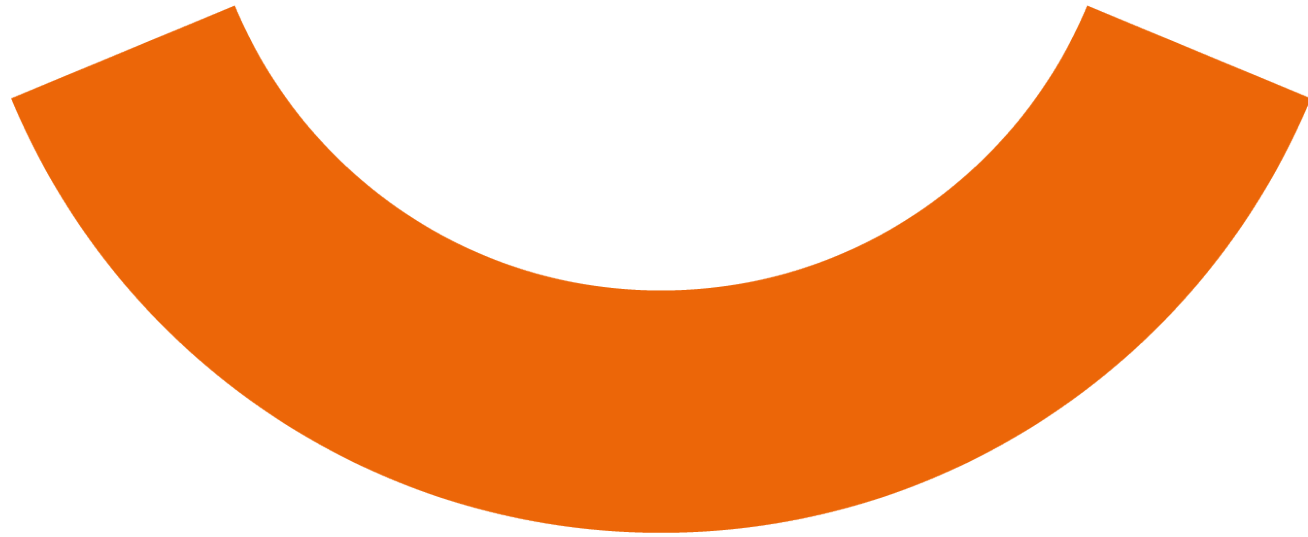


Work Happiness, in Motion

Social Annual Report 2025

McCoy





Work smart_ Be happy.

SOCIAL ANNUAL REPORT 2025

2025 was a year of focused development for McCoy. We invested in innovation — in our solutions, our collaboration, and the way we create value for our clients. Innovation requires room to experiment and improve. That is exactly the space we consciously created.

We also achieved our ISO 14001 and CO₂ Performance Ladder certifications. This means sustainability and environmental management are now structurally embedded in our organisation and in the choices we make every day.

In this Social Annual Report, we show what that looks like in practice. Across three clear chapters, our colleagues share how we created value in 2025 — for each other, for our clients, and for the world around us.

Work Smart. Be Happy.

Enjoy reading,

**Arjen van der Sluijs, Frank de Vleeschauwer
& Monique Roijackers**

McCoY

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PEOPLE



57

new colleagues
21 % female



5-1

male-to-female ratio
in leadership positions



14

10-year anniversaries



18%

female
overall stable



57%

of McCoyans
own McCoins



5

hours of sports
with 279 colleagues
worldwide during the
4-day event



8

employees in new
leadership roles



85

training hours per person
compared to 62 last year



53

participants in
corporate fitness
programme



26

young talents in our
McTalent programme
13 for McCoy,
13 for our clients



37,5

average age
(38 last year)



68

members in the
McVitality app

ENVIRONMENT



750.000 km by public transport



41% fully electric



36 lease bikes



ISO14001 & CO² Performance Ladder certification

SOCIAL & SOCIETY



119 students reached through JINC



253 overnight stays at Social Hub



26 trees planted through Fruitful Office



80 Christmas donations to charities



Sustainable Development Goals we focused on

3 GOOD HEALTH
AND WELL-BEING



Good Health and Well-being

4 QUALITY
EDUCATION



Quality Education

5 GENDER
EQUALITY



Gender Equality

17 PARTNERSHIPS
FOR THE GOALS



Partnerships for the Goals



People

How we support our McCoyans

ROOM FOR ENTREPRENEURSHIP

At McCoy, talent is given the space to take ownership and grow initiatives into full-fledged Business Units.

