

Kensington®



The Evolution: Launching EQ

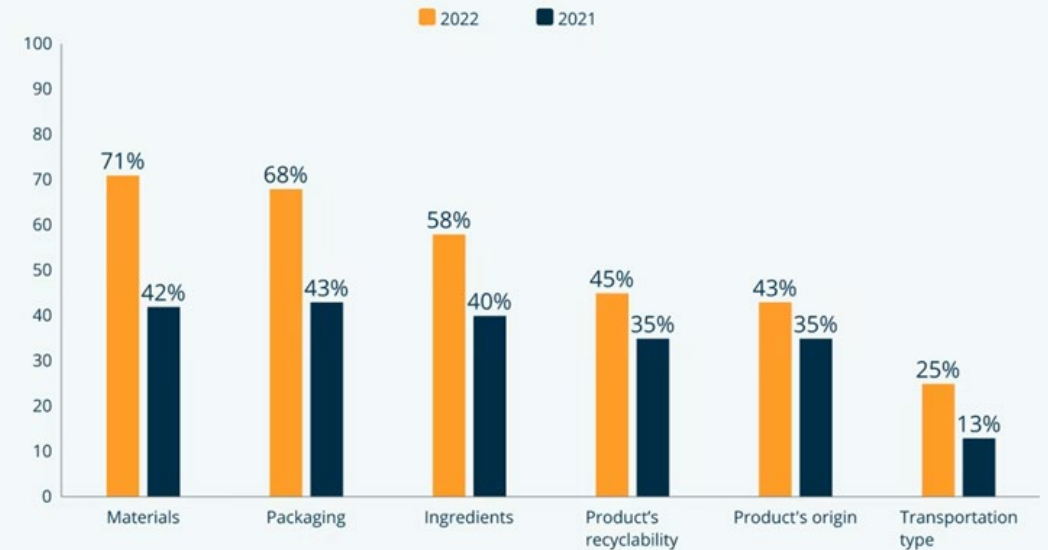
MAY 2024



Sustainable Products are the Right Choice for Consumers

- As environmental awareness continues to grow, **the demand for Eco products will increase**, driven by a combination of personal, ethical and environmental considerations.
- **71% of consumers** are checking that a product's materials are sustainable before making the purchase.
- **68% of consumers** want the product's packaging to be sustainable.
- This trend will **increase in momentum** throughout 2024.

Aspects of sustainability consumers look for, 2022 vs. 2021



Source: Capterra's 2022 Consumer Sustainability Expectations Survey
Q: Which aspects of sustainability do you check before making your purchase decision? Select all that apply.
2022 n: 725
2021 n: 1,234



Sustainability is **the** Choice of Younger Generations

- Capterra data suggests that **84%** of consumers purchased a sustainable product in the past 6 months.
- Nearly **every consumer** was familiar with the concept of sustainability.
- Generational differences are clearly highlighted in the choices consumers are making:
 - **Gen Z** have been raised during the time of climate change.
 - As their purchasing power increases the **greater the need** to have sustainable product choices to meet their requirements.

Percent of consumers who have bought a sustainable product in the past 6 months, by generation

90%



of Generation Z,
adults 18 - 25

85%



of Millennials,
adults 26 - 40

84%



of Generation X,
adults 41 - 55

78%



of Baby Boomers,
adults 56 - 75

Source: Capterra's 2022 Consumer Sustainability Expectations Survey
Q: 12. Have you purchased a sustainable product in the past 6 months?
Gen Z n: 68
Millennials n: 382
Gen X n: 231
Baby Boomers n: 77



ACCO Brands EMEA – Vision & Strategy for Sustainable Development



REDUCING OUR OPERATIONAL ENVIRONMENTAL IMPACT

We will drive down our use of electricity, fuel and our waste production and deepen our understanding of our indirect emissions with a long-term vision of achieving net zero emissions.

REDUCING OUR PRODUCT ENVIRONMENTAL IMPACT

We are committed to better understanding the emissions caused by our products and packaging and driving down those emissions as far as possible in preparation for net zero emissions.

WORKING RELATIONSHIPS & SOCIAL COMMITMENT

We are driven and committed workforce where everyone works towards the achievement of our sustainability goals. We aim to have a cooperative and principled working relationship with all of our stakeholders.

ACCO Brands – EcoVadis Bronze Sustainability Rating



- The EcoVadis Bronze Medal has been successfully reconfirmed in 2024.
- Our **rating** has been **greatly improved** from being in the top 50% previously to **the top 24% of companies in our industry***.
- It shows that our strategy delivers to continually improve year on year.
- Outstanding scoring has been achieved particularly on **environmental topics**, where we are placed in the top 8% of companies in sustainable procurement and top 9% of companies on environment.
- It confirms our **strong commitment** to and focus on these topics.



Kensington®

The biggest impact we
can have as individuals is
not in our personal
lives...

