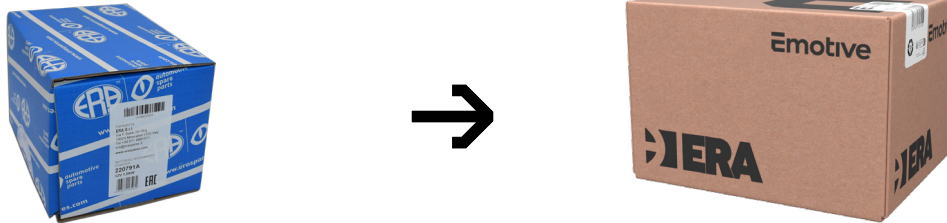




Emotive news: Eco-friendly packaging for ERA

As part of our commitment to sustainability and innovation, we are proud to announce our transition to eco-friendly packaging across our product brands, beginning with ERA. This update aligns with our core values and reflects our drive to shape a more sustainable future within the automotive aftermarket.



Starting in October, we began rolling out the new packaging, which will be introduced gradually. As part of our sustainability commitment, we will transition to the new packaging only when the current packaging stock is used up. This change under the Emotive brand goes beyond looks – it unifies our trusted brands in a more accessible, recognizable way, and reinforces our dedication to quality, innovation, and environmental responsibility.

Our updated approach to packaging is built on three main pillars:

1

Sustainability:

Emotive's packaging solutions are designed to reduce environmental impact and promote a healthier planet.

2

Regulation Compliance:

We meet and exceed industry standards, ensuring each package delivers the highest levels of quality and safety.

3

Digital Packaging System:

The new labels provide clear, accessible product information to support a seamless customer experience by simply scan the QR code.

Each package will now feature the "We Care for Eco Packaging" logo, symbolizing our commitment to environmentally responsible practices. This logo certifies that our boxes contain up to 90% recycled cardboard, our bags are made of up to 50% recycled plastic and all packaging materials are 100% recyclable.

Our proactive approach not only meets regulatory standards but also promotes eco-friendly practices across the industry. This transformation reflects our vision for a sustainable, responsible future.

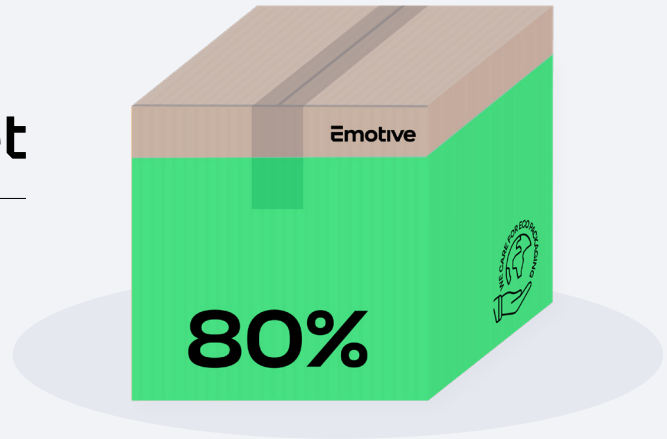
Stay tuned as we continue this journey, operating in a shared values and commitment to a better and more sustainable future.



New packaging benefits for our planet

Rightsizing of our boxes:

Minimum 80% fill rate for all our products.



eco-friendly logo introduced

Up to

80%

recycled cardboard for our boxes

100%

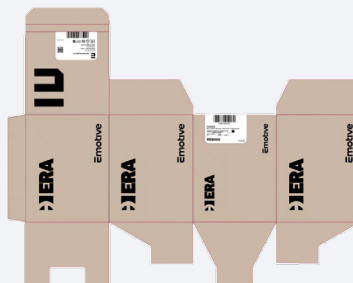
recyclable packaging materials

Up to

50%

recycled plastic for our bags

Varnish & colour savings



100%

elimination of used varnish

86%

reduction of used colour