

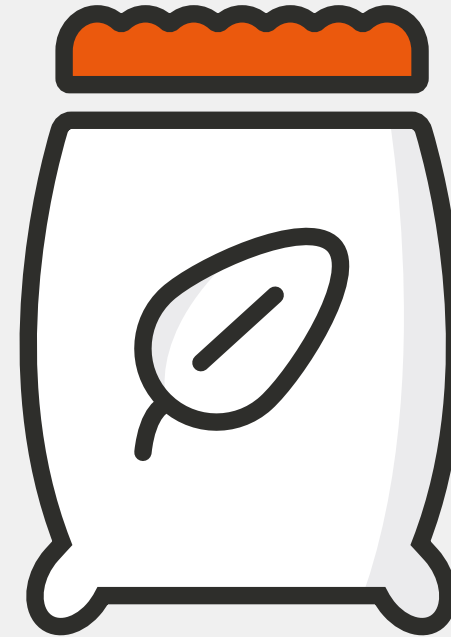
Impact Report 2023



WHAT MADE US PROUD IN 2023



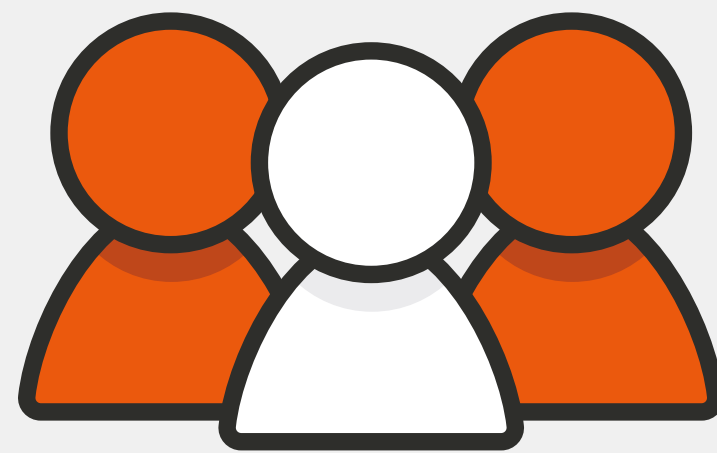
20 stores switched
to green energy



We have introduced airbags made from 100%
recycled plastic for packaging and shipping



We introduced a sustainable
photobook at Profotonet



The sustainability team
was formed



We compensated part of our Q4
emissions by planting trees



We assessed **39%** of our suppliers based
on their sustainable performance

SUSTAINABILITY AT KAMERA EXPRESS

Kamera Express is the driving force behind every image maker. We offer everything you need to create amazing photography or videography. Online and always nearby. With all our love, we inspire and stimulate you in the fields of photography, video, and sustainability. By sharing our knowledge, we aim to help you create beautiful images and make sustainable choices in your passion, whether you're a professional or enthusiasts, now and in the future.

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

We make sustainable imaging possible by:

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

Main Goal

We aim to be recognized for our commitment to innovation, employee well-being, and sustainable practices. We are making significant progress towards net zero emissions by 2045, while maintaining a socially responsible and environmentally conscious business model that drives growth and enhances stakeholder value.

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

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

EXTERNAL SUSTAINABILITY REVIEW

Each year, Kamera Express undergoes an evaluation of our sustainability performance. In 2022, we received a rating of 2.5 out of 5. Throughout 2023, we implemented numerous enhancements to our sustainability strategy, resulting in an improved overall score of 3.2 out of 5. The table below outlines the various topics, the progress we have made, and our current standings. We are committed to continuous improvement and aim to achieve even higher scores in the future.

Topics:	Involved	Reactive	Committed	Integrated	Future proof
	Reactive ESG management driven by regulations	Ambition to improve ESG has been formulated, baseline identified and initial progress mode	Strategy for improved ESG risk and opportunity management has led to strong performance	Company-wide integration of ESG has brought a future-proof business within reach	Business proposition and management is fully aligned with a future-proof society
Carbon footprint management	●	● →	●	●	●
Employee engagement & well-being	●	● →	●	●	●
Packaging impact	●	●	● →	●	●
Product life cycle & design	●	● →	●	●	●
Product quality & safety	●	● →	●	●	●
Supply chain control	●	● →	●	●	●

SUSTAINABILITY AT KAMERA EXPRESS

To craft our sustainability strategy and its strategic pillars, we conducted a comprehensive impact analysis. We pinpointed the most impactful areas where our efforts can make a significant difference. This helped us determine where our focus should be while also identifying topics that are less pertinent to our business. The insights gained from this analysis helped define the five strategic pillars.