...it's by **evolving
our business**



Our Research Led to Use of New Materials

Made with
Post Consumer
Recycled
Plastic

PCR

Made from everyday
consumer products

Made with
Recycled
Plastic Bottles

RECYCLED BOTTLES

Shredded, melted and re-formed into
material

Kensington®

Introducing...

EQ



The EQ Manifesto: We Will Evolve... **With Purpose**

- The **EQ Manifesto** is a declaration of Kensington's program for new product development:
 - We will work to ensure every new product in our range will be better than its predecessor.
 - We will innovate with principles of **longevity, efficiency, disassembly** and adopt a **cradle-to-cradle approach**.
 - Our products will not only retain quality and value but **align with evolving market requirements & trends**.

Every new product will be **more sustainable** than its predecessor

Longer lifecycles
**Increased durability
& Modular design**

Packaging will be
FSC certified as
standard

Where possible, plastic will be **removed from packaging**, otherwise we will use **100% recycled material**

The EQ Range Solves Every Workplace Need



- 50+ SKUs: A comprehensive portfolio of products made from recycled materials



TRACKBALLS



MICE



KEYBOARDS



LAPTOP RISER



LAPTOP BAGS



DOCKING STATIONS



LAPTOP LOCKS

post-consumer recycled plastic

Mice



**MY630 EQ
RECHARGEABLE
ERGO MOUSE**

K72482EU



**MY430 EQ
RECHARGEABLE
MOUSE**

K75507EU



**MY310 EQ
WIRELESS
MOUSE**

K72481WW



**MY230 EQ
RECHARGEABLE
MOUSE**

K75303WW



**MOUSE-IN-A-BOX®
WIRED MOUSE**

K72480WW

post-consumer recycled plastic

Keyboards



**KB675 EQ
TEN-KEYLESS
WIRELESS KEYBOARD**

K75491..



**KM270 EQ
WIRELESS KEYBOARD
& MOUSE SET**

K75560..



**KM150 EQ
WIRELESS KEYBOARD
& MOUSE SET**

K75562..



**KB150 EQ
WIRELESS
KEYBOARD**

K75561..



**KB100 EQ
WIRED
KEYBOARD**

K63727..

made from recycled plastic bottles

Backpacks and Briefcase



**SIMPLY PORTABLE EQ
16\"**

K60392WW



**SIMPLY PORTABLE EQ
14\"**

K60392WW



**SIMPLY PORTABLE EQ
16\"**

K60390WW

made from recycled plastic bottles

Sleeves



**SIMPLY PORTABLE EQ
16" LAPTOP SLEEVE**

K60395WW



**SIMPLY PORTABLE EQ
14" LAPTOP SLEEVE**

K60394WW



**SIMPLY PORTABLE EQ
12" LAPTOP SLEEVE**

K60393WW

post-consumer recycled plastic

Docking Station



SD4781P EQ USB-C® and USB-A Dual 4K Docking Station

- **Recycled material** - includes **73% post-consumer recycled plastic**
- Supports USB-C® and legacy USB-A laptops
- Dual 4K video via HDMI 2.0 and DP++ 1.2
- Enables dual monitor support for M1/M2/M3 MacBooks
- 100W Power Delivery for compatible laptops
- Secure screw lock keeps USB-C® host cable in place
- Up to 10Gbps data transfer speeds
- 1 x USB-C® and 5 x USB-A ports
- Windows, macOS and Chrome OS compatible



K32810EU



post-consumer recycled plastic

Docking Station



SD4842P EQ USB-C® Triple Video Driverless Docking Station

- **Recycled material** - includes **73% post-consumer recycled plastic**
- Supports up to 3 x 1080p monitors @ 120Hz via 2 x HDMI and 1 x DP 1.4 ports
- 100W Power Delivery for compatible laptops
- Hard-wired USB-C® host cable
- Up to 10Gbps data transfer speeds
- 2 x USB-C and 3 x USB-A ports
- Windows compatible

K32810EU



Made from stainless-steel

Laptop Lock



NanoSaver® EQ Keyed Laptop Lock

- Stainless steel construction aimed at reducing our environmental impact
- Secures new HP, Lenovo and Asus devices using the Kensington Nano Security Slot
- Slim lockhead allows ultra-thin laptops to lie flat and won't block ports
- Pivot & Rotate hinge provides freedom of movement, allowing for easy key insertion
- Register & Retrieve™ program

K60630WW



It's Not Only Product – Our Packaging is Evolving Too...



Smaller packaging requires fewer raw materials and helps cut logistic CO2 emissions.



Soy ink is biodegradable and can be removed easily during the paper recycling process compared to traditional inks, using soy ink aligns with consumer preferences for sustainable and eco-friendly products compared to petroleum-based ink.



FSC certification ensures that the wood or fiber used in packaging comes from responsibly managed forests.

Plastic-free packaging (or 100% recycled plastic) helps reduce the environmental impact of plastic pollution, especially in oceans, rivers and ecosystems.

Kensington®

Thank You