AI & INNOVATION

In 2025, we made significant investments in AI and innovation. Internally, we optimised processes and developed use cases and prototypes together with our teams and clients.

MCTALENT

In 2025, 26 graduates started in our SAP traineeship. Half joined McCoy, the other half strengthened our clients' teams.

CULTURE AND GROWTH

As we continue to grow, we consciously invest in our culture. Through an interactive culture game, we ensure our core values remain tangible.

OTHER

- 57% co-owners through McCoin
- 53 participants in the corporate fitness programme
- 14 ten-year anniversaries and 18 five-year anniversaries

Diversity, growth and new leadership

Giving talent the space to grow

We aim to be an attractive employer with genuine attention to personal development. With that ambition, we once again welcomed a significant number of new talents this year.

The growth of the company also creates room for young professionals to take on responsibility. They initiate new ideas that can grow into fully established departments. At the same time, space is created as experienced colleagues consciously step aside and pass on their knowledge to a new generation.

All key growth figures at a glance:

- **57 new colleagues**
- **18% female**
- **8 employees in new leadership roles**
- **4 new Business Units established**
- **male-to-female ratio in leadership positions: 5:1**
- **26 young talents in our McTalent programme**
- **average of 85 training hours per person**
- **average age: 37.5 years**



"I was looking for a place with energy and challenge, where there's real room for entrepreneurship and creativity. A place where people matter more than the box they happen to fit into. And I've found that place.

Within the Managed Services team, we're taking on an exciting challenge: building on the foundation that's already been laid and preparing for an even stronger future — for us as a business unit and for each individual in the team."

- Lotte Harings, Customer Success Manager

Innovation at McCoy

Artificial Intelligence, as part of the Fourth Industrial Revolution, is impacting all of us. It creates an abundance of opportunities for our clients, our people, and for us as a company. It's no surprise that McCoy invested heavily in innovation and AI in 2025 — and that we will continue to do so in 2026.

And we truly did invest, both internally and externally. Our annual BIG event with clients, titled "Work Smart. Be Happy.", focused entirely on innovation, AI and SAP. It was an inspiring day where SAP, our clients and McCoy shared their vision for the future.

We also hosted the second edition of the McCoy Sharktank, where our employees pitch their innovative ideas to a panel of entrepreneurs. The winner, Jelle Zwiers, presented a strong concept around tailored McCoy AI solutions for our clients.

Finally, our Innovation Team made significant progress in advancing AI and innovation. We increased awareness within our teams and identified as well as developed domain-specific use cases. Internally, we optimised processes using AI. For our clients, we organised innovation workshops to make both the opportunities and limitations of AI tangible. This resulted in several working prototypes that form the foundation for further development.

Sharktank

Ideas that originate from our people lead to solutions that truly add value for our clients and for McCoy. Our participants:

And what did Jelle Zwiers win? A trip to [Slush](#) in Helsinki, Europe's leading event for innovation and technology.

Jelle Zwiers pitched his idea for a tailored McCoy AI solution that integrates easily with a client's existing tools, such as SharePoint, Jira and Outlook.



Ana Carolina Freitas Xavier developed an AI driven HR tool that identifies early signs of burnout.



Martijn Luijter introduced a solution to intelligently automate data input between applications and SAP.



McTalent

Training Future Stars

In 2025, we once again welcomed two successful McTalent cohorts. A total of 26 recent graduates were trained as SAP specialists. Thirteen joined McCoy, while the other thirteen started at our clients. A strong balance between strengthening our own teams and supporting our clients. A win-win situation: clients gain young talent, and starters get a strong start to their careers. ASML, Rabobank, Jumbo and McCoy all benefited from the arrival of these new SAP talents.

McTalent is McCoy's 14 month SAP traineeship, in which graduates are prepared for the field through two months of intensive training. They then start working directly with a client, continuing to learn on the job under the guidance of experienced SAP consultants. During the programme, they obtain official SAP certifications and develop both their technical knowledge and their consultancy and business skills.

This is how we train Future Stars who add value from day one.

Want to learn more about McTalent or what the programme looks like? Visit mctalent.nl or follow us on [LinkedIn](#)



"During the first month of my McTalent traineeship, I've already grown a lot in SAP, thanks to the enthusiastic trainers at McCoy. The strong sense of connection within the group of trainees also creates a really positive working atmosphere."

