

Smart Distribution. **Healthy** Cities.



IMPACT & SUSTAINABILITY REPORT

2025



Certified

Corporation



Let's
create
impact
together



Certified



Corporation

Smart and sustainable
parcel logistics for a clean,
liveable city



Changing the Game

A word from our founders

Dear reader,

We are proud to present our first impact and sustainability report. With this report, we aim to provide insight into the social value we create together. Not as a one-off exercise, but as the starting point of an ongoing commitment to measure, improve and transparently share our impact.

Because if you want to change the game, you must also be willing and able to show whether you are succeeding.

MyPup offers an alternative to traditional parcel delivery. Parcel logistics has become fragmented through market forces and competition, but that is not what cities need today. That is why we start with people, design for the city, and organise the system differently.

Our mission is clear: to help create liveable residential and working environments by making parcel logistics people-centred, reliable and efficient.

Our ambition extends far beyond reducing the number of delivery vans on the streets. We want to actively contribute to clean, liveable and future-proof urban environments. This report demonstrates the steps we have taken towards that goal.



We are proud of what we have achieved:

- The full electrification of our vehicle fleet and the deployment of innovative mobility solutions such as the Qarry.
- The strong partnerships we have built throughout the supply chain, demonstrating the value of our model. For example, we work closely with market leaders such as DHL.
- The trust placed in us by institutional clients, who see us as a partner in solving their parcel logistics challenges and, in doing so, contributing to a more liveable built environment.

All of this comes together in this first Impact Report. This impact would not have been possible without our colleagues, customers and partners. They make a difference every day. Together, we will continue to build on these achievements and share our impact with you in the years ahead.

We hope you enjoy reading the report.

Kind regards,

*Luke van der Warff &
Dennis van den Berg*

Table of contents

01

MYPUP AT A GLANCE

What we do and why we do it	7
Highlights	8
How MyPup works	9
Fact & figures	11
Electrification of our delivery fleet	12
Employee commuting	13
CO ₂ savings & customer satisfaction	14
Resident interview	16
Our cultures and values - <i>What defines the way we work together</i>	17

02

TOWARDS A GREENER FUTURE

Last-mile logistics and tomorrow's sustainable city	19
Purpose, mission & vision	20
Our approach	21
B Corp	22

03

CREATING IMPACT TOGETHER

Collaboration drives change	25
Our ecosystem	25
Value chain transparency	26
Understanding our value chain	27
Stakeholder dialogue	30
Shared commitment to sustainability	32

04

OUR ACTION PLAN

Double materiality assessment - <i>Making the right impact at the right time</i>	35
Our positive and negative impact on the environment	36
Circularity in the value chain - <i>Our hardware</i>	38
Risks and importance of action	40
A safe and healthy workplace - <i>The importance of employee wellbeing</i>	43
eNPS	45
Diversity in our team - <i>Building a balanced workforce</i>	46
JEDI survey	47
Protecting the privacy of our end users - <i>Ongoing security awareness</i>	49

05

TOWARDS 2026

What comes next - <i>Turning lessons learned into meaningful progress</i>	53
Special thanks to...	54

About this report

It is a great honour for me to present MyPup's very first Impact Report.

While publishing an impact report was not a requirement for our B Corp recertification, it felt like a natural step in our journey. We hope this report gives you a clear view of who we are, what we stand for, and the impact we aim to create.

As part of the recertification process, we conducted a double materiality assessment with input from employees and external stakeholders. The insights gained helped us identify the topics that matter most to both MyPup and our stakeholders, and formed the basis of our action plan for the years ahead.

This report reflects on our impact journey since 2014, the lessons we have learned along the way, and the ambitions that continue to guide us. As this is our first report, we know there is still much to learn and improve. We see this publication as the start of an ongoing process of measuring, understanding and increasing our impact.



In the following chapters, we share MyPup's story, our value chain, our key impact topics and the actions we are taking to create meaningful change.

Enjoy the read!

Carmen Elisa Eveleens

MYPUP AT A GLANCE



What we do and why we do it

Driven by a passion to improve urban logistics, we have one goal: to make the flow of parcels smarter, more convenient and more sustainable.

Through smart Pick Up Points, innovative software and a unique consolidation model, we reduce unnecessary transport movements and make deliveries more convenient for residents and organisations.

By consolidating parcels outside the city and delivering them in one efficient trip to secure Pick Up Points located in apartment buildings, offices and neighbourhoods, we help reduce congestion, lower emissions and prevent missed deliveries.

Today, our services support communities and organisations across the Netherlands, England and Ireland, contributing to more efficient logistics and more liveable cities.



Founded in
2014



600+ Pick
Up Points



300.000+
Users



2.7 Million+
items processed



1 096 806 kg
CO2 saved

Highlights

★ 2025

- ISO 27001 certification achieved
- New hub opened in Amsterdam West
- Three development weeks improved insight and direction
- A data breach reinforced the importance of security and awareness

★ 2024

- We're celebrating 10 years!
- We have partnered with DUWO and are now handling parcels for over 6,000 students.
- We have expanded our fleet with new city vehicles, including the Qarry.

★ 2023

- We are now officially B Corp™
- Parzelo - We opened up the software we use for organisations to use for their internal logistics. Without the full service of MyPup. This cloud-based software product is called Parzelo. (Click [here](#) to go to the Parzelo website)

★ 2022

- 100% emission-free delivery via our own hubs is a fact
- Start in Dublin
- We go into the neighbourhood and start MyPup Public - public Pick Up Points in neighbourhoods - in cooperation with the municipality of Utrecht.

★ 2021

- Transition to 100% emission-free delivery
- Start application for B Corp
- And start of structural volunteering activities such as for the food bank or JINC

★ 2020

- Further focus on growth in the residential segment in the Netherlands
- Our services go to 6 days a week
- Start in Munich
- Collection campaign for food bank through Pick Up Points
- MyPup recognised as BREEAM innovation credit

★ 2019

- We are moving again, this time to HJE Wenckebachweg 6
- And start in Berlin

★ 2018

- Starts cooperation with Mango Logistics in London
- Starts collaboration with Werkse social workplace for parcel bundling and delivery in The Hague and Rotterdam region
- Start cooperation with Green Business Club Netherlands

★ 2017

- We are growing in the Netherlands
- But also beyond: our first customers in London are a reality

★ 2016

- We expand to The Hague, Utrecht and Eindhoven
- We make our smart software available to customers in order to handle their own logistics flows smarter

★ 2015

- We expand our services in Amsterdam
- And with it, our team
- We move to a larger location at Overschiestraat 182
- And open the first Pick Up Points outside Amsterdam

★ 2014

- MyPup is a reality!
- We move into our first office at Amsteldijk 166
- The first satisfied customers, including KLM and WTC Amsterdam

How MyPup works

By consolidating parcels from multiple carriers into a single delivery flow, we reduce the number of delivery trips needed in cities and neighbourhoods. Here's how the MyPup model works in practice.



1 Ordering

Parcels can be ordered from any retailer and delivered via any carrier worldwide.



2 Consolidation

Parcels are consolidated at the local MyPup hub, where they are sorted for final delivery.



3 Delivery

Using electric vehicles and cargo bikes, we deliver parcels to the final destination, replacing up to 9 out of 10 courier trips.

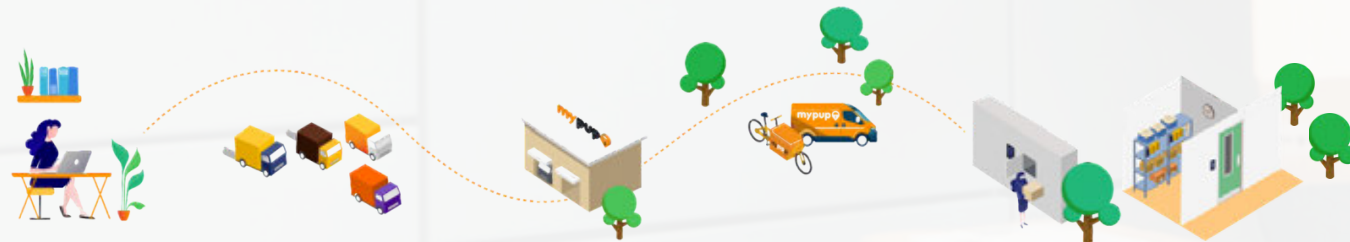


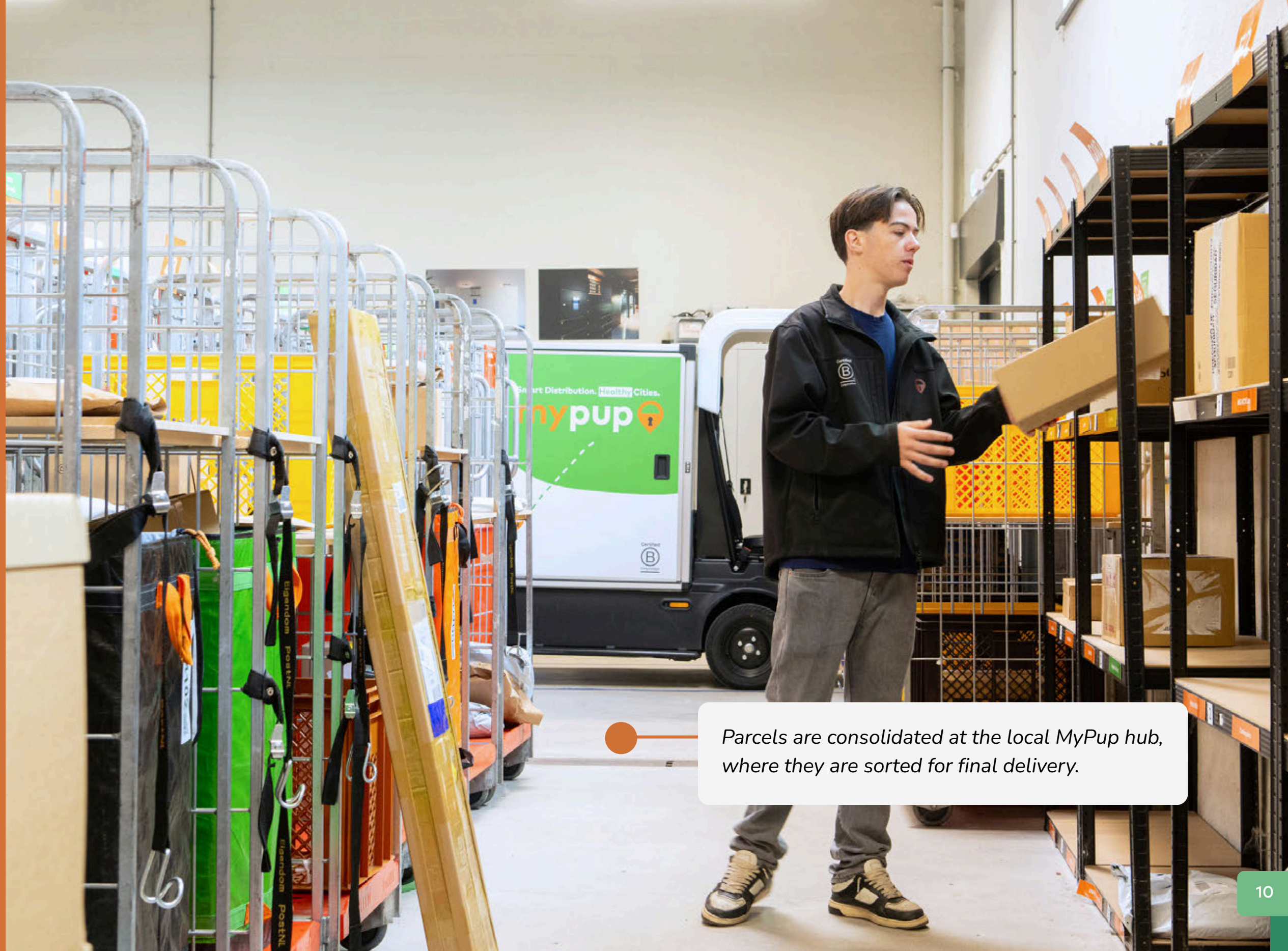
4 Pick Up

Parcels are securely stored in the Pick Up Point and can be collected at any time using a secure code or the MyPup app.



