

Winclove
probiotics

impact report

2022

results, initiatives
and ambitions



Contents



- 01** Foreword
Maarten Pekelharing, CEO
- 03** Maurits Bruel, Non-executive
Director and Chairman of the
STAK
- 04** Vision and mission
- 06** Core values
- 07** Impact statement
- 08** 2022 at a glance
- 10** Goals for 2023

12 Making impact with our probiotics

- 13** [Our] probiotics in a nutshell
- 14** Research and product development: retro- and prospective
- 15** Ground-breaking AAD research
- 16** Investing in Immune
- 16** An answer for psoriasis
- 18** Probiotics for treating autism
- 21** 100% free of gluten, milk, and soy
- 22** Strains database
- 23** Even greater knowledge of what bacteria can do
- 24** Helping more people: the challenges



26 Making impact with our people

- 27** Winlove's vision on working (together)
- 28** Diversity and working conditions
- 30** Investing in skill
- 31** Investing in the world around us
- 32** Great Place to Work
- 34** Vitamin W lifestyle programme
- 35** Periodic Medical Examination
- 36** What else we did in 2022
- 38** In the spotlight: Gizem Yikilmaz, Educator

39 Environment

- 41** What we achieved in 2022?
- 43** Ongoing sustainability projects
- 44** Challenges
- 45** Renewed Justdiggitt collaboration
- 47** CO₂ emission in 2022
- 49** A future oriented office building
- 51** In the spotlight: Mohamed Sahli, Head of Production



52 Making impact with our partners

- 54** Interview with Anita Frauwallner,
Institute AllergoSan
- 56** 2022 sales figures
- 57** Working with suppliers
- 58** Interview with Variopack



60 Making impact on the community

- 61** Winlove and North Amsterdam
- 61** How we helped in 2022?
- 62** Interview with Els Annegarn, Doras
- 64** Samen in Noord education programme:
- 65** interview with Jasper Buikx
- 67** Yoba for Life
- 68** B.Kind: interview with Anne van der Geest,
Athena Institute
- 70** In the spotlight: Marília Campanaro Costa,
Head of Regulatory Affairs

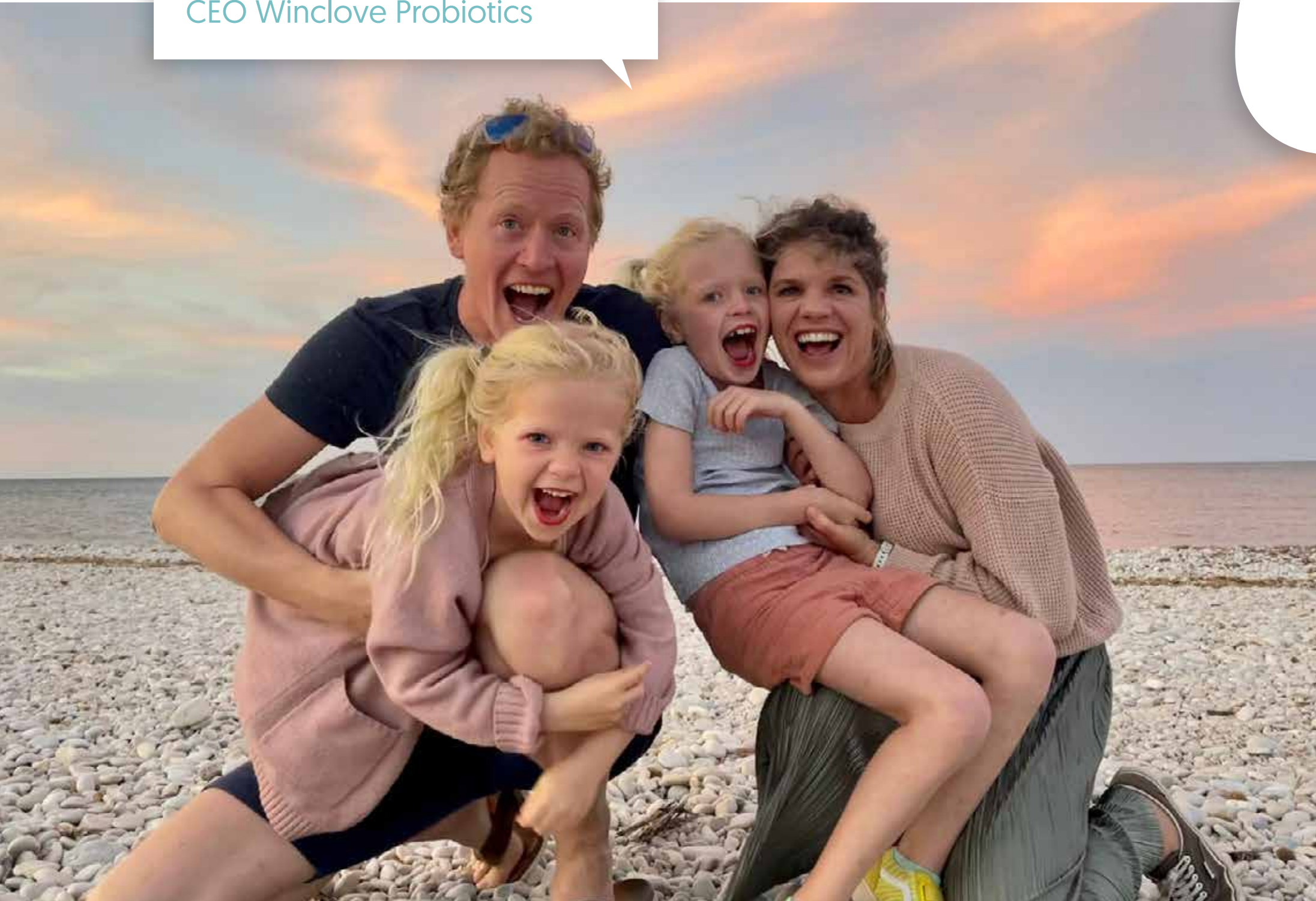


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Foreword

Maarten Pekelharing
CEO Winlove Probiotics



“Not pursuing maximum profits, but taking our responsibility for coming generations”

Welcome,

In this inaugural impact report, we're pleased to take you through the steps we've taken in the past year to increase our impact and to make our family company more sustainable.

This is an unbelievably important and inspiring purpose, one in which we as a company continue to grow. Wherever I look, I see our people – with each other and our partners - picking up the gauntlet and *using our business as a force for good*.

We do this primarily of course by developing and producing the best probiotics to improve people's quality of life. But also by sharing with the world our knowledge of the importance of a healthy microbiome. Because certainly we can learn so much from the world of microbes: about our own physical and mental health, but also about a healthy and natural living environment. Other great examples of impact include the plans we're making for CO₂ reduction and the attention to and care for our own neighbourhood North Amsterdam.





You don't write history, you make it!

Why am I so proud of all this? Because all these ideas are coming increasingly from within our organization: we're incorporating the B Corp philosophy in our daily work more and more. With each other we're taking action and taking our responsibility for coming generations. And it's high time, as the crises are piling up and our current economic, ecological, and social systems are bankrupt – that much is clear. And the three biotopes – business, community, and government – look and point fingers at each other (*Who will lead the transition to sustainable and equitable?*), because the interests to keep what we have are so enormous.

A new story

By pursuing pure profit* as opposed to maximum profit, we are breaking the impasse. And I am convinced that as companies – and specifically SMEs like Winlove – by consciously choosing 'enough', by pioneering, and by placing ourselves at the service of the greater whole, we can together create a new and more equitable story. One that serves the ecosystem that we as humans are part of. (Our ability to build new systems is indisputable: we constructed the old one as well.)

Ecological growth and engagement

And this is very important, and exciting too, as we will have to do and change things that we in our generations will never see the direct results of. But I do believe that we must look at economic growth differently and as the business world must focus much

more on our role and contribution to ecological growth, and that we must look for connection there. Because we are all here for just a short time, so let's all truly cherish the beautiful ecosystem we live in. And enrich and strengthen it for the generations to come; for my wife and me, that's our daughters Leentje and Doris.

Subsequently we're going to tell that new story loud and clear. As far as I'm concerned, it's like this: we, the human race, are part of nature, and all the time we spend on our work contributes to the ecosystem we live in and not just to the economic value of a business. Because such value is short term, whereas ecological value is sustainable and enduring!

And yes, this is also a call to all the players in the chain to walk this uncharted, tough road together and to work further on a healthier, fairer, and greener future for the coming generations.”

Maarten Pekelharing, CEO Winlove Probiotics

* In all our activities we strive for a balance between profit and purpose – also see our Impact statement on page 9.

» If you have questions or ideas about joining up with us in increasing our impact, find me at:
✉ m.pekelharing@winlove.nl

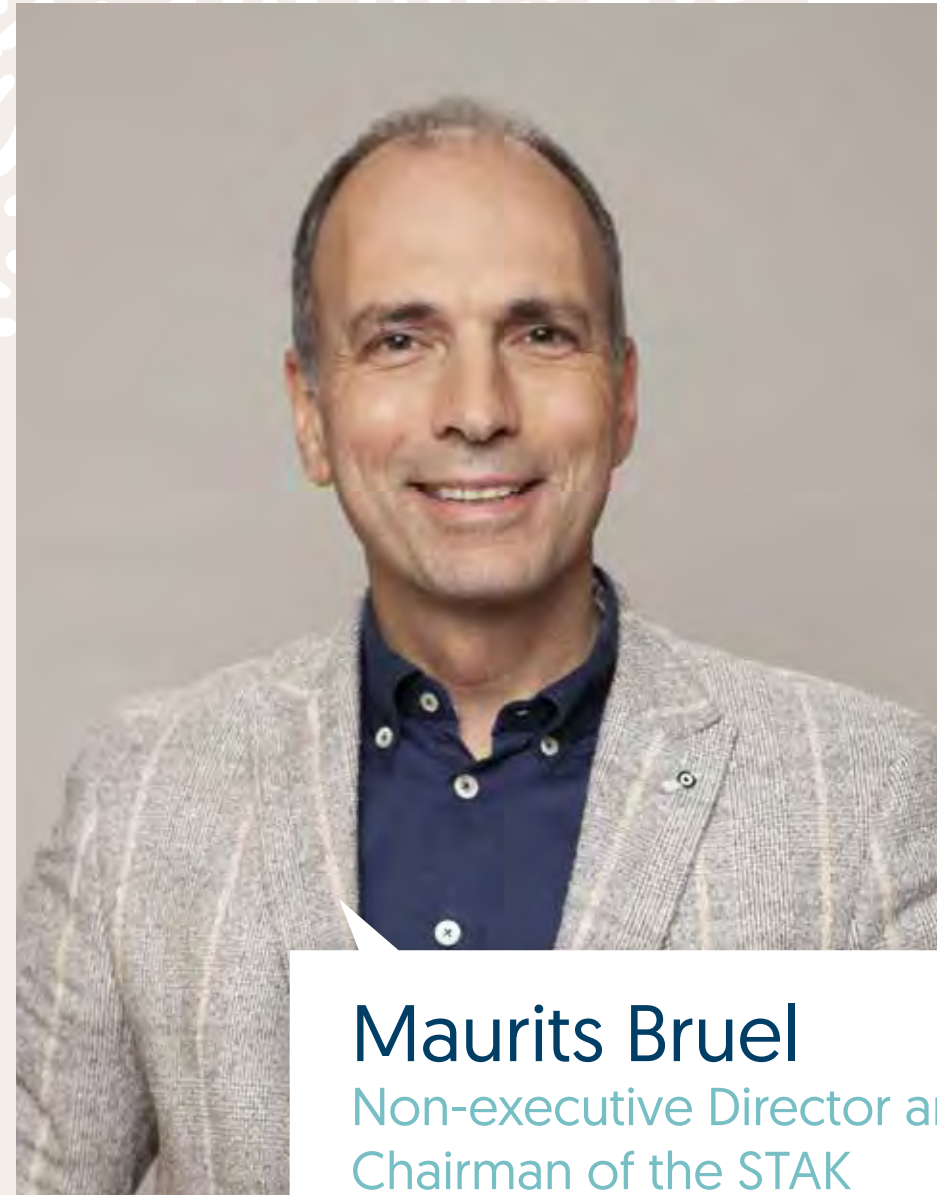
“Together building a complete ecosystem”

The STAK board (Stichting Administratiekantoor; the Administration Bureau Foundation) manages Winlove’s shares, monitors the organizational values, and sees to it that Winlove remains a sound, sustainable organization.

Maurits Bruel: “In our STAK there’s a very pleasant culture that’s just a bit different from what most boards have. For instance, one of our basic principles is that you don’t operate here as someone filling a role, but as a complete person. This outlook well suits the idea of sustainability, inclusion, and making an impact. In all our meetings we also give ‘the world’ a seat at the conference table in order to remind ourselves that we are inextricably bound with it, and responsible for it as well.”

Intrinsic motivation

Everything that is done at Winlove to make impact comes from our intrinsic motivation. And we take great pride in that. We trust and build on the energy, knowledge, and drive of



Maurits Bruel
Non-executive Director and
Chairman of the STAK

the people working at Winlove. And these are so prominent here; so many people do their bit for the various impact projects, and everybody shows initiative and contributes ideas – as opposed to having projects imposed by management or us. We think this is really important.

Our role at STAK is often to tweak or shake things up a bit. To see if we can do the existing activities even better for people, the environment, and the world – despite the regular work and pressures.

Power grid

A focus area that has received a lot of attention in recent years is the new sustainable plant, which uses heating pumps.

So it was very startling to learn that we might have to wait years before being connected to the power grid. When that was confirmed, a number of people at Winlove moved heaven and earth looking for creative ways to minimize the reversion to fossil fuels. What perseverance, and what an effort! The results are not entirely what we were hoping for, but very much better than they otherwise would have been.

Continuously improving

One of the next important steps is for Winlove to make all our impact efforts even more measurable, so that we learn even more about our impact and consequently can continue to improve. Hard KPIs are hardly central to Winlove’s culture, but concrete goals do help us to develop continuously. At STAK we are very pleased with the concrete substance of these, such as the reduction plan currently being developed.

Complete ecosystem

The children of our founders Pieter Pekelharing and Bram van Leeuwen have now joined the STAK. Together with them and the non-executive STAK members, we look forward to continuing to build a complete ecosystem in which all employees, the families, the management, and the STAK keep growing all together. The primary goal being to further Winlove’s activities in the best way possible and to make the world a bit more beautiful and healthy!”

our dream

[we think in terms of generations]

To be the best company *for* the world.

In all we do, we want to benefit the world around us.

our vision

[what we are working towards]

Improving the quality of life of as many people as possible around the world.

By using our business as a force for doing good.

our mission

[our way of getting there]

Developing, producing, and marketing effective probiotics.

our belief

[this is what drives our work]

Trust in life and confidence in the power of diversity.



From values

There can be no doubt that our values stem from our founders, Bram van Leeuwen and Pieter Pekelharing. Not only their ideas but their ideals continue to drive the life-blood of our company today.

Tara Corduwener,
Winclove's Commercial and
Strategic Director

to strategy

“In 2019 the main goal was to apply focus and direction by gaining insight into our commercial activities. We’ve taken many steps toward this in recent years. We now work a lot more from the data, and we document more ourselves. That’s also how the need arose to define and lay down our DNA and our goals. We organized that in various sessions with management and staff from the whole organization. This is crucial, because the outcomes have to of course be embraced internally, and they direct our behaviour.”

Words of value

“Since then our dream, vision, mission, conviction, and core values have formed an important anchor in our organizational policy, and they make it simpler to answer the various strategic questions properly. Now, four years later, we’re better able than ever to put into words what it is that drives us and what dreams we pursue. It’s from this that our Impact statement and our dream for the future arise. And we’re now taking a final step: together – from our knowledge and experience – we’re laying out the lines for the future.”



Making an impact together

“In September of 2022 it was a natural moment for the whole organization to take a breath and think about our organizational strategy for the next four years. We then also presented the three ambitious goals that give Winclove direction and footing so that together and with focus we can grow sustainably while continuing to impact the world around us. In the first half of 2023 the teams continued to work on their team strategies: what concrete actions, resources, and time can they use to help achieve the goals? This not only helps Winclove develop a strategic outlook; it ensures that the strategy remains vital, belongs to all of us, and really helps us reach our goals for growth and sustainability.”

Core values

The foundation of our business, guiding our behaviour and helping us make — strategic — decisions.

Driven

Our drive is to be valuable by being meaningful. And for us, something can be of value and meaning only when it helps people.



Committed

Not to be the best company in the world, but the best company *for* the world. And this fortifies our commitment: to our work, to those we work with, and to the world around us.



Optimistic

Winclove is built on trust - trust in the power of probiotics, (which many once doubted). And trust in the effectiveness of working together.



Impact statement

Our Impact statement highlights how our work makes a difference in people's lives, in communities, and in the world around us.



In all we do, we strive for a healthy balance between profit and purpose. But not just profit: at Winlove, we now pursue what we call pure profit.

We stand for and go for pure profit

At Winlove, profit is not the end game, but the driver for healthy developments. To achieve this, we stand by each other and strive for fruitful collaboration. We take inspiration from the nature of our probiotic formulations: bacteria that exist symbiotically with us, that give energy and stimulate health. In turn we invest our growth and profits into our formulations, which improve quality of life. We also invest in other social and green initiatives, close to home and farther afield. In this way, together with our business partners and other stakeholders, we are a force for doing good.

Effective probiotics

With a fascination for bacteria, we develop and produce effective probiotics that matter, every day. We believe in the power of diversity and have great faith in life itself. We develop and substantiate our formulations to the full extent of existing knowledge: from a scientific and experience-based perspective and out of dedication to deliver each formulation with the best possible quality. As a result, our formulations are already available through our business partners in around 35 countries worldwide, helping thousands of people every day to improve the quality of their lives.

Healthy balance

In the past 35 years, we have grown from a small company in the centre of Amsterdam to a modern, yet old-fashioned, family business in North Amsterdam. We have increasingly developed into a meaningful player in the fields of probiotics, science, and strategic partnership. Similarly, our vision of entrepreneurship and purpose has also grown. More than ever, we are committed to future generations, the community, and our planet. In all we do, we strive for a healthy balance between profit and purpose. But not *just profit*: at Winlove, we now pursue what we call *pure profit*.

Wish for the future

“As it is now, because we're making money, we can then make a positive impact. But our ultimate dream is to make money by making a positive impact. If we can achieve this turnaround to pure profit, then we really will be the best company for the world.”