- Guus Arts, McTalent

Our culture

Growing without losing who we are

How do you preserve your unique culture while growing rapidly? That question has been central to our Brand, Promise & Deliver sessions, where colleagues explored together what behaviour aligns with our brand and core values. We brought those insights together in 2024 in a culture booklet, designed to inspire and provide direction.

In 2025, we gave this a new impulse. Together with Frisse Blikken, we developed a professional culture game: a board game inspired by our origin story, The Real McCoy. We use the game during onboarding days for new starters, as well as with colleagues who have been with us longer. In this way, we share and experience our culture in an interactive way, ensuring that what makes us unique remains tangible, even as we continue to grow.



"I played the McCoy culture game in June. The goal was to smuggle barrels together with your team. What made it even more fun was that the group consisted of new colleagues from different Business Units. It's a playful way to get to know both the culture and colleagues from other parts of the organisation. What I enjoyed most was that some of the statements were connected to real stories. It gave me insight into why certain choices were made and how they came about within the organisation, things I would not have discovered otherwise."

- Docho Siebers, Customer Success Manager

OTHER INITIATIVES

How we reduce absenteeism

Consulting places high demands on people. We work at a fast pace, on complex projects and in constantly changing environments. That comes with responsibility and, at times, pressure.

We are deliberate in who we hire: independent, resilient and professional. This is reflected in our low absenteeism rates. At the same time, we believe that any absence is one too many. That is why we invest structurally in guidance, balance and the prevention of long term absence.

This is how we approach it:

1. Burnout prevention

In collaboration with SB Vitaalgroep (Samen Beter), all our leaders learn how to recognise early signs of stress and, more importantly, how to address them in a careful and constructive way.

2. Burnout support

When employees are at risk of dropping out, SB Vitaalgroep provides additional support, both personally and work related. This helps prevent absence or, if necessary, shortens the period of absence.

3. Continuous coaching

Our people are our most valuable asset. By continuously investing in guidance and coaching, we identify potential risks early and can act quickly. We focus on prevention rather than cure.

Employee Owned Company

McCoy has now been an Employee Owned Company for three years. What does that mean? Every employee can purchase McCoins and become a co-owner, sharing in the company's profits. The value of a McCoin reflects the value of the company and is reassessed each year. This makes it both a profit share and a value share. In 2025, 57 percent of our colleagues were co-owners of McCoy.

For our clients, this means working with engaged and entrepreneurial specialists. For our people, it means they actively contribute to and share in the value of our organisation.



McVitality

Vitality is an important theme within our organisation, as the nature of our work can be mentally demanding. The McVitality team, made up of different colleagues over time, inspires others and organises initiatives and challenges around mental wellbeing, nutrition and movement.

Walking lunches with colleagues remained a regular part of our routine. They combine healthy food, relaxation in a green environment and space for meaningful conversations.

Other themes this year included:

- **Spring reset** – focusing on both physical and mental clarity.
- **Winning for yourself** – in a demanding environment, how do we take care of ourselves? We can only truly support others if we take care of ourselves first.
- **Slow down to speed up** – consciously creating moments of rest, focus and renewed energy.



Sports and McCoy

Sports and McCoy have gone hand in hand for years, and 2025 was no different. Our list of recurring activities continues to grow: the annual McSnow ski trip, the McCoy Four Days Marches where we average five hours of activity per McCoyan for charity, the Eindhoven Marathon with 40 participants, and McVoetbal, where we compete in a corporate football league.

In addition, there were various one-off activities, including cycling, golf, padel, Hyrox and the Buffelrun.

New this year is the corporate fitness programme, which allows employees to work out at a reduced rate at more than 1,000 affiliated clubs across the Netherlands. So far, 53 employees have made use of this offering.



McLadies

At McCoy, we celebrate not only professional successes, but also place great value on connection between colleagues. The annual McLadies event, which once started as a small initiative, has grown into a vibrant tradition we are proud of.

Enjoy your own workspace

At McCoy, you set up your workspace in a way that suits how you work best and most productively. Whether that is a sit-stand desk, an ultrawide monitor or a vertical mouse, you choose what works for you. That is why we provide a budget to fully personalise your workspace, at home or in the office.

Celebrating milestones, 10 years at McCoy

This year, we celebrated 14 ten-year anniversaries. Colleagues who have not only witnessed McCoy's success, but have actively contributed to it. These milestones were celebrated in a way that suited each group.

The 18 colleagues who reached their five-year anniversary celebrated together over dinner, complete with a bottle of champagne. **Congratulations!**

Connecting and karting

In 2025, we once again organised several onboarding days for new colleagues. As part of a broader introduction to McCoy and to each other, we play the culture game. It helps us get to know one another better and discover shared interests beyond work.