Residents and employees can continue using their preferred retailers and carriers, while reducing the environmental impact of parcel delivery.





Parcels are consolidated at the local MyPup hub, where they are sorted for final delivery.

Facts & figures



In **2025**
we had

628

**MyPup
Locations**



2023
448

2024
529

This is 99 more
than in 2024

884 030



Parcels
were
handled



2023
304 230

2024
630 927



107.4% growth since 2023
40.1% growth versus 2024



Working
together
with

13

Partners



Our
**Office
team**
consisted of

26

Members

58

Couriers



Our Electric
Fleet
contained

18

Vehicles



We've
delivered
parcels over

28 000

Rides

Of those
28 000
rides we
had



9

Traffic incidents



Of which
fortunately

0

Fatal

Electrification of our delivery fleet

Over the past few years, we have gradually electrified our delivery fleet. In 2022, we phased out our remaining petrol and diesel vehicles and completed the transition to a fully electric fleet. Since then, the number of electric vehicles has continued to grow, and we have added Qarry vehicles to our electric fleet. We also encourage employees to travel more sustainably through our cycle-to-work scheme, which includes the option to lease an electric bicycle. For employees who do not live within biking distance from the office or have to travel to clients or partners often, we offer an electric lease car.

MyPup parcel delivery fleet

Year	Cargobike	Qarry	Petrol	Diesel	Hybrid	Electric
2025	1	2	-	-	-	16
2024	2	-	-	-	-	15
2023	3	-	-	-	-	11
2022	3	-	-	2	-	7
2021	2	-	-	3	-	3
2020	3	-	1	1	-	-

Employee commuting

Just as we have electrified our delivery fleet, we encourage employees to make more sustainable commuting choices through electric bicycles, EVs, cycling and public transport.

A short overview of 2025:

We traveled to work with...

9



E-bikes

Plus most of our drivers come to our hub by bike



3



Public transport

14



Cars

Of which...

9



Lease

7



Electric

1



Hybrid

1



Petrol

5



Non-lease

0



Electric

2



Motorcycles

my-pup.com
100% elektrisch onderweg naar jo

CO₂ savings & customer satisfaction

CO₂ Reduction



270 630 kg*
CO₂

Reduction in 2025
with all MyPup
locations

That's enough to
light up the Eiffel
Tower for

**4 511
days**

* Our saved emissions are based on calculations based on this article. We are currently working on a new and more accurate approach where we use only internal data to calculate our carbon footprint per parcel and compare this to other delivery companies. This is a number we can focus on reducing as well.

Courier Traffic



1 600 000

Courier Trips Saved

Based on the 9 in 10 trips
saved through the use of
MyPup.

Parcels Delivered Securely



884 030

**Parcels delivered
securely**

Our team has delivered over
884 030 parcels to MyPup
users in 2025.

No more lost or stolen
parcels



MyPup users consider this one
of the most valuable and
highly anticipated aspects of
the service.

What's most important to them



82%
No need to be home to receive a
parcel



77%
Parcels are delivered safely and
securely



48%
Collect parcels whenever it suits them

Customer Satisfaction

77%

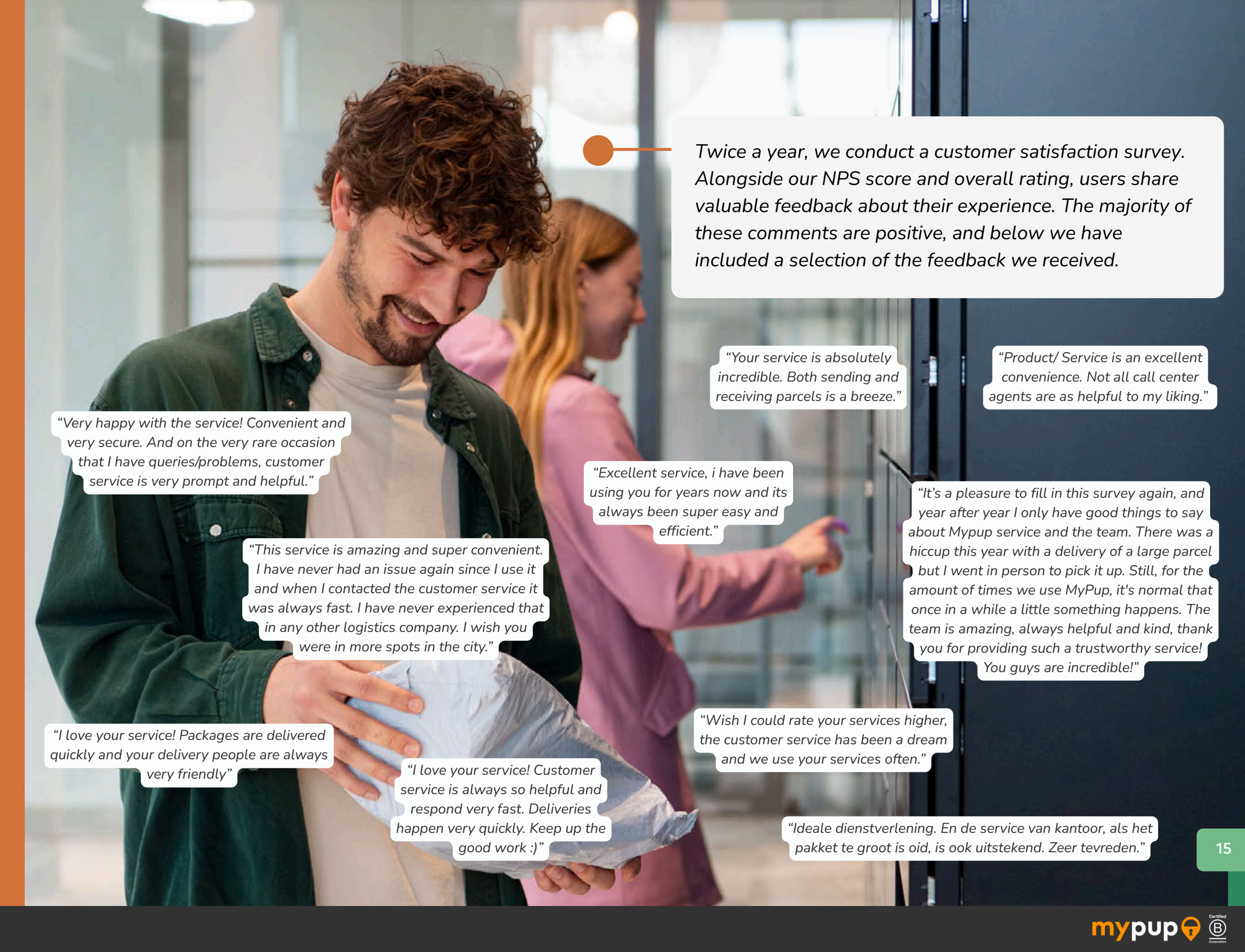
of our users
rates us with

>9

**NPS
69**

**Net Promoter
Score**

The NPS measures customer recommendation on a scale from -100 to 100, where anything above 50 is excellent. With a score of 69, our users show exceptional loyalty!



Twice a year, we conduct a customer satisfaction survey. Alongside our NPS score and overall rating, users share valuable feedback about their experience. The majority of these comments are positive, and below we have included a selection of the feedback we received.

"Very happy with the service! Convenient and very secure. And on the very rare occasion that I have queries/problems, customer service is very prompt and helpful."

"This service is amazing and super convenient. I have never had an issue again since I use it and when I contacted the customer service it was always fast. I have never experienced that in any other logistics company. I wish you were in more spots in the city."

"I love your service! Packages are delivered quickly and your delivery people are always very friendly"

"I love your service! Customer service is always so helpful and respond very fast. Deliveries happen very quickly. Keep up the good work :)"

"Your service is absolutely incredible. Both sending and receiving parcels is a breeze."

"Excellent service, i have been using you for years now and its always been super easy and efficient."

"Product/ Service is an excellent convenience. Not all call center agents are as helpful to my liking."

"It's a pleasure to fill in this survey again, and year after year I only have good things to say about Mypup service and the team. There was a hiccup this year with a delivery of a large parcel but I went in person to pick it up. Still, for the amount of times we use MyPup, it's normal that once in a while a little something happens. The team is amazing, always helpful and kind, thank you for providing such a trustworthy service! You guys are incredible!"

"Wish I could rate your services higher, the customer service has been a dream and we use your services often."

"Ideale dienstverlening. En de service van kantoor, als het pakket te groot is oid, is ook uitstekend. Zeer tevreden."

A conversation with...

Jeffrey Buik

resident interview

Sometimes, we
interview a user
about our service.

Jeffrey



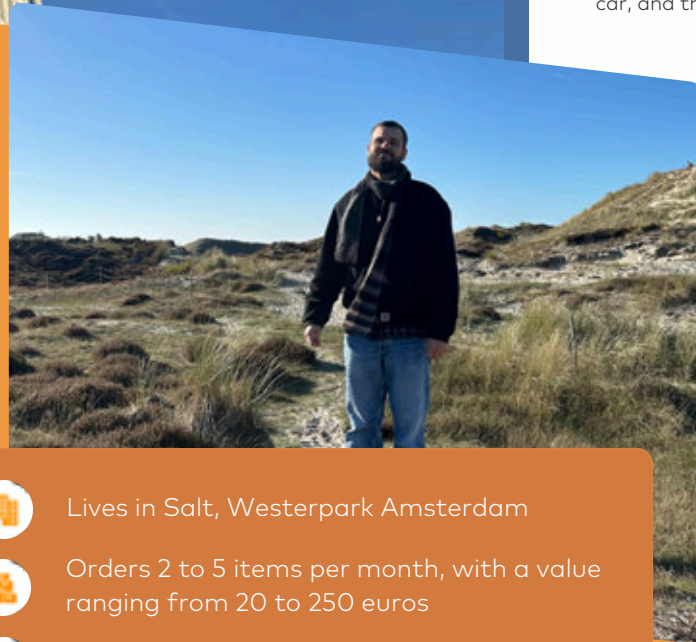
Lives in Salt, Westerpark Amsterdam



Orders 2 to 5 items per month, with a value ranging from 20 to 250 euros



Has been using MyPup since December 2023



When did you start using MyPup, and was it clear what MyPup was?

'I started using MyPup a month after moving into Salt. It was clear quite quickly what it was, but I had to figure out exactly how it worked. I also wasn't aware that it came at no additional cost.'

What do you like and dislike about MyPup?

'I think it's a really great service. The only thing I had to get used to was the specific MyPup name format and delivery address.'

What is the biggest advantage of MyPup for you?

'I know my parcel will be delivered and not stolen, and I don't have to worry about it.'

Do you always order via MyPup?

'Yes, I order everything via MyPup, mainly for my own convenience. You order something and don't have to go anywhere, or be at home for the delivery. You don't have to think about it anymore, and I really see that as an added value.'

Have you ever experienced any issues with MyPup?

'No, not really. In the beginning, there was a Wi-Fi issue in our building, but that was quickly resolved.'

'Once, I had a parcel that was too big, but the MyPup courier called me. I asked if they could leave it in the car park near my car, and that was no problem.'

Your parcel locker is in the basement rather than at the main entrance. Do you find this a barrier?

