: strong, lightweighted, unbreakable and easily recyclable. We invest in craftsmanship and modern equipment to ensure we can make

beautiful new products from waste. At elho, we are always driven to be more impactful. That's why a few years ago we set the ambitious target of making all our products from 100% recycled plastic. And we have good news: from 1 January 2024, we will produce our entire range with 100% regranulate derived from plastic waste!

Nice to know

Our regranulate consists of **58% post consumer** and **42% post industrial waste**



12.000.000 kg of recycled waste



Practice what you preach

In 2022, elho became the first organisation in Europe in the garden and flowerpot market, to receive a TÜV certificate for the use of recycled plastic.

This rating gives the highest category A of the TÜV certification and provides proof that at least 97% of the material used in our products comes from recycled waste.

With this, we also want to inspire more companies to also use as much recycled material as possible and aim for certification.



Together, we are committed to create products consisting of 100% recycled plastics.

We are dedicated to R&D to achieve remarkable sustainability steps through innovation and new techniques in the colouration of elho's products using our masterbatches. Through continued learning and innovation our common goal is shaping a greener future in our supply chain and reducing the carbon footprint.

Diana Lambrichts,
General Manager at Tosaf Benelux BV

Our main ambition is reducing our energy use. We have taken the biggest step by acquiring energy-efficient electric injection molding machines and have accelerated the renewal of our machinery.

Based on our ambitions, but also inspired by the energy efficiency audit (EED), we have achieved the following in 2022:

- Heat blankets for our machines to prevent heat loss
- Movement-controlled LED lighting in new logistics center (75% less use)
- Electric charging point for trucks and 14 charging stations for cars
- Solar battery provides surplus energy to households in Tilburg
- Unique and successful test replacement of gas for hydrogen in rotation production
- 48% Of the vehicle fleet is fully electric or plug-in hybrid, rising to 68% in 2023
- Monitored system on every machine to learn about and reduce our usage.

10.9 Mwh green energy



100% Green energy

Energy is an indispensable resource for our production. Fortunately, since 2017, we have our own green energy source in our backyard: the wind turbine.

On the roof of our logistic center 9000 solar panels with 4.2 megawatt capacity have been shining since 2022, providing a daily dose of solar energy. In case of surplus, this energy can even be stored in a 1 megawatt megabattery.

In 2022, we consumed 10,858,022 kwh of power (85% of which was for production). We offset the extra power needed that we do not generate ourselves with green certificates from Dutch wind through Scholt energy.



8.738 kg
maritime waste

Help to keep the oceans clean.

Much of the plastic ocean waste consists of fishing nets, ropes and trawl nets left at sea. By collecting this marine plastic and turning it into something beautiful, we can get to the root of this problem and prevent waste from entering our precious oceans.

Claudie Godrie
head of marketing at elho

Transforming waste into beautiful products

Everyone recognises the images of polluted oceans. We continue to innovate while always keeping nature in the forefront of our vision. For example, we like to use concrete waste streams that we use in the aesthetics of the product.

In 2022, we launched the **Ocean Collection**, made from fishing nets and ropes from the maritime industry supplied by Plastix A/S. The ocean plastics, together in the mix with the usual recycled plastics, have created a marble effect with natural colours, reminding you of the sea.



Nice to know

In 2022 and 2023
we expect to use
8,738 kilo of
maritime plastic.

We love to give back to nature

From elho's nature positive philosophy, in which we give room to nature, giving back plays an important part. In a nutshell, we do this by producing sustainable products designed to incorporate greenery both inside and outside your home.

But we go one step further. Because we believe that we owe so much to nature that we must continue to innovate, so that nature gets back what it has given us.



Take rain. Flowers and plants flourish when fed with rainwater. With elho rain barrels, less tap water is pumped out of the ground... better for the soil and for nature!



Flowers, trees and plants give us seeds and we can ensure new life grows from them. The elho growing products make it easy for anyone, even without a green thumb, to grow their own fruit and vegetables, and even new plants.



Bee populations have been threatened with extinction for years, but we desperately need these little animals to restore our biodiversity. For over seven years, elho has had a bee garden behind our green office in Tilburg with a special bee house and education area taken care of by beekeeper Marcel Horck. Meanwhile, 2 million bees fly around in our bee garden.

Pioneering in pot recycling

With our recycling campaigns, we want to make people around us aware of reuse. We make it possible for consumers to return old pots to points of purchase, so that together we can ensure the pots end up in the right recycling stream. Our ambition is to reprocess the pots collected, to create new elho products.



At all shops of garden centre chain Dobbies in the UK, consumers can join our mission to recycle plastic pots.



During the pot recycling month at Intratuin, a large Dutch garden centre chain, we call on consumers to hand in their old pots at the shop. Together with our partners, we contribute to the proper collection and processing of waste.

The ultimate goal of the recycle month is to bring a circular product to the market within our own supply chain.