This is followed by an enthusiastic round of electric karting. A healthy dose of competition is simply part of McCoy.





Environment

Increasing positive
impact

CERTIFICATIONS

In 2025, we demonstrated our ambitions by achieving level 3 on the CO₂ Performance Ladder and obtaining ISO 14001 certification.

A GREEN UNDERCURRENT

Despite geopolitical tensions and a shifting political climate, there remained strong attention to sustainability from both our clients and employees in 2025. McCoy also continues to contribute to this effort.

OTHER

- Offset our CO₂ emissions twice
- Saved 750,000 km of car travel (approximately 19 times around the world) by using public transport
- 41% of McCoyans drive electric

Climate goals and certifications

Framework

Clients and employees expect McCoy to have a clear vision on achieving climate goals. We have translated this into a structured framework, supported by certifications and external benchmarking, allowing us to demonstrate that both our internal and external processes are well managed.

Key milestones in 2025 included the renewal of our EcoVadis rating, and most notably, achieving ISO 14001 certification and confirming our level 3 position on the CO₂ Performance Ladder. Twice a year, we update our colleagues and clients on our progress in reducing our footprint.

McCoy was not required to publish a CSRD report in 2025. As we were already well advanced in our preparations when the requirement was withdrawn, we chose to complete and publish the report regardless.

Next steps

Our ambition remains to reach net zero emissions by 2030. To achieve this, we continue to evaluate and implement the measures required under ISO 14001 and the CO₂ Performance Ladder.

Building on the groundwork completed for these certifications, we aim to elevate our EcoVadis rating to a Silver medal in 2026, placing us among the top 15 percent in our field.



"We use very few raw materials and generate minimal waste. We have also significantly reduced the building's energy consumption."

- Arjen van der Sluijs, Business Unit Lead for Supply Chain Management

SAP & Sustainability

The green undercurrent

Clients, investors and employees expect transparency, action and a consistent approach to environmental topics. The turning point has been reached. Organisations are increasingly convinced that business operations must become greener, more sustainable and more inclusive.

At McCoy, we recognise this. Through the McCoy Foundation, we contribute to a positive working and entrepreneurial environment for both our people and the world around us. For our clients, we create the greatest impact through SAP implementations. This is where our ambitions become tangible and where we can make a real difference.

SAP as a sustainable partner

Through SAP implementations, we help organisations optimise their processes and operate more sustainably. By leveraging data, transparency and smart automation, companies gain better insight into their impact and can steer more effectively towards efficiency, compliance and sustainability.

We support clients in collecting and structuring data, for example for environmental reporting such as CSRD. SAP plays a key role as a technology partner and [is also strongly committed to sustainability](#). The company is working towards net zero emissions by 2030 and invests in initiatives that reduce CO₂ emissions.



OTHER INITIATIVES

Mobility policy

In 2025, we took further steps in our mobility policy. With the introduction of a transitional arrangement, we are accelerating the phase-out of fuel-powered cars. Our lease car policy is designed to make electric driving an attractive option for McCoyans.

As a result, 41 percent of our colleagues were already driving fully electric in 2025. Including hybrid vehicles, this rises to over 60 percent.

In 2026, the lease period for hybrid cars will be reduced to four years, and from 2027 onwards, only fully electric cars will be allowed. This puts us on track towards a fully electric fleet by 2030.

Encouraging alternative travel methods

Since the introduction of the Shuttel card, nearly 750,000 kilometres have been travelled using public transport, equivalent to around 19 times around the world. Employees also made use of shared scooters, shared cars and public transport bikes.

Bike lease scheme

As many as 36 McCoy employees made use of our bike lease scheme last year and continue to travel sustainably across the country.

Greening and cooling with Justdiggitt

In 2025, we were once again a proud sponsor of Justdiggitt, an organisation that restores vegetation in Africa. Through their greening projects, plants and trees capture CO₂ from the air and help cool the environment. This contributes to water and food security, biodiversity and a better living environment for people and wildlife.

With our contribution, we support Justdiggitt in its mission to restore large-scale greenery over the next 20 years. The trees they plant absorb twice our CO₂ emissions, allowing us to contribute together to a more sustainable future.



Social & society

Connecting work
and the world

BUILDING OPPORTUNITIES TOGETHER

Through JINC, we help strengthen the resilience and confidence of young people. Our colleagues contribute through internships, skills training and career guidance.