'I pass by it anyway, as the parking for bikes and cars is also there. But even if that weren't the case, it wouldn't be a barrier for me. My parcels always get delivered. In our building's group chat, I regularly see messages about missing parcels. And I just think: guys, create a MyPup account, it's not that hard!'

Do a lot of parcels go missing or get stolen?

'Yes, this happens quite often – sometimes several times a week. If more neighbours used MyPup, these issues wouldn't exist, and we wouldn't keep seeing messages about lost parcels in the group chat.'

With growing awareness of missing parcels, there is fortunately increased recognition of the benefits of a service like MyPup.'

What do you consider when ordering? Does sustainability, for example, play a role in your ordering behaviour?

'I order almost everything from the Netherlands. Nothing comes from far away. I don't place express orders (they're more expensive anyway). Other than that, I'm not overly conscious about sustainability.'



MyPup since November 2023



100 apartments



250 parcels per month

Salt

Amsterdam

Did you know that you can also send parcels (or pass on items to neighbours) via the Pick Up Point?

'That's handy! No, I wasn't aware that parcels could also be sent!'

“

I know my parcel will be delivered and not stolen, and I don't have to worry about it.

”

Do you have a recommendation for us?

'Yes, maybe the service – or at least the concept – could be promoted a bit more. I think it would be good to make MyPup more visible so that more neighbours start using it.'

What kind of promotion are you thinking of?

'I think it would be useful to have more promotional materials, for example, a GIF that we could share on WhatsApp, or even a standard message for when a neighbour asks about – or complains about – a lost parcel. Maybe some humorous content that we as residents could share amongst ourselves.'

Complete the sentence: In an ideal world...

'Everyone in my building would use MyPup.'

The three residential buildings Salt, Pepper, and Blend at Westerpark in Amsterdam are managed by To Be At. The investor is CBRE IM.

Our culture and values

What defines the way we work together

A good set of brand values not only defines who we want to be, but also forms the basis for how we want our target audiences to perceive us. These brand values are in line with what we at MyPup consider important and wish to convey, or what we aim to achieve. So, in essence, they are more like our core 'cultural values'.

We have one central core value and four supporting values. Our core value, 'Future-Focused', is closely linked to our purpose and our positioning as a thought leader.

Our cultural values are:

- **Progressive:** we are constantly developing and improving. We practise what we preach.
- **Future-focused:** we enjoy making the world a little better by making a positive impact wherever we can.
- **Inspiring:** we are open to each other's new ideas and aren't afraid to ask each other questions.
- **Energetic:** we work together with passion. We keep the lines of communication short so we can react quickly. Team spirit is important to us.
- **Personal:** a place with an open and honest atmosphere where everyone can be themselves and take personal responsibility.





TOWARDS A GREENER FUTURE

Last-mile logistics and tomorrow's sustainable city

Parcel logistics was not designed for the challenges cities face today. Rather than improving a fragmented system, MyPup is rethinking it entirely. With cities as our focus, people at the centre, and system change as the solution, we are redesigning parcel logistics from the ground up to create a smarter, more efficient and more liveable urban future.



*The city as our focus,
people at the centre and
system change as the solution*

Purpose, mission & vision

Our purpose, vision, mission and five pillars set out the principles that guide our decisions, shape our solutions and define the impact we aim to create.

Our Purpose



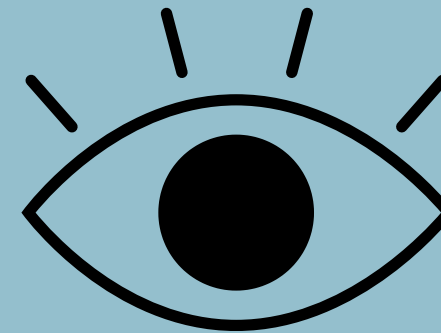
To actively contribute to clean, liveable and future-proof urban environments.

Our Mission



Together, we contribute to liveable living and working environments by designing parcel logistics to be human-centred, reliable and efficient.

Our Vision

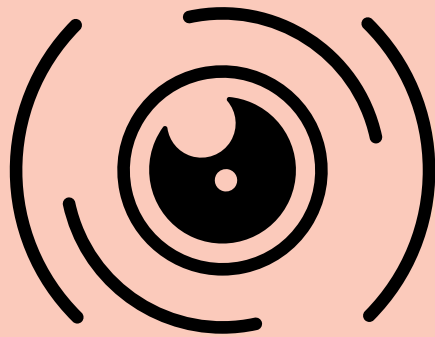


We believe in cities where logistics is no longer a burden, but naturally contributes to liveability, safety and quality of life.

Our approach

We believe better parcel logistics requires a balanced approach. These five pillars define the principles that underpin our approach and the value we create for all stakeholders.

Our Approach



To turn our ambition into tangible impact, we focus on five core pillars that define how we work and create value for all stakeholders.



Together for the city: We consolidate parcel flows and foster collaboration to reduce logistical pressure on urban environments.



Comfort: we design logistics around the needs of people, creating a seamless experience for residents, employees, couriers and building staff.



Safety: We contribute to safer buildings and streets through secure parcel handling and reduced delivery traffic.



Sustainability: we reduce transport movements and contribute to a more efficient and future-proof logistics system.



We go the extra mile: we put users first and continuously improve our solutions and services to deliver the best possible experience.



B Corp

MyPup is proud to be a Certified B Corporation. This certification reflects our commitment to using business as a force for good and to creating value for all stakeholders, including customers, employees, partners, communities and the environment.

For MyPup, B Corp certification is more than a label. It reflects how we approach business and reinforces our commitment to balancing commercial success with positive social and environmental impact. It also holds us accountable to continuously improve our performance, governance and transparency.

As part of this ongoing commitment, we will undergo recertification in 2026. The insights from this process will help us identify new opportunities to strengthen our impact and further integrate sustainability into everything we do.

Certified



®

Corporation

Certified B Corporation

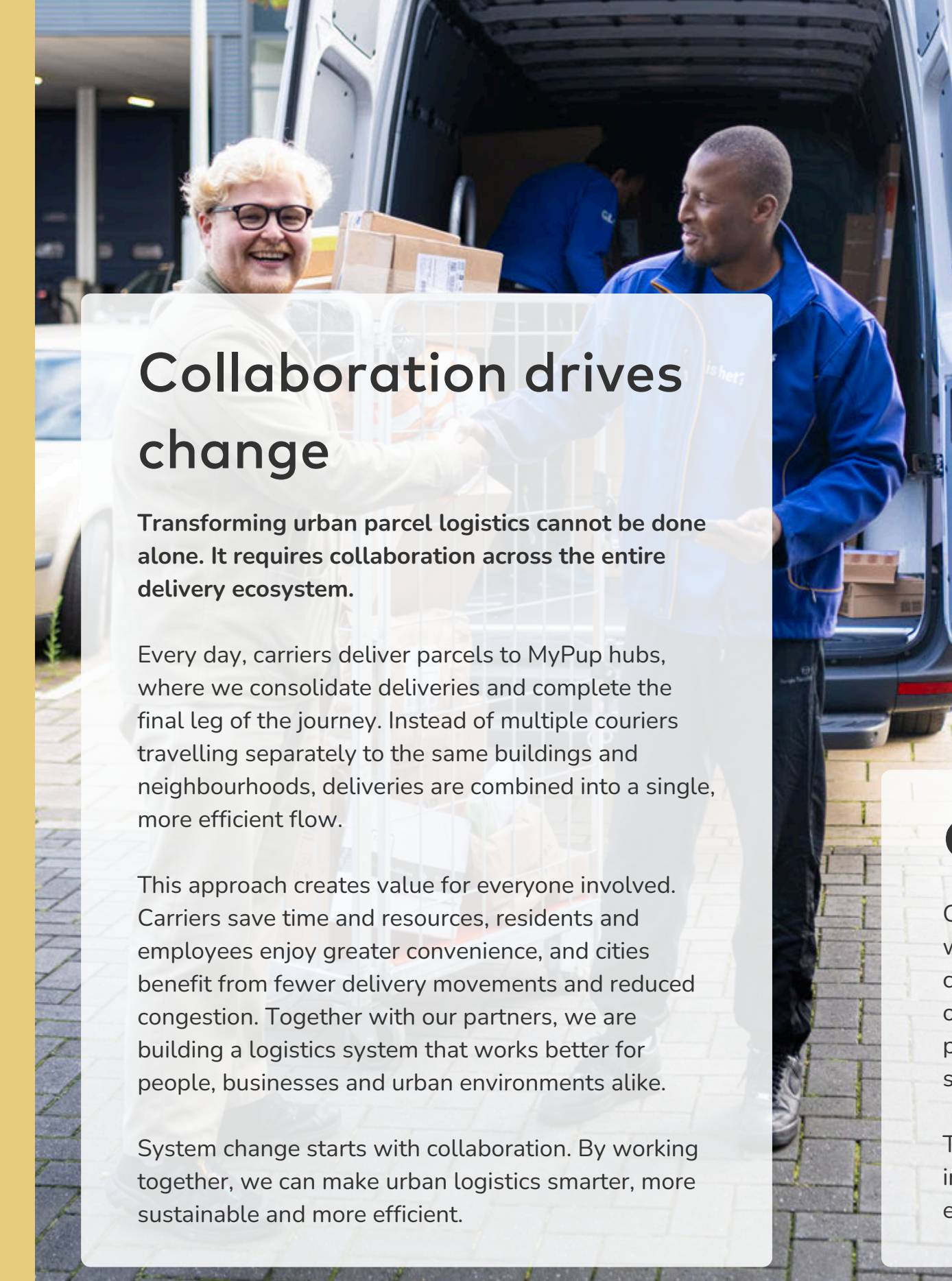
"We envision a global economy that uses business as a force for good. This economy is comprised of a new type of corporation, the B Corporation, which is purpose-driven and creates benefit for all stakeholders, not just shareholders. As Certified B Corporations and leaders of this emerging economy, we believe that we must be the change we seek in the world. That all business ought to be conducted as if people and place mattered. That, through their products, practices and profits, businesses should aspire to do no harm and benefit all."

