



# Impact report 2024

**hamilton  
bright**

an **ADVANTAGE SMOLLAN** company



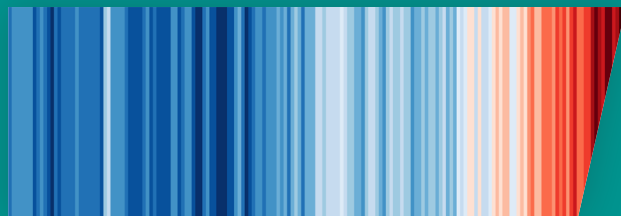


who we are

# We're here to show our stripes

Sustainability is a strategic investment strategy. The companies that invest in a green future today are the market leaders of tomorrow. At Hamilton Bright, sustainability is therefore a natural choice. In a constantly changing world, we take responsibility to create positive impact together with our clients and partners.

Within Advantage Smollan, we join forces to accelerate sustainable progress. We promote awareness at all levels and support clients in executing their projects in the most responsible way. Our impact extends beyond our business.



*The temperature change since 1850 (source: #ShowYourStripes)*

The way we work is just as important as the results we achieve. We see sustainability as an opportunity to create value. With a forward-looking vision, we are building a more sustainable world. We are proud to carry the certifications of Great Place to Work, Ecovadis, and 'Baanbrekende Werkgever' Belgium.

In this report, we share our progress, successes, and ambitions. Together, we make an impact - today, tomorrow, and in the future.

## Management Hamilton Bright



**Eric Verhofstad**  
CEO



**Rigt Numan**  
CFO



**Bart van den Broeck**  
Data & Tech Director



**Monique Dalhuijsen**  
People Culture Director

# 2024 Highlights

The Board of Directors consists of 50% female leaders.



12,5% of the office staff members advance within the company in various roles.



33 employees who left our organization and named as HB Legends. A network of former employees serving as ambassadors.



You lab - continu learning platform for all employees since 2024



Swapped out 2,500 single-use cups and cut 92 kg of CO<sub>2</sub> - thanks to sustainable coffee cups



In total, we have saved 650,000 kilograms of CO<sub>2</sub> in 2023 and 1046 ton in 2024 by switching to electric vehicles.



On World Clean Up Day, we cleaned up 300 kilograms of waste at 6 different locations over the Benelux.



Ecovadis certified since 2018



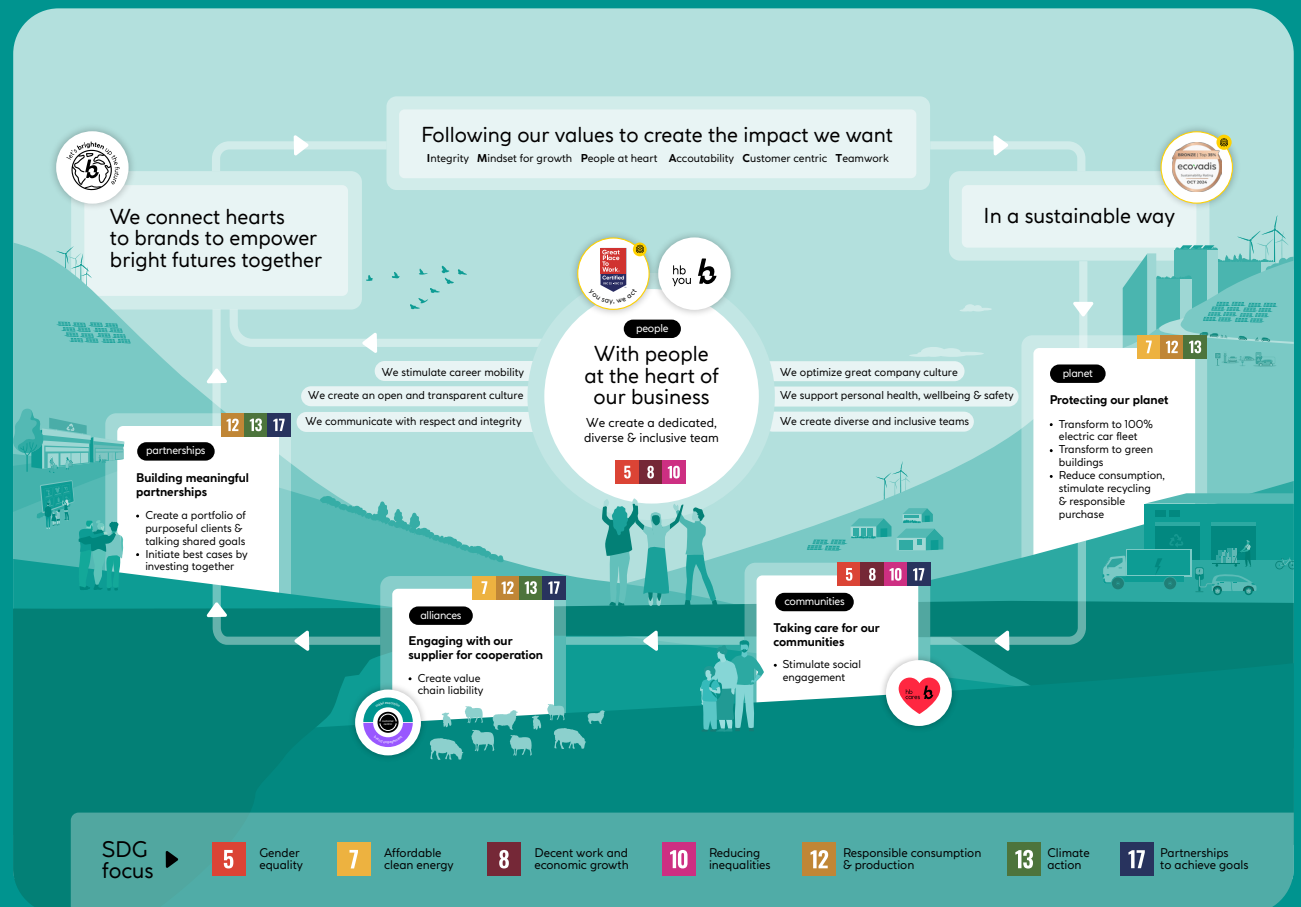
Named a Great Place to Work in 2022, 2023 and 2024.