NEURODIVERSE TALENT

Inclusion and impact go hand in hand. In collaboration with Auticon, we engage neurodivergent talent in testing and migration activities. This creates opportunities while delivering quality for our clients.

OTHER

- Social procurement through partners such as Fruitful Office, Social Hub and Colour Kitchen
- McCoy Four Days Marches with donations to organisations such as KWF and Liter of Light
- Christmas bonus initiative distributed across nearly 80 charities

McCoy x Jinc

Building opportunities for the future

In 2025, JINC once again reached a record number of pupils and students. In doing so, they strengthen the resilience of young people. Their world expands, their confidence grows and their skills continue to develop. This contributes directly to reducing inequality of opportunity.

McCoy supports JINC through various initiatives:

- We welcomed a student as 'Boss for a Day' at our Eindhoven office
- Our IT professionals teach primary and vocational school students essential digital skills
- Students join us for short internships, where we introduce them to the world of automation
- We provide application training and career guidance to vocational students



"The JINC Career Days and application training sessions once again showed just how much talent and potential young people have when you give them the opportunity. Their enthusiasm and fresh perspective are truly inspiring. At McCoy, we believe these are the moments that make the difference: inspiring young people and continuing to invest in equal opportunities."

- Dieter Coppelmans,
SAP S/4HANA Consultant
Customer Service



McCoy x Auticon

Creating space for neurodivergent talent

Following our successful collaboration with the Municipality of Utrecht, we continued working with Auticon in 2025. They employ autistic professionals as a source of talent, providing services in testing, migration and automation. In doing so, we create opportunities for a group that often faces barriers to the labour market.

In 2025, we engaged Auticon for a client in The Hague, where we were facing a significant data migration challenge. Auticon supported us in migrating procurement data and documents from the old system to the new one.



“Thanks to our positive experience and strong relationship, we were able to engage Auticon quickly for this project as well. They bring unique IT talent and skills that are highly valuable in migration work.

Once again, they demonstrated their expertise, delivered on their commitments and ensured high quality. This resulted in another satisfied end client.”

- **Mario Roovers, Project Management**



OTHER INITIATIVES

Social procurement

In 2025, McCoy continued to invest in local social initiatives. We expanded several long-term partnerships that combine commercial collaboration with social impact. We refer to this as social procurement.

Our initiatives

- Our office fruit is delivered weekly by Fruitful Office, now in an even more efficient and sustainable way. During the holiday period, fruit we did not use was donated to the food bank.
- We expanded our partnership with Social Hub from Groningen and Amsterdam to Eindhoven and even Madrid. This resulted in 253 overnight stays in Social Hub hotels in 2025.
- We continue to work with partners such as Colour Kitchen and De Hooge Weijde, organisations that create opportunities for people who are further removed from the labour market.

Supporting charities

Strong traditions are worth maintaining. We recognise that McCoy is part of a wider society, one that also needs support, not only from governments but from businesses as well. That is why we continue to support charities in various ways. This is something our colleagues truly value.

Our initiatives

- **McCoy Four Days Marches:** combining sport with fundraising. This led to meaningful donations to organisations such as KWF, linked to a demanding mountain bike tour, and Liter of Light, a Philippine initiative focused on sustainable development for young people in underserved communities.
- **Christmas bonus initiative:** where colleagues can choose to receive a gross bonus or donate double the amount tax-free to a charity. More than 100 colleagues supported nearly 80 charities, contributing a total of approximately €45,000.
- **Canman:** a can collection initiative at our Eindhoven office. Each collection of around 450 cans is donated to a good cause. This year, five full bags were collected by 15-year-old Sarah for the Bambanani Foundation in Phalaborwa, South Africa



Looking back on 2025

Work Happiness,
in Motion

We look back on a year filled with milestones, success and impact. McCoy is proud of what we have achieved together and for one another. The following milestones were especially meaningful to us:

- Once again, talent progressed into leadership positions.
- As part of our culture, we developed our own culture game.
- Achieved ISO 14001 and CO₂ Performance Ladder certification.
- Continued and expanded our partnerships with social organisations such as Auticon, JINC and Social Hub.

And we
continue to
grow...

1. As McCoy continues to grow, new teams are emerging. Supporting these teams and their new leaders in achieving success is essential.
2. Expanding our office as a social home for our employees.
3. Recertification with EcoVadis, aiming to achieve a Silver medal.
4. Expanding our collaboration with organisations that support people with a distance to the labour market.

M_cCOY

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