B Lab



CREATING IMPACT TOGETHER





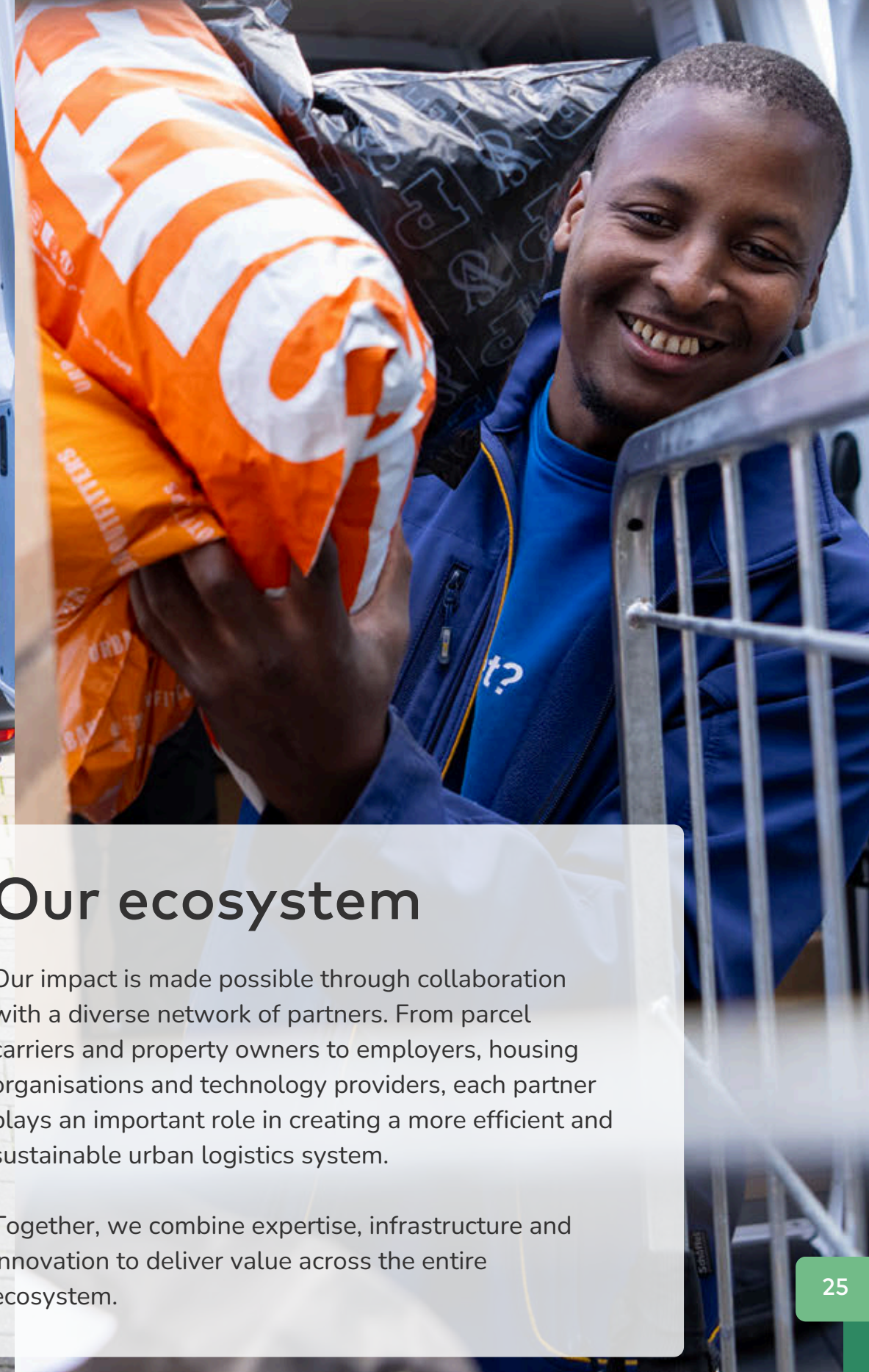
Collaboration drives change

Transforming urban parcel logistics cannot be done alone. It requires collaboration across the entire delivery ecosystem.

Every day, carriers deliver parcels to MyPup hubs, where we consolidate deliveries and complete the final leg of the journey. Instead of multiple couriers travelling separately to the same buildings and neighbourhoods, deliveries are combined into a single, more efficient flow.

This approach creates value for everyone involved. Carriers save time and resources, residents and employees enjoy greater convenience, and cities benefit from fewer delivery movements and reduced congestion. Together with our partners, we are building a logistics system that works better for people, businesses and urban environments alike.

System change starts with collaboration. By working together, we can make urban logistics smarter, more sustainable and more efficient.



Our ecosystem

Our impact is made possible through collaboration with a diverse network of partners. From parcel carriers and property owners to employers, housing organisations and technology providers, each partner plays an important role in creating a more efficient and sustainable urban logistics system.

Together, we combine expertise, infrastructure and innovation to deliver value across the entire ecosystem.

Value chain transparency

Creating impact goes beyond the service we deliver. It extends across the entire value chain behind it.

The service we provide is the result of a value chain that we strive to keep as transparent as possible. We work with suppliers and partners we trust and who share our commitment to creating more liveable and sustainable cities.

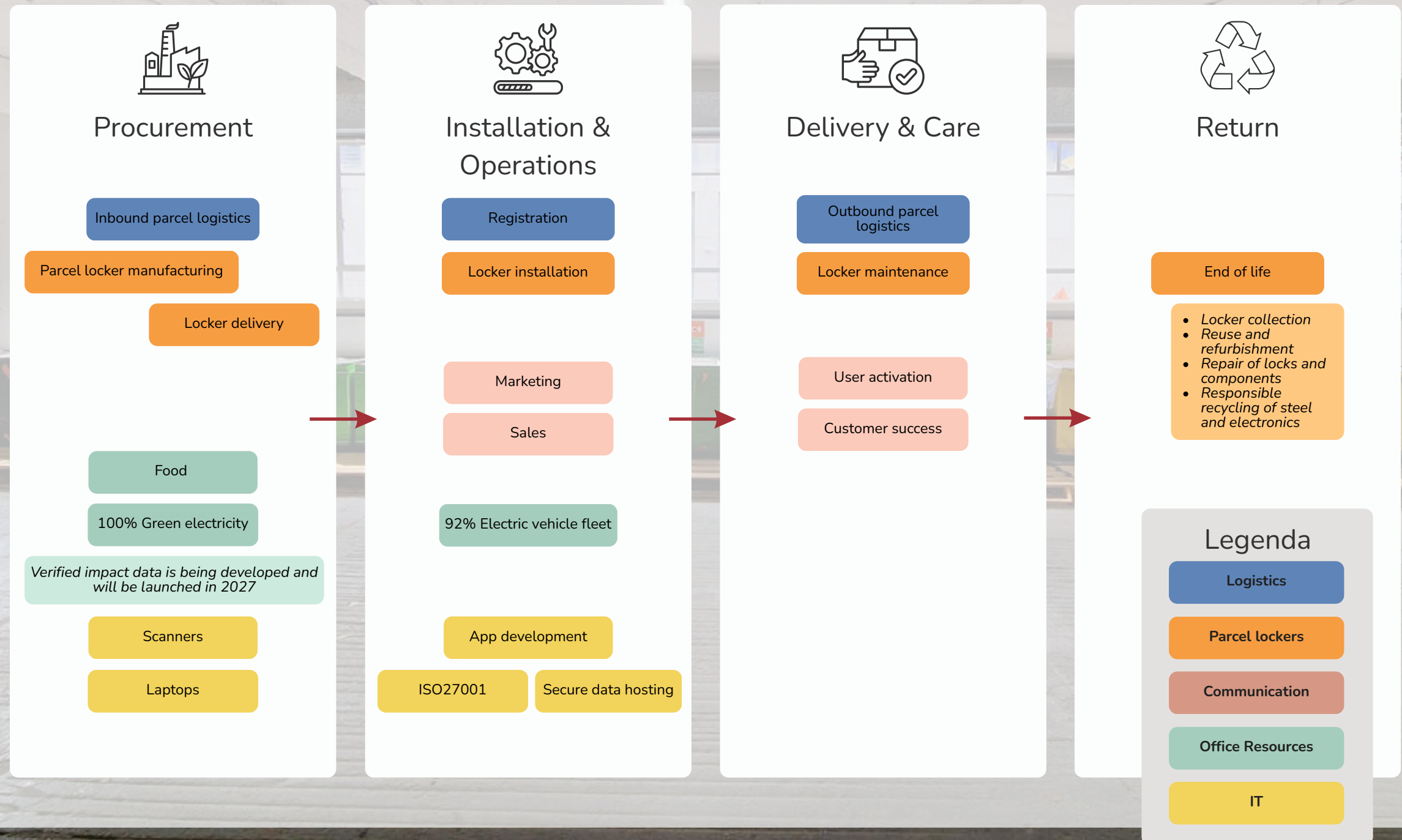
For the first time, we have visualised our value chain to better understand where value is created and where opportunities for improvement exist. In the coming years, we aim to further strengthen each part of this chain and increase the positive impact we create together.

In the following pages, we take a closer look at the different parts of our value chain and the actions we are taking to strengthen our impact across each of them.



Understanding our value chain

Our value chain consists of four key stages, each contributing to the value we create and the impact we generate.



Understanding our value chain

Our value chain consists of four key stages, each contributing to the value we create and the impact we generate.



Procurement

Parcel lockers are sourced locally. In the Netherlands, we work with [VEPA](#), a sustainable furniture manufacturer that places a high priority on circularity. In the United Kingdom, we work with YourWorkSpace, and in Ireland with Farrell. In addition, we procure hardware for our own business operations, such as hand-held scanners, laptops and staff lunches. Suppliers are strategic partners with whom we enter into long-term, close partnerships. When procuring goods, we also take ESG criteria into account in accordance with our procurement model.



Installation & Operations

Parcel lockers are installed on-site by our technicians. Once installed, they are operational and parcels can be delivered. All parcels are consolidated at our own hubs or those of our partners on the outskirts of the city. Parcels are registered and allocated to the correct locations. Our commercial team handles communication with users and customers, and focuses on building long-term customer relationships. The development team works on developing the system and ensuring secure processes to safeguard against cyber threats.



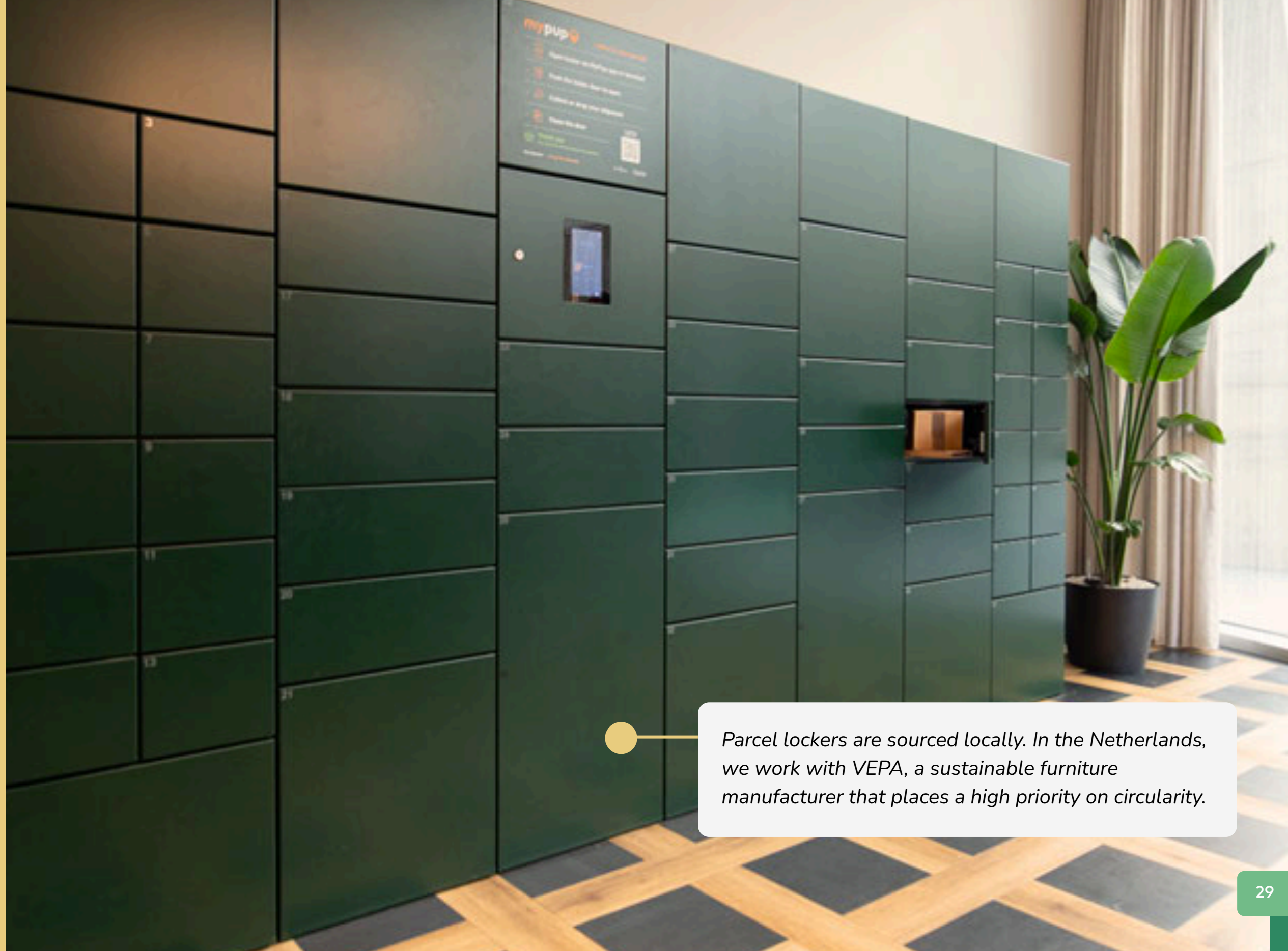
Delivery & Care

All parcels are delivered to residential or office locations using 100% electric transport. The customer success team ensures correct on-site activation, schedules contact with the customer and carries out any necessary maintenance on the parcel lockers. Users can contact our customer service team 6 days a week with any questions regarding delivery.