# Our value chain

Sustainability doesn't stop at our own organization. The choices we make and the partners we collaborate with also determine the impact we create together. That's why we look beyond our own operations and take responsibility for the entire value chain.

We identify where we can make a difference and ensure that our employees play a central role in everything we do. Together with our partners, we are building a future-ready chain-with innovative, sustainable solutions and best practices that inspire our clients as well. In this way, sustainable working is the standard at Hamilton Bright.





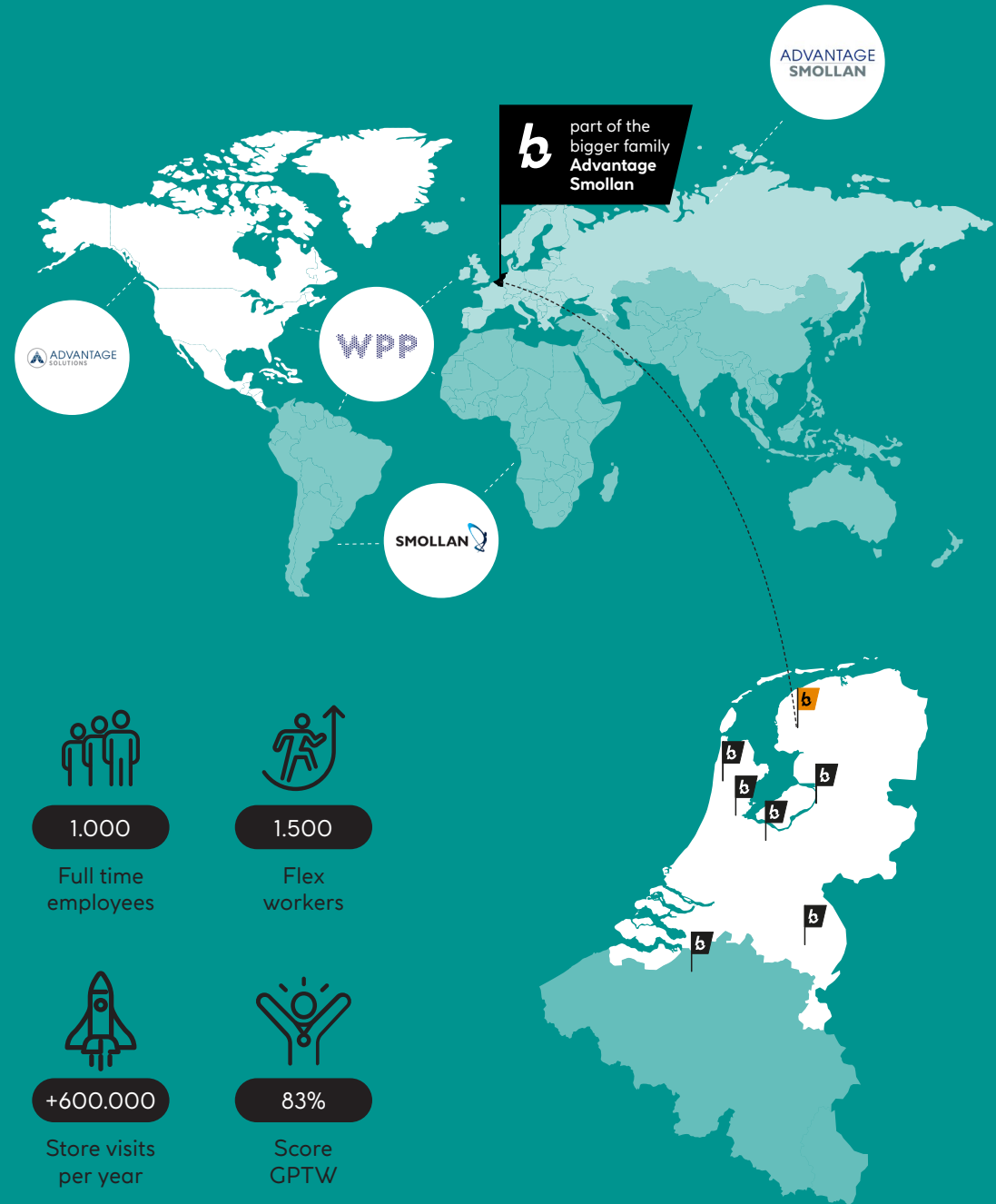
who we are

# Who we are

As part of the global organization Smollan, we are the leading full-service field marketing agency in the Benelux. Our mission? To strengthen brands by creating visibility at every moment of the customer journey - powered by the strength of genuine human interaction.

Hamilton Bright is the only full-service field marketing agency in the Benelux that offers an end-to-end solution for retailers and brands across all stages of the customer journey. From Field, Sales, and Merchandising to Account Management, Brand Activation, Events, Trade Marketing, Data & Tech, Training, and Mystery Shopping.

Our strength is rooted not only in what we do, but especially in how we do it. We owe our market leadership to our skilled employees and a culture centered around collaboration, growth, and performance. At Hamilton Bright, we operate from the heart-and it shows.