Strategic pillars	1. Kamera Express circular	2. Kamera Express on sustainability	3. A sustainable and fair product range	4. Sustainable business operations	5. Impact at profotonet
Why	We feel responsible for the user phase of our products, so we want to facilitate durable and frequent usage to lower negative impact per product.	We want to be there for the image makers at the time of purchase, during the user phase and at the end-of-life of our products.	We want to be proud of our product range, the quality we offer and the way it is produced.	A sustainable company starts with sustainable business operations. We take care of our people, resources and footprint.	Our subsidiary, Profotonet, operates with its own business model and production facilities, allowing it to concentrate specifically on impact efforts.
What	Repair, refurbish, resell and rental of our electronic products.	We are always there to inform and inspire our customers and each other with knowledge and expertise about sustainable and circular imaging.	Good working conditions, value chain transparency, sustainable products and materials for products and packaging.	Energy monitoring and improvement, transport and waste management and good employership.	Efficiency in operation and input materials for products and packaging. Special focus on water, chemicals, and sustainable materials.
Mission	Increase the share of our circular business models. Kamera Express will be known as the place where your camera gets a second life.	Increase sales of sustainable products, and the usage of our circular products and services through clear sustainability communication.	Minimize risks, guarantee good working conditions and have a minimal negative impact with our products and packaging.	To reduce our footprint and have a committed and proud KE team.	CO2 neutral products and energy. Material use and impact at a minimum.
Goals	From 2023 onward, revenues from circular business will increase by at least 10% every year.	More of our clients are aware of our sustainability efforts and initiatives by 2026.	60% of our suppliers are classified with a low, to medium social and environmental risk in 2025.	In 2025 our Scope 1,2 CO2e emissions have been reduced by 25% compared to 2021 baseline - as first milestone towards zero emissions in 2045. Employee satisfaction from yearly survey has been improved by 20% in 2025 compared to 2021.	In 2025 our negative material impact is reduced by 25% compared to 2021 baseline - as the first milestone towards net zero emissions in 2045.
	See results	See results	See results	See results	See results


KAMERA EXPRESS CIRCULAR

We feel responsible for the user phase of our products, so we want to facilitate durable and frequent usage to lower negative impact per product. Therefore, you have the opportunity to purchase second-hand items, trade in your old equipment, have your damaged equipment repaired, and rent the latest gear with us.

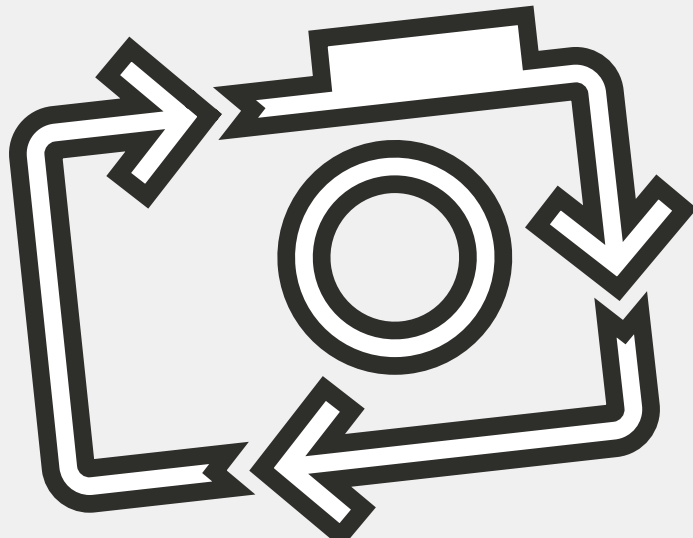
Our Goal:

“Starting in 2023, revenues from our circular business will increase by at least 20%, with the first milestone being that 12% of our total revenue will come from our circular services by 2025”.

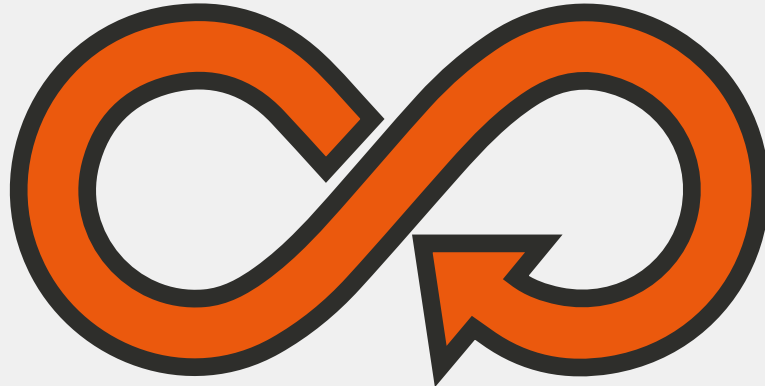
Results:




We optimized our transportation methods to improve efficiency and reduce emissions



Now our occasions are linked to new products, so we can stimulate our customers to consider a more sustainable option



9% of revenue comes from circular services. This is a 20% increase compared to previous year



35.251 products have been given a new life

KAMERA EXPRESS ON SUSTAINABILITY

We want to inform and inspire you, through clear communication about sustainability and a tailored tone of voice, making sustainability and circular imaging central to our efforts and distinguishing us from competitors.