Return

When a contract is terminated, our parcel lockers are collected and reused by other customers. Should any components be unsuitable for reuse, we ensure they are recycled responsibly through our waste management partners.



Parcel lockers are sourced locally. In the Netherlands, we work with VEPA, a sustainable furniture manufacturer that places a high priority on circularity.

Stakeholder dialogue

Aside from a visual representation of our value chain, we also did a deep dive to properly map who our stakeholders are, what they expect from us and how we intend to fulfill those expectations. This also helps us with determining what actions are to be included in the action plan, together with the double materiality assessment.

Stakeholder Overview

Stakeholder	What they do	What they expect	How we engage with them
Hardware supplier	Supply parcel lockers, scanners, terminals	Transparency about material use, reliability, circularity, fair pricing	Periodic meetings, performance evaluations, circular design agreements, audits
Service suppliers	Software, IT, transport services, maintenance	Clear agreements, continuity, timely payments	Contract management, SLA review
Energy supplier	Procurement of electrical energy for office and fleet	Predictable demand, sustainable partnership	Consultation on greening, annual evaluations, transition to green contracts
Partners (logistics hubs, carriers, installers)	Collaboration for last-mile logistics	Clear agreements, fair margins, innovation	Operational meetings, joint KPIs, sustainable last-mile pilots
Knowledge centers	Research on urban logistics, circularity, sustainability	Data, cases, collaboration, innovation	Participation in pilots, data sharing (anonymized), events
Society	Recipient of MyPup's impact: fewer vans, lower emissions, livability	Transparency, CO2 reduction, social impact	Publications, open data, participation in community projects, partnerships with NGOs

Stakeholder	What they do	What they expect	How we engage with them
Government & enforcement agencies	Rules regarding mobility, safety, waste & data	Compliance, transparency, reliable data	Annual meetings, compliance audits, participation in urban logistics programs
Shareholders	Strategic and financial support	Transparency, returns, risk management, sustainable growth	Quarterly meetings, updates, sustainability reporting
Technicians	Installation & maintenance	Safety, planning, sustainable materials, clear work instructions	Evaluations and team meetings
Customers (B2B: offices, real estate, hospitals, universities)	Use of MyPup solutions; access to parcel logistics	Reliability, sustainability, clear reporting, service quality	Annual reviews, customer visits, joint sustainability goals, reporting
End users (parcel recipients)	Use the MyPup locker for parcel collection	Ease of use, privacy, safety, reliability	User feedback, app updates, helpdesk, user research
Own employees + flex pool	Daily operations, customer service, installations, parcel processing	Safety, development, fair working conditions, inspiring workplace	Team meetings, training sessions, feedback rounds, e-NPS meetings
Waste processors	Process old hardware, batteries, electronics	Correctly sorted materials, logistical alignment	Contracts for circular processing, periodic coordination, audits

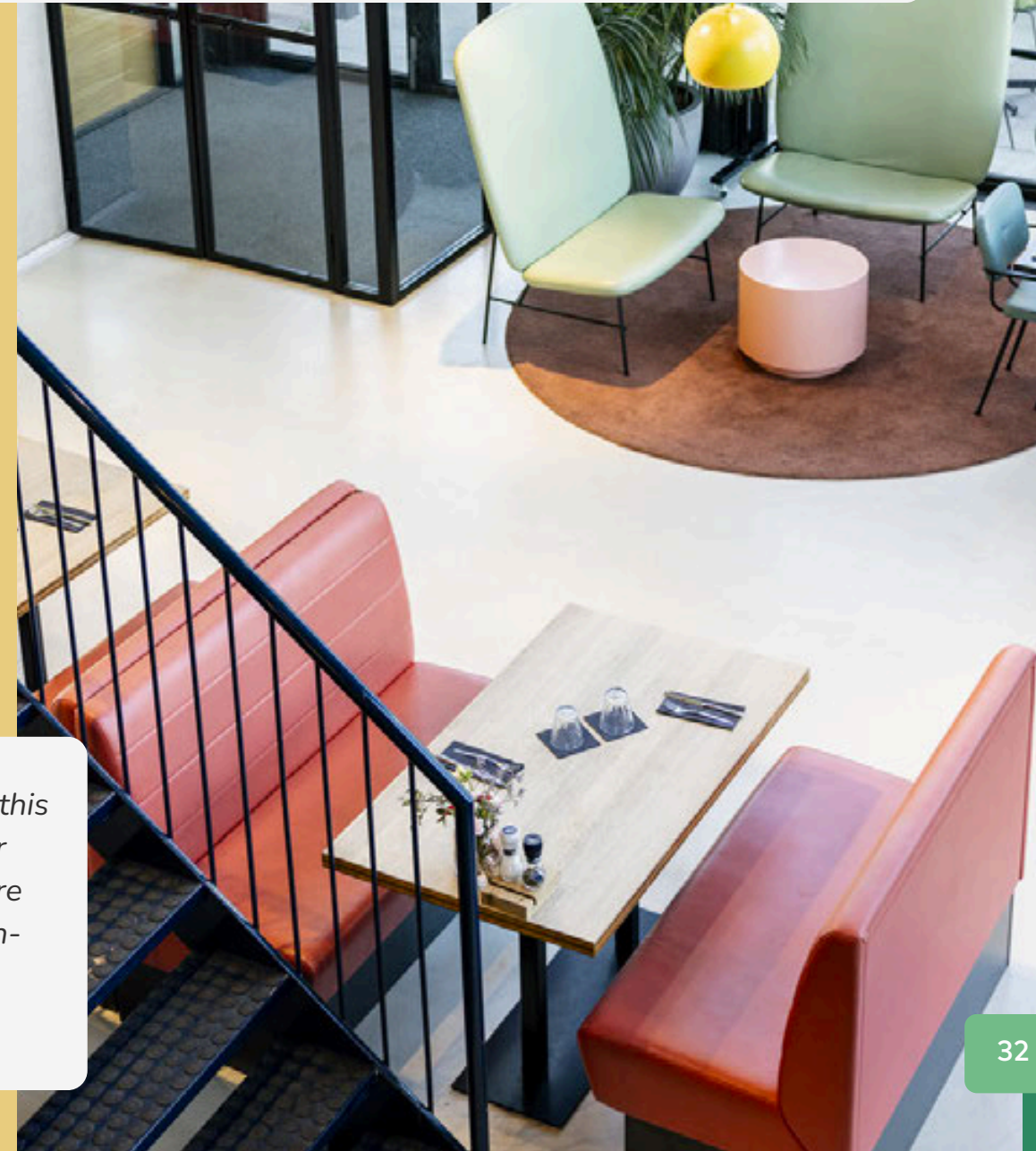
Shared commitment to sustainability



"This logistic model not only benefits guests but also provides a more sustainable parcel delivery solution for The Social Hub. Thanks to MyPup's agnostic approach in terms of parcel delivery, parcel traffic is reduced around the building, saving greenhouse gas emissions."



"Our residents are excited about this solution, which contributes to our joint efforts for a cleaner and more liveable living environment, a win-win for the environment and convenience for the students!"



OUR ACTION PLAN





Double materiality assessment

Making the right impact at the right time

A deeper dive into how we create value can be found in the double materiality assessment. In this assessment, we closely look at material and financial risks and opportunities along several topics to identify our main risks and opportunities. It is important to look at each aspect of the company for this. We therefore use the existing ESG topics as proposed by ESRS.

The double materiality assessment as we have conducted is not part of an official analysis, rather created by MyPup employees and verified by several stakeholders ranging from suppliers, to clients, to end-users.

This part of the report lines out our action plan for the coming year. By looking at our material topics that came out of the informal DMA, we know what to prioritize to ensure we are making the right impact at the right time, as agreed upon by several stakeholders. Each chapter therefore consists of a material topic that we identified as previously described, with the following structure afterwards:

Policies: What is our current policy with regards to this topic?

Actions: What actions are we doing and hoping to do in the future to mitigate this negative impact, or boost the positive impact?

Metrics: What are our Key performance indicators (KPIs) to measure success?

Targets: What are the targets for the coming year(s)?



Our positive and negative impact on the environment

MyPup's activities have both a positive and a negative impact on the environment. As a provider of last-mile delivery services, the company's core business involves transporting parcels, which results in unavoidable CO₂ emissions generated by MyPup and its delivery partners. This environmental impact is inherent to the business model and cannot be fully eliminated.

At the same time, MyPup's way of organising last-mile delivery is designed to reduce overall traffic movements by consolidating delivery trips. This approach contributes to lower emissions, improved air quality, increased road safety, and reduced congestion.

MyPup therefore focuses on minimising negative environmental impacts while strengthening its positive contribution to cleaner and more efficient urban logistics. The following sections describe how this ambition is translated into concrete actions, KPIs, and targets.

Policies

MyPup is committed to reducing the environmental footprint of its operations and value chain wherever possible. This includes responsible energy use, continuous optimisation of delivery routes, and transparent communication about environmental impact. The company recognises that last-mile delivery

contributes to emissions and therefore prioritises efficiency, consolidation, and innovation to limit environmental harm while supporting greener cities.

Actions

To reduce environmental impact related to energy use, MyPup ensures that all energy used at its own hubs is certified green energy (certified by [Pure Energie](#)). The company actively encourages its partners to also use green energy, and 10 out of currently 13 do so. Together with its own hubs, MyPup can state that the majority of its energy consumption is based on certified green energy.

Reducing traffic flow is a core element of MyPup's plan to reduce the negative impact and increase the positive impact on the environment. Since its founding in 2014, MyPup has aimed to contribute to cleaner and safer cities by improving last-mile delivery. Through its partnership with Routigo, MyPup monitors deliveries and optimises routes to ensure that parcels are delivered using the smallest possible number of trips within a single, efficient delivery round.

In addition, MyPup reduces environmental impact through its consolidation process. Compared to traditional delivery companies, this approach significantly reduces the number of delivery trips

required. Currently, this impact is calculated using a formula that measures an average saving of 100mg per parcel as published by [this article](#).

MyPup is in the process of improving this methodology to make it more future-proof by calculating its own carbon footprint and comparing it directly with the carbon footprint of parcel delivery companies that have calculated or are planning on calculating their carbon footprint, like PostNL. Part of that carbon footprint are for example the CO₂ emissions coming from our electric fleet that delivers parcels, but also the emissions of producing the hardware and water and gas usage used in the office. When this calculation is complete and verified, we will have a total carbon footprint that we can divide by the amount of parcels delivered in a year, giving us a number of CO₂ emissions per parcel based on our internal reliable data. Improving this methodology is also in line with MyPup’s commitment to transparency.

Metrics

MyPup monitors energy usage at its hubs and tracks the share of certified green energy used across its operations and partners. Route efficiency and delivery optimisation are monitored through delivery data and routing software.

Environmental impact from consolidation is currently measured using an external average-based formula, while work is ongoing to develop a more accurate, company-specific carbon footprint calculation.