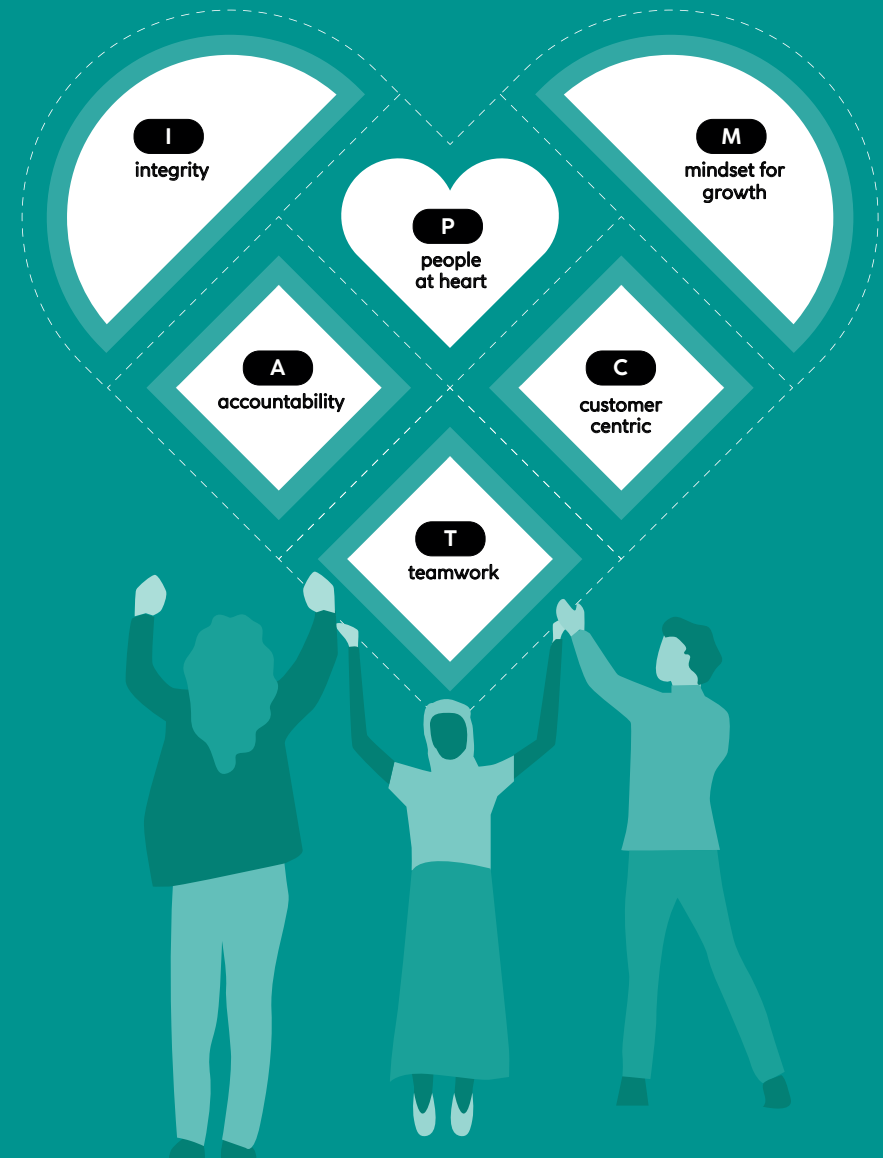


who we are

# We connect hearts to brands to empower bright futures together

We do this for amazing clients - from leading retailers to powerful A-brands and bold startups in FMCG, sports fashion, DIY, and consumer electronics. With our broad range of services, we contribute to their success every day and help consumers make the right choices on the shop floor.

People are at the heart of everything we do. People with a passion for brands, retail, and sales. Our skilled employees and positive culture form the foundation of our market-leading position. At Hamilton Bright, we operate from the heart - and that's reflected in our core values.



who we are

# A glimpse into our client portfolio



Consumer  
electronics



Body &  
Healthcare



Food



DIY

**FERRERO**



 **ABInBev**

**Intergamma**



Unilever

 **HEINEKEN**



**SAMSUNG**

*MediaMarkt*



proximus



**Versuni**



**L'ORÉAL**  
PARIS

who we are



At Hamilton Bright,  
sustainability is an  
integral part of who we  
are and how we work



# Sustainable Development Goals

At Hamilton Bright, sustainability is an integral part of who we are and how we work. That's why we focus on seven Sustainable Development Goals (SDGs) that align with our identity, strategy, and ambitions.

In 2015, the United Nations introduced 17 SDGs and 169 targets as a global framework for a sustainable future. Within that broad framework, we have chosen to focus on the themes where we can make the greatest impact: climate, energy, biodiversity, and equality.

To truly bring these goals to life and generate real impact, we established

an SDG ambassadorship at Hamilton Bright, led by our Sustainability Manager, Sanne Bruyninckx.

Driven colleagues volunteer their time to strengthen sustainability within our organization and help build support across all teams.



“Our SDG ambassadors are the face of sustainable initiatives. They help us stay critical and keep moving forward.”

**Sanne Bruyninckx**  
Sustainability Manager  
Hamilton Bright



# Driving sustainable impact with 7 SDG's

Within the Sustainable Development Goals, we have selected 7 SDGs where we can make the greatest impact.



## Gender Equality

At Hamilton Bright, everyone is given the same opportunities - regardless of gender. 96% of our employees feel they are treated fairly, and we are proud of that! Globally, gender equality is still not a given, but equal rights to education, employment, and care are essential for a sustainable economy.



## Decent Work and Economic Growth

Everyone at Hamilton

Bright plays a valuable role and is given opportunities to grow. To us, decent work means fair pay, safe working conditions, and room for personal and professional development.



## Responsible Consumption and Production

We firmly say no to waste! We make conscious purchasing decisions, give IT equipment a second life, and continuously seek more sustainable alternatives within our operations.



## Partnerships for the Goals

Together, you go further! We believe in strong collaborations with clients and suppliers to create sustainable impact. Even though much of the responsibility lies with governments, we do our part to help build a better world.



## Affordable and Clean Energy

Sustainable energy is the future. That's why we are working towards a fully electric vehicle fleet, consciously choose energy-efficient office spaces, and encourage mindful energy use among our employees.



## Reducing Inequality

At Hamilton Bright, everyone is given equal opportunities - regardless of age, gender, or background. Through our learning platform and training programs, we encourage personal growth and actively work to reduce inequality.



## Climate Action

Climate change is one of the greatest challenges of our time. We take concrete actions - from driving electric vehicles to other sustainable initiatives within our Planet pillar - to minimize our ecological footprint.

# Sustainability focus areas

Within these pillars, we focus on the seven SDGs where we believe we can make the greatest impact. Sustainability is an essential part of how we work.





