

## Ecosystem around health & wellbeing: recent real-life examples

### ***Newpharma***

- Newpharma delivers orders to **400 Colruyt and OKay pick-up points**, a delivery method that is very popular.
- Newpharma provides advice on **parapharmacy assortment planning** at **Colruyt** stores, and gives advice to **Dreambaby and OKay**.
- Launch of the free '**Relaxation by Newpharma**' app in 2023, developed with yoga breathing specialists of **Jims**. The app helps users relax in minutes with a combination of 3D animations, sounds, simple yoga and breathing exercises. The app fits seamlessly with the mission to make preventive healthcare more accessible.
- In May 2023, the **Newpharma Nutri-Test** was developed by a team of nutritionists. Based on dietary habits, mood and emotional balance, free online advice for food supplements is provided.
- The **skin-analysis test**: a free personal care service and advice for skin care.

### ***Jims***

- Personalised offer with **individual coaching and group classes**. This translates into a targeted offer for target groups such as beginners, frequent sportsmen and women, pregnant women, over-55s, etc.
- **Inclusion** is a strong pillar at Jims. Their partnership with Special Olympics Belgium is a case in point. The 88 participants of the national Olympics in Belgium train for free at Jims.
- **Sports camps** for children in cooperation with Dreamland.
- **Academy courses**: training courses for fitness instructors and personal trainers.
- Pre- and post-natal support programmes in cooperation with **Dreambaby** and with the support of gynaecologists.

### ***Colruyt Group Academy***

- A series of '**LifeTalks**': interactive webinars on topics such as healthy eating, self-care, building towards a sporting goal in a healthy way, the power of sleep, dealing with panic and anxiety, etc. with inspiring speakers on everyday, recognisable topics. They expertly talk viewers through things or explain how they tackled challenges themselves.

### ***Bio-Planet***

- **For 22 years Bio-Planet has been an expert on** healthy, organic food
- Launch of INTO: a free programme on **gluten- and lactose-free eating**.
- From 5 to 11 June, the **Diabetes Liga** helps people to have a more balanced diet through their '**Een Week Gezonder**' (**A Week Healthier**) programme. We support this new initiative to promote healthy eating through Bio-Planet and Colruyt Group Academy. The recipes of 'Een Week Gezonder' include several Bio-Planet recipes. And the online magazine explains how products are screened for sugars, salt and fats.

- Bio-Planet is one of the main partners of the **VeggieChallenge** where we inspire our customers with tips and dishes to eat more plant-based food.

#### ***For Colruyt Group workers***

- Colruyt Group offers **personal growth training** and development plans for workers. We are committed to continuous learning and development, with an extensive training offer around health: stress and resilience, how to stop smoking, start to run/start to walk, yoga classes, afternoon bootcamps, overcoming speaking in public, etc.
- **Footpaths** at the office sites to encourage more exercise together with Sport Vlaanderen.
- Jims launched a **pilot project to prevent injuries and accidents** of logistics staff by teaching them warm-up exercises and ergonomic lifting and hoisting techniques on the shop floor.
- '**Quiet rooms**' have been set up in our office buildings to allow our workers to retreat and unwind. Yoga and mindfulness sessions, among others, are also organised.

#### ***Xtra***

- The Xtra app allows customers to consult **product info and indicate their nutritional preferences**.