

A woman with long brown hair is looking out of a train window, smiling and looking up. The background is a lush green landscape with trees and hills. The image has a green and blue gradient overlay.

BUY
WAY

ESG REPORT



BUY WAY AND ESG

A business doesn't exist in a vacuum, away from the rest of the world. Our activities do have an impact on people and the planet, today and tomorrow. Buy Way wants to make that **a positive impact**.

Therefore, sustainability is an integral part of Buy Way's company policy, but also of its credit and loan activity. As an independent fintech company, we are committed to offering financing solutions that respect the environment, society and our immediate stakeholders.

Buy Way brings together retail businesses, customers and our services to create **added-value and customer convenience** in an inclusive ethical and sustainable way. In this report, you find an overview of our ESG actions.

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I am proud to lead a company driven by a commitment to make a meaningful and positive impact, not only in the business world but also in the communities and environment we serve.

Guillaume Lobjoie — CEO



BUY WAY IN KEY FIGURES

Buy Way is the preferred partner of a large number of retailers, with more than 550 points of sale in Belgium and Luxembourg. They rely on Buy Way, both for their brick-and-mortar stores and for their e-commerce.

In more than 30 years of working with renowned retailers, we have become the market leader in point-of-sale financing. We strengthen our position through innovation, through our constant focus on customer behaviour and by responding flexibly to market developments.

We are building on our experience to expand across borders.

GROWTH THROUGHOUT THE YEARS

PRODUCTION

2023	→	360.6M€
2022	→	360.1M€
2021	→	350.3M€
2020	→	317.5M€

+13,57%

NEW CARDHOLDERS

2023	→	53,671 *
2022	→	51,117
2021	→	41,834
2020	→	30,403

+76,53%

*20% ONLINE ONBOARDING

ADDED VALUE THROUGH PARTNERSHIPS

By cooperating with these trusted partners, we create flexible and secure payment solutions.

- MASTERCARD®
- APPLE PAY
- GOOGLE PAY
- ITSME
- TAPPTIC
- ONESPAN

EUROPEAN COVERAGE

We bring more than 30 years of financing & retail experience to customers in BeLux and beyond.

- CHENAVARI INVESTMENT MANAGERS
- QUANDER CONSUMER FINANCE (NL)
- CREDITIS (IT)
- BUY WAY (BE)
- BANCA CARIGE (IT)
- AEGEAN BALTIC BANK (GR)



SUSTAINABILITY IS KEY IN OUR PARTNERSHIPS

Buy Way provides flexible payment solutions and state-of-the-art financing services. We support our partners in designing and developing a **smooth and seamless customer journey**, driving brand loyalty and positive externalities for the merchants, sellers & buyers.

CORE VALUES OF OUR SERVICES

VALUE 1

Our partnerships are based on open communication, accessibility and flexibility. That way, we create mutual benefits and measurable results.

VALUE 2

We continuously innovate and optimise our processes in our cooperation with leading retailers and promising challengers.

VALUE 3

We're not an ordinary credit lender. We're a fintech at your service, pushing boundaries to meet your expectations.

SOCIAL AND ENVIRONMENTAL RESPONSIBILITY

As an independent fintech company, we develop financing solutions and ways of working that respect both **people and planet**. We pride ourselves in our **transparent and ethical** approach. Our main achievements in a nutshell:

-  Virtual credit cards and cards made of net-zero carbon plastic
-  A BREEAM-awarded sustainable office building
-  Transforming paper flows into digital services in the Buy Way app
-  Soft and electric mobility for our staff
-  Community investment and volunteering
-  Contribution to global environmental NGOs
-  Investing in good corporate governance
-  50/50 gender equality on manager level



RESPECTING THE ENVIRONMENT

At Buy Way, we understand that financial solutions should not cause environmental problems. This chapter outlines our commitment to minimising our environmental footprint and fostering sustainable practices across our activities.

We embrace a digital-first approach, compliant with the PSD2 directive, and offer virtual credit cards that eliminate the need for physical plastic. But if we use plastic, we use 100% recycled PVC. Beyond our products, our office and daily practices also reflect our environmental dedication.