Management Winlove Probiotics

2022 in a nutshell

These are just some of the smaller- and larger-scale actions we undertook in 2022 to make a difference for our (business) partners, the environment, our people, and our community:

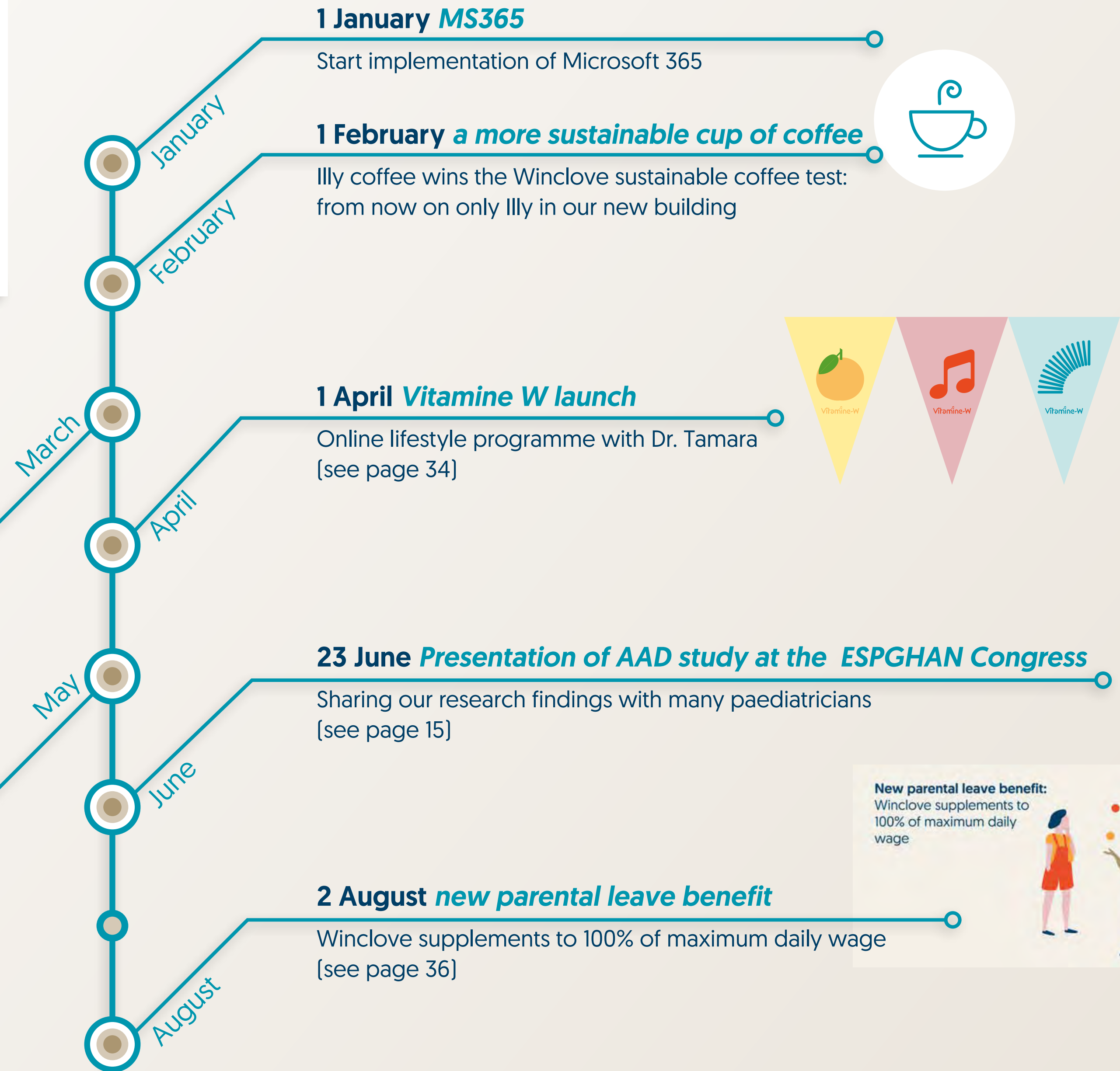


1 May kick-off hour for a cleaner neighbourhood
Companies and neighbours clean up litter in a specific district in North Amsterdam

renewed collaboration with Justdiggit
Regreening project in the Singida region of Tanzania [see page 45]



1 March *souper good*
Switch to sustainable Clipper tea and soup from Winning Foods





September

7 September *Winlove Inside* launch

Winlove Inside Intranet goes live on SharePoint



7-9 November *NSF/cGMP* audit

Passed with flying colours: 0 majors and 8 minors

11 & 12 November *Winlove Jubileum Weekend*

Winlove's 35th anniversary, party at De Berckt Castle in Baarlo

21 & 22 November *2022 ISO 22000 Audit*

Positive completion (just 1 minor): clear proof that we've got our quality and food safety processes in very good order indeed

October

October *recertification as Great Place to Work*

Also in 2022/23 we're a Great Place to Work (see page 32)

1 October *savings on transport*

Logistics Project units achieve reduction in pallets (see page 41)

1 October *appointment of new works council*

7 October *Open Companies Day North Amsterdam*

Winlove opens its doors to students, job seekers, and local residents to create as many new connections as possible

12 October *boosting buying power*

Winclovers get extra financial support (see page 37)



December

1 December *Completion of Allergen-free project*

Helping more people with allergen-free products (see page 21)

21 December *Christmas present event in North Amsterdam*

145 'Northies' treated to a Winlove Christmas package

Our goals

Together making the world healthier, fairer, and more beautiful

As a commercial organization Winlove is committed to society and the protection of our planet. For these efforts we received the B Corp certificate in 2020. The extensive B Impact Assessment goes beyond sustainability, covering five areas: governance, workers, community, the environment, and customers. These largely form the basis of this Impact Report.

Together making impact

In September of 2022 we launched our internal multi-year impact strategy with three major goals for the positive change we want to realize: for Winlove as a company, for the people we work with and for, and for the world around us.

For 2023 and beyond, we commit to the following eight larger- and smaller-scale actions that both contribute to the achievement of our company goals and ensure that we come yet another step closer to our dream of being the best company for the world.



- 1 We are developing our current portfolio so that with our formulations we reach and help even more people. We measure our impact against our goal of 9% growth in turnover.
- 2 We are striving to develop and produce one new formulation every two years and to market it with our business partners.
- 3 In 2030 we will be operating completely climate neutrally by means of CO₂ reduction and compensation. A reduction plan with measurable KPIs will assist in this. [See page 43]
- 4 The people of Winlove are skilled and vital: in 2023 all of us will do at least one training course or education and one team-building activity. And our leadership and specialists programme is being rolled out.
- 5 Everyone at Winlove understands and embraces our impact strategy and applies themselves as a force for good; in all their decisions they increasingly distinguish between financial and pure profit (see page 7 of our Impact statement), and collectively they among other things do a total of 2,568 hours of volunteer work in 2023.
- 6 We are taking new steps to make our formulations available to those with low incomes. In Southeast Asia, together with our partner VU/Athena Institute, we are deploying our products in the fight against diarrhoea and undernourishment. By the end of 2023 we want to have helped 200 children plus their direct environment with this.
- 7 We are inspiring and motivating our value chain partners and calling for more collective actions for a better future.
- 8 We are contributing further to the advancement of knowledge and awareness of the roles of bacteria and the microbiota and the importance of a good life-style for good health. In 2023 through our Together in North project, we are reaching 300 children under the age of 18. We want to quadruple this number in 2024. More on this on page 65.



“B Corp gives us direction and helps us make our efforts measurable”

“In 2019 we began our ‘B Corp journey’, not knowing how much work this would involve. The certification wasn’t our initial goal, but felt like the icing on the cake. B Corp gives us direction and a grip so that we can get to work and make our company even more impactful. You find examples of that in this report; we applaud transparency and want to set a good example of it ourselves. Transparency on what’s going well, but also on what needs working on.

Manon Bezemer
Head of Purpose &
Impact Management

The work is never done, and that keeps things challenging. I’m very proud that sustainability and doing good for our people and the world – the B Corp pillars – are considered so important at Winlove that we’re continuing to work on them. Plus, that since November 2022 Winlove has given me the chance to go to work fulltime as Head of Purpose & Impact Management and as B Keeper. That’s a mouthful, but put simply it means that I can work 40 hours a week on increasing our positive impact on the world!"
[Read more about Manon's as a B Keeper](#)

Well over 6,000 B Corp companies worldwide:

Impact-driven companies that work with the motto ‘Using business as a force for good’. 150,000 companies are working toward certification

Oh, yeah, the B Corp certificate is valid for three years, so for us 2023 means recertification. Would you like to know more about B Corp, our sustainability projects, or any other subject in this report? Don’t hesitate to contact me:
✉ m.bezemer@winlove.nl.



Making impact with

our premium probiotics



Amsterdam, 1987, the founding of Winclove by two inspired, entrepreneurial friends. Pieter Pekelharing and Bram van Leeuwen have a conviction that will become their life's work: probiotics. Thanks to this trust in probiotics and our mutual fascination with bacteria, Winclove has now grown into a significant player in the field. And we continue to innovate to help as many people as possible with our premium probiotics.

14 Research and product development: a look back and a look ahead

- Ground-breaking AAD research
- Investing in Immune
- An answer for psoriasis
- Probiotics for treating autism
- 100% free of gluten, milk, and soy
- Even greater knowledge of what bacteria can do

24 Helping even more people: the challenges

(Our) probiotics in a nutshell

1

Nutritional supplements with living bacteria

The nutritional supplement probiotics contains living bacteria. As defined by science: live microorganisms that, when administered in adequate amounts, confer a health benefit on the host. The probiotic microorganism must reach the intestines in a living state, and the resultant health benefit must be demonstrated by scientific research. For 36 years, we at Winlove have been convinced of the power of these extraordinary creatures!

2

Probiotics assist the recovery of an impaired intestinal microbiome

In and on our bodies live trillions of microorganisms. The majority of these are in our guts: the intestinal microbiome. And this microbiome is crucial to our health: among other things it contributes to proper digestion, supports our immune system, protects against pathogens, and produces essential nutrients. Through for example illness, stress, medicine use, and food, our gut microbiome can be disturbed, resulting in complaints. Probiotics help cure this disturbance.

3

Indication-specific multispecies probiotics

Every probiotic microorganism is unique and has different properties – and therefore different effects in our bodies. For the optimal support of the gut microbiota's balance, we select not one, but multiple probiotic strains: hence multispecies probiotics. Indication-specific means that the probiotic microorganisms in our products are selected specially for properties that can have a beneficial effect for (the prevention of) specific health problems.

4

Unique Probioact® Technology

In addition to the selection of the right strains, the technical aspects of a probiotic formulation are also crucial to its efficacy. The more probiotic microorganisms that reach the intestines alive, the better the effect. In 2012 we developed the successful Probioact® Technology that we have continued to improve on using ingredients that enhanced the microorganisms' viability. These changes ensure for example stability, survival in the gastro-intestinal tract, and the metabolic activity of the microorganisms.

5

R&D, the breeding ground for our formulations

Scientific research forms the basis for all our products. We study the properties of our probiotic strains through for example in vitro techniques and genome-based predictions*. We combine this knowledge with the latest scientific insights. Since our company was founded, we've been closely involved in international projects that contribute to the research into and the development of probiotic formulations. And we invest continuously in the expansion of our database with new strains (also see page 22).

* Information we find regarding the genome, the genetic composition of a microorganism. We study the DNA to predict our strains' properties and to discover new, useful strains.

Research and product development: a look back and a look ahead

In 2020 the corona virus changed our lives drastically. The measures required to maintain control of health care had similar repercussions on our work. During the pandemic various studies conducted with external research partners were suspended or delayed. We see the effects of this in our 2022 research output. Nonetheless, there is much to be proud of. A look back on and a look ahead to product development, research, and investments.

New research: children too benefit from Ecologic[®] AAD

Antibiotics are among the medicines most commonly prescribed by general practitioners. On average, patients receive a prescription for antibiotics in 18% of their visits to their GPs, primarily for infections of the urinary tract, respiratory system, and ear [source: Nivel]. Antibiotics are also often used in hospitals and health care institutions.

Consequences of antibiotics use

Antibiotics save many lives, but unfortunately their use also has a downside. Although they combat pathogenic bacteria in our bodies, they also take out healthy bacteria. In the short term this can lead to diarrhoea, in the long term to increased susceptibility to [re-]infections, and in turn to renewed call for antibiotics.

The use of antibiotics early in life, just like the extensive use of them, has an even larger effect: it increases for example the risk of more chronic illnesses including allergies, overweight, and metabolic disorders. Another negative effect is antibiotic resistance: an ever increasing global threat. The World Health Organization advises using probiotics with a course of antibiotics.

Ecologic[®] AAD
inside



Probiotics for preventing children's antibiotic- associated diarrhoea

Further substantiation for the Ecologic[®] AAD dossier: large multicentre randomized control trial shows that our formulation significantly prevents development of diarrhoea during and after antibiotic use.

21/06/2021
JAMA Pediatrics

Amsterdam UMC

UNIVERSITY
OF WARSAW

Winlove
probiotics

New research: children too benefit from Ecologic® AAD

Ecologic® AAD with antibiotics course

From various clinical studies over the years, we know our Ecologic® AAD formulation is very effective in the prevention of antibiotic-associated diarrhoea (AAD) among adults. And that Ecologic® AAD after antibiotics use promotes a quicker recovery of the microbiome.

Effective solution

In our most recent study, published in 2022 in the academic journal JAMA Pediatrics, we yet again demonstrate that Ecologic® AAD can be an effective solution for children too in the prevention of diarrhoea after an antibiotics course. In addition, this study yielded strong indications that Ecologic® AAD can possibly help children with other indications, such as diarrhoea resulting from the rotavirus.

» See the interview with Professor Hania Szajewska on the study [here](#).

“This unique study was begun as a proactive study to strengthen the Ecologic® AAD dossier. Prior to that, we and our business partners who sell Ecologic® AAD looked for the first time into what their requirements were. And that was unanimous proof of effectiveness for children. With that plan we started approaching renowned researchers and managed to enthuse Professor Hania Szajewska and her team for this wonderful study. On our advice and with our effort, it’s become a multi-centre study as we also able to involve the Amsterdam UMC, with which we made the study’s design much stronger even.”

“It’s also the largest study Winclove has, in its 35 years, ever done. And then to think that during the corona pandemic we were on the point of stopping! Luckily we were able to find creative paths to continue the inclusions in those difficult times. And then came the great results. As the crowning achievement I was allowed to interview Hania, and she paid me an enormous compliment on the manner of collaboration – that for her this is an exemplary collaboration between companies and the university. It’s wonderful that she sees it this way, I’m so grateful for that!”

Isolde Besseling-van der Vaart,
Head of Patient-centred Clinical Development at Winclove

About the study:

- » Executed in collaboration with renowned paediatricians Prof. Hania Szajewska (University of Warsaw), Dr. Tim de Meij (University Medical Center Amsterdam) and their teams;
- » Executed among 350 children between 3 months and 18 years of age; antibiotics administered primarily for respiratory and urinary tract infections;
- » Randomized, double-blind, placebo-controlled.



Investing in immunity

The immune system is essential for good health, and probiotics can favourably affect that system. As infection plays a central role in nearly all indication areas, we greatly desire better understanding of how probiotics regulate infections. Therefore, in 2022 we invested further in gaining more immunological expertise by engaging a senior specialist. In this way we acquire new knowledge and insights with which we can improve even more people's quality of life.

Wioleta Marut, Team Lead for Research Innovations at Winlove:

"In the near future I want to test our bacterial strains in models that are more complex and simulate the three levels of the intestines: the bacteria, the epithelial cells, and the immune cells. In these models we can test how our bacterial strains communicate with the epithelial cells and interreact with the immune cells. This will make it easier for us to select the best strains for certain indications. On top of that, we'll learn more about the working mechanisms of our current formulations as they relate to the immune system, and in this way we can improve our formulations further."



An answer to psoriasis

Psoriasis is a skin condition that drives many to despair. The itch, scales, and pain can be unbearable and lead to shame and sometimes even isolation. The market for psoriasis products is small, and much research is needed for effective product development. But Winlove likes to go beyond where others stop. As we are convinced that we, in collaboration with our business and research partners and with our probiotics, can contribute to a better quality of life for psoriasis patients.

Maria Stolaki, Senior Clinical Research Expert at Winlove and leader of the psoriasis project:

"I once worked with Catherine O'Neill. She's a scientist at the University of Manchester and she's affiliated with a life-science company focusing on skin health. Catherine approached us with the idea of developing an exclusive probiotic product with us along with a clinical study." The resulting collaboration went according to the book.

Innovative product

Winlove opted for a multidisciplinary approach in which three teams with short lines of communication collaborated on the design of the research and product: Patient-centered Clinical Development, Strain Development and Technical Product Development (TPD).



Maria: “My colleague Elke Lievens and I worked on things like the selection of the bacterial strains. Psoriasis is a chronic auto-immune disease, caused by an overactive immune system. So we selected among other things strains for this working mechanism. After that the screening and testing started in the lab – with very promising results – and TPD put together a beautiful and innovative product. And then the COVID pandemic broke out, and unfortunately that was it for the clinical study because the hospitals closed their doors to all non-urgent matters.”

Plan B

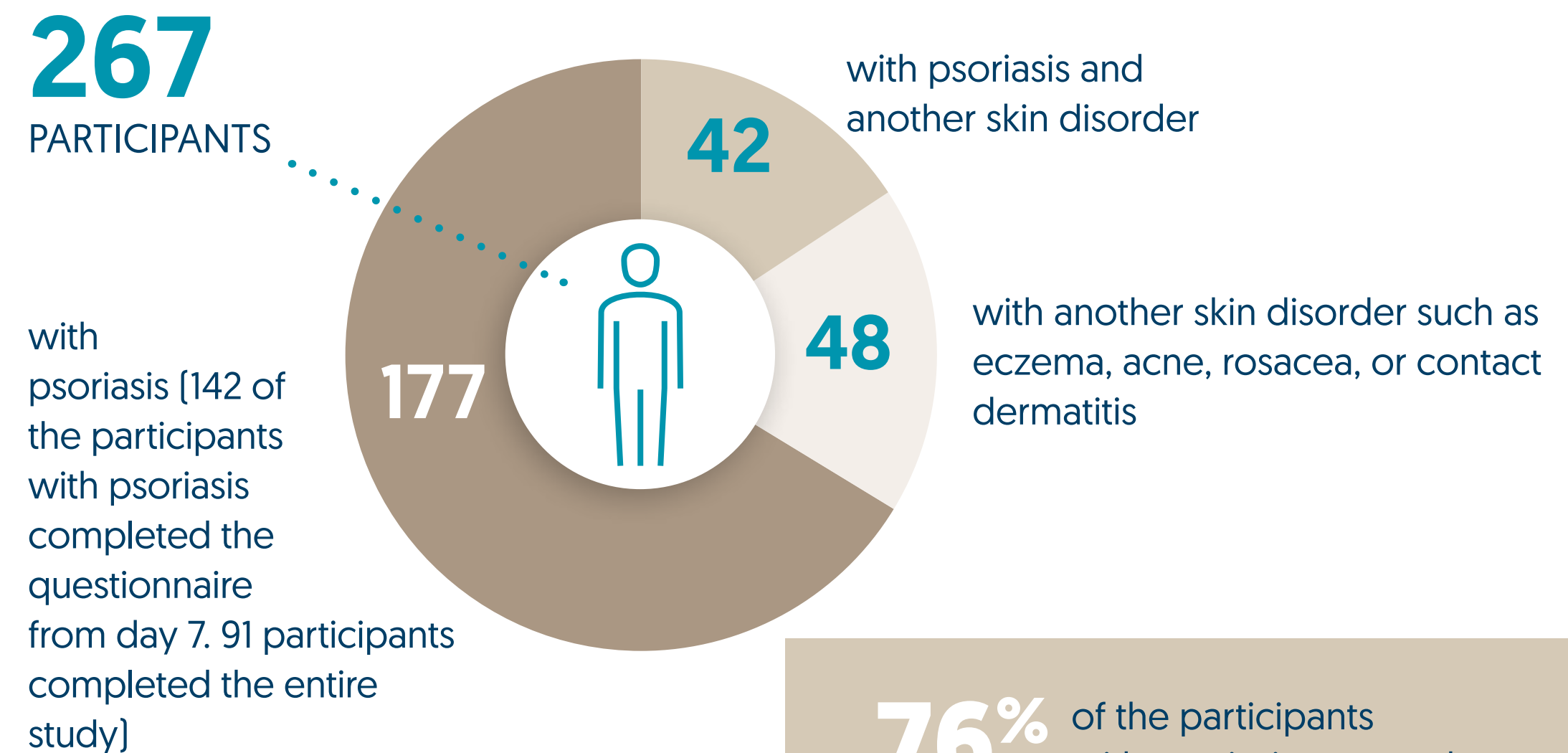
“Frustrating, but after a while a plan B emerged to ensure progress nonetheless”, says Maria. “Our business partner set up a user trial with our formulation (see box – ed.). The participants, who were found via the psoriasis patients association, got the probiotics delivered at home in the mail.” And what we were hoping for materialized: the test was such a success that we quickly marketed the formulation in England and in 2022 in America as well.

By moving as one team and with our Sales and Operations colleagues’ great optimism and zest for their work, we managed to deliver this challenging product, and do so on time (for World Psoriasis Day) and for an exceptionally large initial order. Maria: “In the future we hope to still carry out the scientific study for even more proof of the effectiveness of this formulation.”

About the user trial

» Studied the effect of our probiotic formulation on quality of life and on skin health.

