



Lobbying & Political Engagement Policy

B Corp Alignment: GACA (Government Affairs & Collective Action)

HelloPrint B.V. · Rotterdam, Netherlands · 2026

1. Introduction

This policy outlines how HelloPrint B.V. approaches lobbying and public policy engagement. Its purpose is to ensure transparency, integrity, and alignment with HelloPrint's commitment to creating a positive impact on society and the environment.

This policy applies to all employees, managers, board members, and external representatives acting on behalf of HelloPrint B.V..

2. HelloPrint's Position on Lobbying

HelloPrint's position (Option A): HelloPrint does not engage in any form of lobbying, including direct or indirect influence on public policy or decision-making.

HelloPrint does not engage in any form of lobbying. This means HelloPrint does not:

- directly interact with policymakers, politicians, or government officials with the intent to influence decisions
- indirectly influence policy through intermediary organisations, trade associations, or external advisors
- commission or fund research, communications, or campaigns intended to shape public policy
- participate in coordinated industry efforts aimed at influencing legislation or regulation

If this position changes in the future, HelloPrint will update this policy and communicate the change transparently to all relevant stakeholders before any lobbying activity takes place. Any future engagement will be grounded in reliable, evidence-based, and where applicable scientific data, and will only be undertaken in support of positive social or environmental outcomes.

3. Political Neutrality & No Political Contributions

HelloPrint maintains strict political neutrality. The company does not provide financial or non-financial contributions to political parties, candidates, political movements, or related entities. This applies to:

- direct donations or sponsorships to political parties or candidates
- in-kind contributions such as free services, data, or employee time
- indirect support through third parties, intermediaries, or PACs
- support for political campaigns, referenda, or ballot initiatives

This position applies regardless of whether the political party or candidate is aligned with HelloPrint's sustainability or social values. HelloPrint believes that positive change is achieved through business practices, not political donations.

4. Industry Memberships & Indirect Lobbying Risk

HelloPrint is a member of NLdigital, the Dutch association for digital companies and the TechLeap Community, an ecosystem for Technology Startups and Scaleups. HelloPrint participates in both communities for the purposes of sector knowledge exchange, digital policy awareness, and industry networking, not for lobbying purposes.

HelloPrint recognises that membership of industry associations carries an inherent risk of indirect lobbying, where the association takes policy positions or engages with the government on behalf of its members. To manage this risk, HelloPrint applies the following measures:

Measure	How HelloPrint applies it
Annual review	HelloPrint annually reviews NLdigital's public policy positions and lobbying activities to confirm alignment with this policy
Opt-out right	HelloPrint reserves the right to formally opt out of any specific NLdigital position or campaign that conflicts with this policy
No financial lobbying contribution	HelloPrint does not contribute financially to any NLdigital lobbying fund or political engagement campaign
Escalation path	If NLdigital takes a policy position that conflicts with HelloPrint's values, the CEO is informed and a decision is made within 30 days on continued membership
New memberships	Any new industry association membership requires CEO approval and an assessment of the association's lobbying activities before joining

5. Anti-Corruption & Ethical Conduct

HelloPrint maintains a strict zero-tolerance approach to bribery, corruption, and any form of undue influence. This applies to all employees, managers, and third parties acting on HelloPrint's behalf.

Key principles:

- No employee or representative of HelloPrint may offer, provide, request, or accept bribes, gifts above EUR 50 per instance or EUR 150 cumulative per recipient per year, with zero tolerance for any gift to or from public officials regardless of value, or any other form of improper advantage.
- All business interactions with public officials, government bodies, or regulatory authorities must be conducted with full integrity and documented appropriately, with records retained for a minimum of seven years in line with Dutch tax and audit retention requirements.
- Any suspected violation must be reported immediately through HelloPrint's speak-up mechanism (see Section 7).
- Violations may result in disciplinary action, up to and including termination of employment or contract.

6. Risk Management & Monitoring

HelloPrint periodically evaluates potential risks related to political engagement, including indirect influence through partners or industry associations. The primary risk areas are:

Risk	Description	Control
Indirect lobbying via NLdigital	NLdigital takes a policy position that constitutes lobbying on HelloPrint's behalf	Annual review of NLdigital positions; opt-out right; CEO escalation path
New industry association	HelloPrint joins an association that engages in lobbying	CEO approval required; pre-join assessment mandatory
Employee political activity	Employee engages in political activity in HelloPrint's name without authorisation	Policy awareness; clear scope limitation in employment contracts
Policy change without update	HelloPrint's position on lobbying changes but policy is not updated	Annual policy review; CEO and board sign-off required for any change
Third-party misrepresentation	External advisor or partner represents HelloPrint in a lobbying context	Contracts include explicit prohibition; due diligence on external partners

Risk assessments are conducted annually by the CEO, CFO and People & Culture lead and findings are reported to the board. Any identified issues are addressed through a mitigation action plan with defined owners and timelines.

7. Grievance Mechanism

HelloPrint operates a formal Grievance Mechanism, approved by the Board of Directors and the Supervisory Board (effective July 2026), through which any stakeholder can raise a concern - including about our lobbying or political engagement conduct - confidentially or anonymously, free of charge, and without fear of retaliation.

Reports can be submitted via our anonymous online form (<https://grievanceprocedure.lovable.app/>), by emailing speakup@helloprint.com, or by contacting the Head of Talent & Culture directly. The full Grievance Mechanism, including reporting channels, response times, and escalation routes (including to the Dutch Whistleblower Authority), is published at helloprint.com/nl-nl/bcorp.

8. Accountability & Governance

Overall accountability for this policy lies with:

Role	Responsibility
Hans Scheffer - CEO	Strategic oversight; approval of any change to HelloPrint's lobbying position; escalation point for NLdigital issues; final accountability for policy compliance
Lizzy van der Vlegel - Talent & Culture	Policy implementation and awareness; annual review coordination; speak-up mechanism management
Board of HelloPrint B.V.	Formal approval of policy and any material changes; oversight of governance risks related to political engagement

9. Implementation

This policy is embedded in HelloPrint's organisation through:

- Internal communication to all employees upon adoption and upon any material update
- Reference in onboarding documentation for new employees
- Annual review of NLdigital membership and any other industry associations
- Inclusion in contracts with external partners and advisors where relevant

The policy is publicly available on HelloPrint's website at helloprint.com and accessible to all stakeholders.

HelloPrint discloses, annually and publicly, its lobbying activity (including a zero statement where applicable), any political contributions, and the full list of industry association memberships. The disclosure follows the format set out in Appendix A (Annual GACA Disclosure Statement) of this policy. The CFO and Head of Talent & Culture prepare the statement each year using actual data from the reporting period; the CEO and CFO review and approve it; the Head of Talent & Culture then publishes it on the HelloPrint website (URL to be confirmed) within three months of year-end. The published statement is retained for a minimum of seven years and superseded versions remain accessible via a dated archive. HelloPrint complies with the EU Transparency Register and any equivalent national lobbying registers where activity thresholds are met.