Electricity, water & gas usage				
Usage	2024 total	2024 per parcel	2025 total	2025 per parcel
Electricity (vans, office, employee commute) in kWh	63 166	0.083	68 708	0.065348
Water (m³)	135	0.000178	157	0.000149
Gas (m³)	2 295.630	0.003023	2 546.341	0.002422
Waste (in tonnes)	44 540	4,54	4 101	4,10

Targets

MyPup aims to continuously reduce the environmental impact of its last-mile delivery operations by increasing route efficiency, limiting unnecessary trips, and maximising the use of certified green energy.

In the coming period, the company intends to improve the accuracy and transparency of its environmental impact calculations by developing its own carbon footprint methodology and benchmarking it against other parcel delivery companies. These efforts support MyPup’s long-term goal of contributing to cleaner, safer, and less congested cities.

Circularity in the value chain

Our hardware

One of the most important material topics identified in our double materiality assessment is circularity in our value chain, specifically related to our hardware. As a service-oriented company, MyPup uses relatively few materials in daily operations. Our core service consists of receiving and registering parcels and delivering them safely to lockers placed inside buildings. These lockers are essential to ensure safety and convenience for users, and most clients choose to lease the lockers from us.

The lockers are primarily made of metal, a non-renewable resource. This makes circular use of materials more complex. As a scaling company, MyPup requires an increasing number of lockers to serve its expanding client base. The extraction and processing of these materials have a significant environmental impact that is difficult to reverse. As a result, the circular use, reuse, and recovery of materials within our hardware value chain has been identified as a material topic that requires active management in the coming years.

Policies

MyPup believes that responsible procurement is essential to improving circularity in the value chain. We therefore place strong emphasis on building long-term and transparent relationships with our suppliers. To support this, we have developed structured procurement assessments that evaluate both potential

and existing suppliers. Suppliers that do not meet our minimum requirements are excluded from our procurement scope.

Currently, we use two procurement assessments. One assessment applies to partner couriers that support parcel registration and delivery in cities where MyPup does not operate its own hub. The second assessment focuses on hardware manufacturers and was introduced in 2025. This assessment is still being tested and refined.

The assessments cover business feasibility, environmental impact, social responsibility, and governance. They are reviewed annually by the operations manager and discussed during yearly evaluation meetings with suppliers. These conversations allow us to address risks, discuss improvements, align on expectations, and gather feedback in a transparent way.

In addition to responsible sourcing, MyPup aims to keep lockers operational for as long as possible. Lockers that are returned and still considered safe are reused at new locations whenever feasible. Our installation team is responsible not only for placing new lockers, but also for inspecting, maintaining, and redeploying existing ones.



All lockers are placed inside buildings rather than outdoors, which significantly extends their lifespan. We are currently seeing the first lockers approach the end of their life cycle, which increases the importance of circular end-of-life solutions.

For our biggest part of operations, namely all lockers in the Netherlands, MyPup works with a manufacturer that actively puts resources into understanding material lifespans and closing material loops.

Currently, our lockers consist of 35% of recycled metal, which is currently the maximum amount that recycled metals can be used in the product to guarantee quality. This needs to be mixed with virgin metals.

In the United Kingdom and Ireland, MyPup works with local manufacturers. While these manufacturers do not currently show the same level of ambition as our Dutch partner, they do meet our sustainable procurement requirements and are considered a responsible choice within our current scope.

Actions

To mitigate these risks and reduce our environmental impact, MyPup is taking several actions. Although supplier relationships have always been important, structured procurement assessments were formally introduced in 2025. Since then, suppliers have been actively invited to provide feedback, and the assessments continue to evolve based on both supplier input and internal experience.

Looking ahead, MyPup aims to develop one overarching procurement assessment applicable to all suppliers. While some criteria will remain specific to manufacturers, couriers or other supplier categories, a shared set of core requirements will enable easier comparison and more consistent tracking of progress across the value chain.

In addition, MyPup works closely with suppliers to mitigate exposure to volatility and supply disruptions. This includes exploring measures such as long-term energy contracts, optimizing locker designs to reduce the amount of metal required, and extending product lifespans. To strengthen resilience against geopolitical instability, MyPup is also researching alternative materials, including the safe application of wooden lockers.

MyPup actively communicates the importance of sustainability and circularity to its suppliers and is willing to collaborate where additional support can help suppliers meet our requirements.

Prolonging the lifespan of hardware

Unfortunately, it is not possible to fully close the loop in hardware manufacturing when it comes to metals. To ensure safety and protection against break-ins, lockers cannot be refurbished indefinitely. In certain cases, the use of virgin metal is necessary to guarantee quality and durability. This is also why suppliers are unable to work with 100% recycled materials. For this reason, it is also important to look at other ways we can prolong the lifespan of a locker bank.

Risks and importance of action

Circularity in our hardware value chain is closely linked to several environmental, financial, and operational risks.

A key risk identified in the double materiality assessment is MyPup's exposure to geopolitical instability, which drives volatility in the availability and pricing of key raw materials - particularly energy and metals.

MyPup depends on two essential inputs to deliver its service:

- Energy (electricity and fuel) for parcel delivery operations.
- Metals (mainly steel and aluminium) for producing locker systems.

Periods of geopolitical tension, such as conflicts, trade restrictions, sanctions, supply chain disruptions, or energy-market instability, often lead to sudden and unpredictable price increases for both energy and metals. Because MyPup operates with long-term contracts and fixed monthly fees, it is difficult to pass short-term cost increases on to existing clients. This creates three specific risks:

- Margin erosion, as rising energy and material costs directly reduce profitability.
- Operational strain, where shortages or delays in metal supply can slow down the production of new lockers or the maintenance and replacement of existing systems.
- Strategic pricing rigidity, as limited ability to quickly adjust pricing reduces MyPup's flexibility during periods of crisis.

From an environmental perspective, continued reliance on virgin metals increases pressure on non-renewable resources and contributes to environmental degradation. From a business perspective, a lack of circular solutions increases dependence on volatile global supply chains. Failing to address these risks could negatively affect MyPup's operational continuity, cost structure, and ability to meet contractual commitments. For these reasons, taking action to improve circularity and resilience in our hardware value chain is a priority.



In addition to careful planning and reuse, MyPup focuses strongly on preventive maintenance of its lockers. All drivers delivering parcels to the lockers are employed directly by MyPup and are paid by the hour rather than per parcel. This reduces time pressure and allows drivers to handle lockers with care. Through training and awareness, drivers are able to deliver parcels safely without rushing, lowering the risk of damage to the hardware.

If a driver or user notices an issue with a locker, MyPup's maintenance team can inspect the location and repair or replace individual parts where needed. This approach helps extend the lifespan of the lockers and prevents unnecessary replacement.

End-users are the other main users of the locker system. MyPup commits to providing a convenient and reliable service and therefore takes responsibility for keeping the lockers in good condition. Occasionally, damage occurs due to leaking parcels or sharp objects causing scratches. At present, no specific improvement plan is in place for this type of damage, as incidents are infrequent and it is difficult to determine exactly when and how damage occurs. When responsibility can be identified, the customer service team contacts the relevant party to explain the importance of handling the lockers with care.

MyPup operates lockers at around 600 locations, with the oldest sites in use since 2014. Where possible, lockers are reused and relocated when client contracts end.

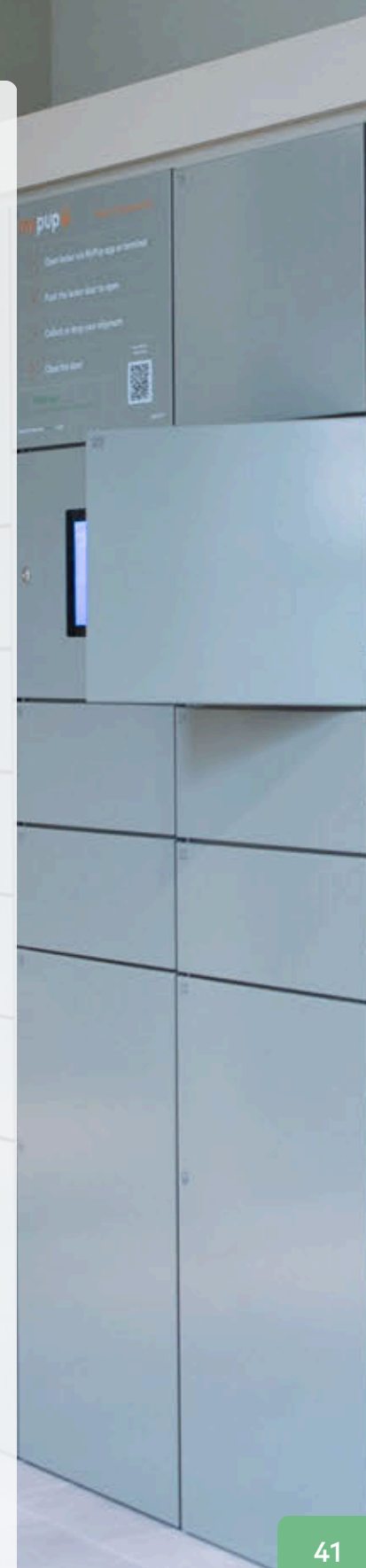
There have been very few instances where lockers were not fit for usage anymore, and they were disposed of by bringing them to an organisation that disposes of metals. Once the amount of lockers that go out of operation increases by a lot, we are restarting the conversation with our suppliers about a hardware take-back program.

Metrics

The procurement assessments classify suppliers into three categories: minimum requirements, preferred suppliers, and ideal suppliers. This classification helps MyPup understand current performance, identify risks and gaps, and track improvements over time. Data is collected through surveys and conversations with suppliers and scored across five topics. The five topics and some example subtopics are:

1. **Business feasibility** (transparent cost breakdown, responsiveness, delivery time)
2. **Social** (fair working hours, external trust person, personnel handbook)
3. **Purpose** (alignment with our purpose statement)
4. **Governance** (regulatory compliance, data and supply chain transparency)
5. **Environmental** (ISO14001 certification, use of recycled materials, resource recovery efforts)

Each subtopic is scored with a 1, 2, or 3 based on how important the subtopic is to us. The outcomes are reviewed annually and discussed with suppliers as part of the ongoing evaluation process.*



Targets

MyPup's ambition is to improve circularity and risk resilience across its hardware value chain. Our target is that all three locker manufacturers are classified as ideal suppliers by 2028.

Having just created this assessment, we are currently in the process of verifying this with stakeholders (MyPup users, clients and the locker manufacturers) and have it filled out by suppliers. Our main supplier VEPA scored 30 out of 38 points.

We also want to have a solid end-of-life process in place for lockers that are no longer able to be operational anymore. There is currently no running hardware take-back program with suppliers because there are too little materials for this, but this can change over time.

* Our saved emissions are based on calculations based on [this article](#). We are currently working on a new and more accurate approach where we use only internal data to calculate our carbon footprint per parcel and compare this to other delivery companies. This is a number we can focus on reducing as well.

The procurement assessment: an example

The procurement assessment is designed for either hardware manufacturers, as shown below, or delivery partners, who have different requirements. Both assessments group requirements into three categories, ranging from minimum requirements to the ideal scenario. Requirements met within the ideal scenario category earn more points than those classified as preferred supplier or minimum requirements.

Criteria and categorization

Minimum requirements	Preferred suppliers	Ideal scenario
Business feasibility • Transparent cost breakdown • Responsiveness in communication • Local	Business feasibility • Fair price within business case • Delivery lead time	Business feasibility
Social • Safe work environment • Personnel handbook • Fair work hours	Purpose • Matching mission and/or purpose statement	Environmental • Use of recycled materials (and communicating percentage) • Hardware take-back program • Resource recovery efforts
Governance • Regulatory compliance (EU, national law) • Data & Supply chain transparency	Environmental • Environmental certifications (ISO 14001, etc.)	Social • Performance review cycle • External trust person • Ethical code • Inclusive & diversity principles

A safe and healthy workplace

The importance of employee wellbeing

Health and safety are important topics in any double materiality assessment, and this is particularly true for MyPup. A large share of our workforce is involved in the daily receiving, registration and delivery of parcels. As deliveries are carried out using electric vehicles, many employees spend a significant part of their working day on the road. This comes with exposure to traffic-related risks that, in the event of an incident, may result in serious injury. For this reason, employee health and safety is a high-priority topic for MyPup, and we actively work to minimise risks and create a safe working environment for everyone.