» Participants received probiotics for 56 days, answered questions daily, and shared their experience via a smartphone app.



Results

More than 76% of the participants with psoriasis reported general skin improvement, based on four factors: itch, redness, sensitivity, and scales. They also saw improvement in their general health in terms of greater energy, better sleep, and better mood.

A highly promising step: probiotics specially developed for autism treatment

In scientific literature autism is increasingly being linked with the microbiome, our area of expertise. In 2019, and led by Senior Scientist Saskia van Hemert, we began the first studies into what for us is a new indication. As of now a new multispecies probiotic is in the making, and we are hopeful that will be able to improve the quality of life for children with autism.



Our research and the product are aimed primarily at children. Annemarieke van Opstal is a Clinical Research Expert at Winclove and a member of the autism project team: “Among children and adults with autism, we often see a disturbance of the gut microbiome. They also have a notably high incidence of stomach and intestine problems, and among the kids these are often linked with behaviour. Hardly surprising, because a child with a stomach ache of course doesn't feel so good, and their behaviour suffers. The earlier in their lives that we can alleviate the disturbance, the easier and the better their social development can proceed, we expect.”

“With probiotics we can help the stomach and the intestines and perhaps directly influence behaviour as well”



Choosy

A number of studies have already shown that strict diet, containing for example easily digested food and no gluten, can assist in improving the behaviour of children with autism. Annemarieke: “But a diet like that is really hard to stick to, plus kids with autism are really choosy in what they want to eat. Since we can help the stomach and the intestines with probiotics and maybe directly influence behaviour too, we think that probiotics can offer a solution.”

For the research and product development, we focused on three mechanisms that function poorly with autism and that we can possibly influence with probiotics:

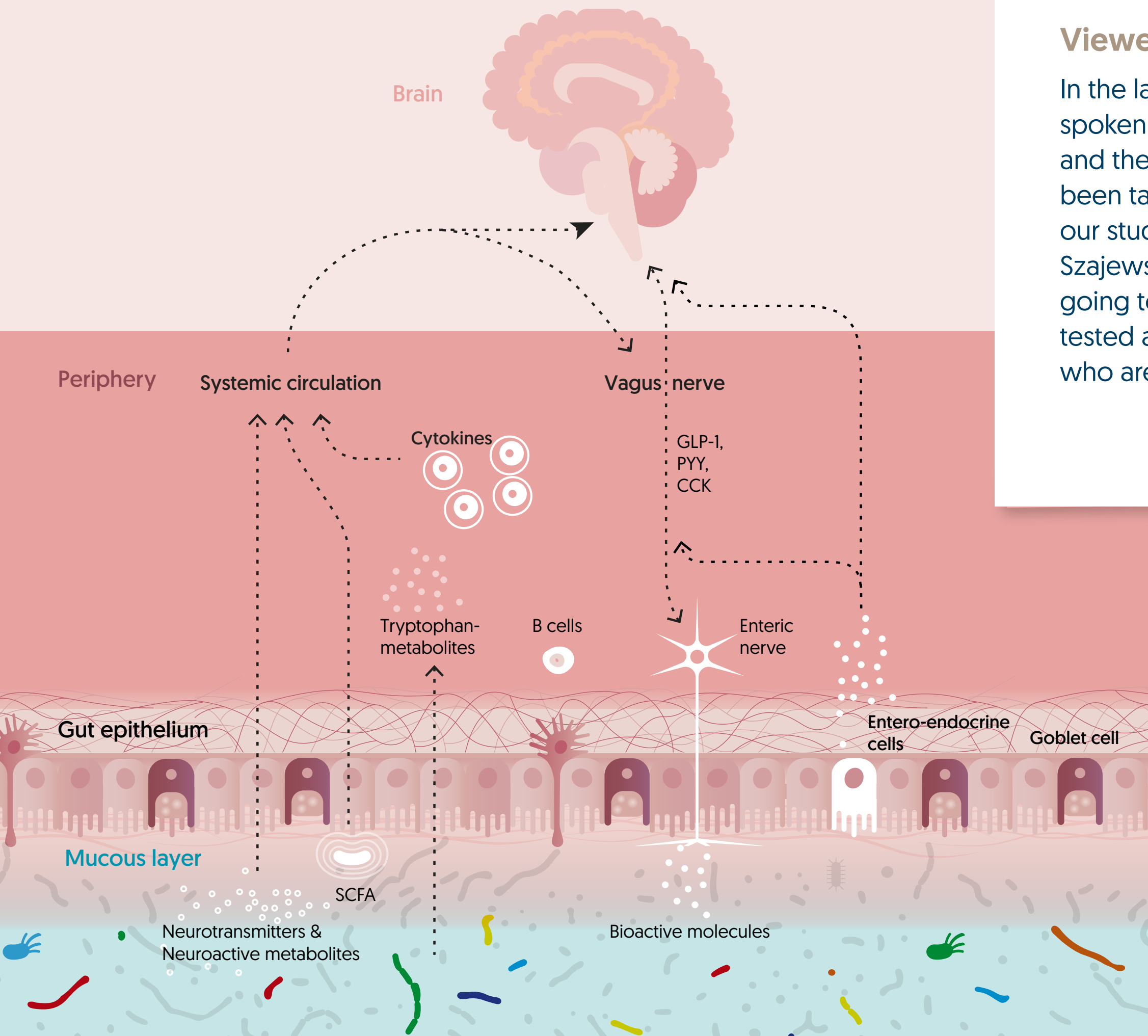
- Many children with autism have difficulty digesting gluten and casein. Therefore we selected bacterial strains that can produce enzymes that assist in digestion.
- Improvement of the gut barrier, which plays a vital role in gut-brain communication. We know of strains that can strengthen the barrier and make it more difficult for harmful substances to enter the body.
- In the intestines of many children with autism, we find an increased level of metabolite, which can influence the brain. The higher the metabolite level, the greater the difficulty of the child’s behaviour. Certain strains can inhibit this metabolite.

On the basis of these mechanisms, we compiled a list of probiotic strains that have been extensively tested and screened in our lab. Those that emerged as the best have been selected for the product. “Our Technical Product Development Team is now fine-tuning the product composition,” explains Annemarieke. “They’re examining for example how well the bacteria in the product survive and how much of the strains we should add.”

Measure to manage

The next important step – after the summer – is to conduct a clinical study on the efficacy of the product on children. Annemarieke: “All our products are scientifically proven, and when it comes to parents of autistic children, we need to inform them extra well and certainly not promise them the moon. A child with autism has a large impact on family life, and, alas, there’s still no ultimate treatment or medication. Often parents have already tried all kinds of things. And kids with autism differ greatly from each other. That complicates the research.”

“You don't want to promise the moon without scientific proof”



Pathways of communication
[Cryan, et al., 2019]

Viewed from multiple angles

In the last year and a half, the autism project team has spoken with many stakeholders - from scientists, doctors, and therapists to parents. “All this valuable information has been taken into account in our product development and our study design,” says Annemarieke. Professor Hania Szajewska of the University of Warsaw sees potential and is going to carry out the research with us. The product will be tested among children between the ages of four and ten who are under treatment in the psychiatric department.

Annemarieke: “In the study design we’re obviously taking into account the objective, clinical measurement by doctors, but also the findings from parents and teachers, for instance. After all, for them it can already be quite an improvement if a child starts eating everything on their plate or is clearly happier because they have less stomach ache.”

» Read more here on research into Autism Spectrum Disorder and probiotics.

Microbiota-gut-brain axis: a world to be won

Our brains communicate 24/7 with our guts, and vice versa. This occurs unconsciously. The gut sends signals [from the nervous system and through bioactive substances in the blood] to the brain. And vice versa. We know that disturbance of the so-called microbiota-gut-brain axis plays an important role in brain disorders such as depression and migraine. Among people with autism as well, the microbiota-gut-brain axis seems disturbed: they have a noticeably high instance of intestinal complaints such as constipation, diarrhoea, and irritable bowels. Senior Scientist Saskia van Hemert is our expert on this. She has published various papers and leads research projects on the relation between probiotics, the gut microbiota, and brain health [including mood, depression, ADHD/autism, and migraine].

Product improvement: 100% free of gluten, milk, and soya

Did you know that roughly 3% of the world's population have a food allergy? The most common of these involve gluten, milk (including lactose), and soya.

All the more important therefore that since the end of 2022 our products for AllergoSan and Allergy Therapeutics have been 100%-guaranteed free of these allergens; a product optimization that took quite some doing, as it required process changes, allergen tests on our raw materials, the optimization of our cleaning procedures, and so on. But mainly it's an important step that further contributes to AllergoSan's success and our mutual conviction that with our formulations we can improve quality of life. In 2023 we are studying how we can produce non-allergenic products for our other business partners as well.



testimonial

Marca, the mother of Fieke (two and a half years old):

“Fieke was just six weeks old when she got a rash on her neck. There were lots of spots. We tried zinc salve, talcum powder, but nothing helped. Our GP prescribed hormone salve, but we weren't really behind it. Then I got a tip to try probiotics. Within 24 hours I saw the first spots diminish, and after a week her whole neck was 'clean'. On the insides of her arms she still has some 'eczema-y' skin, but now when she gets a real outbreak, I give her probiotics and the eczema rash is gone again within a week.”

Enriching and expanding our strains database

Since the founding of our company, we've compiled the data on the properties of our probiotic bacteria in our strains database. So we now have a treasure of information on the strains we use in our formulations and those still in development; knowledge that is crucial for the quality, efficacy, and safety of our probiotics and which forms the basis for the use of the specific bacterial strains in our premium products. We expand our knowledge and strain collection proactively and continuously so that we now and in the future can help more people even better.



Understanding even better what our bacteria can do - expanding the strains databank through screenings

Two ways we do this are by differentiating even more of the probiotics' existing working mechanisms and by translating studies on potential working mechanisms into screenings with our own strains. This gives us insight into the question of *Which of our strains can do this?* Additionally our R&D team is doing in-depth research to learn just how our strains precisely do it. And we use the very newest techniques to discover for ourselves the new properties of our bacteria, without focusing on any specific working mechanism.

We do these various types of research using in vitro screenings with simple and complex models in which our production and research strains are studied. This takes place in our own laboratory and in collaboration with external partners. The more we understand about the probiotic strains and their working mechanisms, the better we can further substantiate our existing dossiers and the better we can build up a strong knowledge bank for the development of new, effective formulations.

Discovering new strains with unique properties - acquiring new strains for a better databank

In addition to this we're continuously looking for new bacterial strains with unique functionalities to grow an even larger databank of working mechanisms. Because the more strains we have, the more unique functionalities we have with which to make a positive contribution to our indication areas. Together with our business partners, we're aiming at areas where we believe that we with our probiotics can make a difference. With such input, our R&D colleagues then start the search for useful bacterial strains.

Translating knowledge into current and new products - the strains databank as a knowledge bank for products

In conclusion, we translate the growing knowledge in the strains databank into our products. This knowledge can then be used to further substantiate existing dossiers. New data are added to a dossier for a certain indication when the working mechanism is relevant to it. The knowledge also serves as the crucial basis and the motor for new product development. By continuously expanding our knowledge, we can continue to make distinguished products.



* Working mechanism: the process whereby a substance has an effect on a living organism.

Helping even more people: the challenges

The world of microbes still presents many riddles. Even for us, who have been working with these little creatures for 35 years! And as much as we know about the microbiome, so much more still awaits discovery. “And we’re going to keep going for that in 2023, highly focused and with great passion”, says Coline Gerritsen, Winclove’s Director of R&D.



From a fascination with bacteria research, we develop and produce premium probiotics for specific indications. With our products we want to improve the quality of life for as many people as possible worldwide. And there lie – as we are well aware – a number of direct challenges...

1. Challenge: one size fits all?

Coline: “In recent years we’ve done a lot of research on our bacteria species and their functionalities. So now, with our multispecies indication-specific probiotics, we can help very many people. But just like paracetamol, it doesn’t work for everyone. The microbiome is unique, to be sure – but with large common denominators; it can happen that a certain probiotic doesn’t have the desired effect, while another formulation does deliver health benefits.”

Even more indication-specific

That’s why we at Winclove still study bacteria: what species live in what type of person, and what do they do there? We acquire this knowledge through scientific research, but also through tailored user study, such as with a smartphone app and user diaries. “This is how we discover things like what percentage of users we help with what product, how we see new connections, and how in the future we can make our products even more indication-specific,” says Coline.

Helping even more people: challenges

2. Challenge: not available to everyone

We invest much time and money in knowledge and research and use only the very best bacteria and ingredients for our premium probiotics. Moreover, each of our products meets the highest quality requirements. Coline: “Because of that, our products aren’t affordable for everyone. We know that probiotics are important in prevention; an ounce of prevention is worth a pound of cure. So both in the Netherlands and abroad, we and our business partners are joining forces with health care professionals and conducting talks to get our products covered by health insurance. The ultimate goal is to get to where probiotics are a regular item on bedside tables in hospitals and other care institutions.” In addition to these efforts, we’re investing in projects in South-east Asia and Uganda to improve the quality of life of local people with our products. Read more on this on page 68.

3. Challenge: surviving in extreme conditions

“We want to help more people worldwide. But there are parts of the world where the conditions for our bacteria are especially challenging. Due to the humidity and heat, their viability in our products declines. Therefore we’re researching and investing in other forms of application – to better serve those countries as well with our full product range.

WHAT A WHOPPER!

Did you know that in June of 2022 scientists discovered the largest bacterium known in a mangrove in Guadeloupe? It is so large that we can see it with the naked eye: a white thread that’s five thousand times larger than a normal bacterium. “Bacteria are infinitely flexible and are always full of surprises”, says American microbiologist Petra Anne Levin in the science journal Science.



Making impact with our people



- 27 Winlove's vision
- 28 Diversity & working conditions
- 30 Investing in skill
- 31 Investing in the world around us
- 32 Great Place to Work
- 34 Improving employees' health and wellbeing
- 35 Periodic Medical Examination
- 36 We also did the following in 2022
- 38 In the spotlight: Gizem Yikilmaz, Educator

At Winlove it's the people that make the difference. We believe in the power of diversity. This means that we value our differences. And that everyone can be themselves.





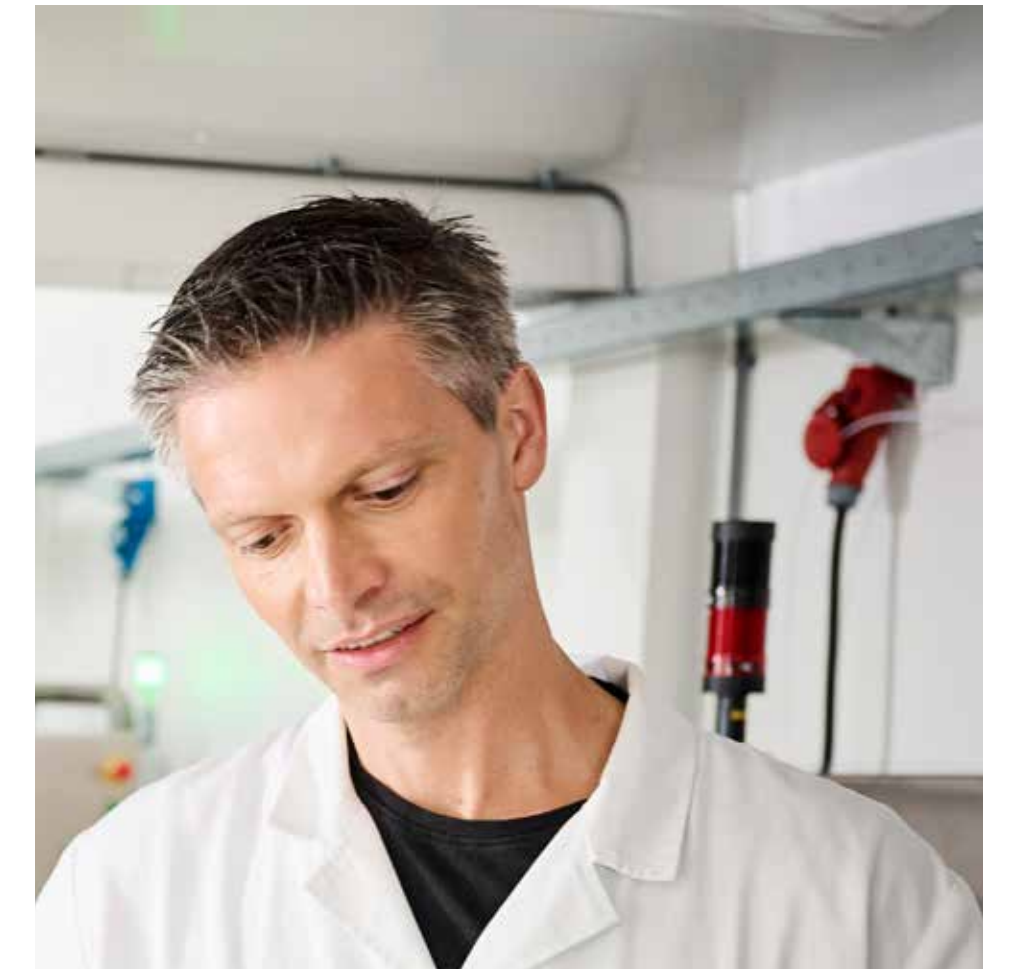
Winclove's vision

The best company *for* the world starts with being the best company for all of its own people. That means that all of us together create an environment where we can work and collaborate at our best according to our core values: engaged, driven, and optimistic. At Winclove we enable everyone to continuously develop and innovate. We do this by investing in our skill, in our own wellbeing, and in that of the world around us.



Trust is the basis

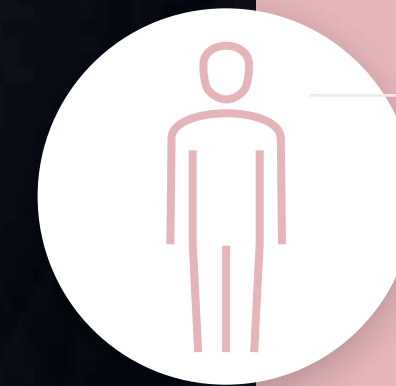
Trust is our basis for everything.



Power of diversity

We believe in the power of diversity. We value our differences, and at Winclove everyone can be themselves.

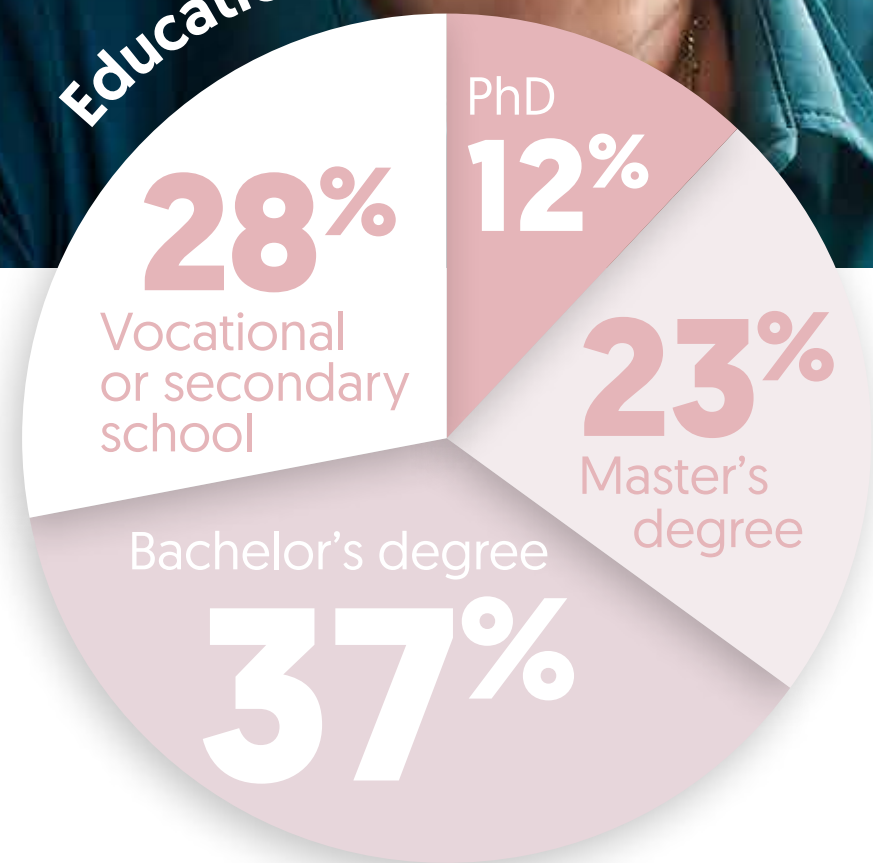
Diversity & working conditions



WORKING AT WINCLOVE ARE...

