

Our impact, your (work) enjoyment

Social annual report

McCOY



Work smart_ Be happy.

SOCIAL ANNUAL REPORT 2024

McCoy brings back the soft in software implementation! With extra attention to the people implementing it, and especially those who are using it. Our goal? To have them work smarter, instead of harder. So they can enjoy their work even more. Before you lies McCoy's annual report over 2024, a year filled with special initiatives we proudly look back on. We'll let our colleagues do the talking and show you how, in 2024, we've added value for our own

people and customers, but also for the environment and society. Don't expect wordy texts, just three easily scannable chapters.

Enjoy reading!

Monique Roijackers & Frank de Vleeschauwer

McCOY



This is how McCoy made the difference in 2024

for people,
the environment
& society

McCOY

The 3 themes in numbers 5

People 8

Great Place to Work	9
Diversity and growth	10
New office	11
McCoin	12
Other initiatives	13

Environment 17

Adjusted mobility plan	18
Sustainability & SAP	19
Other initiatives	20

Social & Society 22

McCoy x JINC	23
McCoy x Auticon	24
Social procurement	25
Donations to charity	26

Looking back on 2024 27

Ambitions for 2025 28

PEOPLE

Great Place to Work certified

98 percent rated us as Great Place to Work



49 new colleagues



15x ten-year anniversary



70 members in McVitality



12 brand-new McTalents



15x brand promise deliver-sessions



5 hours of sports per person during our four-day sports event



21 new leaders



72% of the McCoyans own McCoins

ENVIRONMENT



400.000 kilometres by public transport



47% of the McCoyans drives electric



16 new lease bicycles



A+ energy label in the new office



'24 EcoVadis-certification

SOCIETY



130 students reached through JINC



100 trees planted through Fruitful Office



89 charities supported through Christmas donations



>100.000 euros of social procurement

Sustainable Development Goals we focus extra on



**Good health
and wellbeing**



**High-quality
education**



**Gender
equality**



Partnerships



People

This is how we take
care of our McCoyans

GREAT PLACE TO WORK

McCoy scored an average 9.5 and was rated Great Place to Work by 98% of our colleagues.

MCCOY GROWS

"At McCoy you really get to run your own shop with your team" - Katrin van Bortel

NEW OFFICE

"With the new office we create a balance between work and relaxation" - Stella Pelzers

MCCOIN

Thanks to the McCoyin, 72% of the McCoyans became co-owner of our company.

OTHER

- 2 cohorts of McTalent students
- 12 graduates became SAP consultants
- 31 jubilees

Great Place to Work

According to 98% of the McCoyans

Participating in Great Place to Work is nothing new for us. Every two years we use this survey to measure how much trust, pride, and work enjoyment our colleagues experience at McCoy. We're growing fast, but we're determined to keep raising the bar in this field as well. And the results show that we've done just that! With an average score of 9.5 and 98% of our colleagues rating McCoy as a Great Place to Work, we've exceeded expectations and even our previous high scores. Fantastic, but no reason to sit back and relax. We'll keep listening, learning, and improving.



Anonymous quotes from the survey point out why our McCoyans are so pleased

"McCoy has its own DNA, which all employees share. We are there for the customers and colleagues and strive to do so in the best possible way. I've never seen that level of commitment anywhere else before."

"I wear a smile to work every day, with the feeling that I'm going to accomplish something with my 'friends'."

"Colleagues and management have an eye for the person I am and the interests I have, both in my work and in my personal life."

Diversity and growth

Room for talent

An attractive employer with a lot of attention for (personal) development. That's what we, as McCoy, want to be. With that message, we've once again attracted plenty of new talent this year. And as the company grows, there's more room for young talent to take on responsibility. That's why we're proud to have expanded our leadership team with 12 new entrepreneurs this year.

The numbers lined up:

- **18% of the McCoyans is female and this percentage goes up every year**
- **49 new colleagues**
- **21 new roles in the McCoy leadership team**
- **Male-female ratio in leading positions: 4-1**
- **12 young talents in the McTalent-programme**
- **An average 62 hours of training per person**
- **Average age: 38 years old**

"Business Planning is a new team. At McCoy, running your own business unit truly means running your own shop. Together with the team, we shape our vision, map out the path to get there, and define the role each team member wants to play. It's incredibly rewarding to wrap up a strategy day knowing you're all on the same page and ready to work towards shared goals."



Colleague Katrin van Boxel is one of the new entrepreneurs

New office

Too pretty to work in?

In February we moved into our new office on the TU/e-campus. With this new home base, which has been completely redesigned, we fulfilled many of our dreams. For example, we now have workspaces, meeting rooms and quiet rooms at our disposal and there's even a recording studio. We also equipped workspaces and meeting rooms with the latest tech tools. All this to make work as enjoyable as possible. Completely Work Smart. Be Happy.