# People at the heart of our business

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people

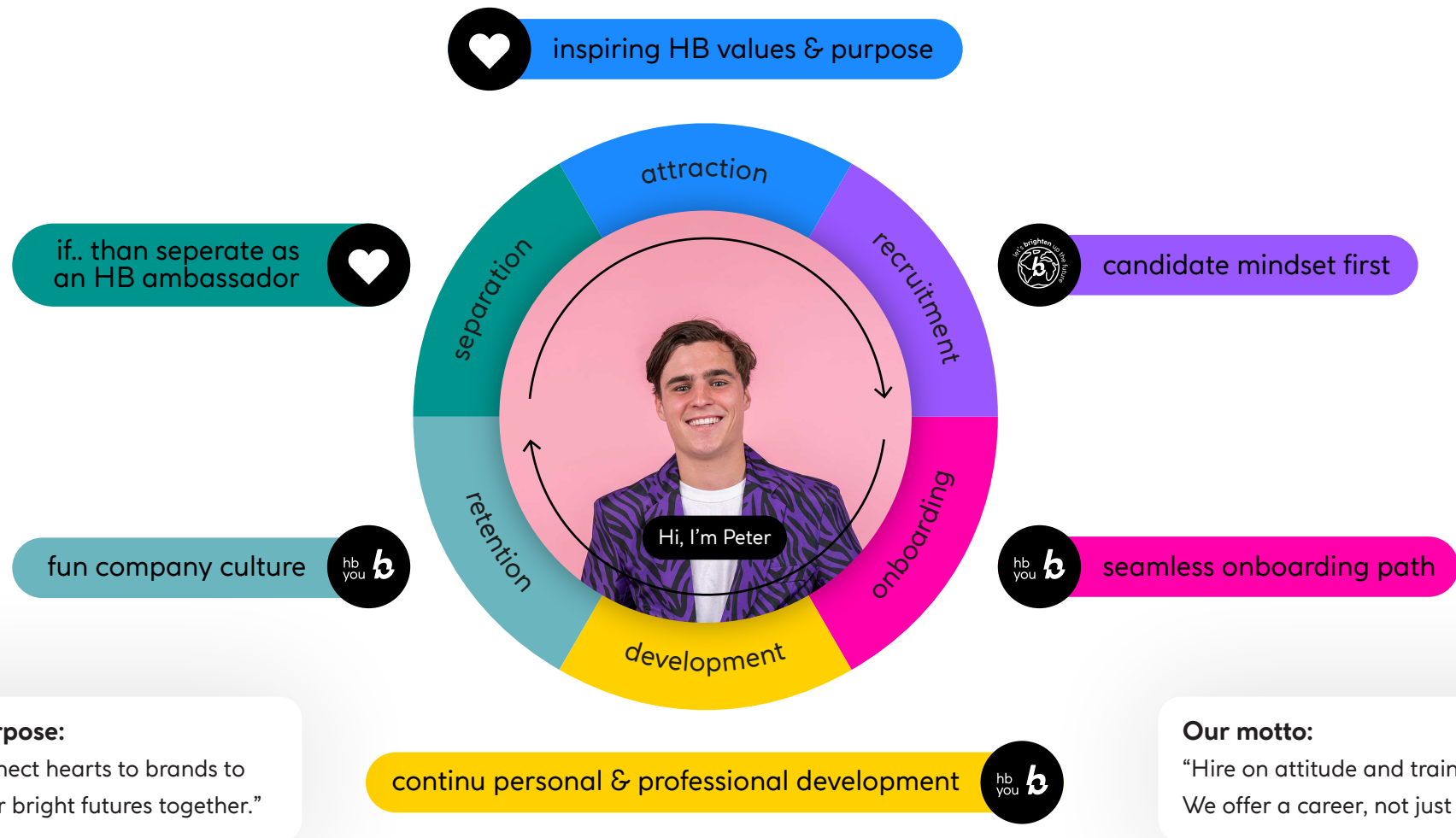
SDG 5 - 8 - 10





# Our culture: compass with People at heart

Our internal People Workforce department is fully aligned with the employee life cycle, allowing us to provide the right support at every stage of the employee journey. From onboarding to offboarding, we remain focused on where we can truly make an impact. Because our difference lies not only in what we do, but above all in who does it - our people.



# People at the heart of our business

## Promoting Gender Equality

Equal opportunities and fair pay for everyone—that's what we actively strive for. With the rollout of our updated job and salary framework, we ensure fairness and equality, so that both men and women have the same opportunities to grow within our organization.



**"We offer a career, not only a job"**

**Monique Dalhuijsen,**  
People Culture Director

And we're proud to say that we score highly on gender equality in the Great Place to Work rankings. A great milestone, but we continue to look ahead.

## Women Leadership Program

To support and encourage female talent, we participate annually in the Mentor4Talent program. This leadership program pairs mentees with experienced mentors from other organizations, enabling them to gain valuable insights and fresh perspectives.

Last year, Esther and Sanne participated as mentees—an experience that not only inspired them, but also led to concrete steps in their personal and professional growth.

**96% say:**  
**"Regardless of gender, people are treated equally here."**

Sanne Bruyninckx - Sustainability Manager Hamilton Bright

"I was matched with the HR Director of Triodos Bank, a woman with many years of experience in a senior role. She not only helped me better manage my work-life balance - as a mother of a four-year-old - but also supported me in gaining confidence during conversations and in standing my ground. One of the most important lessons? You can't please everyone, and that's okay. The external feedback gave me valuable insights into my own way of working."

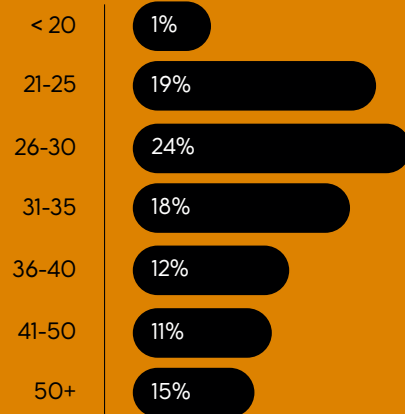
Esther Breugelmans – Business Development Manager Hamilton Bright



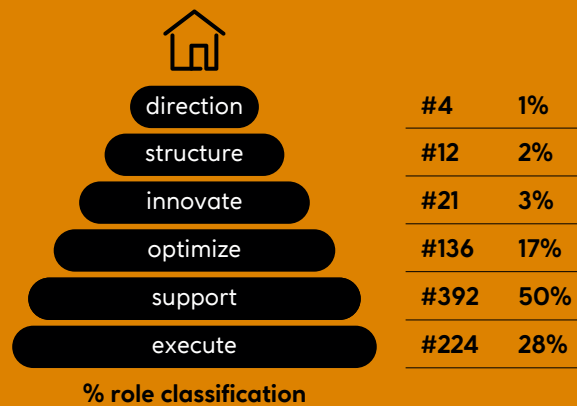
Empower all women and girls.

