

LYRECO PIONEERS ITS B2B CURATED MARKETPLACE IN ITALY

MARLY, FRANCE – Lyreco, a global distributor of workplace supplies and solutions, announces the launch of Sustainable by Lyreco, the first B2B marketplace dedicated to products that contribute to the protection of the planet and its people.

From September 2022, in addition to the offers available on Lyreco's existing ecommerce platforms, Lyreco customers will also have access to a new platform dedicated solely to products that contribute to the planet, people and communities. For its first launch, in collaboration with Mirakl, the world leader in marketplace solutions, Lyreco chose to make it available on its Italian market, focusing the test phase on one country before rolling out worldwide.

"Our Company mission is to be pioneers in delivering sustainably what any workplace needs, so that its people can focus on what matters most. With the introduction of this new marketplace, dedicated exclusively to these selected products, we are making it easier for our customers to adopt virtuous practices", says Grégory Liénard, CEO of Lyreco.

After undertaking customer research amongst its customers, Lyreco worked with external and internal experts to develop a clear and transparent assessment methodology to evaluate which sellers and which products would be suitable for onboarding to the new platform.

To be approved to operate on the platform, each seller must be able to prove that they are officially recognized as sustainable by a trustful organization such as EcoVadis or B-Corp, or complete Lyreco's assessment questionnaire, which provides them with a Sustainability Score.

To be approved for sale on the new platform, products must be sold by an assessed seller, have packaging recycled to a minimum of 80% of its weight and be recyclable to a minimum of 80% of its weight.

In addition to these criteria, each product must meet the assessment requirements necessary to comply with the Lyreco Sustainability selection:

- **Planet by Lyreco** (A selection of products contributing to the protection of environment)
- **People at work by Lyreco** (A selection of products contributing to the well-being and safety of people at work)
- **Community by Lyreco** (A selection of products contributing to improve societal impact on local communities)

Lyreco Strategy Director, Maxime Chabaud explains: *"As a company, Sustainability is a key pillar of our strategy. And it's becoming strategic for more and more of our customers. Thanks to our sales force, very close to our customers, we understood for a few years the shift in our customers' purchasing habits.*

Transitioning to tomorrow's workplaces can be complicated because of lack of information on how to make good choices. That's why we decided to ease the selection process by putting on the same platform a curated selection of products. Both sellers and customers are thrilled by this innovative initiative, and we can't wait to go live in Italy"

As part of the Lyreco strategy to reach 90% of sales made by products and services that contribute to protect the planet and its people in 2026, this project is based on unambiguous observations about Lyreco customers' strong desire for this type of solution. When customers have been asked about the criteria they considered when purchasing workplace supplies and services, 65% pointed the environmental impact, and all of them declared they were interested in using products and delivery methods that contribute to reduce it.

"We are delighted to be the first market to launch this exciting initiative. Lyreco has a long history of being a pioneer and with this launch we are leading the way when it comes to finding new ways to deliver on our customer's changing needs", says Lyreco Italy Managing Director, Gianluca Gibelli.

Currently available in Italy, the Sustainable by Lyreco marketplace should be extended to other Lyreco markets starting 2023.

About Lyreco

Lyreco, a privately owned company since 1926, is a leading distributor of workplace products and solutions. The group directly operates in 25 countries in Europe and Asia. Lyreco's 11,000 employees share a common mission: to be pioneers in delivering sustainably what any workplace needs, so that its people can focus on what matters most. You can learn more about Lyreco on <https://lyreco.com/group/>.

Media contact: any press inquiries can be directed to gaelle.vilatte@lyreco.com