Age	Number	M	F
20 to 30 years	16	3	13
30 to 40 years	33	10	23
40 to 50 years	30	12	18
50 to 60 years	25	12	13
60 to 67 years	5	2	3
67 years >	1		1
Total	110 *	39	71

Education levels



Power of diversity and inclusion

The more diverse our colleagues are, the more quality we have in our teams. In this way we learn from each other and help each other reach our potentials. This doesn't only make working together nicer; it makes us stronger as an organization. We strive for an inclusive working environment where everyone feels comfortable and safe. And where we can share our knowledge, experience, cultures, and backgrounds.

Nationality

Our people come from all corners of the globe, and all these different backgrounds make us even more diverse. For example: The Netherlands, Brazil, Morocco, Russia, Italy, Poland, Greece, Suriname, Indonesia, Bulgaria, Lithuania and Turkey.



* including 3 female interns in the 20 to 30 years of age category

Safe working environment

In the 2022 Great Place to Work Trust Index (see page 32), 93.2% of our staff indicate that they feel free to be themselves. But being a diverse company requires continuous effort. Among the ways we achieve this safe, pleasant working environment are open communication and attention to the staffing of our teams with introverted and extroverted people.

Moreover, Winlove is truly a bottom-up organization. Management encourages and facilitates large- and small-scale employee initiatives and gladly answers all types of questions on organizational developments. Employees also play a decisive role in the organizational strategy. Together we are building a future-proof Winlove where humanity, sustainability, and quality stand front and centre.

0 reports of wrongdoings or violations of the Code of Conduct to the confidential counsellor or whistle-blower platform



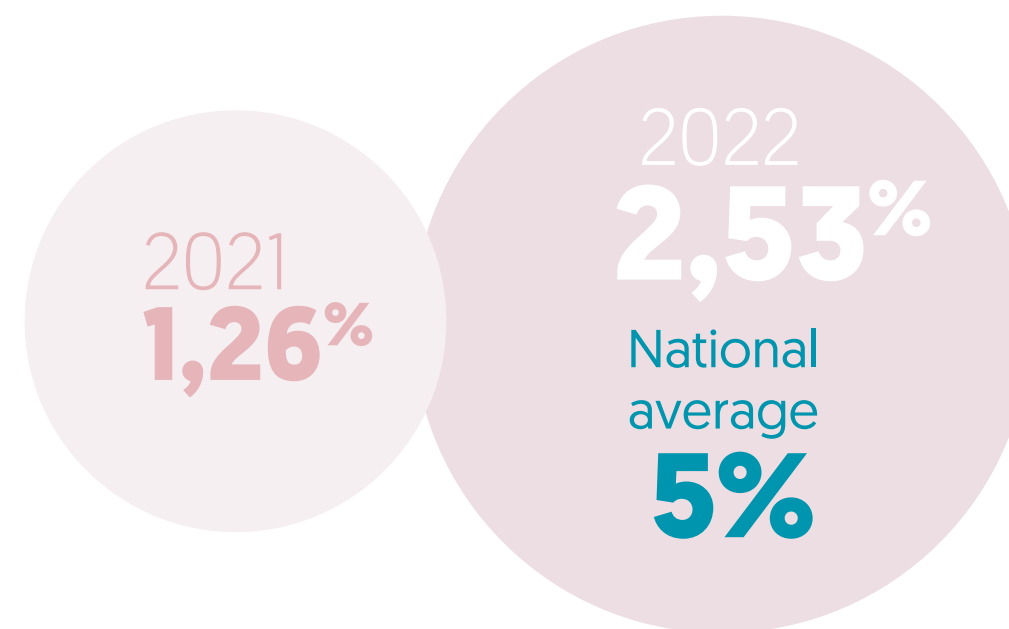
Our doing Business with Integrity Code of Conduct consists of guidelines that help employees do their work in a fair, responsible manner and provides information on our mediator and the whistle-blower regulation. Every year employees take a Code of Conduct test that helps keep our knowledge of the Code of Conduct up to date.



OUR HEALTH

Absenteeism rose in 2022. We are addressing this, but are pleased that for years we've remained well under the national average of 5%.

Netto absenteeism in:



**Nicole Tollenaar,
People & Purpose Director:**

“Working together doesn’t just happen by itself – we put a lot of time and effort into it. All our teams have got behind the motto ‘Treat others they way others want to be

treated’, and we’re conducting talks on development and growth, on what someone needs to be able to bring their very best self when they come to Winlove. What generates energy and what consumes energy. We do this in one-to-one talks and in team talks. And that’s crucial too, because things happen and change all the time and much is required of us all; and then reflection really helps.”



Investing in skill

Winclovers get every chance for self-development through training courses, education, and coaching processes. But also of course through the mutual sharing of knowledge and insights during internal sessions or internships in other departments. We find it crucial that everyone can apply the best of their talents – for Winclove as a company, but also for themselves, for example through Insights Discovery profiles and through personal coaching. Colleagues who lead teams or projects can count on group-orientated and individual leadership training or support. For this purpose we work with renowned coaching and training organizations, such as de Baak, School for Coaching, and Future Women X.

MOBILITY 2020-2022

11
employees
transferred to a managerial job

7
employees
were promoted and/or transferred to other departments/jobs

“I am offered education and/or development opportunities to be able to grow”,

say **80%** of Winclovers in **the 2022 Trust Index**, as compared with 79.5% in 2021.

EXPENDED EDUCATION BUDGET 2022:

an average of € 870 per employee

42% less than the € 1,500 in 2021
[an average of € 1,500 per employee].

A possible explanation for this decline

Research shows that effective learning and development occurs 70% in work, 20% apart from work, and 10% externally. Therefore in 2022 we began focussing on working with buddies, sitting in with other teams, and receiving skills training [such as Excel] from our own colleagues. We have invested greatly in team development conducted by our own HR department. This partially accounts for the decrease in external education costs per employee. Another factor is that in 2022 we had many new hires, among whom a number for interim positions, and this group has done far less external education.



Investing in the world around us



Winclovers regularly get the chance to do volunteer work during working hours. Often they even get ‘time-for-time’ for this from Winclove. Examples include: picking up [‘spearing’] litter in the neighbourhood, teaching at schools, and participating in the sponsors walk for the clothing bank in North Amsterdam. Not only does such work contribute to our ambition to become the best company *for* the world; research shows that people who do volunteer work are happier than those who don’t.

Better is a neighbour nearby than a friend far away

On 11 March 2022, 18 Winclovers participated in the Netherlands’ largest volunteer event, NLdoet. In North Amsterdam they readied gardens for the summer, disassembled closets, and painted walls. Also see the interview with Els Annegarn of Doras on page 62.

» More examples of our community projects in North Amsterdam can be found in the section Our Community.



People who volunteer are happier



Both becoming and remaining a

Great Place To Work®



Trust Index 2021-22

Trust Index 2022-23

GPTW score **82,6%**

GPTW score **84,5%**

92,6%

96,6%

People here are treated fairly, regardless of age

People here are treated fairly, regardless of age

98,8%

97,6%

People here are treated fairly, regardless of race and/or religion

People here are treated fairly, regardless of race and/or religion

98,8%

100 %

People here are treated fairly, regardless of their gender

People here are treated fairly, regardless of their gender

100 %

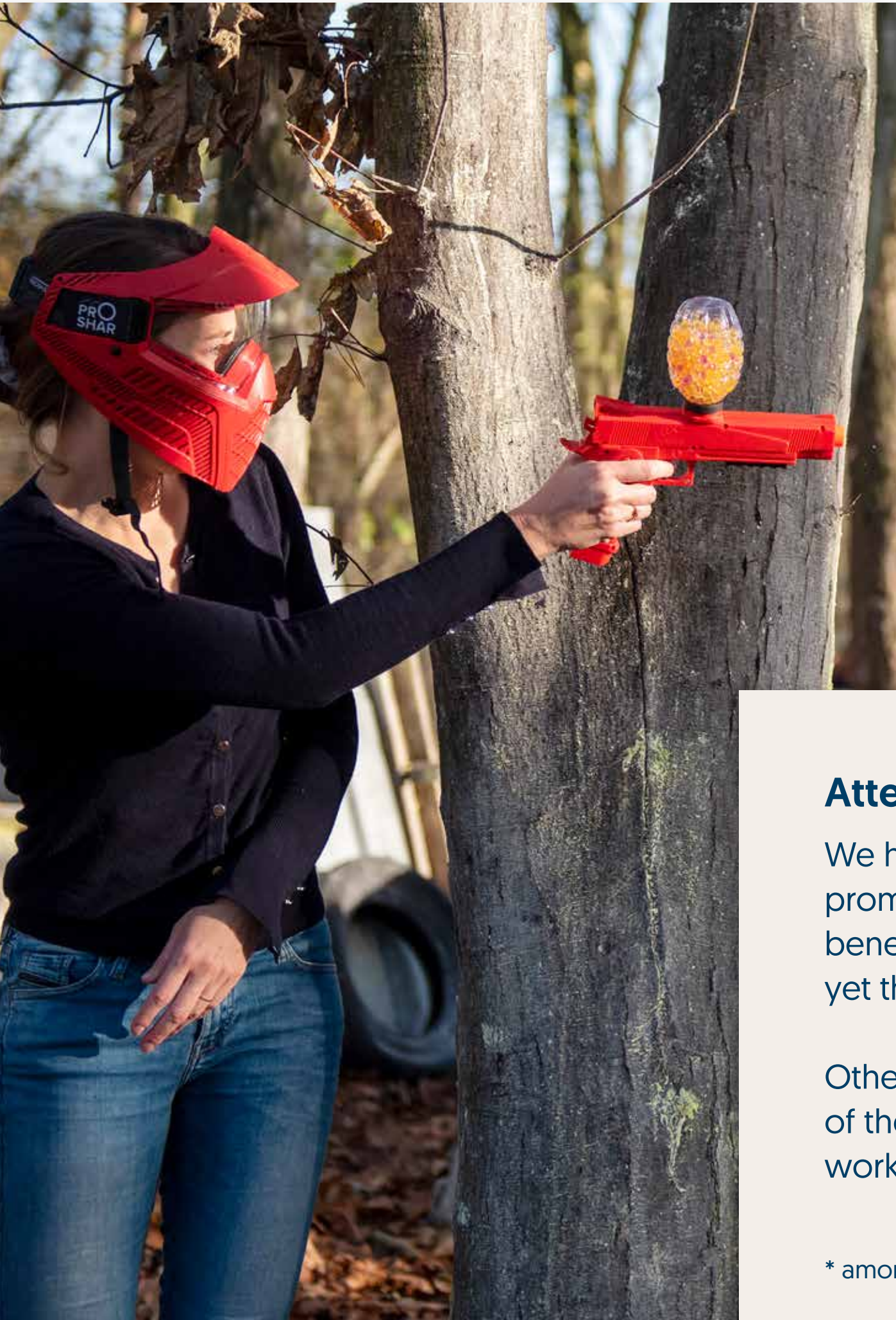
98,9 %

People here are treated fairly, regardless of their sexual orientation

People here are treated fairly, regardless of their sexual orientation



Since 2020 Winclove has been a Great Place to Work. For the certification Great Place to Work uses the annual Trust Index: the online survey on the employees' perception regarding trust, pride, and pleasure. Employees anonymously answer 60 questions that probe themes such as integrity, development opportunities, fair compensation, and solidarity with colleagues.



In 2022-23 we scored nearly 2% higher on the Trust Index than the year before: 84.5% in 2022 [from 82.6% in 2021]. For 2026 at the latest, we've set ourselves the strategic goal of making it into the Netherlands' top 10* Best Work Places [companies with the highest Trust Index scores]. The results show that we're on the right track.

There are of course points for improvement. As our move to a new sustainable building is still pending, we scored just 67% on the statement: 'Our current facilities contribute to a good working environment'. Furthermore, while the results on unique terms of employment rose, they did remain low: 49% found that 'We have special and unique terms of employment here'.

Attention to terms of employment

We have in recent years invested in transparency on our salaries and promotion opportunities, and we've also done much regarding fringe benefits (such as Vitamin W), company outings, and the sports budget; yet this subject warrants our continued intense attention.

Other improvement points that we're tackling: ensuring a clear vision of the future and the road to it, proper division and co-ordination of work / attention to work pressure, and adaptability & resilience.

* among SMEs of comparable size and turnover



"Being among the Top 10 Best Work Places in 2026"

Improving employees' health and wellbeing

A GREAT SUCCESS:

61,7%

On 1 June 2022, 66 employees had signed up for this online programme.

204x

Winclovers came together for exercise 204 times from June through September

Winclovers' physical and mental health are imperative. For that and other reasons, we attach great value to encouraging a healthy lifestyle.

Vitamin W lifestyle programme

In April of 2022 we introduced the online lifestyle programme Vitamin W, in collaboration with general practitioner Tamara de Weijer. This programme can help employees improve their lifestyle and health. It is built on the six pillars crucial for better health: nutrition, exercise, sleep, engagement, relaxation, and purpose.

The feedback from the participants - that the programme is indeed inspiring but demands much 'individual' time – has been taken to heart and has prompted us to expand the programme with weekly sports activities: bootcamp, running, and kickboxing. A major success.



Since October of 2022 we've had a co-operation with a local fitness centre. Employees can do various activities (such as kickboxing, bootcamp, and yoga) there – as much as they like. Via Winclove they can also swim and play padel free of charge.

And because not only exercise but nutrition, sleep, engagement, relaxation, and purpose are also vital to healthy lifestyle, we're organizing readings and workshops in 2023 on subjects such as plant-based nutrition, sleep, and fulfilment in your work, and we've purchased a massage chair. We also regularly publish articles on our intranet on these themes.

In addition to the Vitamin W sports offer, in 2022 53 Winclovers made use of the annual individual sports budget of € 200.

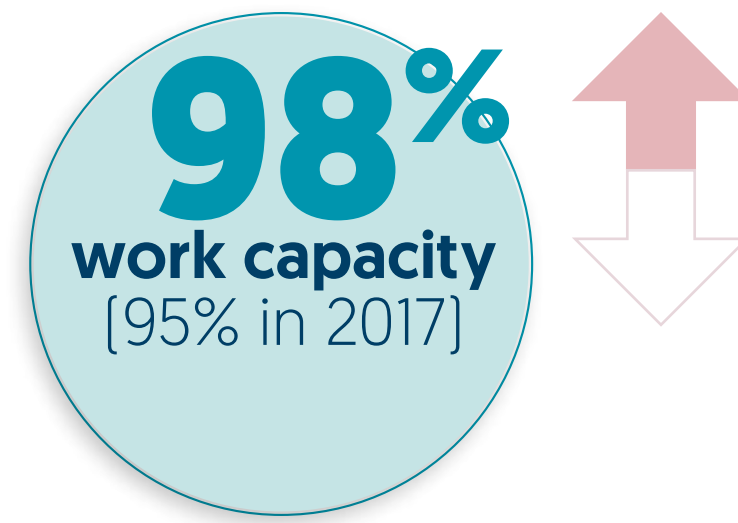
"The Vitamin W bootcamp sessions didn't just make us fitter; the group exercises also strengthened the bond between us as colleagues."

Aiste Mockaityte [B2B/Communications] and Robin Mineur [Lab]

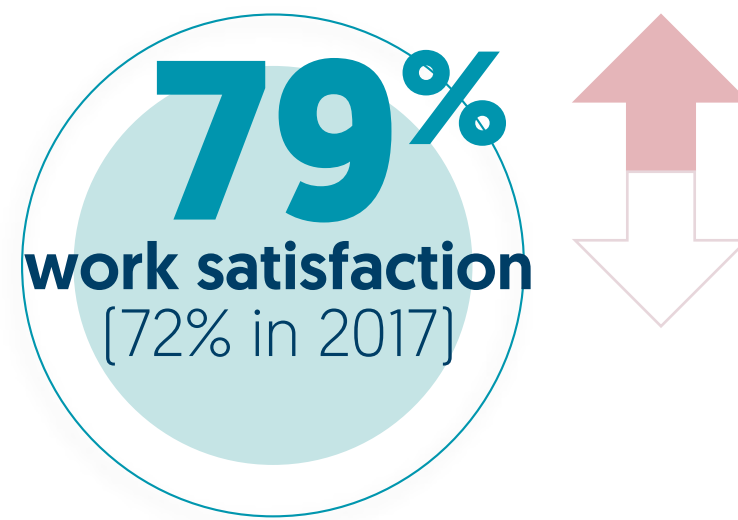
Periodic Medical Examination 2022

Every four years we offer employees a medical examination, in collaboration with our health and safety service. This health check consists of an online questionnaire with modules on nutrition, physical and mental stress, a physical test, and a consultation with a vitality coach.

Winlove's results are compared to a national benchmark (BV NL). The benchmark consists of > 50,000 employees of various organizations in the Netherlands.



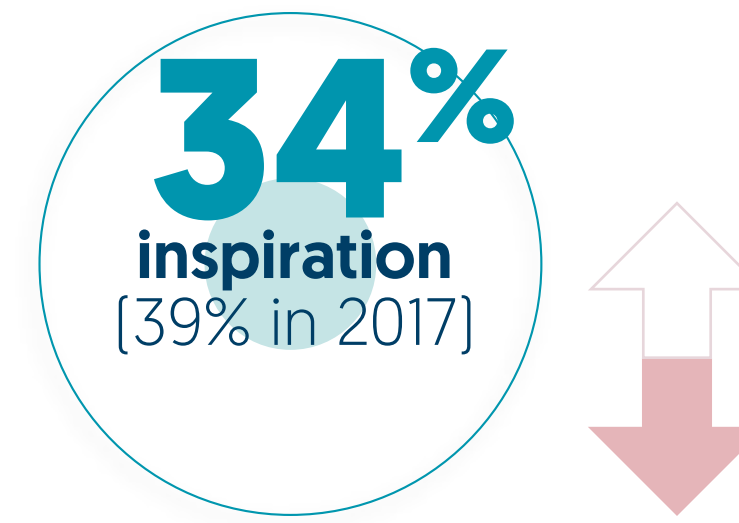
have good to excellent work capacity. At BV NL, 91% have an excellent to good work capacity.



79% of employees report that they are satisfied with their work at Winlove, in comparison to 71% of reference BV NL.

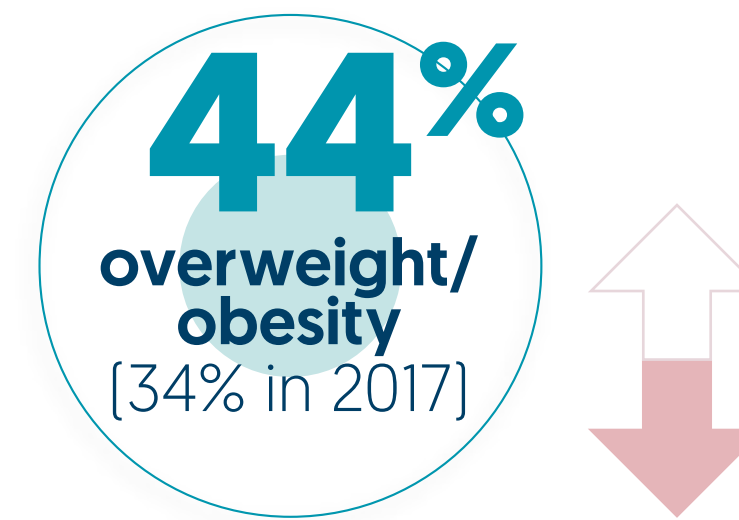


29% report having complaints of arm, neck or shoulder problems related to work. Nationally, an average of 27% suffer from this.