"I often see people around me change themselves to fit into a role they believe is expected of them. That's something I truly want to avoid. I believe you are at your strongest when you don't adapt your personality to fit a role, but instead shape the role in a way that suits you and who you are." This mentorship program helps me deepen and give shape to that vision, so I can stay true to myself while continuing to follow my own path."

## Age diversity



## % role classification



## Facts



1.000

Full time employees



1.500

Flex workers



73%

In the field



27%

In the office



2,5 years

Retention in the field



4,7 years

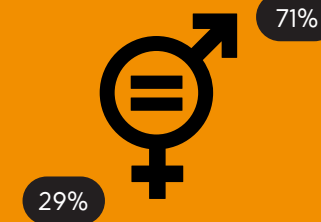
Retention in the office



34 years

Average age

## Gender diversity



of which 60% female in board of directors and 45,5% in sr. management

## Top 10 client orientated roles



# Dignified labor and economic advancement

## Why is SDG 8 important to Hamilton Bright?

“At Hamilton Bright, it’s all about people. We don’t just want to offer a fun job - we want to provide a place where you can grow and build your future. By investing in development, a positive work culture, and fair employment conditions, we contribute to sustainable economic growth. Because when our people grow, the company grows with them.”

## How does Hamilton Bright ensure employees continue to grow?

“Development is in our DNA. With our People Success program, we promote continuous learning and career progression. Whether you’re just starting or have been with us

for years, there’s always room to challenge yourself. We offer training, coaching, and guidance to help everyone get the best out of themselves.”

## Hamilton Bright has been recognized as a Great Place to Work for the third year in a row. What does that mean to you?

“That’s truly a recognition of who we are as an organization. Not only were we re-certified, but our overall score even increased to 84%. That shows we’re continuously improving and really listening to what our people find important.”

## On which points does Hamilton Bright score well?

“We score well above the benchmark

in several areas. For example, 78% of our employees say that Hamilton Bright actively promotes a healthy work-life balance, and 90% feel free to take time off when needed - 5% above the benchmark.

We also perform strongly in equality and future prospects: 77% believe that managers treat everyone equally, and 79% see themselves staying here for the long term. That shows we’re not just talking the talk - we’re truly making a difference.”

## What motivates you as an SDG 8 ambassador?

“I believe work is more than just a job - it’s an opportunity to grow and make an impact. As an ambassador, I want to help create a work

environment where everyone feels valued, has equal opportunities, and the space to bring out the best in themselves.

Because if we all invest in that together, we’re building a stronger, more sustainable future.”





# Take the bike instead

This year, we introduced the bike leasing program at Hamilton Bright - partly driven by feedback from the GPTW survey. It's an attractive and sustainable option for all employees! So far, 15 colleagues in Belgium and 30 in the Netherlands are already enthusiastically riding their leased bikes.

The bike leasing program is part of our efforts to be an attractive employer and responds directly to the needs expressed by our employees. Together, we're contributing to a greener future and promoting a healthy lifestyle.



Already 45 employees in the Benelux have opted for bike leasing



# Hire on attitude, develop on skills

## Learn & Develop

At Hamilton Bright, we believe in growth and development. We create an environment where learning comes naturally and where employees are given the opportunity to develop their talents.

By listening to individual needs, we offer personal, tailor-made learning paths - ranging from time management and presenting to other essential skills. Our goal is to help every employee reach their full potential.

## Hamilton Bright Continuous Learning

To fully support growth and development, we launched HB YouLab in 2024 - our online education platform. The core principle? Everyone learns in their own way.

Some prefer a short five-minute video, while others dive deep into a book or podcast. Whatever your learning style, YouLab

provides the tools to grow in a way that suits you. Whether it's learning from colleagues and their success stories, following a Brain Booster with videos, books, podcasts, and e-learning, or signing up for a training session - everything is possible. Employees can take the initiative themselves or discuss their development needs and opportunities during the regular performance review cycle.

With YouLab, we give employees ownership of their personal development, while collectively building a future where learning and performance go hand in hand.

## Facts



33

HB Legends  
in 2024



1.579

feedback  
conversations  
2024

## Top 10 trainings and participants

1. Shopper marketing 51
2. DISC team training 51
3. The good conversation 44
4. Writing customer-focused emails 42
5. Effective self-management 40
6. Effective communication 33
7. Time management 30
8. Resilience training 26
9. Self-awareness in your role 25
10. Excel 24



# Investing in people, growing Together

At Hamilton Bright, we believe that development is the foundation for growth. By continuously investing in training, coaching, and career advancement opportunities, we create chances for our people and strengthen our organization. The result? We're seeing more and more internal career progression and talent growing within our teams.

“Sustainability lives through our people. We cultivate a culture where talent is recognized, opportunities for growth arise, and are actively encouraged. This is how we build a stronger organization from within-day by day.”

**Monique Dalhuijsen**, People Culture Director



## **Joren van de Laar**

*From Trainee to  
Field Manager.*

- ✓ Trainee Marketing 2021
- ✓ Field Account Manager Samsung 2022
- ✓ Field Manager Samsung 2024



## **Lisa Grendel**

*From Project Merchandiser  
to Projectleider*

- ✓ Project Merchandiser 2020
- ✓ Winkel Accountmanager 2022
- ✓ Junior Field Manager 2024
- ✓ Projectleider 2025



## **Tyrone Faber**

*From junior Projectmanager  
to Business Unit Manager.*

- ✓ Junior Projectmanager 2019
- ✓ Projectmanager 2020
- ✓ Senior Field Manager 2023
- ✓ Manager Operations 2024
- ✓ Business Unit Manager Flex Sales 2025



# Diversity is being invited to the party, inclusion is being asked to dance

## Championing Equality & Inclusion

At Hamilton Bright, equality and inclusion are not just buzzwords—they are core values we actively promote. In line with SDG 10, we create a work environment where everyone can grow and thrive, regardless of background or job level.

In 2024, we placed extra emphasis on recognition and appreciation.

For example, on International Women's Day, all our female employees received a personal message from their manager—sparking a beautiful ripple effect of connection and appreciation within the team.