ADVANTAGES

- Instant issuing of a definitive virtual Mastercard® in the Buy Way app
- Instant Apple/Google Pay onboarding functionality
- Definitive physical Mastercard® reception on BD+4
- Buy Way's FDO2 project instantly equips customers with a virtual card and foresees the fade-out of the physical card

ZERO NET-CARBON CARDS MADE WITH 100% RECYCLED PVC

We give priority to our virtual cards, but if a physical one is required, we provide them through Greenpay, an eco-friendly end-to-end initiative. Our external card-producing partner Idemia uses 100% recycled PVC for our cards. It also develops production methods that generate less plastic and paper waste, reduce land and water pollution while minimising the carbon footprint of the card.

—————> **Buy Way continuously strives to implement sustainable alternatives throughout its value chain.**

INNOVATION FOR THE VISUALLY IMPAIRED

The Buy Way card offers a distinctly shaped notch that helps people with impaired vision differentiate between their debit, credit and prepaid cards. This tactile innovation allows consumers to correctly orient the card and know which payment card they are using.

—————> **This is part of our commitment to setting the standard for accessibility and innovation in the market.**

SUSTAINABLE VIRTUAL CARDS

The most environmental use of raw material is not using it at all. So, besides cards made with recycled PVC, we also offer virtual cards with our FDO2 project (Future Digital Offer). The client can benefit from a fully autonomous online flow from card opening to payments, for an optimised customer experience.

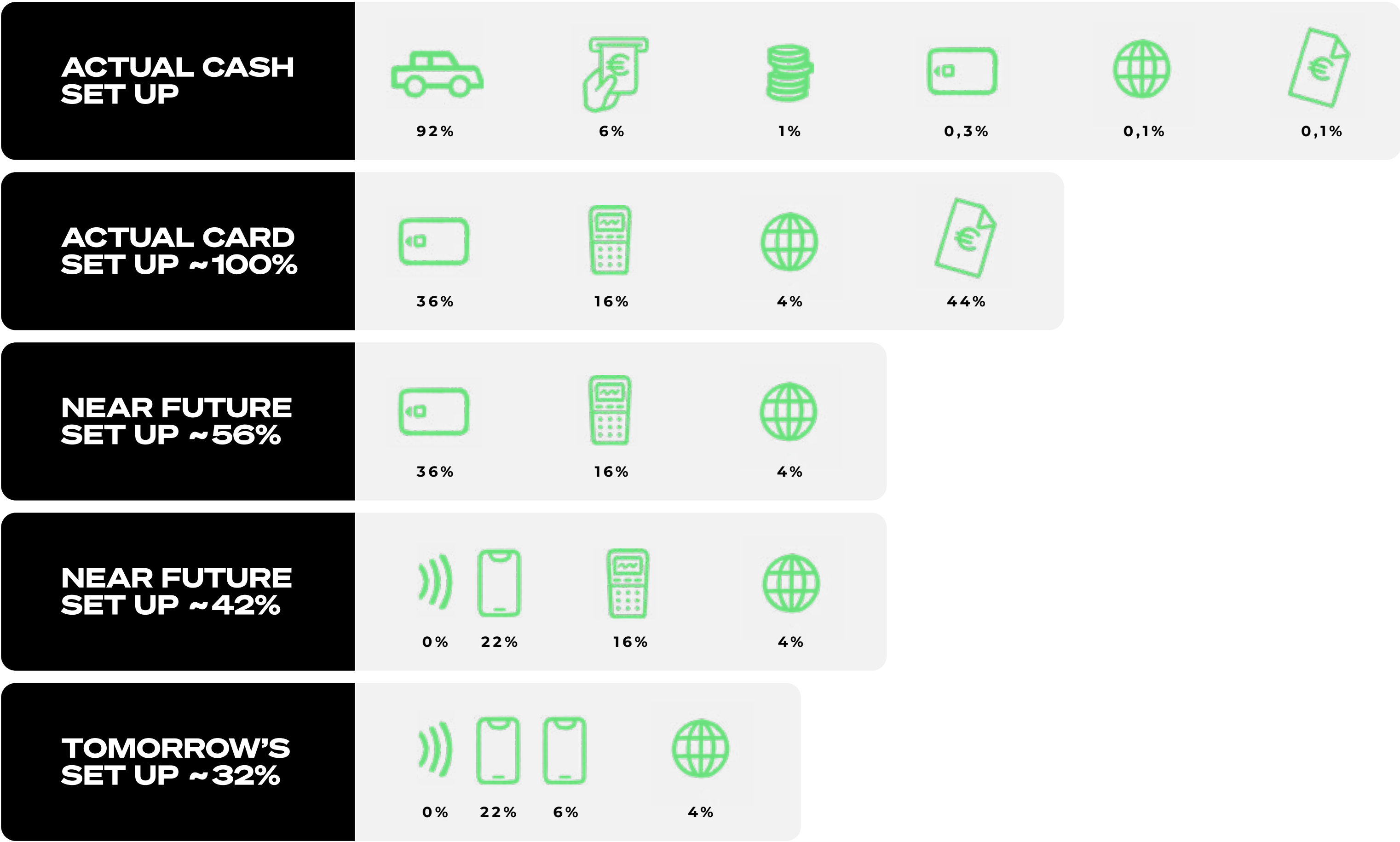
—————> **A virtual credit card lowers the environmental impact of a transaction by 68% compared to a traditional credit card.**