Our Goal:

More of our clients are aware of our sustainability efforts and initiatives by 2026.

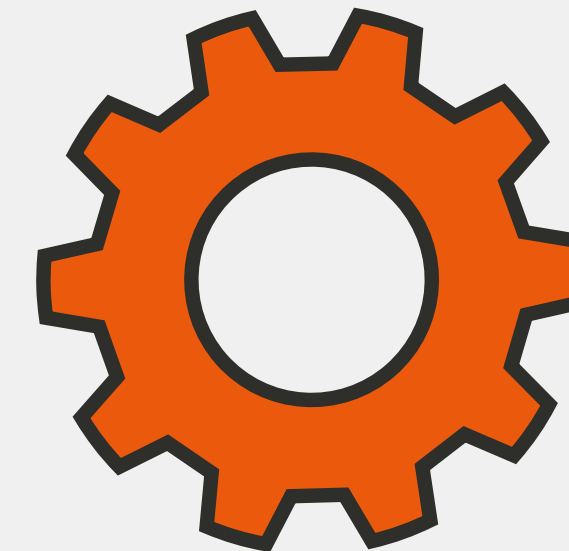
Results:



3469 page views on
The Sustainable Click
landing page



2022 Impact Report shared



3937 page views on our blogs
about sustainable image
making



810407 page views on pages
about our sustainable
services

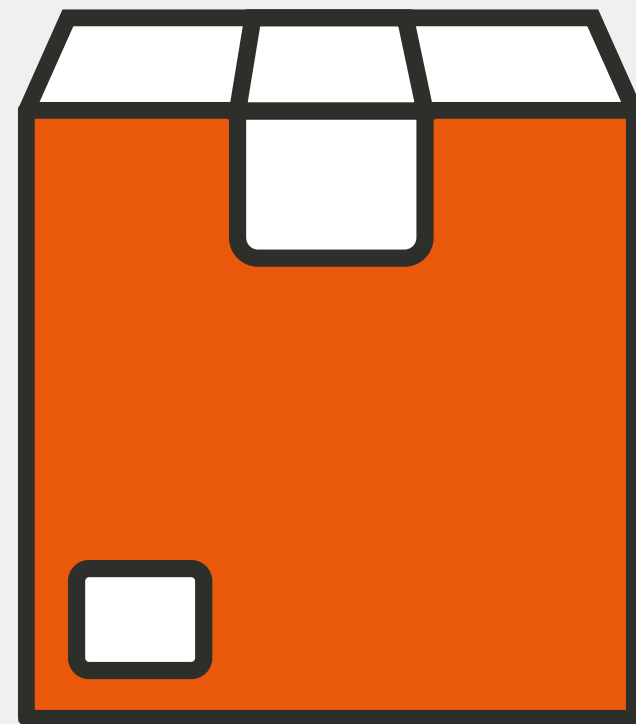
A SUSTAINABLE AND FAIR PRODUCT RANGE

We want to be proud of our product range, the quality we offer and the way it is produced. We stimulate good working conditions, value chain transparency, sustainable products and materials for products and packaging.

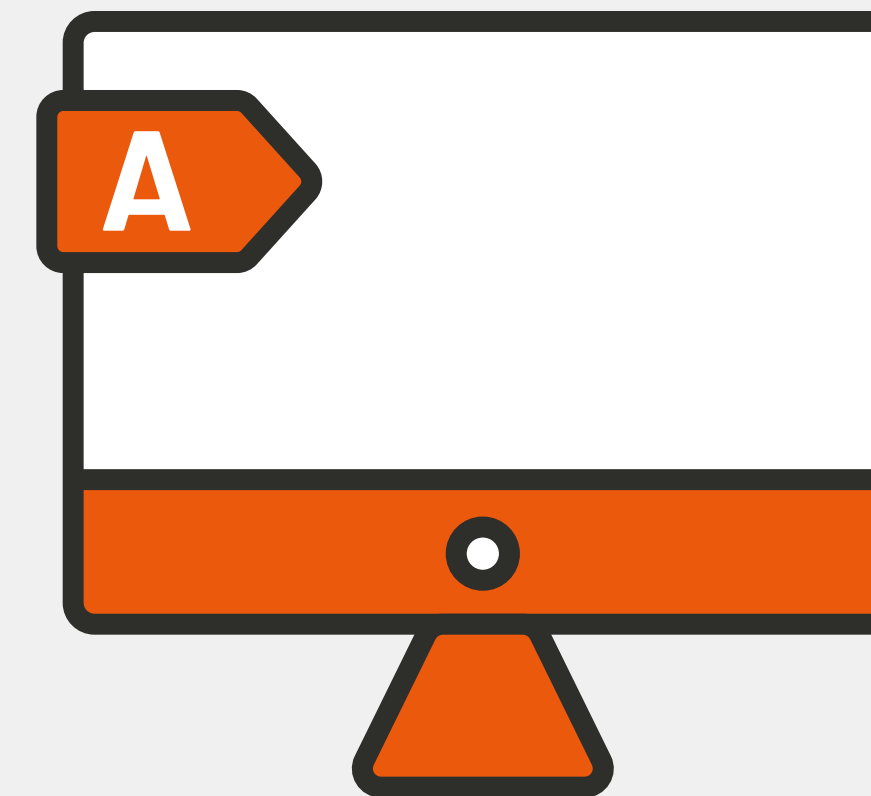
Our Goal:

60% of our top suppliers are classified with a low, to medium social and environmental risk in 2025

Results:



39% of our suppliers that provide most of the turnover are classified with a low to medium social and environmental risk



All monitors and televisions are energy labelled, giving customers more insight into product consumption

SUSTAINABLE BUSINESS OPERATIONS

We aim to build a sustainable company founded on responsible business operations, focused on minimizing negative impacts and generating positive effects in areas such as transportation, energy use, waste management, and employee well-being, while fostering a diverse and inclusive workplace.

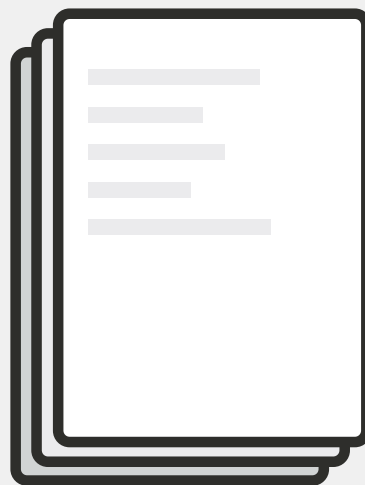
Our Goal:

In 2025 our negative material impact is reduced by 25% compared to 2021 baseline - as the first milestone towards net zero emissions in 2045

Results:



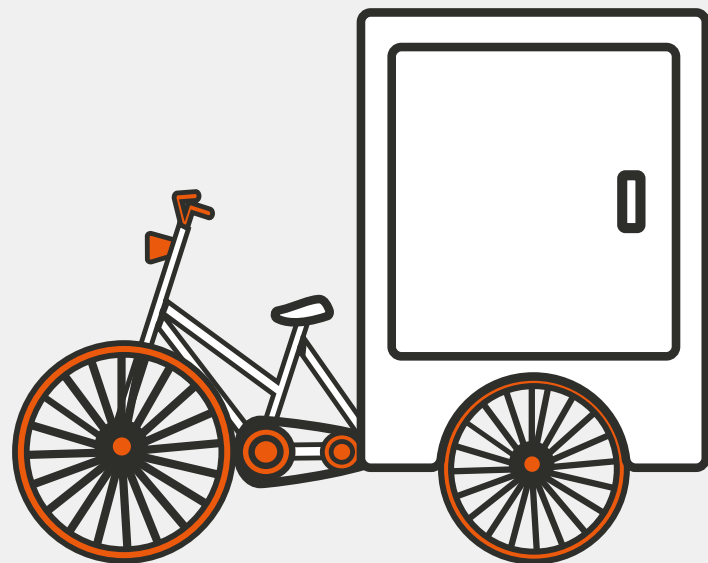
100% FSC-certified packaging is being used to ship all orders



100% recycled plastic airbags are used in order to provide optimal protection



1000 tons of CO2 offset. In the last quarter of 2023, we offset the CO2 emissions generated by the production of the cameras sold



3763 rides saved with our Fulpra cargobike to supply the store, instead of using the diesel van



7.2 average score on the conducted employee satisfaction survey

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IMPACT AT PROFOTONET

Our subsidiary Profotonet, has its own business model and production facilities to focus specifically on impact efforts. We stimulate efficiency in operation and input materials for products and packaging. We have a special focus on minimizing water, chemicals, and sustainable materials.

Our Goal:

In 2025 our negative material impact is reduced by 25% compared to 2021 baseline - as the first milestone towards net zero emissions in 2045

Results:



20.000 sustainable photobooks were sold,
they were introduced in 2023



We compensated 150.000 kg CO2