Fair compensation is also a top priority. With our transparent salary framework, employees gain insight into their growth opportunities, ensuring equal pay and fair chances for all. We are also proud of our female representation in leadership: 50% of our Board of Directors and 45.5% of senior management are women.

## A Safe & Equitable Workplace

A safe, fair, and ethical work environment is a fundamental condition for success. That's why we enforce a strict anti-bribery policy and provide



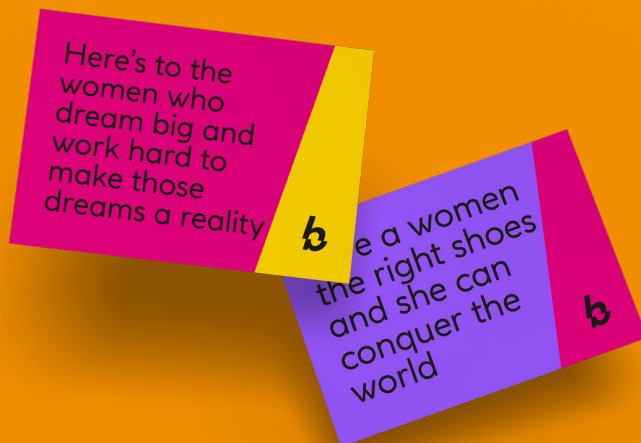
## Justice score GPTW 92%

Justice = The extent to which employees feel they are treated equally based on gender, age, ethnicity, and sexual orientation.

annual data protection e-learning to ensure employees act responsibly and with awareness.

In cases of incapacity for work, we stay in close contact and make clear arrangements—supported by HR and direct managers. We also have confidential advisors available to handle reports discreetly and anonymously. In the Benelux, we held six confidential conversations with colleagues who needed a listening ear or advice.

Equal opportunity, safety, and ethical conduct are in our DNA. This is how we build a workplace where everyone feels valued and can truly thrive.





### Absence due to illness

2022

	Hamilton Bright	National average
Netherlands	5,62%	5,58%
Belgium	3,5%	3,35%

2023

	Hamilton Bright	National average
Netherlands	4,4%	5,6%
Belgium	3%	3,1%

2024

	Hamilton Bright	National average
Netherlands	4,7%	5,1%
Belgium	2,83%	3%

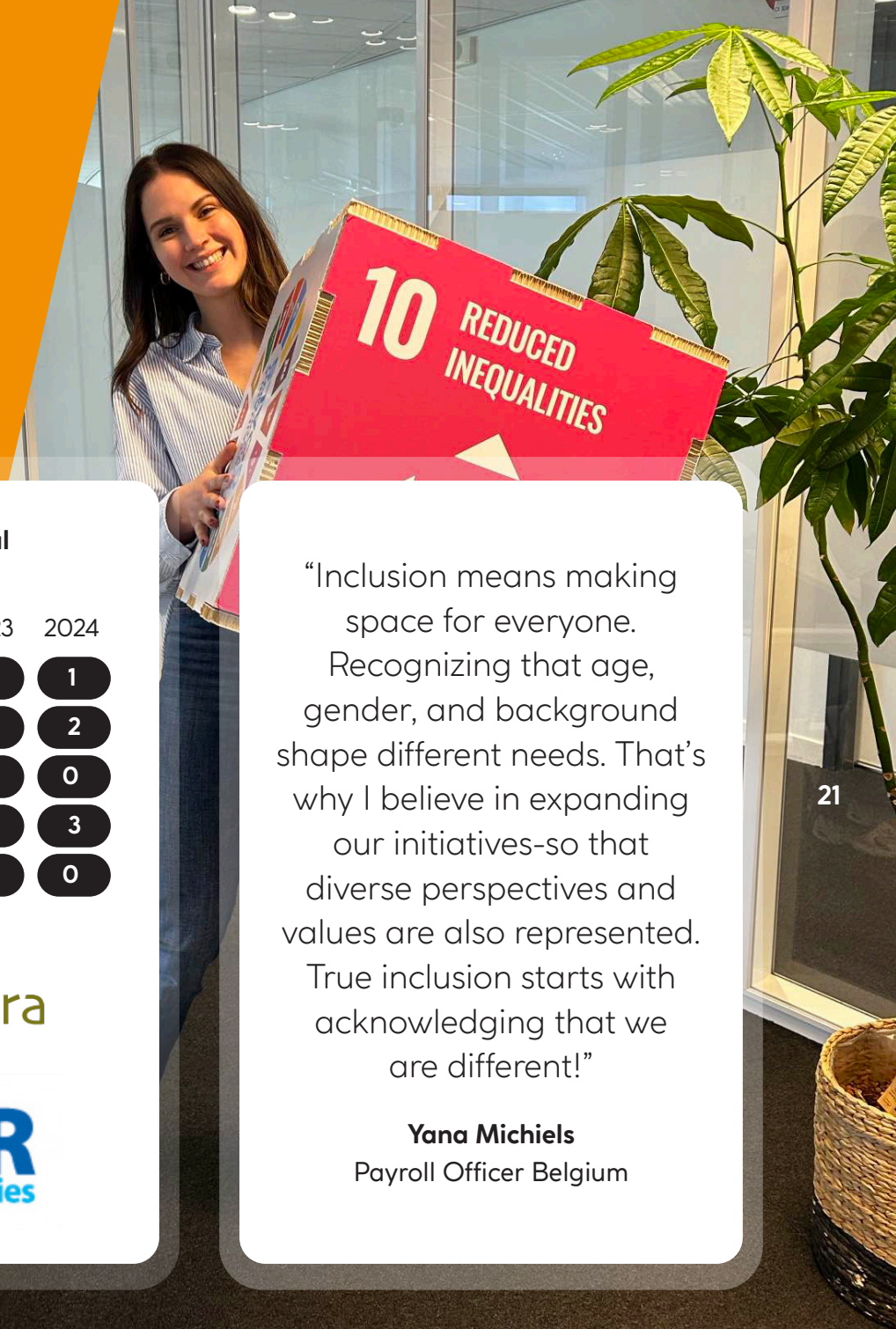
### Report to the confidential advisor

	2023	2024
Personal situation	5	1
Attitude of manager	4	2
Request for advice	4	0
Team stress level	3	3
Attitude of colleague	2	0



“Inclusion means making space for everyone. Recognizing that age, gender, and background shape different needs. That’s why I believe in expanding our initiatives-so that diverse perspectives and values are also represented. True inclusion starts with acknowledging that we are different!”