SUSTAINABLE VIRTUAL CARDS

A virtual credit card drastically lowers with 68% the environmental impact of a transaction.

The new digital offer of Buy Way supports this vision where we instantly equip customers with a virtual card and foresee a fade-out of the physical card.

CREDIT CARD LIFECYCLE ANALYSIS: ENVIRONMENTAL IMPACT OF INSTORE TRANSACTION VS CASH





A BREEAM-AWARDED SUSTAINABLE OFFICE BUILDING

In 2022, we moved the core of our business, the Buy Way headquarters, to a BREEAM-awarded sustainable building called Quatuor, in the Brussels’ Manhattan area (North station).

→ **This allows us to drive our business from a healthy and inspirational environment.**

QUATUOR GREEN ADVANTAGES

- 300+ bike parking spaces
- 7 min walk to the train station
- 30% places for electric cars
- 20 m to metro, tram, bus
- Effective thermal insulation and triple glazing
- Rainwater recovery
- Low water-consuming equipment
- Solar panels on the roof and facades
- Geothermic heating
- LED lighting



ADDITIONAL ENVIRONMENTAL INITIATIVES

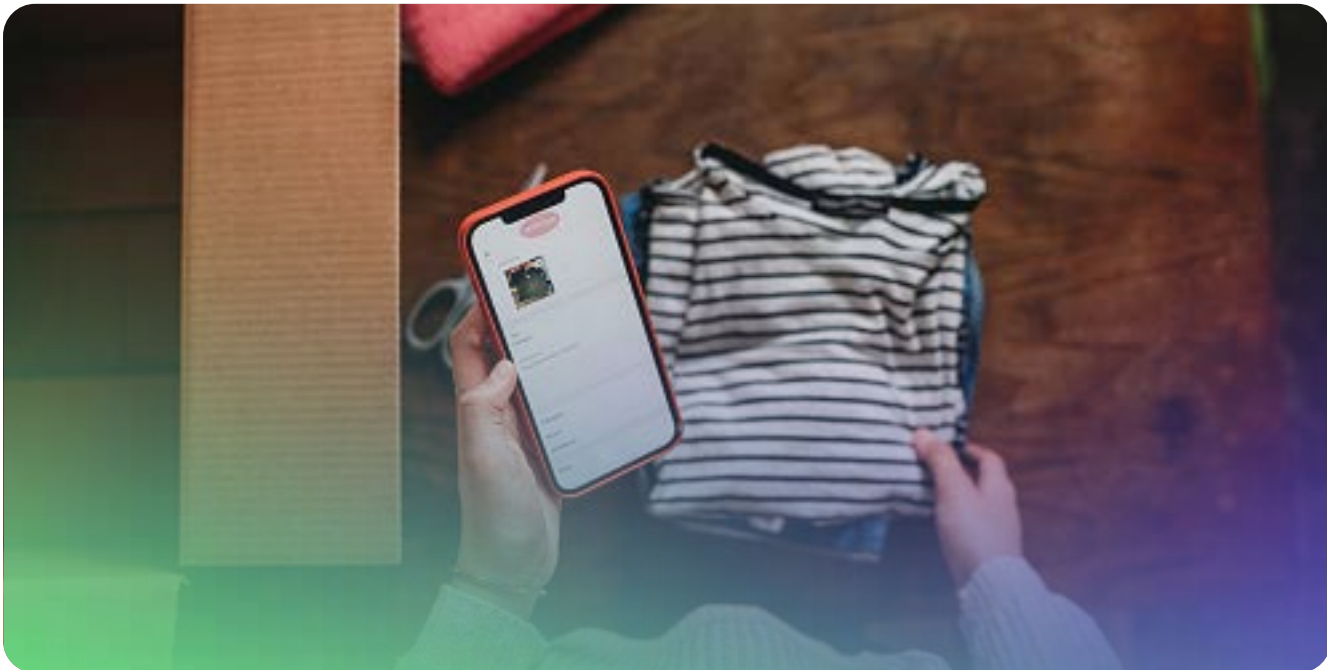


SAVING PAPER

We cut back on paper flows in favour of digital alternatives where we can. In 2023, 92% of our contracts were signed electronically. We reduced paper printing by 90% since 2014. Here’s how we reduce our paper flows:

- E-signing and OCR software to digitise documents
- Move paper-based processes to the app or via e-mail
- Motivate customers to choose digital processes
- E-billing to customers since 2014, with continuous improvements

—————> **We set a maximum number of monthly prints and develop an action plan if we exceed this amount.**



SUSTAINABILITY, PART OF OUR PURCHASES

We extend our ecological efforts beyond our company walls. Buy Way is not an island, so we cooperate with our partners and clients to develop sustainable and ethical ways of doing business.

- We offer dedicated financing solutions for products with an A-class energy label
- We launched a series of offers for new ecological products and markets e.g. EV charging, batteries, electric bikes, solar panels...

—————> **Together, we can do more than each of us separately. That’s how Buy Way wants to create systemic change.**



SHIFT TO GREENER MOBILITY

Buy Way employees are aware of our social and environmental responsibilities. We motivate and encourage them to act sustainably, for instance in their mobility choices.