During the open day, friends and family experienced our new pride by playing videogames, taking selfies, and attending presentations in one of our tailor-made rooms. Visitors wondered if the office was perhaps too pretty to work in. It certainly isn't. Meanwhile we've been working in it for a while now and expansions such as a prayer room, lactation room and more meeting rooms are planned.

[Watch the video](#)



Colleague Stella Pelzers joined in designing the new office space



"With the design of the new office, we aimed to create a balance between work and relaxation. That's why you'll find not only a mix of different workspaces and meeting rooms, but also areas to unwind in or to enjoy a coffee with colleagues."

McCoin

An employee-owned company for two years

McCoy has been an employee-owned company for two years now. This means that every employee at McCoy can buy McCoins to become a co-owner and share in the profits. The McCain represents the company's value and is revalued every year. As such, the McCain serves as both a profit and a value share. In 2024, 72% of our colleagues were able to call themselves co-owners. For our customers, this means they can rely on engaged, entrepreneurial specialists. For our people, it means they benefit from the value they add to our company.

"With the McCain, all McCoyans who want to, become co-owners of the company. With that, we share in the profit of McCoy and we all reap the benefits of our work. It makes me proud that together we roll up our sleeves and then share in the result. The increase in value and a solid return make it very attractive for me to buy McCoins."



Colleague Jacques Scheutjens talks about the McCain

OTHER INITIATIVES

McTalent

In 2024 again we had two successful McTalent cohorts. 12 freshly-graduated talents were trained to become an SAP consultant. Firstly for a customer of McCoy. A win-win situation: customers can count on fresh talent, young professionals on a good start. ASML, BAM, Alliander and also McCoy are extremely pleased with these enthusiasts.

Inspiring brand, promise, deliver session & culture booklet

Also during times of growth, we want to maintain the wonderful culture of our company. That's why we've involved all our colleagues in BPD sessions. Colleagues from different business units came together in groups of ten to discuss what behaviour they believe aligns with our brand. The feedback generated a lot of recognition among participants, highlighting the strong foundation of our culture. We've gathered the insights from these sessions into an inspiring culture booklet.



Limiting absenteeism

We do this in various ways:

1 Burnout prevention and remedy

Luckily, our absenteeism is extremely low. This is, among others, because of our cooperation with SB Vitaalgroep. They support people who are at risk of dropping out with extra support.

2 Continuous coaching

Our people are our most important 'assets'. Continuous attention for and coaching of all our employees makes sure that we quickly spot potential risks and act quickly. That way we can prevent instead of cure.

3 Purpose workshop

Four times a year, our colleague Wessel Verheijen organises a purpose workshop. In this workshop, colleagues find out what does and doesn't give them energy and what sparks their enthusiasm. Are you working just to work or is there more to it than that? Finding that deep motivation contributes to more work enjoyment and less absenteeism.

McVitality

The McVitality team was founded by colleagues and focuses on a different vitality theme each quarter, complete with matching activities and challenges. In 2024, we organised workshops to boost mental resilience and shared recipes during the meat-free and dairy-free week. For Mental Health Week, we took on challenges, mindfulness sessions, and workplace well-being initiatives. We also arranged walking lunches, both at events and among colleagues, where we enjoyed a delicious meal while strolling around the TU/e campus.



Sportive year

Sports and McCoy have always been a great match and they're a vital part of vitality. In 2024 perhaps even more so than in previous years. Cycling, golf, padel: there's a club for each and every one of these sports. In addition, we went on another McSnow ski trip and practiced sports for charity for more than five days during the McCoy four days of sports (approximately 5 hours per McCoyan) as our dashboard showed. Some of us even ran the Eindhoven marathon. This year, a corporate football competition and a Buffelrun were added to our sporting portfolio.



Festive jubilees

This year, 15 McCoyans celebrated their ten-year anniversary. 15 colleagues who haven't just witnessed McCoy's success but who've also played a key role in shaping it. And we made sure to celebrate in style! Moreover, the 16 colleagues marking their five-year milestone returned to the hotel where they signed their first contracts for a special breakfast, complete with a fine bottle of champagne of course. Congratulations!

McLadies

At McCoy we don't just celebrate professional successes, we also cherish the close ties between our employees. The annual McLadies trip, that once started as a humble initiative, has now grown into a sparkling tradition we're extremely proud of.

Enjoy your own workspace

At McCoy, you decide what your workspace looks like, so it suits the way you work best. We provide a budget for you to set up your own (home) office

Memorable introduction day

In 2024, we once again hosted several introduction days for all colleagues who had joined since the last one. We kicked things off with drinks and deep-fried snacks, a great way to find common ground. Then it was time for some competitive fun on the go-kart track, because at McCoy, we do love a bit of friendly rivalry!