34% report having a lot of energy and dedication to work. The benchmark is at 25%.

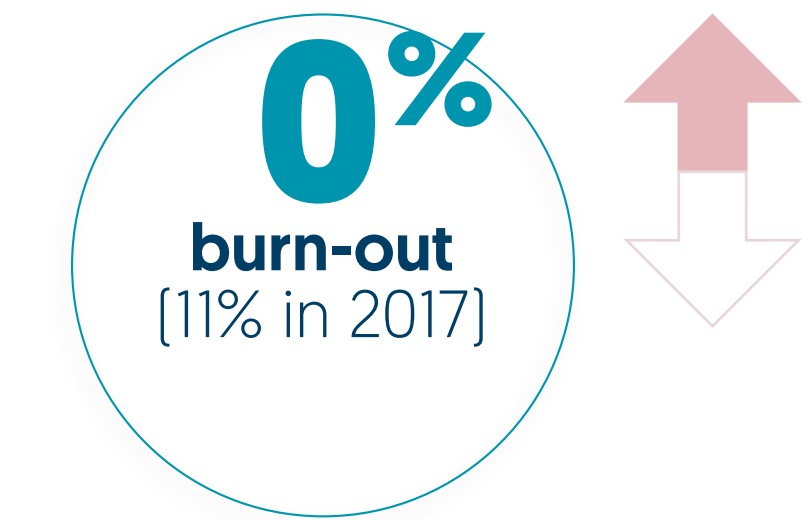
RESULTATEN PMO
N=67
55 filled out the online questionnaire
12 underwent physical examination



44% are overweight or obese. Nationwide, 50% are overweight or obese.



0% of employees experience undesirable behaviour, the benchmark is 5%.



0% of employees experience burnout symptoms, the benchmark is 7%.



40% experience high levels of stress within Winlove Probiotics B.V. The reference of BV NL is 30%.

We also did the following in 2022



100% paid parental leave

In the Netherlands, since August of 2022 the 'partially paid Parental Leave' regulation has been in effect. The UWV hereby compensates 70% of the maximum daily wage during the nine weeks of parental leave in the first year of the infant's life. Because Winclove finds it important that as many eligible employees as possible can benefit from the regulation and calmly adjust to their new family situation, we are supplementing that leave benefit to 100% of the maximum daily wage.

Living wage

In many production countries, the minimum wage is lower than the living wage (i.e. workers earn too little to live on and to support their families). In the Netherlands that is fortunately not the case as the minimum wage is 10.6% higher than the living wage: €1,756 per month as opposed to €1,560 per month. Winclove chooses to pay employees more than 31% more than the minimum. Thus they earn enough to maintain for themselves and their families a good standard of living, including some savings for contingencies.

We also did the following in 2022

Buying power compensation

Due to rising daily expenses, in October Winclovers received a one-time buying power contribution of €2,000 gross as extra support. We deliberately chose one equal amount for everyone. With this we emphasize equal appreciation: we make Winclove's success with each other.

Compliment jar

Really getting to know another, seeing and appreciating each others' talents, and also expressing that; this is essential for working with each other successfully. The compliment jar was a minor means of reinforcing this thinking. Throughout the year Winclovers could thank their colleagues and show their appreciation for extraordinary work with for example a personal gift or extra time off. In December of 2022 all team leads gave their team members a very personal compliment/gift.



Daniella Maurielle Sulistyo, RA Officer:

“When I heard that I was getting money I could use for a plane ticket to my native country Indonesia, I was so grateful, mad with joy. This is important for me, because I only occasionally see my family, and they are my greatest support. What's also fantastic is that Winclove is so flexible to allow me to work from Jakarta. I've heard that not many companies trust their employees enough to do this. So for me, Winclove is really a Great Place to Work.”

We are Winclove

In honour of our 35th anniversary in late 2022, we created a musical ode to our family company, to our goal of helping people, and to all who contribute to that. [Watch the video.](#)



In October of 2016 Gizem started as an intern in the lab. She describes her time there as really pleasant, a hot bath. So comfortable that she wanted to stay on at the company afterwards. But not in the lab, as that's not really where her heart is. Fortunately, Winlove thinks that Gizem's personality fits the company well, and together they went looking for a suitable spot. Soon enough they hit on the Education department, where she now enjoys the complete trust of her colleagues so that her education skills can flourish and shine.



In the spotlight:
Gizem Yikilmaz

Age: 30

Position: Educator

Years of service at Winlove: 6

Versatile, active, and engaged

Gizem is versatile, active, and engaged. As an education officer, she works a lot with the commercial departments. Together they inventory Winlove's business partners' requirements and help them with for example marketing and educational materials. Gizem: "My work includes a social aspect that's more concerned with creating awareness. And for that I'm often out in North Amsterdam. A good example of this is the Samen in Noord education programme that we're developing together with Micropia for primary schools in North." Gizem's engagement is expressed in her various roles throughout the organization, such as new construction ambassador and her memberships in the B Corp team, the party committee, and the works council.

“Using my qualities in a multi-faceted job, and help people too”

Looking after the interests of all her colleagues

Since September of 2020 Gizem has served on the works council. Why did she run for that position? Gizem: "Actually I never really chose it. It was Karen [Koning, Education Manager - ed] who floated the idea and asked if that might be something for me. I had never really heard anything about the works council, and I looked into it. Representing interests, that's something that I do by nature. I've done a lot of volunteer work. Because I'm active in all tiers of the company, I hear and see a lot of what's going on. And I take

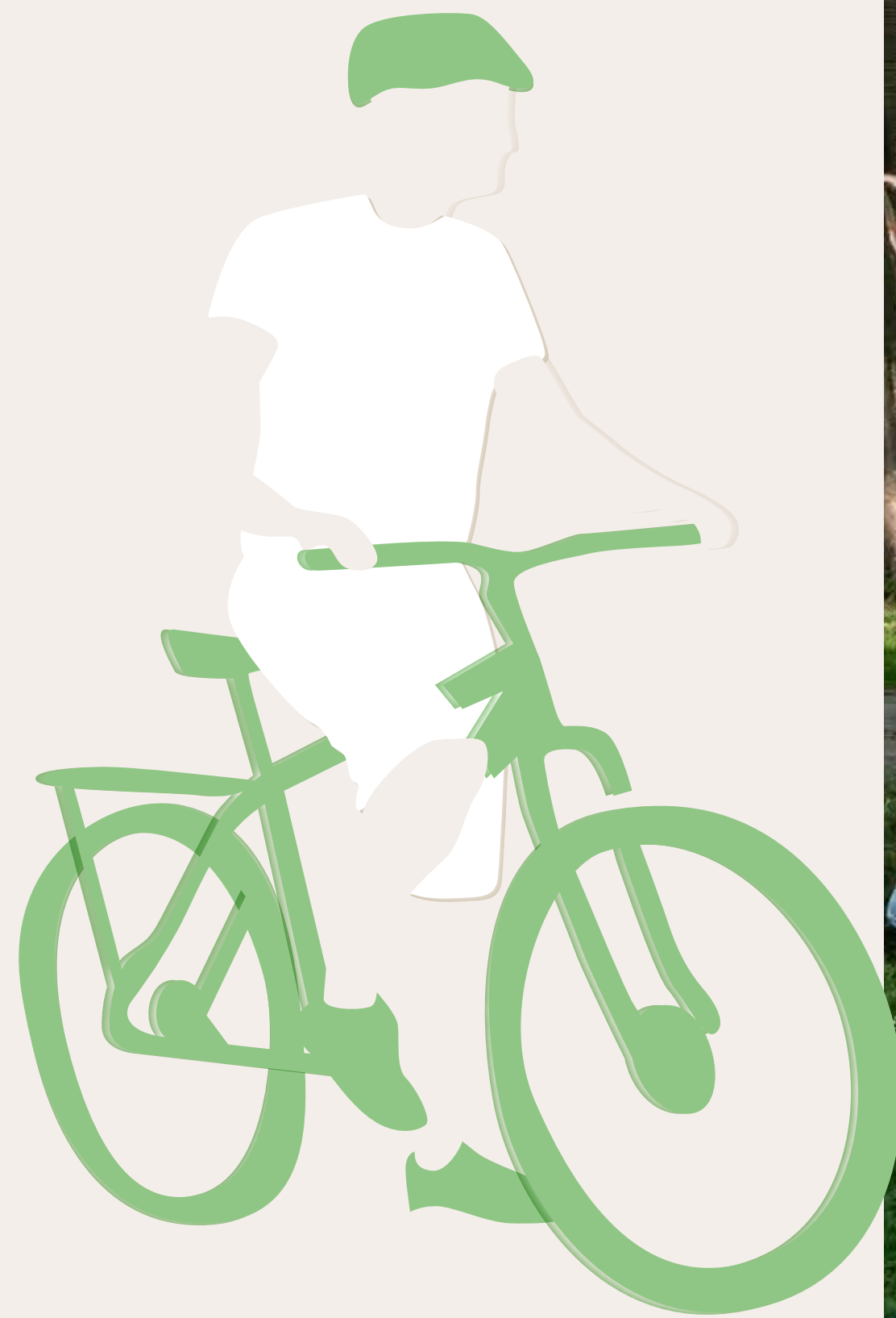
those signals to the council and table them. It's also good for my personal development. I'm a people-pleaser, and I tend to avoid arguments and conflicts. But I can't do that now, and I'm really learning a lot."

Work hard, party harder

What Gizem likes the most about her work is her colleagues: "That's what gets me out of bed in the morning! We work hard, we're serious and passionate. But what I also think is great is that we can have so much fun, while still being very competitive. In our work, but

also in games, challenges, and competitions. I always say 'Work hard, party harder'. And we do that together."

Gizem also appreciates our having such a fine collective goal: helping people and making impact. Gizem: "I feel that I'm really contributing to something, taking part in a greater whole. And what's more, I believe in probiotics; it's helped me, and I hope that we can help many others with it. I found the job that fits who I actually was, I can use my qualities in a multi-faceted job, and I can help people too."



The environment

We see the world as one of our most important stakeholders: in all that we do, we take our environment into account. We want to have a healthy impact on our planet and to add value, which is why we work hard to reduce our ecological footprint.

- 41 What we achieved in 2022
- 43 Ongoing sustainability projects
- 44 Challenges
- 45 Our renewed collaboration with Justdiggitt
- 47 Charts and emissions CO₂ 2022
- 49 New construction: ready for the future!
- 51 In the spotlight: Mohamed Sahli, Head of Production



First reduce

The United Nations Paris Agreement calls for companies to be operating climate-neutrally by 2050. It also allows countries to trade in emission rights to meet their national targets. The regulations of the climate agreement don't yet apply to the free market. Companies may buy CO₂ credits from various other companies, thereby creating the risk of double-counting. For this reason, it is essential that companies first inventory their own ecological process and commence reduction before proceeding to compensation.

Climate neutral in 2030

In 2020 we did our first footprint scan – our baseline measurement. It showed us where we can improve and where we can make the best impact on the environment. As a production company we can never reduce our CO₂ emission to zero. However, like other B Corps, we have expressed the desire to be operating climate neutrally in 2030. This means reducing where possible and compensating only for the emissions that we can't yet avoid.

What we achieved in 2022

On the road to green

In our supply chain we're constantly moving towards the sustainable. For instance: thanks to a smart pallet project, we are as of this year using no less than 19% fewer pallets for our deliveries to AllergoSan and 20% less packaging cardboard. This results annually in 20 fewer trucks running, which translates into a reduction of 36.54 tons of CO₂. Furthermore, for both us and our business partners, this frees up additional storage capacity.

Smarter and higher

How do we manage to do this? We do it by adjusting the formats of our packaging boxes (which date from when we sold many of our probiotics in jars rather than sachets) and by filling our pallets smarter and higher. The pallet stacking now suits our end products better. Later in 2023 we are introducing this method to more of our business partners.

FOR ALLERGOSAN
WE'RE ANNUALLY
SAVING:

19% in pallets
20% in packaging cardboard
21.000 kilometres driven
3.654.000 tons of CO₂ emission

Sustainable purchase of office supplies

In 2022 for all our printed communications we used FSC®-certified paper made from ECF pulp. In our new building too, sustainable purchasing is a priority. We work for example with OPNIEUW!, who, depending on what's required, rebuild our existing office furniture and provide us with rebuilt items from elsewhere.



“Naturally our sustainability goals were at the heart of our decision to fit out our new building as sustainably as possible. But all the changes didn't just mean energy savings; I'm really looking forward to my new workplace. Because a completely recyclable desk chair is really a lot more comfortable :-].”

Lukas van Wijk, Facility Officer at Winlove

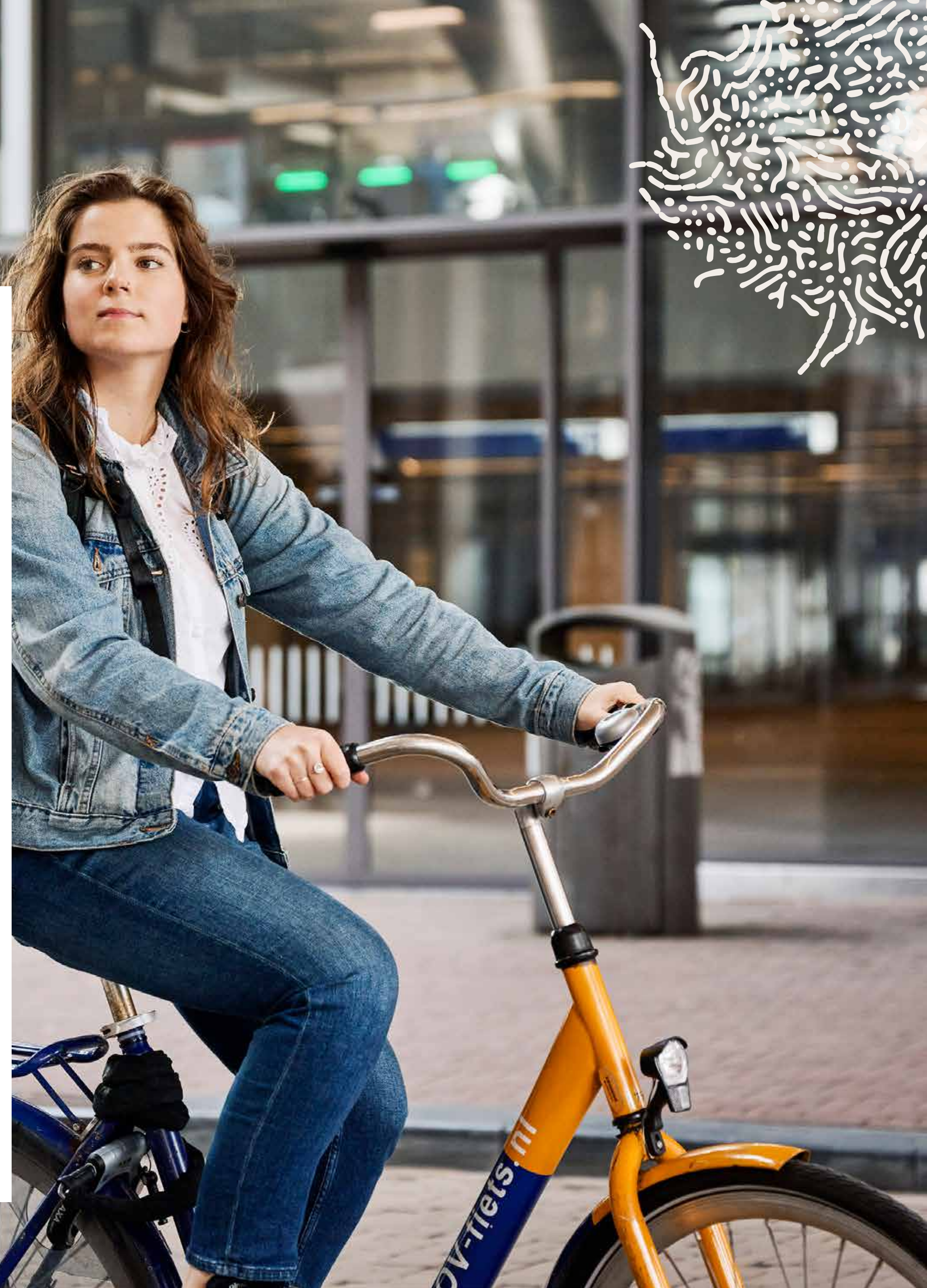
oord

Commuting by public transport versus by car

Since 2022 all our people have been offered an NS Business Card as we promote the use of public transport. The card, which can also be used to rent an OV-fiets (public transport bicycle), has proved popular: we have cut a total of 77,989 kilometres from our car travel.

With the end of the corona pandemic, more Winclovers are coming to the office, so the total amount of travel has been on the rise: kilometres by train were up from 114,472 in 2021 to 323,593 in 2022. But we applaud our colleagues' increased use of public transport. The distances travelled by train versus by car are now almost equal. We want to ensure that this 'PT is the way to go' trend continues rising in 2023. By means of an allowance, we're also encouraging walking and/or cycling to work.

SINCE 2022 **77.989 kilometres cut from our car travel**



GREEN ENERGY

By switching from grey electricity to **100% sustainable green electricity** we saved **184 tons of CO₂** in 2022.

Ongoing sustainability projects

CO₂ reduction plan: finished in 2023

The probiotics market is in ascendancy; more and more people are seeing the importance of supplementing their health and pursuing prevention. But with the increase in demand for our product, comes an increase in our CO₂ emission. This makes our reduction plan even more imperative. As we view the option of buying off our emission as unsatisfactory, we're focusing mainly on reducing it. To secure the right tools, we're developing a reduction plan this year in collaboration with our partner, the Climate Neutral Group.

We see the plan as a necessary step towards 2030: **when we can proudly claim climate neutrality!!**

Climate Neutral Group ©

Less milk, good for every body?

Amending the TDS to mitigate environmental harm from dairy products

For each of our products we have a Technical Data Sheet (TDS) containing detailed information, which our business partners use to carefully inform the end users. When we amend a TDS, our business partners are then often required to change their labels. For this reason, we tread with caution and effect changes as efficiently as possible. Sometimes, to determine a proposed change's feasibility, additional tests are required.

Our 2020 footprint scan pointed out that in our TDS we advise users to dissolve our products in either water or milk. We all now know the negative impact dairy has on the environment, and we think that the vast majority of our users dissolve our products in water. Therefore, amending our TDS to recommend ingestion only with water seemed like an obvious step toward reducing harm to the environment. But reality can be unruly, so proper preparation is essential to ensure that our partners change their packaging accordingly.

Multidisciplinary team

To effectively conduct the proposed change, Winclove has set up a multidisciplinary team. They are making all the preparations to implement the change no later than 2024. Until then we're a bit out in front of the issue, as our CO₂ for 2022 is already based on ingestion with water only.

Challenges

Sustainable packaging

Making our packaging sustainable is a difficult subject. The living bacteria that we work with require a protected environment, one that is for example moisture-free and resistant to temperature fluctuations. Nonetheless, together with our partners we're continuing to look into innovations that meet these needs. Read more on this on page 58, the interview with Variopack.



A more inclusive employer

In terms of diversity we at Winclove have little to complain about. (You can read more on this in the Our People section on page 28.) Where we would still very much like to take steps is in hiring more people who are disadvantaged in the labour market.

- In 2022 much attention was paid to making our vacancies suitable for those who are disadvantaged in the labour market. Unfortunately, in two cases the required level proved unfeasible, and in three cases the language skills too low. With every new vacancy we remain alert as to whether it can be filled by a disadvantaged candidate.
- In 2022 we concluded an agreement with our caterer that they will assign disadvantaged people for the catering and the reception support at our new building.
- The creation of work-experience positions, (not yet achieved); in the lab and production, for example, we have tried, but our current location can't accommodate the extra staff.

Business trips by train

We encourage our colleagues to take the train for business trips as well. Unfortunately, many of our destinations are still difficult to reach by that means, with travel times of up to 18 hours. Our guideline is: take the train when it can get you to the destination within 8 hours. Some of our colleagues go even a step further: two elected to take a train trip of 19 hours to get where they needed to be.