Policies

MyPup is committed to providing a safe and healthy working environment for all employees. This includes prioritising road safety, preventing work-related accidents, and promoting both physical and mental wellbeing. The company aims to create working conditions that support safe behaviour, reduce time pressure, and encourage responsible decision-making. In addition, MyPup recognises the importance of employee wellbeing and engagement as key factors in long-term retention, performance and organisational resilience.

Actions

To reduce traffic-related risks, all employees receive

several days of practical training by joining drivers on delivery routes. This allows employees to understand daily operations and the risks associated with working on the road. Drivers are paid per hour rather than per parcel, which reduces time pressure and discourages rushing or risky behaviour while driving.

Drivers are also covered by specific insurance arrangements. They are insured while driving, both for damage to third-party property and for personal injury. This is part of the full operational lease. In addition, insurance is in place for extreme parcel damage, and in the event of disability or death, the driver or their survivors receive a benefit. If incidents occur, these are reviewed internally to identify opportunities for improvement.

In addition to safety measures, MyPup actively promotes employee health and wellbeing. Employees are encouraged to cycle to the office, and an e-bike is provided to employees who live within cycling distance. A free sports class is offered once a week after work to support physical wellbeing and encourage social interaction. MyPup also promotes a healthy lifestyle by offering a stop-smoking course and rewarding non-smoking behaviour with two additional days of holiday. Warm and healthy lunches are prepared by colleagues every day and are mostly vegetarian and always halal.



Social connection and engagement are further supported through company-wide activities such as barbecues, Friday afternoon drinks and team-building events linked to MyPup's collective purpose. In addition, personal development and function-specific training are available to all employees to support professional growth and internal mobility. Employee appreciation of these initiatives is measured through the biannual employee satisfaction survey (eNPS).

Metrics

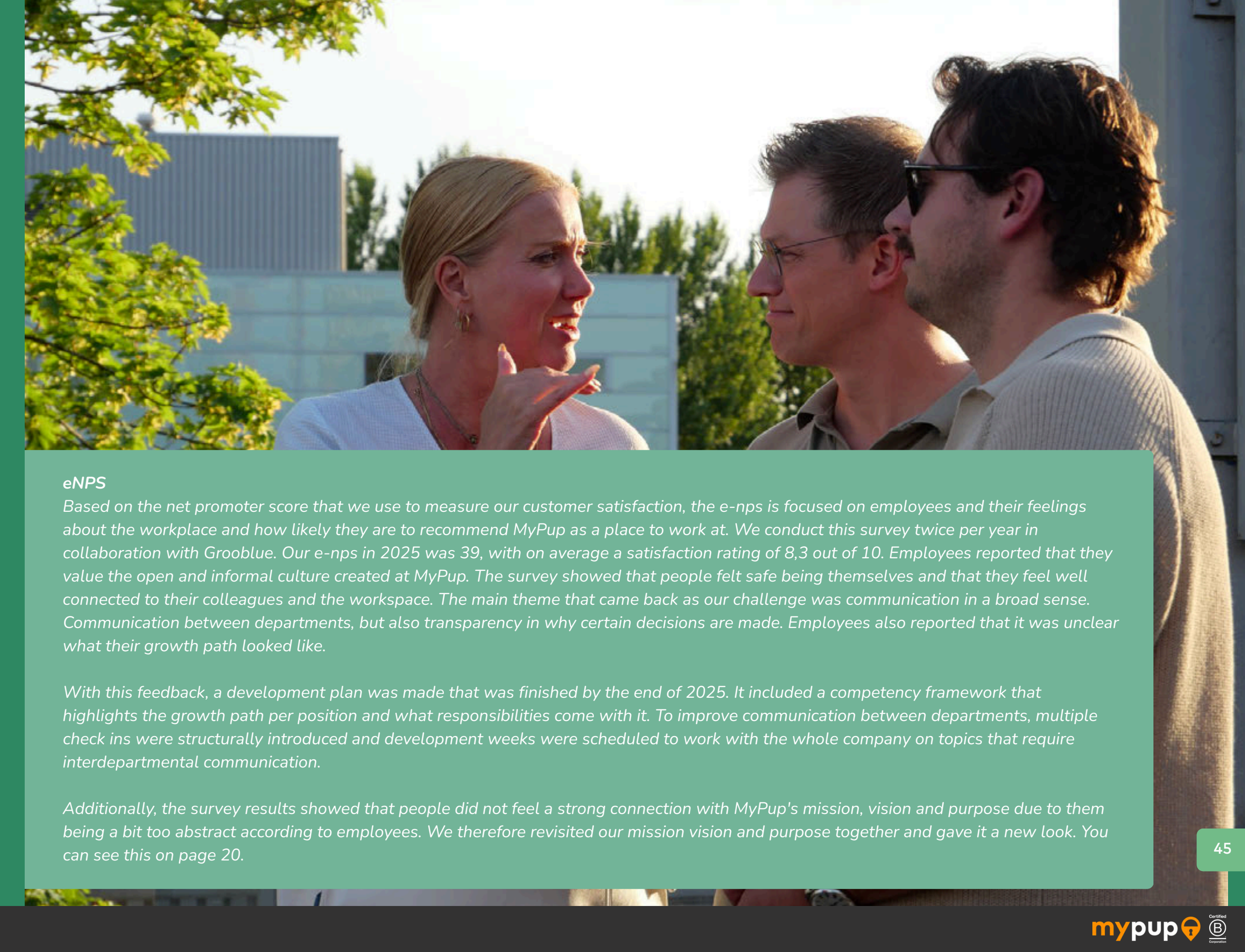
MyPup tracks all reportable traffic incidents in an internal dashboard. To date, the company has recorded zero fatal accidents. In 2025, nine reportable incidents occurred, including minor parking damage and low-impact collisions.

Employee engagement and satisfaction are measured through the biannual eNPS survey. Employee absenteeism is lower than the national average, at 1.7% compared with 5.4%. However, this indicator is not considered sufficiently material to be included as a standalone material topic and is therefore monitored but not included in the formal action plan.

Targets

MyPup's employee safety target is to maintain zero fatal accidents at all times. Employee engagement is monitored through the eNPS survey, with a target score of above 8.0, in line with internal KPIs. Although health and wellbeing initiatives are not classified as a material topic, MyPup aims to continue its current approach while continuously monitoring progress and employee feedback.



A photograph of three people (two men and one woman) in profile, engaged in conversation outdoors. The woman on the left is gesturing with her hand. They are standing in front of a modern building with large windows and green foliage. The lighting suggests it's late afternoon or early morning.

eNPS

Based on the net promoter score that we use to measure our customer satisfaction, the e-nps is focused on employees and their feelings about the workplace and how likely they are to recommend MyPup as a place to work at. We conduct this survey twice per year in collaboration with Grooblu. Our e-nps in 2025 was 39, with on average a satisfaction rating of 8,3 out of 10. Employees reported that they value the open and informal culture created at MyPup. The survey showed that people felt safe being themselves and that they feel well connected to their colleagues and the workspace. The main theme that came back as our challenge was communication in a broad sense. Communication between departments, but also transparency in why certain decisions are made. Employees also reported that it was unclear what their growth path looked like.

With this feedback, a development plan was made that was finished by the end of 2025. It included a competency framework that highlights the growth path per position and what responsibilities come with it. To improve communication between departments, multiple check ins were structurally introduced and development weeks were scheduled to work with the whole company on topics that require interdepartmental communication.

Additionally, the survey results showed that people did not feel a strong connection with MyPup's mission, vision and purpose due to them being a bit too abstract according to employees. We therefore revisited our mission vision and purpose together and gave it a new look. You can see this on page 20.

Diversity in our team

Building a balanced workforce

Diversity within the MyPup team is a key factor in innovation, organisational resilience and long-term growth. Without sufficient diversity across different levels of the organisation and a balanced representation of perspectives, there is a risk of limited viewpoints within teams. This can reduce creativity and innovation, make it more difficult to develop solutions that meet the needs of a diverse customer base, and limit the organisation's ability to adapt to changing circumstances.

A diverse workforce also plays an important role in attracting and retaining talent. When organisations repeatedly recruit similar profiles, opportunities to bring in new perspectives, experiences and skills may be missed. Over time, this can limit organisational learning, reduce employee engagement and affect long-term growth and resilience.

Policies

MyPup strives to continuously improve diversity, equity and inclusion within the organisation. The company is committed to fostering an open and inclusive working environment where employees feel safe, valued and supported. Diversity is addressed at both leadership level and across the wider organisation, with a strong focus on psychological safety, inclusion and open dialogue.

Actions

To support this commitment, MyPup organises four workshops per year specifically for the management team, focusing on topics such as JEDI principles and unconscious bias. These workshops also include the development of plans to better understand employee perceptions of the MyPup working environment through anonymous surveys. Results from these surveys show that the majority of employees perceive MyPup as a diverse company where they feel at home. At the same time, the company recognises that the male-female ratio remains skewed, with a majority of employees being male. MyPup is therefore exploring new and more creative ways to attract candidates from more diverse backgrounds to apply for open vacancies.

Beyond management workshops, MyPup aims to keep the organisational culture as open as possible by encouraging conversations around diversity and inclusion. In addition to E-NPS and occasional JEDI surveys, the company organises workshops for all employees that are aligned with its mission, vision, and purpose, supporting collective growth. Team-building activities outside of work are organised not only for social connection, but also to strengthen relationships and make conversations about diversity and inclusion more accessible. According to employee survey results, employees feel comfortable voicing their opinions and feel heard.



MyPup scores strongly on psychological safety and inclusion, with employees consistently reporting that they feel safe, valued, and supported. The next focus area is strengthening equity and diversity more structurally by clarifying growth paths, broadening recruitment practices, and intentionally involving employees across roles and locations in decision-making.

Metrics

Employee perceptions of inclusion, psychological safety, and engagement are measured through the bi-annual E-NPS survey and periodic JEDI-related surveys. Feedback from these surveys is used to assess progress and identify areas for improvement. Qualitative feedback from workshops and team-building activities also contributes to understanding how employees experience the working environment.