- By 2028, our car fleet will be fully electric
- Since 2023, new cars for the fleet must be electric only
- An EV charging badge or home charging station are included in the lease
- Promotion of shared bicycles for shorter trips

—————> **We make it easier for our staff to adopt eco-friendly transportation options.**

A photograph of a woman with short dark hair and glasses, wearing a plaid shirt over a black top, smiling and holding a young child. The child is wearing a brown beanie and a yellow sweater. They are outdoors in a park-like setting with trees and foliage in the background. The image has a green-to-blue gradient overlay on the left side.

02.

DOING GOOD FOR SOCIETY

At Buy Way, we believe that financial inclusion is a cornerstone of a thriving society. We recognise the need for accessible and flexible financial solutions. Our innovative financial products offer a solution for a diverse group of clients.

Internally, we foster a diverse and inclusive work environment, valuing the unique perspectives each team member brings. Through partnerships with NGOs and employee volunteering programmes, we strive to make a positive social impact.

SERVING A SOCIETAL DEMAND FOR CREDIT

First of all, our financial solutions serve a societal need. Buy Way facilitates people’s credit needs by offering relevant products and services, directly and indirectly. But we do so in an ethical way, with transparent information and agreements about all our products and services.

- We make sure customers understand our products
- We foresee dedicated training and info sessions
- We raise awareness about ‘responsible use of credit’
- We invest in data protection and security of our products

—————> **Buy Way helps realise a responsible, financially healthy and sustainable future for a diverse group of customers.**



DIVERSITY AND HUMAN MANAGEMENT

We respect our staff and customers in all their diversity. We raise awareness to combat discrimination and to embrace diversity. As an employer, we take care of the well-being of our staff:

- Regular wellness programmes and sports activities
- RA positive work-life balance (homeworking, mobility pack...)
- Communication about these HR efforts

—————> **Buy Way received the Diversity label of the Brussels Region for its diversity and inclusion plan.**

We actively involve our employees in our sustainability efforts.