Together, we explore how the old pots sent to Intratuin can be transformed into new ones. Recycling month is an important first step in raising awareness, as well as an educational experience. It is a pleasure to work with elho on this project.

Peter Paul Kleinbussink,
CEO at Intratuin



Nice to know

58 stores collected
420 kg of plastic waste
in one weekend.



Going green together

Based on the philosophy that together we give room to nature, we created the Greener Activity. And where can we quickly make an impact by adding greenery? In the built-up neighbourhoods where houses, roads and cars form the urban streetscape, of course.

We have inspired and motivated neighbourhoods to create green plans with local residents. In other words, from street façades and tree pits, to greening an entire street. The proof is there: going green together connects and increases biodiversity.



Nice to know

250 residents do enjoy a greener surrounding after the greener activities in 2022



Our boring grey apartment complex could use some green magic.

So we got to work with our local residents and elho, got to know each other better too, and we now have a beautiful green environment!

Jessica,
resident and participant of the Greener Activity

Our circular logistics center

Nice to know

- 40.000 m² floor space
- 28 loading docks
- 3.000 order pick positions
- 52.000 pallet positions

BREEAM® NL



To make room for our growth ambitions while reducing costs and increasing our service, we moved into a new 40,000 m² distribution center together with our logistics partner Dollevoet in 2022. We are now able to store 52,000 pallets in one location and deliver to our customers even faster.

In line with our vision, this is the most circular distribution center in Europe. It was built with cradle-to-cradle and recycled materials, and is equipped with 9,000 solar panels with 4.2MW of power. A unique feature is the 1MW battery that can store energy

even when not in use. It was the first of this size in the Netherlands.

The building pays a lot of attention to healthy and pleasant working conditions. There is of course a lot of greenery and daylight. And where necessary, there is circular LED that only comes on when needed. We encourage the use of electric cars through 14 free charging stations and even have a charging station for electric trucks.

All these details have led to us receiving both the BREEAM Excellent sustainability certificate, as well as WELL Gold certification (employee health and safety).





Our culture of continuous improvement is focused on becoming a 100% circular company and having a positive impact on nature.

Our ambitions for production are very clear: we use 100% recycled plastic, 100% renewable energy, generate no waste during the process, limit our packaging, minimise transport and strive to reach a 0% CO₂ footprint.

Marc Coolen
head of manufacturing at elho

Continuous improvement

Through our laser focus on sustainability, we take big and small steps towards a greener world in our daily operations within production and logistics.



A look behind the scenes

1. transport reduction

As we often deal with bulky products, minimising transport has a big impact.

We make the largest difference by producing locally in the Netherlands and keeping storage and production facilities as close as possible.

realized changes in 2022

- Relocated blowmoulding production to the Netherlands
- Streamlined transport for production
- Optimised packaging to reduce box space
- Stored rain barrels near production
- In-house repairs
- Concentrated production for assembled items

2. no waste

The beauty of our production process is that we create no waste. This is something we are incredibly proud of.

Our waste is utilised in other business processes and we champion the principle of reduce, reuse and recycle.

- Early intervention to prevent production waste
- Production waste collected and converted to granulate
- Heat from production reused
- Established waste lanes for enhanced recycling
- Waste grabbers for lunchtime cleanup
- Donations of telephones and furniture

3. reducing packaging

By limiting packaging, we reduce waste and the environmental impact.

Our goal to reduce packaging motivates us to find creative solutions and explore new materials.

- Enhanced bulk packaging efficiency
- Piloted cardboard pallets
- Trial to replace virgin material bags with recycled ones
- Investigating:
 - Recycled material for product labels
 - Recycled air bags instead of paper padding

Nice to know

As an innovator in the field of sustainability, elho wants to be transparent towards our customers and partners, choosing to become certified by independent, reputable review organisations.





Give room to people

A happy, healthy and motivated team is indispensable on our journey to surround as many people as possible with green. A mix of young and old, different backgrounds and talents works daily towards elho's ambitions.

We operate a 'People First' strategy. In everything we do, the elho team comes first. As a family business, we know how important it is to feel at home and valued, and we pursue that.

As a result, we received the Great Place To Work certificate for the third time in a row. 86% of all team member participated in the internal survey where elho was assessed on workplace happiness topics such as culture, trust, pride and fun resulting in an overall Trust Index score of 75%. To get the certification, a Trust Index score of 70% is required.

Nice to know

- 301 team members
- 102 flex team members
- 23 nationalities
- 51% female | 49% male
- 39 years average age
- 5,1% illness rate
- 15 people with distance to job market

**Great
Place
To
Work®**



*Small actions
today
cause big changes
tomorrow*

For more information or inspiration on our journey to a greener future, we invite you to contact us: olaf.elderenbosch@elho.nl



*We love to bring
today's nature into
people's daily lives*

el^{group}ho