Environment

Increasing positive impact

McCOY

MOBILITY PLAN FOR SUSTAINABILITY

Thanks to our new mobility plan, many McCoyans opted for greener transport options last year, such as public transport, electric cars, shared scooters, shared cars, and public transport bikes.

SUSTAINABILITY & SAP

"With our SAP implementations, we turn our ambitions into reality and contribute to our customers' sustainability goals."

– Kylian Swinkels

OTHER

- >45% of the McCoyans drives electric
- Almost 400.000 kilometres travelled by public transport
- 16 McCoy lease bicycles on the road

Adjusted mobility plan

Flexible and sustainable

In 2024, we revamped our mobility plan to offer more flexibility and sustainability. We partnered with Driessen Mobility Lease, so our employees got to choose from a range of mobility options based on a persona-based approach. With the Shuttel card, colleagues can easily access public transport, shared mobility, and charging and refuelling services, while also helping us meet CO₂ reporting requirements. New this year is our bicycle lease plan, allowing employees to lease a bicycle at a great rate. With these improvements, we're expanding choice and doing our best to remain one of the best employers in the Netherlands.

The result of the introduction of the Shuttel card in numbers

- **Alternative travel methods**

Since the introduction of the Shuttel card, almost 400,000 travel kilometres have been made by public transport. This is almost ten times around the earth! Also, shared scooters, shared cars and public transport bicycles were used for the first time.

- **Bicycle lease plan**

Currently, 16 McCoyans are cycling through the country on a leased bicycle.

- **Increase in electric driving**

Our electric lease car plan makes driving electric an attractive option for McCoyans too. As a result, by 2024, 47% of all McCoyans were already driving electric. When we include hybrid vehicles, that number rises to over 50%.

Sustainability & SAP

Reducing our CO₂-footprint together

We help our customers collect data for environmental reports like CSRD. Through the implementation of SAP tools, we streamline and automate the process. Now that this data is already being collected, we turn this into aimed action to achieve SDG goals. For this we developed solutions to reduce our own CO₂ footprint and that of our customers.

Think of:

- **Optimising transport routes**
- **Recycling valuable components**
- **Supporting repair and refurbishment**

"Business operations need to become greener, more sustainable, and more inclusive across the company. Customers, investors, and employees expect transparency, action, and a consistent policy. With SAP implementations, we can create real impact for our customers and make a meaningful contribution."



Colleague Kylian Swinkels on
SAP & Sustainability

OTHER INITIATIVES

Ecovadis certification

Since 2024, we have proudly held an official EcoVadis certification, showcasing our sustainability commitments to the world. But we're not stopping there, our ambitions go beyond the basic certification. In 2025, we're stepping up our efforts and we'll be aiming for an ISO 14001 certification and the CO₂ Performance Ladder certificate.

CO₂ calculation through Milieubarometer

To operate in a more CO₂-neutral way, for a number of years now we've been calculating our emissions through our own tools. In 2024 we switched to an official measurement with Milieubarometer. By doing so, we're measuring in accordance with the protocols of CO₂ performance ladder, GHG and CSRD.

Going greener with JustDiggIt

In 2024 again we were a proud sponsor of JustDiggIt. With our donation we support their mission to make the world greener in the next 20 years. Thanks to projects of JustDiggIt there are more plants and trees removing CO₂ from the air and cooling down the planet. This contributes to water and food certainty, biodiversity and a better living environment for people and animals.

New office

The new McCoy office contributes to work enjoyment and sustainability. Because of the great location near Eindhoven train station, more colleagues are arriving by public transport. Due to the transition of single glass and inefficient central heating to a modern, insulated building our energy label improved from F to A+. In 2025 we will continue with this trend together with the facility manager.



McCoy



Social & Society

This is how we connect
work and world

MCCOY

MCCOY X JINC

"We're creating opportunities for your people in the Netherlands and in our turn, we learn from them" - Jacobien de Lange

MCCOY & AUTICON

"Together with Auticon we brought in unique IT talent and stress the importance of diversity" - Jordi van Lijssel