**Yana Michiels**  
Payroll Officer Belgium





# Our planet, our responsibility

planet

SDG 7 - 12 - 13



22

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# Leading by Example

Sustainability lives within Hamilton Bright. We believe that real change starts from within. That's why we involve our people in every step toward a greener future.



“At Hamilton Bright, we take our responsibility when it comes to sustainability.

Change starts with ourselves, which is why we actively involve employees in everything we do—from vehicle maintenance to green commuting and electric mobility.

This is how we show that small and big steps together can make a big difference.”

**Sharon Ashouwer**




SDG Ambassador 7 & 13 and  
Business Development Manager



# Repair, recycle and reuse

At Hamilton Bright, we are committed to a circular economy-maximizing the use of materials and minimizing waste. Our focus? Repair, recycle, and extend. These three pillars guide us in extending the lifespan of our IT equipment and making conscious choices in how we use resources. Our IT Service Desk plays a key role in this process by repairing and redeploying devices. By promoting recycling and collecting measurable data, we continue to invest in responsible solutions.

## Lifespan IT tools

	In months	In years
	88,8	7,4
	37	3,1
	88,8	7,4

## Consumption & recycling

Fair packaging materials & operation



Digital equipment for employees



Smart routing through software



Disposal of excess POS materials



Recycling clothing & other goods



# Driving Change with Electric Mobility

To reduce our CO<sub>2</sub> emissions, we began the transition to a fully electric vehicle fleet in 2020. Since 2024, we have only leased electric vehicles—a step that not only reduces our carbon footprint but also contributes to better air quality in urban areas.

We closely monitor this transition and continue to invest in a solid charging infrastructure at our offices, making sustainable mobility accessible to everyone.

## We transform to a 100% electric fleet

In total, we have saved 650,000 kilograms of CO<sub>2</sub> in 2023 and 1046 ton in 2024 by switching to electric vehicles.



	2021	2022	2023	2024	
	Benelux	Benelux	Benelux	Benelux	vs '21
Electric Vehicle	4	25	149	288	+284
Charging stations	6	8	14	14	+8
Fossil fuel vehicles	529	528	455	357	-172
Average CO <sub>2</sub> emissions per vehicle	104	100	80	57	-47





## Green operations

### Awareness as a Driving Force

Sustainability starts with awareness. That's why over the past year, we've strongly focused on building awareness. This is reflected in the initiatives we've launched and the awards we've received: GPTW, Groene Meters, Baanbrekende Werkgever, and Silver Ecovadis 2023.

### Bring Your Cup Policy

Since 2024, disposable coffee and water cups are a thing of the past at our offices. New employees receive a reusable coffee cup during onboarding—a simple step that proves things can be done differently. This small change has a big impact: we save around 2,500 cups and 92 kg of CO<sub>2</sub> emissions per year (source: KeepCup).

### European Mobility Week

We don't just promote sustainable mobility on paper—we put it into practice. During European Mobility Week, many of our internal employees left their cars at home and chose to cycle instead. A simple but powerful message: conscious choices really make a difference.

## Green operations

4th year in a row  
“Baanbrekende  
Werkgever” in Belgium



No more disposables in HB offices. During onboarding, all employees receive a sustainable coffee cup.



Received the “Groene Meters” award in recognition of our efforts toward a greener fleet. This award is granted through a completely independent selection process.



Ecovadis certified since 2018.

Ecovadis assesses our sustainability performance.