- Top-down alignment on sustainability
- Awareness of and contribution of the sustainability KPI per department
- Idea box linked to our sustainable incentives



CONTRIBUTING TO THE COMMUNITY

We serve clients from different generations and origins. Where banks often limit their market implementation, we serve all customers in their daily needs.

We also contribute to the common good through community investment and volunteering. Once a year, we organise a volunteering day for the whole company. For furniture, products and services, we work with local providers where we can.

—————> **Each department works towards KPIs regarding societal, environmental and human impact. Innovative ideas and approaches are shared and taken up within the company.**

THINK GLOBAL, ACT LOCAL AND GLOBAL

Buy Way contributes to several local and international NGOs as part of its corporate social responsibility. Here are a few of the initiatives we support:

FOURNIER-MAJOIE FOUNDATION

- Supporting research into cancer treatment
- Sponsorship

CLEANHUB

- Protecting oceans and improving coastal lives worldwide
- Recovering 5,000kg of plastic waste while creating a social impact

GRAINE DE VIE - TIME TO PLANT

- Integrating reforestation into local life
- Capturing CO2 in 7 African countries and compensating our ecological footprint



03.

INVESTING IN GOOD GOVERNANCE

Strong corporate governance is the bedrock of a sustainable and successful business. This chapter outlines our commitment to ethical practices, transparent decision-making, and robust stakeholder engagement.

We commit to operating with transparency, providing regular communication to our shareholders and stakeholders. This dedication to ethical conduct and responsible leadership underpins all our business activities.

CORPORATE GOVERNANCE

On the company level, a committee of forward thinkers is steering our ESG strategy from vision to concrete actions. They help to future-proof our business by putting the right mechanisms in place for sustainability and social responsibility, such as:

- A dedicated sustainability manager
- Compulsory staff training on sustainability in the Buy Way Academy
- Sustainability ambassadors who consult us in strategic and BAU decisions
- ESG integration into RFO / RFP / RFQ
- CO2 impact measurement

→ **With the right structures in place, it is impossible to lose our ESG commitments out of sight.**

A CULTURE OF TRANSPARENCY

We work on a mentality change within the company. From the complaint that ESG is something that ‘we have to do’, we want to evolve to the belief that ‘this is the only right thing to do’. We recognise this trend towards more sustainability and need to learn from our customers. This will require changing some of our habits.

→ **At the same time, we need communicate about our ESG efforts to inspire but also convince others that modern, responsible businesses can be a force for good.**





RISK MANAGEMENT

We need to be ready for a world in motion. We need to use insights from audits, training, forums and social media to anticipate what may come. Preparing for potential risk exposure is also part of good corporate governance.

—————> **The Buy Way board and managers continuously keep an eye out for possible risks and develop strategies to deal with these risks.**

DIVERSITY AND GENDER EQUALITY

Diversity and gender equality are at the core of Buy Way’s values. Diversity does not only enrich interaction, it also stimulates looking at the world and our financing solutions from different perspectives. That’s why we take initiatives to stimulate equal, fair opportunities in our company:

WOMEN IN FINANCE

We signed the charter for more gender diversity in the financial sector. Buy Way currently employs 50/50 women and men on manager level (10/2023).

WOMEN IN TECH

Buy Way supports this network dedicated to closing the gender gap and empowering women to embrace technology as their job.

DIVERSITY LABEL

We developed and implemented a diversity plan to combat discrimination and were awarded the Diversity label of the Brussels Region for our efforts.

—————> **Buy Way has a diversity and inclusion action plan and a specific person responsible for diversity, even though it is a company-wide commitment.**

**BUY
WAY**

**MORE INFO
ON OUR WEBSITE**



**INTERESTED
IN A PARTNERSHIP?
CONTACT US**