Our renewed collaboration with Justdiggitt

Regreening in Tanzania

By necessity, our international operations involve CO₂ emission. We make products, and we package and transport them. To partially compensate for the resulting CO₂, we've entered into collaboration with Justdiggitt. From 2020 to 2022 we invested in the Regrow Trees regreening project in the Dodoma region of Tanzania, and in that time we regenerated more than 276,00 trees and saved 320 million litres of water. These are fine results to build on in our next project in Dodoma's neighbouring province, Singida.

What the Regrow Trees project entails

Regrow Trees aims to replant mature trees or living tree stumps using the Farmer Managed Natural Regeneration technique, also known as Kisiki Hai. This technique uses stumps with stable, well-developed roots; the regreening proceeds far faster than with the planting of a new, young forest, because mature trees have roots that can reach a deeper water level, often require less water, and are more resistant to external influences. The method is not only inexpensive and sustainable, but it increases both the soil fertility and the production of wood for fuel.



With our support, between May 2022 and May 2023 in the Singida region, Justdiggitt:

planted **7.800** trees

regreened **190** hectares

Getting down to work in Singida

In May of 2022 a new project started in Singida. Its first step was the multi-day training of four Champion Farmers, i.e. farmers who take on a leading role in the regreening programme. They were selected on the basis of their knowledge, skills, and position in the community. Upon completion of their training, they returned to their villages and in turn began teaching other farmers and further promoting the regreening movement.



Farmer Zaituni Bakari Hamisi grows maize, sorghum and sunflowers in Ntonge village:

“The Kisiki Hai technique is going to bring a lot of benefits to my area. If I protect the Kisiki trees, they’ll grow large. From the sale of the wood for fuel and for building, I can make a better living.”



Communication is the key

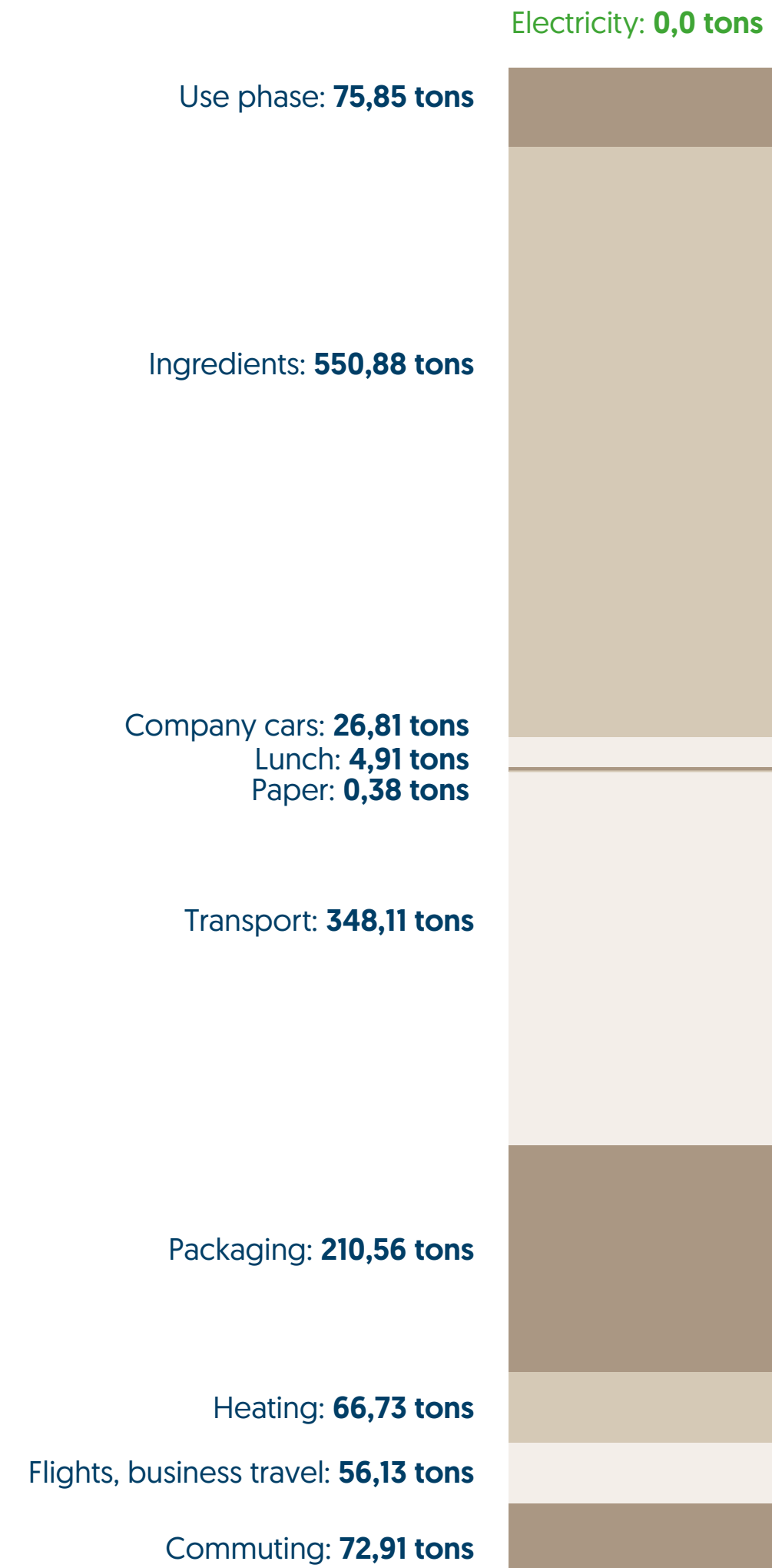
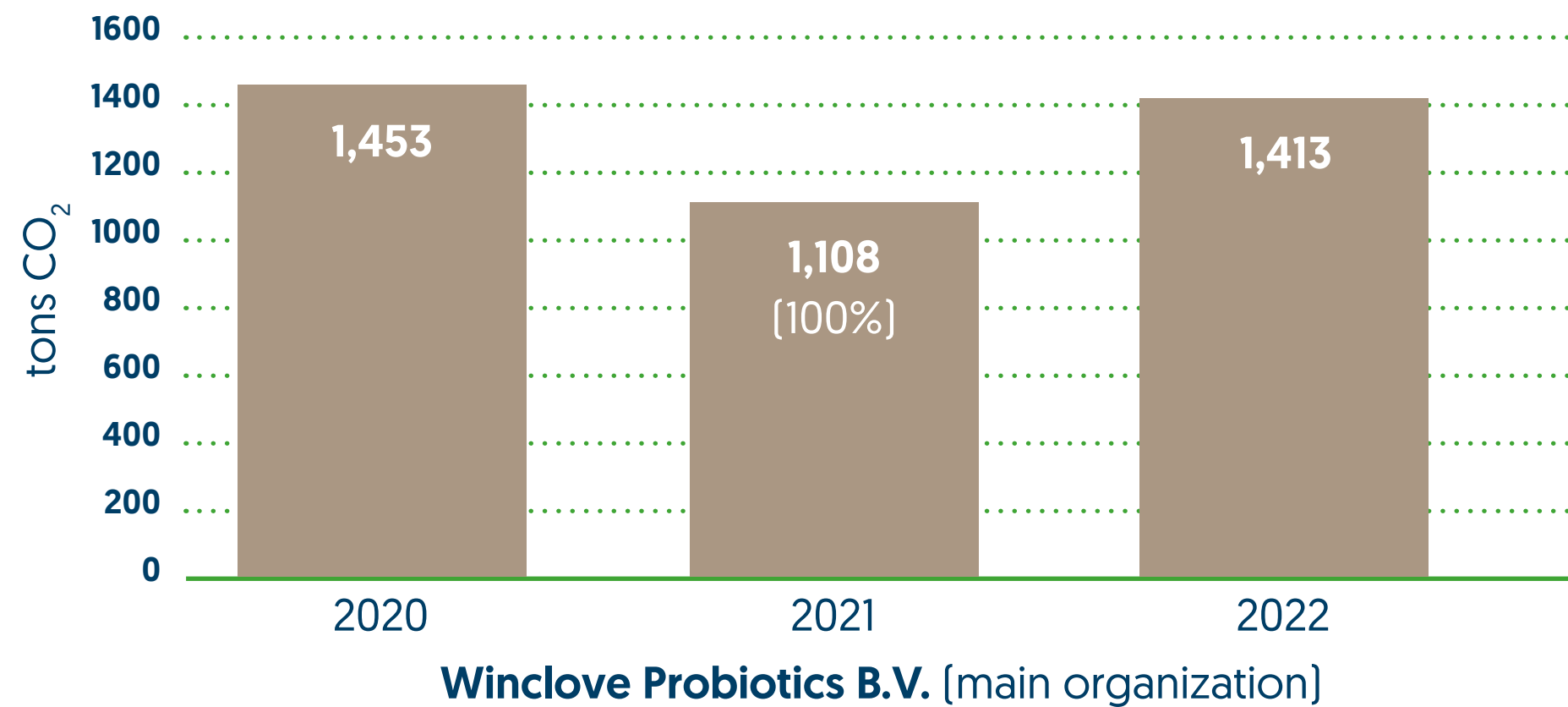
It is of great importance to effectively inform the farmers and villagers about the regreening programme, which is why Movie Roadshows have been organized. Through dance, speeches, songs, and a film, 400 villagers were informed about the programme. Other means of reaching the villagers were employed as well: text-messaging, billboards, murals, and posters. In 2023 another 31 villages in the Singida region are being added. With this new village cluster, JustdiggIt is now working in about 480 villages with more than 100,000 farming households. [Bekijk de video van 'onze' Champion Farmers](#)

Charts and emissions CO₂ 2022

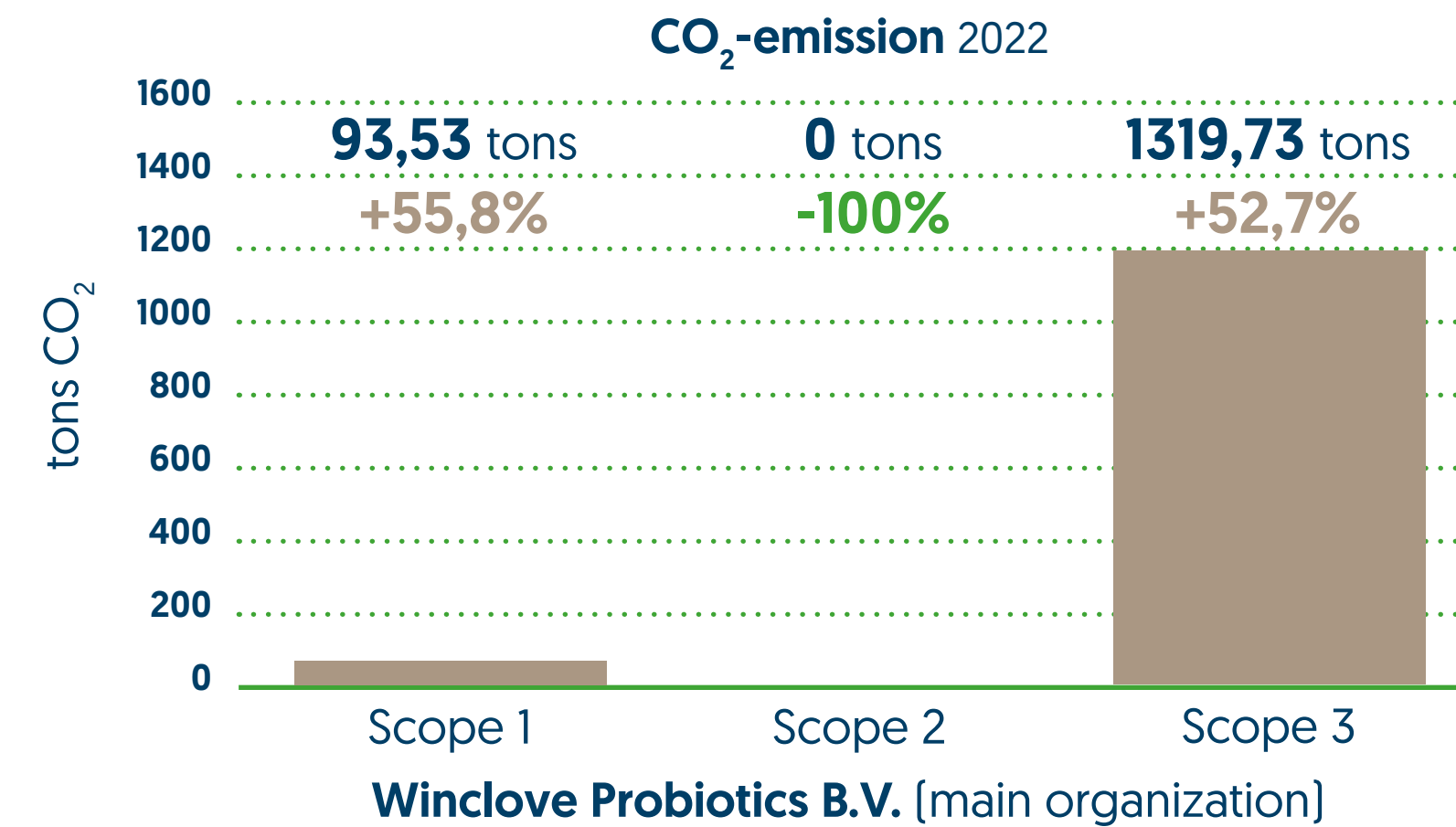
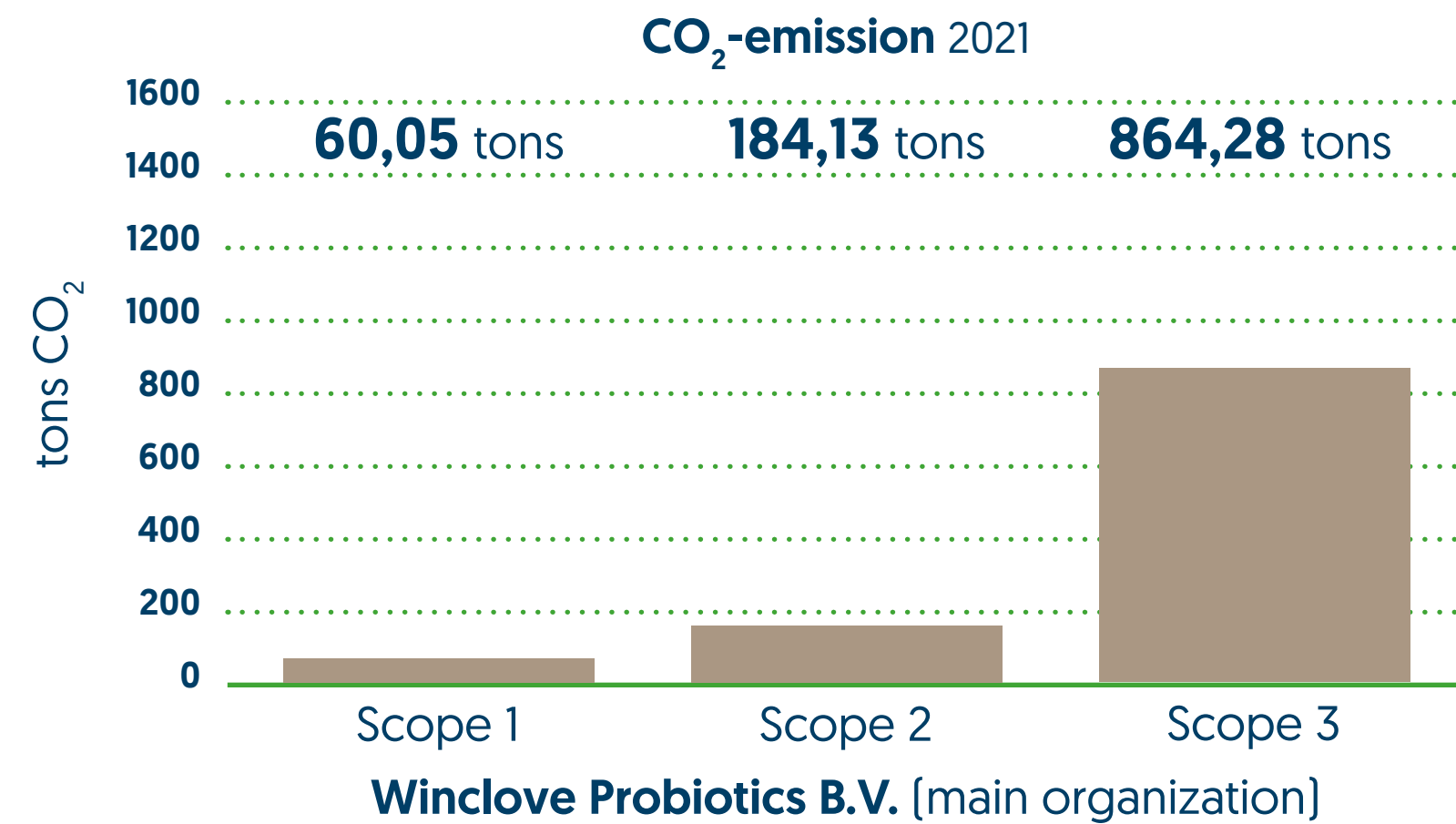
The amount of probiotics that we produce influences our CO₂ emission.

Number of daily doses:

2020: **163,463,000** 2021: **145,585,000** 2022: **183,967,000**



CO₂-emission 2021 versus 2022



Explanation of the figures

We see a clear rise in CO₂ emission, an undesirable development. With the data we see how this rise occurred.

The rise in scope 1 is caused by the increase in natural gas. The more we produce, the more gas we need. Good to know: our new building will be gas-free, so we reduce this to zero.

We have reduced scope 2 all the way to zero. This is attributable to our switching from grey to 100% domestic green electricity.

In scope 3 we see a rise of 52.7%. This is attributable to the return of many employees to the office. Although they predominantly chose public transport, the number of kilometres and trips by such means of transport has nearly tripled. Very significantly, the number of kilometres by car has decreased. For scope 3 the same principle

applies: the more we produce – with the requisite increases in purchasing, packaging, and transport - the more carbon we emit.

With our probiotics we improve the quality of life; we therefore hope that our growth continues. We must, however, reduce where possible. The reduction plan made in 2023 will help us take concrete, measurable steps.

New construction: ready for the future!

In late 2023 we're moving into our new, sustainable building. And how much we've achieved in and around this great project! How from the start we've worked from our dream to become the best company for the world!



A dream that we can realize only with healthy and contented colleagues and by making social impact, particularly in the direct surroundings of our company. That's why at every step (demolition, design, and construction) we've considered our larger ambitions and involved all our staff. Consequently we'll have all we need to execute our work optimally. And we'll keep our ecological footprint to a minimum while standing in close contact with all the vitality of our own North Amsterdam.

As good as it gets

The designs for the building were made in collaboration with various expert partners. The process relied heavily on detailed, technical input from our R&D and Operations people: what they need to do their work better and more easily, with what state-of-the-art equipment and processes, etc.

Multiple beautiful laboratories (including a pathogen and human cell-culture lab) will form the heart of the ground and first floors. Here, in addition to our quality analyses, we'll later be doing even more specific research into the probiotic effects on our gut bacteria, the intestinal wall, and our immune system. To ensure that our products evolve to even greater effectiveness.



Founders Pieter Pekelharing and Bram van Leeuwen strike the first pile.



New factory

Another eyecatcher will be our new ‘factory’, where among other things our probiotics are mixed and packaged. It features three major improvements as compared to our current production area, ones that should further enhance our work satisfaction and enjoyment:

1. Automation (where feasible, to make the work easier and lighter); the production areas will also be more spacious.
2. Vertical production (from top to bottom, involving four floors; this expedites the process and makes it less prone to error).
3. Two production lines, increasing capacity; also simplifying the production planning.

The building will also see the realization of scores of other improvements as identified by our staff. These include semiautomatic packaging equipment and a washing run for containers.