OTHER

- 7 social initiatives
- Donations to 85+ charities

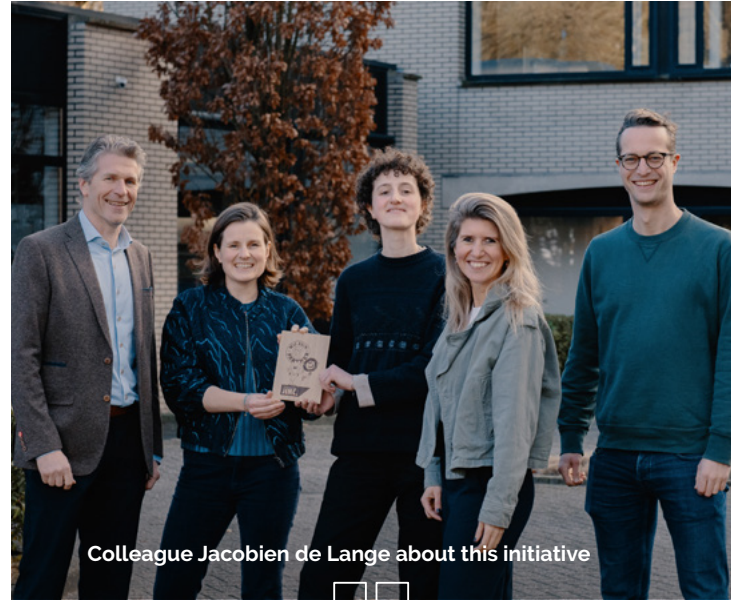
McCoy x JINC

Together we offer young people opportunities for the future

In 2024, JINC reached a record number of students, whose world became bigger and whose self-confidence grew thanks to the projects.

McCoy supports this goal in various projects:

- **1 student became 'Boss for 1 day' of McCoy.**
- **Our IT-professionals teach 21st century skills to primary school students from group 5 and 6.**
- **Primary school children and first-year secondary students join us for a lightning internship, where we spark their enthusiasm for automation.**
- **We provide job application training for final-year VMBO students.**



Colleague Jacobien de Lange about this initiative



"By working together with JINC, we help young people from socioeconomically disadvantaged backgrounds get a better start on the job market. As a regional partner for Eindhoven and Utrecht, we can contribute even more to equal opportunities for everyone. McCoy also learns from these young people, our lease bicycle initiative for example, comes from their input."

McCoy & Auticon

Creating space for neurodivergent talent

By collaborating with Auticon, we create job opportunities for specific groups who face more challenges in finding work. Talented autistic professionals have successfully carried out migration activities for one of our SAP S/4HANA implementation projects.

"Thanks to our collaboration with Auticon, we've brought unique IT talent on board. These professionals have carried out meticulous migration work for us, to the complete satisfaction of our end customer. This is how we demonstrate that diversity and social impact go hand in hand."



Colleague Jordi van Lijssel
on this collaboration:

Social procurement

Investing in extraordinary initiatives

This year again, McCoy invested part of its revenue in (local) social initiatives.

Four examples:

- In their Christmas gift, Friends of McCoy received Soekie, the social cookie. Made by participants who face barriers to the labour market.
- Fruitful Office delivered fresh fruit to our office all year.
- We ordered gifts at among others workshops echtWaar and MaxMints.
- We used external meeting rooms and hotel rooms at among others The Social Hub, Colour Kitchen and de Hooge Weide.





Donations to charity

From Christmas bonus to cans

During (internal) events we often make the connection with charity. That way we emphasize that there's more than just McCoy and that we care about the world around us. This really resonates with our colleagues.

Three examples:

- **McCoy four-day sports event:** donations to DCS (Dutch Cancer Society) and the Salvation Army.
- **Christmas bonus:** every year, colleagues get to choose whether they want to receive a gross bonus or if they want to give the double, tax-free amount to charity. In 2024 we supported 89 charities with approximately €50,000.
- **Canman:** at our office in Eindhoven we're collecting cans for charity. The first four collections of 450 cans were picked up by 15-year-old Sarah for the Banbanani foundation in South-African Phalaborwa.



This is how we look back on 2024

McCOY

We're looking back together on a year filled with milestones, success, and impact. McCoy can't help but feel proud of what we've achieved for and with each other. These milestones were especially meaningful to us:

- **98% of our colleagues rated McCoy as a Great Place to Work, with an average score of 9.5.**
- **Our new mobility plan makes it easier to choose sustainable mobility options.**
- **We made a difference for, and with, organisations like Auticon and JINC.**
- **We focused extra on four specific Sustainable Development Goals and actively championed them.**



6 ambitions for 2025

McCOY

- 1 To share the McCoy culture in an engaging and interactive way, we're developing a **culture game**.
- 2 We'll implement feedback from our colleagues gathered in the **Great Place to Work survey** into our operations.
- 3 We aim to obtain **additional environmental certifications**, such as ISO 14001, and achieve a higher score on the CO₂ Performance Ladder.
- 4 We're focusing on the **formal reporting** requirements set by the CSRD.
- 5 We plan to expand our partnerships with organisations that support people with **barriers to employment**.
- 6 In 2025, we will reinforce our commitment to our standard **CSR principles**.

M_cCOY

MCCOY-PARTNERS.COM