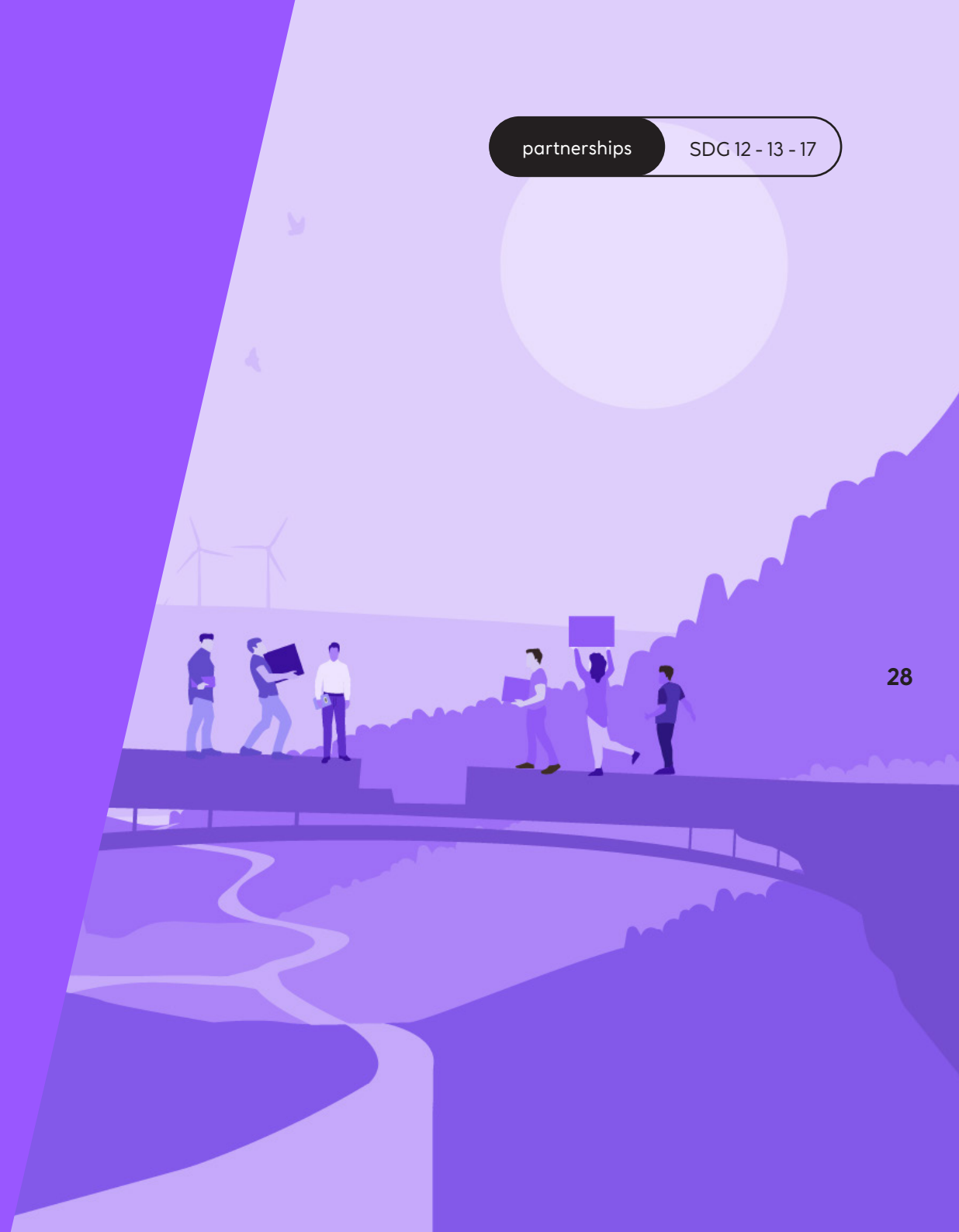
# Partnerships

partnerships

SDG 12 - 13 - 17

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# Creating impact together

Working with impactful brands is the key to progress. By sharing common goals, we not only strengthen our partnerships but also amplify our collective impact.

We don't wait for change, we actively put sustainability on the agenda. This continuously challenges us to go further and create lasting change, fully aligned with SDG 13 and 17.



“We don’t just think along with our clients—we connect them to new opportunities.

Through transparency and collaboration, we build bridges—not only between us and the client, but also toward broader partnerships.

That’s how we make a difference together.”

**Emma Dubois**

SDG Ambassador and  
Field manager Unilever



# Value Chain Responsibility

Our responsibility doesn't stop at our own organization. We actively contribute to a transparent and sustainable value chain, where conscious choices take center stage, not just for ourselves, but also for the reputation and impact of our clients.

By prioritizing sustainability and driving continuous improvement, we foster progress throughout the entire chain. Our EcoVadis certification underscores this commitment and provides insight into both our performance and areas for improvement, fully aligned with SDG 12.



# Sustainable Solutions

Together with retailers and brands, we look for sustainable solutions-such as more efficient use of materials and smarter logistics.

We take the lead by making sustainability a structural part of our conversations and by taking concrete action. By driving fewer kilometers through route optimization, reducing the number of pickup points, and using more sustainable transport, we lower our impact and deliver projects that contribute to a better future for people and the planet.





# Our alliances

our alliances

SDG 7 - 12 - 13 - 17

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# Partnering with our suppliers for Sustainable Impact

Collaboration is the key to change. That's why we work with suppliers who share our sustainability ambitions and help us create impact throughout the entire chain. Transparency and dialogue are central, enabling continuous improvement and maximizing sustainable impact.

## Our alliances, together we make impact

Our partners play an essential role in achieving our sustainability goals:

- Friesland Lease supports our transition to electric driving. In addition to quality, we also expect proactive advice from them to help us meet our sustainable mobility objectives.
- Hoekstra is committed to sustainable transport in the Netherlands, including vehicles that run on recycled cooking oil, resulting in a 90% CO<sub>2</sub> reduction.
- In collaboration with Hoekstra and the Rike Foundation, we have been separating plastic and cardboard since 2024, and we use return

bins in depot boxes to reduce the number of trips. This directly contributes to a smaller logistical footprint.

By actively collaborating with sustainable partners, we strengthen one another and increase our collective impact.

## Top 5 Suppliers

1. Friesland Lease
2. Work and Joy
3. YoungOnes
4. LeasePlan
5. Logistics company Hoekstra







# Hamilton Bright cares

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communities

SDG 5 - 8 - 10 - 17



34

# Our impact in 2024

At Hamilton Bright, we believe in the power of giving. Through our HB-Cares program, we actively support social initiatives and contribute to causes that truly matter.

At Hamilton Bright, we make an impact, not only through our work, but far beyond it.

## 1. IT donations for Opkikker foundation

We gave decommissioned IT equipment a second life through Stichting Opkikker, a non-profit organization supporting families with chronically ill children. We've proudly supported this initiative since 2012-for thirteen years.

## 2. Social impact through 'Werkplaats Rike'

In collaboration with Hoekstra, we've been supporting Werkplaats Rike for over a year- a training and employment center that offers opportunities to people distanced from the labor market.



## 3. Sinterklaas gifts for every child

One of our teams went all out to bring joy to as many children as possible with a gift from Sinterklaas. Together with Sintvooriederl foundation, we made sure no child was left out.

## 4. Cleanup together on World Cleanup Day

With 80 employees across six locations in the Benelux, we collected more than 300 kilos of waste. A small effort, a big difference!



## 5. Dance joy at Theater Sneek

Dance offers young people an outlet, confidence, and a sense of connection. That's why we support Theater Sneek's youth program through a donation-promoting talent development and dance education. In doing so, we help make culture accessible to everyone who wants to participate.

# Going forward

**The time to act is now-and we're ready.  
Together, we create impact.**

At Hamilton Bright, we take our responsibility seriously-and we don't stop at words. We take concrete steps and continue to think ahead to create lasting, sustainable impact. But the world is changing rapidly, and that calls for flexibility and decisiveness.

**In our anniversary year - 25 years of Hamilton Bright - we're reinforcing that ambition.**

We don't just want to lead the market; we want to set the benchmark for sustainability and impact. Together with clients and suppliers, we're seeing that we can truly make a difference. That's why in 2025, we're putting extra focus on:

- Transparency - better reporting and measurable results
- Collaboration - closer alignment on sustainability within the Advantage Smollan Group
- Awareness - embedding sustainability at every level of our organization
- Dialogue - working with clients to get the most sustainable brands on the shelves, in a way that is as sustainable as possible

**"We prove that profit and care for people and the planet are not opposites, they strengthen one another. For us, sustainable entrepreneurship isn't a trade-off, but the foundation of success."**

**Rigt Numan-Velds** , CFO Hamilton Bright Benelux