Less environmental impact

For the design and construction we’ve of course taken sustainability measures wherever feasible. Here follow three:

- For heating and cooling we’re utilizing air/water heating pumps; a gas-free concept.
- The 408 solar panels on the second-floor roof and façade will ensure a significantly lower reliance on the grid.
- The air-treatment cabinets for fresh air feature rotating switches with high-efficiency energy-recovery elements for the exchange of heat and moisture. This reduces energy consumption through recovery.

100% vegetarian

In the setting up of the offices, common areas, reception area, and in the arrangement of other vital side issues such as catering, ambassadors from virtually every department have been involved from the start. They themselves embarked on research into the best solutions for their designs. And sticking for now to the subject of catering, healthy and happy staff are crucial to Winlove - and the catering contributes toward that.

It won’t surprise anyone that Winlove makes sustainable choices when determining what’s for lunch. And that includes going vegetarian. For many of us this is a big step. That’s why starting in June of 2023 we’re transitioning to more and more veggie lunches. Of course we’re not imposing vegetarianism on our people, but everyone who wants to eat meat or fish for lunch will have to provide that themselves; after this summer, we won’t be offering it.

The family-run Appèl Bedrijfscatering has been chosen to soon offer 100% tasty vegetarian meals that are good for the gut. We’ve asked them to offer more vegan options in the future too, and especially to ensure the sustainability of their offering.

By the end of 2023, we will move into this dream-spot. We can't wait!



It was over 16 years ago that Mohamed Sahli was asked by an acquaintance to come and help a "tablets" company in North Amsterdam for one day. The company, Winclove Probiotics, urgently needed someone in the production department. Mohamed was busy with very different things at the time; a piece of land in Morocco, an ROC Koks course and an internship at hotel de Doelen. Still, he agreed to come for one day. Meanwhile, Mohamed has become a fixture in our company.

Taking opportunities

But how did it go beyond the one day? Mohamed: "At the end of the first working day, two people asked me if I could stay longer to help out. Right away I cancelled my internship and stayed on at Winclove. Why? I liked it, the action and the improvements we could implement. And I got the trust and the chance to develop myself further, something really special. So eventually I became the team leader for production, but it was on my terms - that was the condition."

Respect, honesty, and responsibility

Leading production is no simple task. Mohamed: "The most important thing is honesty. Like maybe you went to a party last night and had a bit too much to drink? Then just tell the truth and say you have a hangover, and take the day off. But don't go lying and say that you're sick. You have to be honest about it and take your responsibility." Mohamed also finds it important that you treat each other with respect: 'I'm Mohamed, that's my name that I got when I was born and that's what I want to be called.' We all address each other by our full names."



In the spotlight:
Mohamed Sahli

Age: 57

Position: Head of Production

Years of service at Winclove: 16

“I was going to come help Winclove for one day”

We are family

In production it's vital to keep the work pleasant and varied. Mohamed does this for example by having many conversations, coaching staff members, and rotating them. Mohamed: "You know what someone's qualities are, and sometimes you have to compel someone to do certain tasks so that they can move forward. Our people come from so many different countries. I know where everybody comes from, what they're into, what they eat, ha ha! Every morning before work we sit and have coffee or tea together. I see right away if something's going on with someone. We share our problems, and we help each other. Actually we're just family."

Helping others and each other

Helping people is written into Winclove's DNA, and that's exactly what Mohamed and his team do. And that help comes through in the little things, such as buying a goat or cow for family members abroad, helping out a school in Africa, and putting together a grocery package for family. All this with a contribution from Winclove. Mohamed: "If this wasn't possible, I would've left. As a company too, it's our task to fight poverty. We help lots of people in this world with our products, and on top of that we help those around us. It can be simple things like vacuum cleaning for someone or doing their grocery shopping. It's no trouble at all, and it's deeply appreciated."

Making impact with

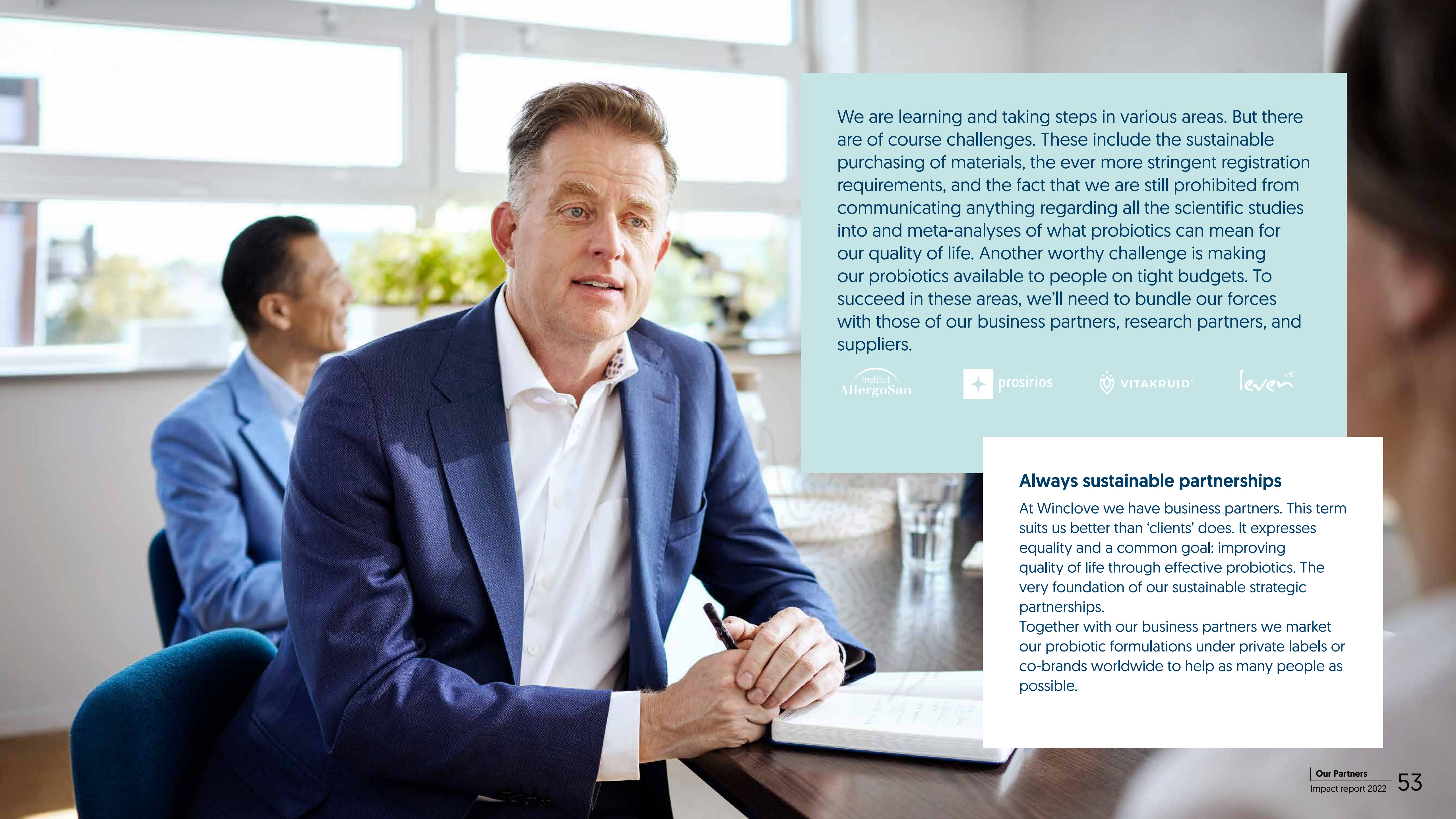
our business-partners

- 54 Interview
Anita Frauwallner,
Institut AllergoSan
- 56 2022 Results
- 57 Working together with
suppliers
- 58 Interview Variopack



Our efforts to increase our impact and to use our business as a force for good are increasingly becoming integral to our daily work.





We are learning and taking steps in various areas. But there are of course challenges. These include the sustainable purchasing of materials, the ever more stringent registration requirements, and the fact that we are still prohibited from communicating anything regarding all the scientific studies into and meta-analyses of what probiotics can mean for our quality of life. Another worthy challenge is making our probiotics available to people on tight budgets. To succeed in these areas, we'll need to bundle our forces with those of our business partners, research partners, and suppliers.



Always sustainable partnerships

At Winclove we have business partners. This term suits us better than 'clients' does. It expresses equality and a common goal: improving quality of life through effective probiotics. The very foundation of our sustainable strategic partnerships.

Together with our business partners we market our probiotic formulations under private labels or co-brands worldwide to help as many people as possible.

INTERVIEW WITH ANITA FRAUWALLNER

“The gut is the central organ of our health”

Institut AllergoSan is one of our longest-standing business partners. Since 1995 we have shared the strong conviction that with our probiotics we can improve quality of life and positively impact the world. A conversation with Anita Frauwallner, CEO of Institut AllergoSan (Austria).



In your opinion, what is the foundation of our partnership, and what makes it so successful?

“Our commitment to human health is what has united Winlove Probiotics and Institut AllergoSan for decades already. Our collaboration is built on an unwavering conviction that the intestine is the centre of health, and that a wide range of health conditions can be addressed in a natural way, through targeted improvement of the gut microbiome. It has always been our shared ambition to combine probiotic bacteria of the highest quality with scientific proof of their positive effects from clinical studies.”

How would you describe the synergy of our partnership?

“Winlove and Institut AllergoSan cooperate as equals with mutual respect, ensuring any problems are openly discussed and that solutions are found. Our focus is always on supporting each other. Our ultimate goal is to provide people with natural products that help them maintain their health and, best of all, to prevent diseases in the first place. With such an excellent partner as Winlove, we are convinced that we can achieve this goal for the benefit of people today and in the future.”

How does Allergosan pursue these goals and its ambitions?

“Over the past three decades, Institut AllergoSan has become an internationally recognised centre of excellence for gut health. We are committed to providing extensive training for pharmacists and doctors to spread the constantly growing knowledge in both practical and scientific fields. In a similar way, our consumers are informed about the intestine being the central organ of our health. Additionally, in cooperation with Winlove, we continuously invest in scientific research on probiotics, which is reflected in 50 ongoing studies. On a global level, we are scouting new distributors to make OMNi-BiOTiC® products widely available.”

“More of us are becoming aware of how we can support our health with natural approaches”



Looking back on our partnership in 2022, what made the most meaningful impact?

“The launch of OMNi-BiOTiC® COLONIZE was particularly special, as the problem of colorectal cancer and its early detection is something that I have focused on for over 40 years. Together with Winlove, we were able to find a clinically supported therapeutic option to solve a common side effect associated with colonoscopies. Our clinical data show that OMNi-BiOTiC® COLONIZE significantly improves the intestinal flora and clearly reduces digestive problems after a colonoscopy. Hopefully, this will take away some of the fear around this extremely important screening procedure. Also, we strive to use probiotics alongside oncological therapy to reduce severe side effects.”

Where do you see opportunities to increase our positive impact in the near future?

“The Covid pandemic increased our overall health awareness, especially in the preventive field and more of us are becoming aware of how we can support our health using natural approaches. There is a great deal of leverage for us, as we were able to show in more than 110 studies that OMNi-BiOTiC® bacterial strains decisively improve health and quality of life in a completely natural way for a wide range of conditions.

When it comes to sustainable production, we, here in Europe, are sustainable per se with suppliers close by. Together with Winlove Probiotics, we are currently looking at a solution to make sachets for probiotics that are more sustainable, such as a sachet film without aluminium.

And locally, we take part in many sustainability projects, for example, by planning the new building at Institut AllergoSan in such a way that no fossil resources are needed. One sustainability project that is particularly close to my heart is my work with UNICEF in Africa, dedicated to improving the water supply for local people.”

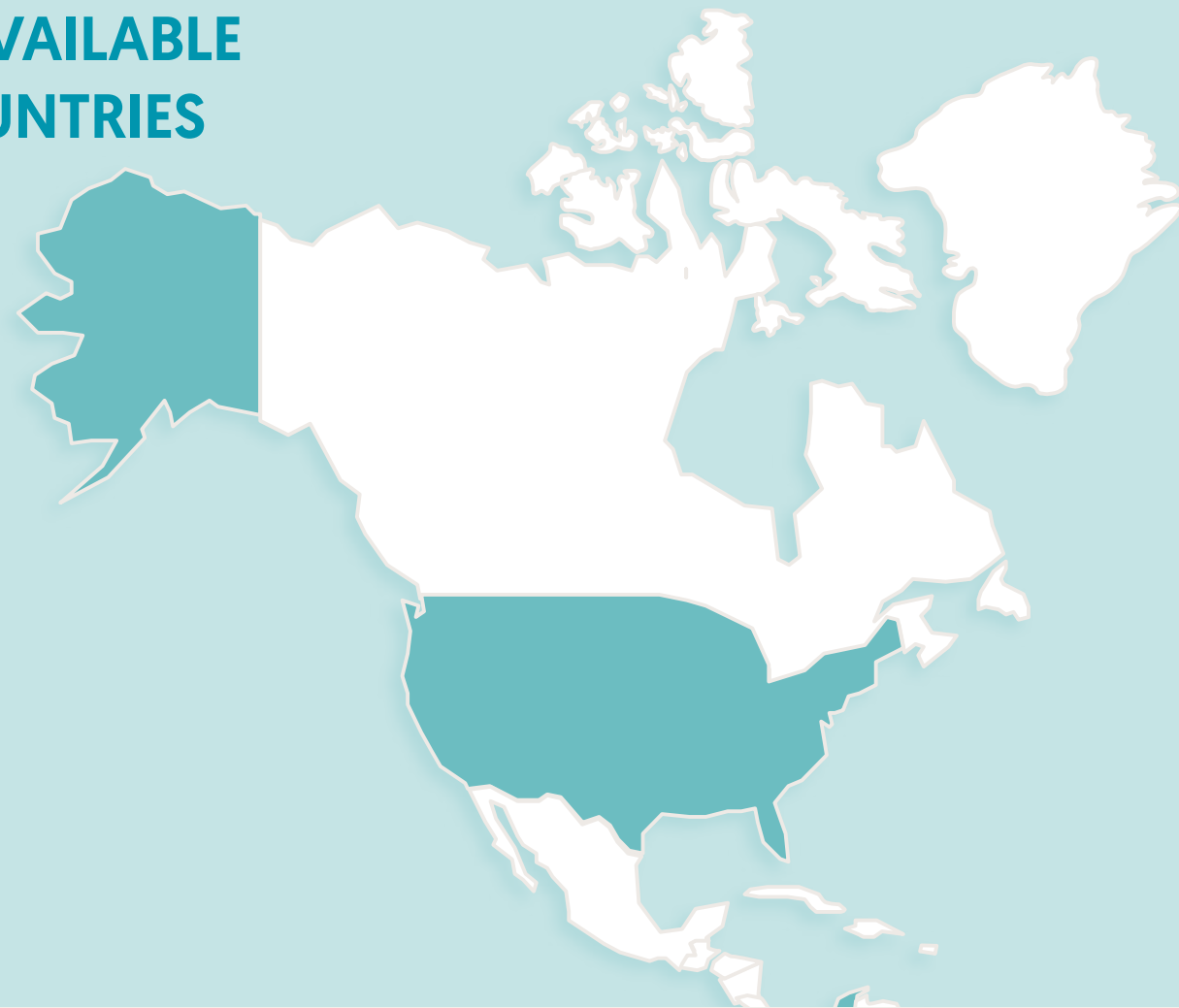
A final and personal question: what is your favourite probiotics formulation?

“I travel a lot for work and my workload is high; therefore, I take OMNi-BiOTiC® 6. The first formula we ever developed, and the so-called Allrounder for gut health. It is the perfect support for my immune system, and it has never let me down. However, my absolute favourite product is OMNi-BiOTiC® STRESS Repair which helps me to relax after a long day at work. I know I will get a restful night's sleep and start the new day with much more energy after taking this.

Finally, the product I am most proud of is OMNi-BiOTiC® HETOX. This product enables us not only to fundamentally support the liver but also to clearly improve all liver functions even with the most severe liver diseases involved. This has led to us receiving the award for the best hepatological study worldwide at the American Liver Week in 2015 for the study conducted using this probiotic. This is proof not only that the future of our health lies in the gut, but also of our successful collaboration with Winlove Probiotics.”

2022 Results

PRODUCTS AVAILABLE IN THESE COUNTRIES



Expected product launches in 2023

- SWEDEN
- SLOVAKIA
- NETHERLANDS
- HUNGARY

Current registrations

- UNITED ARAB EMIRATES
- RUSSIA
- MALAYSIA
- MYANMAR
- CAMBODIA
- PHILIPPINES
- BRAZIL
- ISRAEL
- ECUADOR



To market our probiotics, we are required in most countries to obtain registration. These are often long processes conducted in collaboration with our business partners. Our Regulatory Affairs Team has developed a clear vision on laws and regulations and with heart and mind is completely dedicated to concluding these processes successfully. See also the interview with Marília Campanaro Costa, Head of Regulatory Affairs on page 70.

NUMBER OF DAILY DOSES SOLD WORLDWIDE

2021

145
584

2022

183 million
967 thousand

Good service and extensive support are crucial to the success of our sustainable partnerships. In 2022 our multidisciplinary Client Enquiries Team answered 160 enquiries from business partners; from technical questions on products to complex ones on legal and regulatory matters.

160
QUESTIONS

Working together with suppliers



Martijn van Dam, Winlove's Operations Director: "Since 2019 we at Winlove have been considering how together we can make impact, and not only financial value, but also value for people and the environment. This of course applies to our production process, in which we collaborate with all kinds of suppliers in areas like materials, packaging, and transport."

"If we get the whole chain to join us, then we can really achieve something"

Learning from each other

In 2020 our B Corp certification prompted us to enter into discussion with our most important suppliers in the supply chain. Martijn: "Inspiring each other and expressing the intention to do things a bit smarter and more sustainably as the first major step towards change. These talks have already produced really good sustainability ideas and collaborations, like with Variopack." [See the interview on page 58.]

Preoccupied with shortages

Martijn: "When choosing new suppliers the B Corp philosophy is of course leading: does the company reflect our values, what do they do for the environment and for people? But honesty requires me to say that over the last couple of years we've had fewer conversations on these topics. The raw materials shortages due to Covid and the war in Ukraine, and the resulting

uncertainty regarding delivery – unfortunately, these were the subjects of discussion."

Interweaving with the work

"In 2023 new opportunities are coming and we want to interweave more B Corp initiatives into our daily work. The awareness that all of us can do our bit for this has boomed. The boxes project (see page 41 – ed.) is a beautiful example of how one smart change in our production process can benefit everyone involved - plus the planet. We're also striving to get at least ten of our key suppliers to go along with us toward the goal of becoming CO₂ neutral before 2030. Because if we get the whole chain to join us, then we can really achieve something great!"

“Not business as usual but a true relationship”



Variopack is one of Winlove Probiotics’ valued business partners. We work together on packaging materials for our probiotics, and this collaboration goes back for many years. We asked Christian Heilmann (general manager for process control and IT), Tuncay Yazan (director) and Jörg Droese (director) about this special and long business relationship.

Can you tell us something about Variopack?

“We are a classical co-packer. At Variopack our main business is to portion goods into small flexible packaging sachets, ready to market. We also offer packaging development services. For instance, for companies that developed a product, but have no idea yet about how to fill them. Then we offer solutions to think along and pack it in a special way.”

How has the business relationship with Winlove Probiotics evolved through the years?

“We started working with Winlove in the early 2000s, so that’s over 20 years now that we’ve been working together. We both were different companies then. But ever since we started working together, our partnership has been based on trust and transparency. We share experiences and learn a lot from each other. It’s kind of special, because when

you work together for such a long time, it’s not business as usual anymore, but it’s like being in a relationship. Not only based on business, but also private. And just like in a private relationship we’ve had ups and downs together and stood through tough times. This created a strong foundation, from the past, but also for the future.”

What recent developments are you proud of in this partnership?