Targets

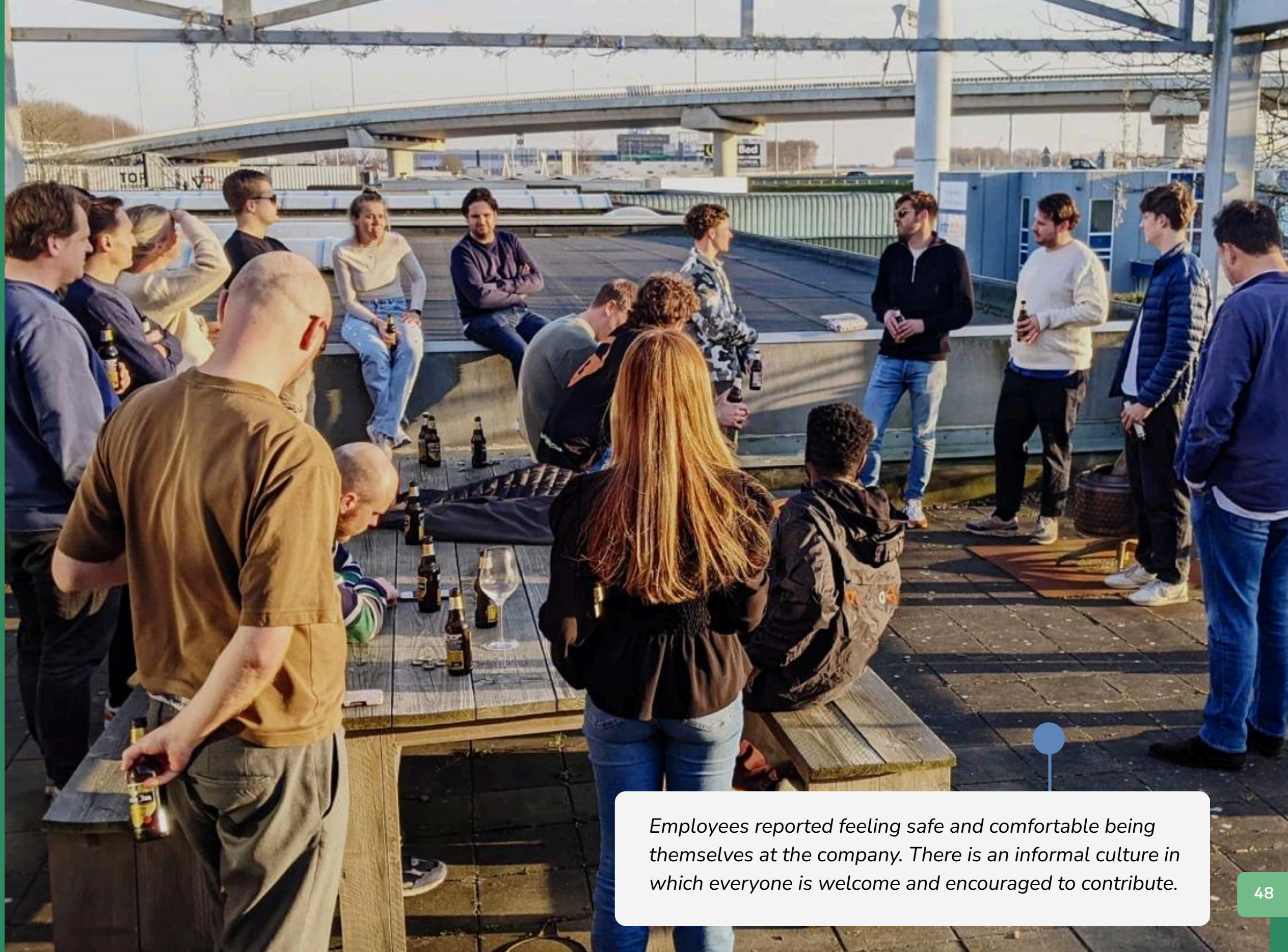
At present, MyPup does not yet have concrete quantitative targets related to diversity. The company aims to define clearer targets following the first year of JEDI workshops. For now, the primary objective is to improve diversity by attracting candidates from a broader range of backgrounds and by actively listening to employee input and ideas on how to improve the workplace. These efforts are intended to support a more diverse, equitable and inclusive organisation over time.

JEDI survey

Under the new standards, B Corp certification includes a number of JEDI-focused requirements. JEDI stands for Justice, Equity, Diversity and Inclusion. While preparing for these requirements, the management team realised that these concepts were not yet fully embedded in the company culture. Therefore, a survey was conducted, similar to the eNPS, but focused solely on the JEDI principles and aimed at determining what the action plan for 2026 should look like.

Similar to the eNPS results, employees reported feeling safe and comfortable being themselves at the company. There is an informal culture in which everyone is welcome and encouraged to contribute. Communication was identified as the main area for improvement. Employees indicated that it was not always clear where they could find information about their growth path and which structured opportunities were available to discuss their development. These topics were addressed during a dedicated Development Week.

The JEDI survey will be repeated annually. The results are discussed during management team meetings, where an action plan is developed for the remainder of the year. By regularly updating all employees on the progress of the action plan, JEDI remains an active and visible part of everyday working life across the company and becomes increasingly embedded in the company culture.



Employees reported feeling safe and comfortable being themselves at the company. There is an informal culture in which everyone is welcome and encouraged to contribute.

Protecting the privacy of our end users

Ongoing security awareness

Protecting user privacy is a critical part of operating a trusted parcel delivery platform. MyPup handles personal data from more than 150,000 users who rely on the platform to track their parcels and receive information about parcel pickup. Users create a MyPup account, which includes personal data, and communication takes place mainly via email and sometimes by phone. This gives the company a significant responsibility to protect personal data and use it carefully.

Policies

Following a data breach in 2025, a review of policies, procedures and internal practices was conducted. The review identified several areas where improvements were needed, both in preventing incidents and in responding to them when they occur. In a landscape where organisations depend increasingly on digital systems and personal data, maintaining effective safeguards requires continuous attention and adaptation. Policies, procedures and security practices are therefore continuously reviewed and strengthened to improve resilience and support the responsible handling of personal data. This includes ongoing security awareness initiatives and training programmes across the organisation, helping employees recognise potential risks and contribute to the protection of personal data. The protection of personal data is also

embedded in MyPup's operational processes, for example through the use of MyPup codes, which minimise the amount of personal information required during parcel collection.

Actions

The MyPup platform processes thousands of parcels every day using internally developed software. This software allows MyPup and its clients to track parcels throughout the delivery chain. Because this system contains personal data, MyPup treats cybersecurity and data protection as one of its highest risks. In 2025, MyPup experienced a data breach. More information about this incident is publicly available [here](#) (EN) and [here](#) (NL).

This incident was an important learning moment for the organisation. It highlighted the need to further improve software security and strengthen how MyPup handles crisis situations. During the incident, MyPup prioritised transparency and informed users and clients as quickly as possible. A dedicated communication channel was opened to answer questions and provide updates. Following the 2025 data breach, MyPup continues to strengthen its approach to data protection and crisis management. Processes and communication procedures are regularly reviewed and updated to support an

effective response to incidents and ensure that relevant stakeholders can be informed quickly and appropriately.

Beyond technical risks, MyPup recognises that employees can also be targeted by hackers through phishing or impersonation attempts. Since 2023, phishing awareness training has been mandatory for all employees. This training explains the basics of working in a secure online environment and includes regular test emails to help employees recognise suspicious messages and avoid human error.

MyPup also organises development weeks focused on important topics. One of these development weeks was dedicated to security, encouraging employees to be more alert to phishing attempts, suspicious behaviour, and physical security risks, such as unauthorised access to buildings or hardware. These initiatives help build awareness and shared responsibility across the organisation. Protecting personal data is also embedded in the design of MyPup's services. The use of MyPup codes helps minimise the amount of personal information required during parcel collection, supporting a privacy-conscious approach throughout the delivery process.

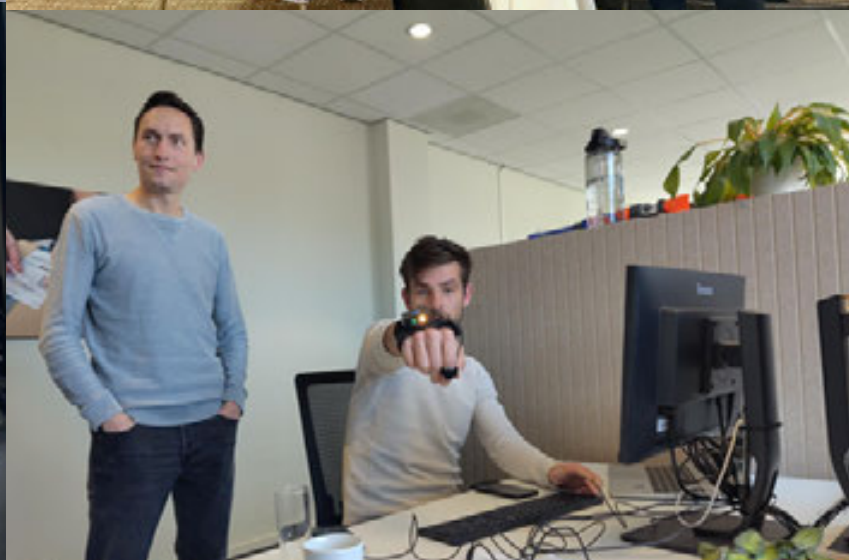
Metrics

MyPup measures safety and data protection performance by tracking the number of data leaks and security-related bugs. KPIs include having zero data leaks and resolving identified bugs within two weeks. In 2025, MyPup recorded one data leak. In addition,

improvements in customer service processes are monitored, as human error is recognised as a key risk factor in data protection.

Targets

For the coming years, MyPup's main target is to prevent data breaches and continuously improve the security of its software and internal processes. To support this goal, and building on the measures described above, identified security issues will be resolved within two weeks wherever possible, employees will continue to participate in security awareness training, and policies, procedures and crisis response processes will be regularly reviewed and improved. MyPup also aims to further strengthen data protection through privacy-conscious service design and transparent communication with users, clients and partners.



TOWARDS 2026



What comes next

Turning lessons learned into meaningful progress

We were already 'walking the talk', but not everything had yet been structurally embedded in our organisation. This report shows that we are well on our way, and the double materiality assessment has helped us clearly identify where our priorities lie. This has resulted in a clear action plan for the coming months.

Because sustainability is at the core of who we are, ensuring it remains embedded in our business is not our greatest challenge. However, we recognise that, until now, we have not sufficiently developed the importance of diversity or documented concrete ambitions relating to it in our policies and handbooks.

This will be a key area of focus for us in the near future. The safety of our users also requires increased attention, given the recent cyberattack on our own organisation and the many major cyberattacks that have occurred in the Netherlands. After all, safety is one of our five pillars. Not only on the streets and around buildings, but also in the digital environment.

Over the coming months, we will additionally focus on:

- Mapping our carbon footprint so that we can track and compare our emissions independently, without relying on external sources;
- Listening more closely to our employees to strengthen awareness of the importance and relevance of diversity throughout the organisation;
- Keeping our handbooks up to date so that everyone knows where to find the information they need.

We look forward to continuing to build sustainable impact together and to reporting on our progress with transparency.

Kind regards,

*Luke & Dennis
& the MyPup Team*





Special thanks to...

Looking ahead to an even more impactful 2026, we are inspired by the progress we've made and motivated by the opportunities ahead. With the city as our focus, people at the centre, and system change as the solution, we remain committed to driving meaningful impact. For this 2025 Impact & sustainability report, our special thanks go to:

Groobblue: Emilie van Ittersum and Hanna Huisman. They helped us with our purpose, mission, vision and help us twice every year with our employee satisfaction measurements and actions. Thank you for being such valuable sparring partners.

Oliehoorn: Jurre Zwinkels. Experienced in writing impact reports, he was happy to help with thinking along about B Corp requirements and where to even start with writing an impact report. We appreciate the help!

TOSCA: Nicolette Loonen & Niels Stoop. From the beginning of the recertification process they were very helpful in getting us started, providing the tools we needed and thinking along where we would get stuck. Thank you very much for all the hours you helped us out!.

MyPup: Janine Honingh. Without her, this would be a big and boring word document. She managed to turn all the content into a full story that flows and conveys the right message. Thank you!

MyPup: Lieke Vossen. Helped us out in the beginning stages of the recertification. Her experience and knowledge helped us with meeting the requirements. We very much appreciate the effort you put in!

MyPup: Carmen Elisa Eveleens. Alongside her work on healthier cities through smart distribution, Carmen is the driving force behind our B Corp recertification and this impact report. Always looking for ways to create positive impact, both personally and professionally, her positive approach inspires others to do the same. Thank you for your dedication and commitment in making it happen.



Let's
create
impact
together



Certified



Corporation

We have compiled this report with care and transparency, aiming to provide an accurate overview of our activities and impact. If you have any questions or notice any inaccuracies, we welcome your feedback.