“It’s hard to pick something when you have such a long-term relationship. But to mention a few things, 2 years ago we started working together in SharePoint. Which is great, because more and more people at Winlove and Variopack are working together through this collaboration portal. Then last year we introduced electronic delivery paper. We connected our ERP systems even closer by sharing delivery data electronically. So, we got rid of the paperwork. Which is a big thing for a company like ours. What was really nice is the labelling of pallets with barcodes and moving to this digital way of sharing information. This way things become more efficient. We improve our way of working towards a more digital shape and integrate both our management systems more. This is getting better and better constantly; we’ve set the foundation to reduce ‘paperwork’ in the future, be more environment friendly, work faster and to be more flexible.”



Looking to the future, where do you see opportunities to make a positive impact?

“We are constantly learning and improving. For instance, together with Winclove we are currently investing in a new machine to work more efficiently. This is a nice example of why it’s good to tag along when a new product is being developed. Our suppliers really benefit most from our knowledge and experience when they invite us to think along as early as possible in the product development process. Then we can make an impact and create value. Normally we are contacted at the end of the line, but we can start advising from the beginning of the process. Winclove uses our experience in a great way.”

How does Variopack support its community?

“Being one of the largest employers in our town, we are very aware of our responsibilities. That’s why we regularly connect with local charities and have sponsored local sport clubs for many years now. We are proud to support our community this way, and we know that it’s greatly appreciated. Also, we focus on maintaining a safe work environment for our employees, and our management team is always looking for ways to improve a good work experience at Variopack. To foster the bond of the Variopack team, we organize events such as our yearly summer party and the company Christmas festival.”

“Winclove uses our experience in a great way”



Is ‘sustainability’ important in what you do?

“Sustainability and creating a better world are very important to us. We are constantly working on reducing our CO₂ emissions, reducing waste, and trying to work more efficiently. We invested in LED technology and last year we completed the second stage of implementing a solar power system, and the next stage is already planned. In the last decade we’ve constantly invested in new and more efficient infrastructure. This not only means new and better machines, but also company wide LED technology, heat recovery systems, electric cars, modern air conditioning and filter systems, and so on.”

And in the field of sustainable packaging?

“Unfortunately, when you look at the products we make, it’s not always possible to opt for the ‘greenest’ sustainable packaging. Because we must also take the shelf life of the product being packaged into account. Probiotics for instance need to be protected against humidity and UV rays. Therefore, we can’t work with compostable foil. A packaging material really has to fit the product. So yes, we know that the aluminum in our sachets is not biodegradable, but it still is the most sustainable option at the moment. Because if we took out the aluminum, we’d get a shorter shelf life. Hence more distribution, hence higher CO₂ emissions and a footprint larger than we currently have. Hopefully, there will come a future innovation that is a more earth-friendly option, without making concessions to the quality of our products.”





Making impact

on the community

Doing good for the world and coming generations and using our business as a force for good. That is how we want to lead our family business and why we rise and shine every morning.

And for us, doing good begins very close to home, in 'our North Amsterdam' that we've designated as one of our most important stakeholders. Why? Because we believe the world will be a better place if everyone makes an effort for well-being and community spirit, especially close to home. And because we plan on staying at our new location in the Disketteweg (see page 49) for a long time to come...



- 61 Helping people
- 61 How did we help in 2022?
- 62 Interview Els Annegarn, Doras
- 64 Optimism for the future
- 65 interview Jasper Buikx
- 67 Yoba for Life
- 68 B.Kind: interview Anne van der Geest, Athena Instituut
- 70 In the spotlight: Marília Campanaro Costa, Head of Regulatory Affairs



Helping people

While the district of North Amsterdam is seeing much growth, sadly it is also marked by poverty and underdevelopment and can use a helping hand. That's why for years we've been supporting and initiating social projects that we believe can contribute to a healthier, better world.

We are also a linchpin between social institutions, the local government, companies, the Vereniging van Bedrijven in Amsterdam-Noord (Association of Companies in North Amsterdam, or VEBAN), and local primary schools. And our main goals are to improve people's health and well-being, provide people with equal opportunities in the job market, and create jobs.



"I really have just the nicest job: bringing people together and engaging them in conversation. And specifically people who often go unseen by others. Every Thursday I'm at the De Meeuw community centre, where a lot of people show up who would like to have a chat, but often don't dare to. It's very fulfilling when after some encouragement they do pull up a chair and we're able to help them, even with just really minor things sometimes."

Ans Kristians, SLO Officer at Winclove, is committed full time to improving local society in North.



2021

HOW DID WE HELP IN 2022?

145

145

Donated 145 Christmas packages to various foundations in North Amsterdam

14

7

Supported 7 social initiatives

€ 151,808

€ 174,711

Spent on social projects

Since 2022 we've been opting to support long-term initiatives, instead of more numerous one-time activities. In this way we contribute to longer-lasting positive change.

> Also see the project overview on page 8.

INTERVIEW ELS ANNEGARN

“There’s an enormous social component to the Winclove company”

Els Annegarn is a welfare worker at the Doras Foundation, which with its North Amsterdam neighbourhood teams is committed to improving the lots of vulnerable ‘Northies’. Six years ago she met Ans Kristians, SLO Officer at Winclove. That contact led to a number of fine mutual projects that made real impact in the neighbourhood. We asked Els about the significance of this collaboration with Winclove, for her and for Doras.

Can you tell us something about Doras and your role there?

“Originally Doras was the social services in North Amsterdam. Three years ago we were given the so-called neighbourhood teams, and now Doras serves as the social basis, but we also use the neighbourhood team. From our social basis we aim for participation and prevention, and as neighbourhood teams we help people in Amsterdam North deal with various problems like debt, incest, and domestic violence.”

“Myself, originally I was a social worker. I worked for 10 years at the Voedselbank [food bank, ed.] dispensary, where I got to know many vulnerable ‘Northies’. I learned that these people have problems on top of problems and that they often lead unhealthy lives. That’s why four years ago I started on my own the Gezond Noord [Healthy North, ed.] project. Now we have a team of 14 people in North that helps people in the way of positive health. The project has become very successful and is praised by local GPs and other professionals.”





And about the collaboration with Winclove? How, when, and why did it start?

“Six years ago Winclove came calling with some plants that they thought we might be able to use. Well, it wasn’t exactly the kind of thing we were hoping to receive, but it was the beginning of a beautiful relationship. Sometime later I dropped in at Winclove, got to know Maarten, and we took a good look at what we could do for each other. The first thing we did was to start the ‘Talk Yourself Fit’ project in which people from Winclove talk with newcomers while taking walks. On the one hand to increase fitness, and on the other to practice the Dutch language. And to pay serious attention to each other.”

“It’s especially in terms of humanity that we’re a good match”

2022 Emergency fund

Single mother K. has no money for diapers and baby food. As she had to make back payment for energy and buy expensive medicines for one of her children, her funds were completely depleted. K. is overjoyed with the donation from the emergency fund.

What is the collaboration like?

“During corona Maarten said ‘So many people are having problems, we want to offer a kind of emergency fund.’ Then Winclove donated an amount of money that I administer. That emergency fund is really great for people who are acutely in need of food or diapers. With the ‘Winclove pot’ we help people through the difficult times.”

“Besides that, Ans and I regularly discuss what we’re doing – I really appreciate talking with her. She’s a kind of walking network centre, and through her we’ve got acquainted with people like the board of the clothing bank Hebben & Houden [To Have & To Hold], with the weekend school, and with Tuindorp Deli-cious. Ans and ex-Winclover Marjolein also helped out taking people to Artis and giving them a tour because they weren’t able to do that themselves and it was

actually a last big dream of theirs. And for instance Winclove arranged a bus so that a group from North all together were able to see a play at the Stadsschouwburg [Municipal Theatre] in the Leidseplein [Leiden Square in Amsterdam]. Most of them had never been to a theatre. Those kinds of things, just wonderful!”

What does it mean for you to receive support from companies like Winclove?

“It’s extremely important for us to get this support. What I think is so great is that there’s an enormous societal component to the Winclove company. It’s especially in terms of humanity that we’re a good match. Someone like Maarten offering his boat to take underprivileged people from North on a trip through the Amsterdam canals, that’s just really special. We can make a whole lot of people happy with this collaboration.”

Are there other things you’d like to say about the collaboration?

“The enthusiasm and the sincerity of the people at Winclove is really nice to see, and the good they want to achieve is heart-warming. It really is like a warm bath, and they want nothing in return. It’s very remarkable that they really want to contribute something positive to the Northies’ lives.”

Optimism for the future

The youth has the future. And science helps us answer the social challenges of tomorrow. That's why we consider it our job to invest in the youth and to enthuse them about our field. Two of the ways we do that are by giving them lessons at various levels on intestinal health and on the role of probiotics and by participating annually in the Science Weekend.

Hence children and students learn more about the power of bacteria and/or get a look at our company. And with our strategic collaboration with ARTIS-Micropia every year (see page 65), we lead even more enthusiastic youngsters into the wondrous world of bacteria.



2021

208

2022

1,184

children under the age of 18 learned about the power of bacteria and a healthy lifestyle through our workshops at events and guest lectures at schools



INTERVIEW JASPER BUIKX

“What’s the best way to care for my bacteria?”



ARTIS-Micropia and Winlove have been collaborating since 2021. The first tangible and successful result of this is Samen in Noord (Together in North): an education programme that instructs primary school kids in North Amsterdam on bacteria and their importance for our health. Jasper Buikx, former Head of ARTIS-Micropia, is proud and enthusiastic.

Fascination with bacteria

In addition to being the first and only science museum with nearly 300 species of living microbes, ARTIS-Micropia is also a platform; a link between the public, science, business, and art. “We work a lot with NGOs and companies that tell us their stories,” explains Jasper. “One of them is Winlove. Since the very early days of Micropia, we’ve been in close touch with each other. Hardly surprising, because with our mutual fascination with bacteria, we’re a natural match. With a common educational mission. That’s why we’ve developed an educational programme together for primary school kids in North Amsterdam that have a very wide range of socio-economic backgrounds.”

Knowledge of microbes and career perspectives

“First the pupils get a special classroom lesson from Gizem Yikilmaz, a Winlove educator,” explains Jasper. “In it they look for example at their own behaviour as it relates to their microbiome – how much exercise do you get, how healthy do you eat? And naturally they learn more about the importance of healthy guts. Then they visit Micropia, where they see microbes for real and where the subjects that were handled in class come to life for them. And finally, on location at Winlove they discover how interesting and diverse it is to work with microbes. The kids meet experts from various disciplines – from production workers to lab analysts – and in that way get a unique peek into the kitchen and get new career perspectives.”

Well prepared

The response to the education programme is extremely positive. “Children are so interested, and they ask lots of questions,” explains Jasper. “What the best way to take care of their own bacteria is, for example, and if they can do an internship at Winclove. From the classroom lessons, the kids arrive at Micropia better prepared than ever. That improves knowledge retention hugely, and internally it give us an extra boost. We see that this collaboration really works and helps us fulfil our educational mission.”

“As a B Corp, Winclove invests much in education, just as we do. Together in North is a beautiful symbiosis.”

Organoleptic lab

Partly in terms of its B Corp goals, Winclove has designated North Amsterdam as an important target group. Hence the creation of Together in North. Jasper: “But in the near future we also want to directly approach vulnerable schools outside North. The great thing about this programme is that it’s facilitated by us from A to Z. That’s important because logistics and extra costs are a big obstacle to these schools’ progress.” With Stichting Studiezalen (the Classrooms Foundation), which supports residents in underprivileged neighbourhoods, Micropia and Winclove are now identifying eligible schools outside North Amsterdam. Jasper: “We also have a lot of ideas about how we can enrich our collaboration and the programme further. Winclove’s new building is getting for example an organoleptic lab with a special Education area. And we’re expanding our lesson material and looking at how we can measure the programme’s effects even better.”



Strategic partnership: ARTIS-Micropia and Winclove Probiotics

Project: Together in North, 2-year lesson programme, started in September 2022

Target group: 9-12 year olds in primary schools in (and outside) North Amsterdam

Main goals: teaching children about health and nutrition in relation to their own microbiome, and offering them career perspectives

Good partners

“As a B Corp, Winclove invests much in education, just as we do. It’s wonderful to see that our goals and ambitions are basically one and the same. Together in North is a beautiful symbiosis,” says Jasper. Besides the education programme other mutual projects, including scientific congresses and public events on the microbiome, are in line for realization in the coming years. “In this way we’re making an increasingly wider target group aware of their own ecosystem and the importance of a healthy microbiome.”

At the time of this interview, Jasper was the Director of ARTIS-Micropia. Since April of 2023, he’s been with our Research & Development team: a giant step for our research, innovation, and communication regarding the applicability of bacteria in solving modern-day health issues.

397

primary school children participated in the Together in North programme

An eye for the world

Our ambition to make a difference with probiotics goes beyond our national borders. In places as distant as Southeast Asia and Africa, we're using our business as a force for good. We're collaborating with experienced local partners, and we take a sustainable approach so we can help as many people as possible.

Yoba: tastes good, does good

In 2020 we joined efforts with Yoba for Life, the non-profit development organization offering probiotic yogurt in African countries: a partnership that perfectly suits our product, our entrepreneurial spirit, and our core values. By means of the local production of probiotic yogurt – Yoba – the foundation helps poor communities to both improve the health of the population and stimulate the regional economy. Winclove supports Yoba for Life through the development of a new generation of probiotic starter culture.



40.000

In 2022 in Uganda, Ethiopia, and Tanzania, healthy probiotic yogurt was made available to approximately 40,000 primary school children.

Learn more about Yoba for Life

B.Kind



Anne van der Geest in Tuy Hoa, Vietnam, with one of the few female village chieftains

improving children's health in Vietnam

With the B.Kind project, we're deploying our probiotic formulations in the fight against diarrhoea and undernutrition in Vietnamese villages, thus improving the standard of living for the entire community.

Vietnam is a lower-middle income country where children in the poorest areas still struggle with diarrhoea and undernutrition and can, for example, be too weak to attend school. This then reduces the likelihood of further education, which in turn impacts their future living situation and health, [i.e. a poverty cycle]. With the B.Kind project we are determined to break this cycle.

A key one-two

B.Kind emerged in 2020 from a collaboration with the Athena Instituut of the Vrije Universiteit Amsterdam. Anne van der Geest, a PhD student and the institute's B.Kind project leader, says, "Winclove has probiotic formulations that can possibly prevent diarrhoea and therefore improve the health and well-being of many children. And we, from previous projects, have the knowledge and the network in Vietnam to design and set up this kind of project."

"We're ensuring that the people themselves can make a new product locally"



Sustainable approach

Winlove and the Athena Instituut believe that a sustainable approach can really make a difference in Vietnam. “Instead of just sending probiotic products to Vietnam and distributing them at schools, we’re ensuring that the people themselves can make a new product locally combining the Winlove sachets with a locally cultivated product, namely soya beans,” explains Anne.

Micro entrepreneurs

“To realize this we’re educating unschooled, unemployed women to become micro entrepreneurs, small businesspeople,” continues Anne. “With that the women’s knowledge of healthy nutrition grows, and they become self-supporting: after all, it’s they who bear the responsibility for the production. So in this way, with probiotic products we improve not only the health of the Vietnamese children but also the standard of living for the whole community.”

Step by step

Anne: “Before we can reach the point where probiotic soya drinks can actually contribute to Vietnamese kids’ health, we have to take various steps with the locals. The farmers for example

have to be coached in cultivating soya beans, and the women trained in making the product and running a company. On top of that it’s essential to increase knowledge about health and the influence of the microbiome. To achieve all this, we’ve set some concrete, feasible goals for the coming years.” [see box – ed.]



Trip trip to Vietnam

In August Anne and Winlove’s Impact Manager, Manon, did field research in Vietnam for the B.Kind project. With the local institutions they visited for example farmers, village chieftains, businesspeople, schools, rice fields, and plantations so as to inventory even better what is needed.

B.Kind goals for 2023:

25 train 25 health care professionals and 200 mothers in the use probiotics and combatting undernutrition

3 educate 3 local micro entrepreneurs in remote villages in agricultural produce

200 treat 200 children in local health centres with probiotics

In the spotlight:
Marília Campanaro Costa

Age: 35

Job title: Head of Regulatory Affairs

Started at Winlove Probiotics: September 2022

“Its own small
'supportive
community”

Tell us something about yourself; how did you end up in the Netherlands?

“9 years ago, I moved to the Netherlands from Brazil for my job at that time. I was very young, and I really wanted to explore the possibilities here. However, I knew nothing about the country, and I had absolutely no connection with it, including any Dutch friends or family. Moving for my job turned out to be a fantastic way to exchange culture. I think I was lucky to land in The Netherlands where there is openness to diversity, and I felt very much welcomed.”

You're in regulatory affairs at Winlove Probiotics; why did you choose to work here?

“My background is in food engineering. Or said otherwise: I have an engineering background with a focus on food technology, which is my biggest passion. Ever since I was little, my dream was to make food for astronauts, so it was a logical choice. During my time at university, I tested a few things in

product development and in the lab, but nothing really gave me the spark I was looking for. Until I had the opportunity to try out 'regulatory affairs'. Looking at food from that angle is very interesting because it gives me the possibility to be in the middle of the technical and commercial part of food.”

“I have been working in regulatory for 12 years now, and I love it. This is really what I'm passionate about. It is also where I feel most valued and where I connected with Winlove. I've worked in companies of different sizes and with different structures, and in different types of food categories. But what put the shine in my eyes about working at Winlove is the opportunities you get here. Not only the opportunities around the product itself, probiotics, which is quite challenging from a regulatory perspective, but also the fact that it's a company that really puts people at the centre. We all share the same objectives, and I felt that Winlove brought a lot into its vision. So, it made sense to me to work here, because I want to be working in a business that I believe in.”



What are some of the challenges you see with regulatory affairs around probiotics?

“I think the most challenging, but also exciting element about being in probiotics regulation is the fact that it isn’t yet an established category like many other categories, think of dairy and bakery. Probiotics are ‘getting their id’, like a teenager. There are few standardizations necessary and there’s a lot of research still being done, which shows there is a lot of potential and we can actually build in this segment. It’s exciting because it’s a potential to be realized.”



After working here for 6 months, how would you describe the company’s culture?

“I think it’s very informal, which makes things easier from the communication point of view. I also see a lot of support for different initiatives, and you are not summarized in your own job description. You can really expand at Winclove. And people are genuinely connected, they all know each other. We also help each other out with our different skills. Winclove is kind of its own small ‘supportive community’.”

What do you like most about working at Winclove Probiotics?

“I think what I like the most is this sort of sense of simplicity. Things don’t need to be so complicated. We are entering a new era of businesses that have grown a lot and fast, and one thing that I love is looking into that mess and untangling it. A pragmatic simple view of things like that is possible here, while at the same time we are creating something that is more structured.”

Can you relate to Winclove’s dream to become the best company for the world?

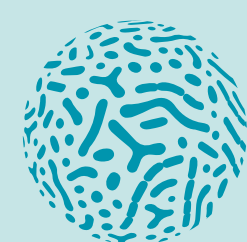
“Yes, it’s a very inspiring dream, and again this shows how they see their community. But as a business we need to figure out how to fulfil that dream and keep it realistic, since it’s such a big task and we won’t be able to solve everything for the world. So, we need to understand our own circle of impact. And in that circle, we should stay relevant. Because there is nothing more crushing than a dream that can’t be reached. And this is where I think we must also be very mindful and continue to do a good job.”

“On a personal level, I do believe I can make a change. Especially in constructing things and creating certain criteria. For instance, comparison in the probiotics segment should become fair, so that the product comes into the market in a fair way and ensuring that we make products that are compliant and safe for the market. I absolutely do see my role in there.”

Interested in working at Winclove?

We’re always open to enthusiastic talent or experienced professionals to strengthen our team and increase our impact on the world. See our website, or send an email to Nicole Tollenaar, People & Purpose Director at [✉ n.tollenaar@winclove.nl](mailto:n.tollenaar@winclove.nl)





Wincllove
probiotics

impact report

2022

results, initiatives and
ambitions

Do you have questions about this
report? Please feel free to contact us.

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