

Supporting the future: APG Europe becomes a 'business friend' of the Prinses Máxima Centrum Foundation

At APG Europe, we are adopting a balanced approach to sustainability and are taking steps to communicating our initiatives with greater transparency. In addition to enabling access to more sustainable, microplastics-free packaging solutions, we have also chosen to become 'Business Friends' with social foundations whose missions align with our values.

We are pleased to share that this year we provided financial support to the Kika foundation (Kinderen Kankervrij) in The Netherlands. In addition, we're proudly beginning in 2025 to serve as a *Zakenvriend* (Business Friend) of the Prinses Máxima Centrum foundation¹. Each year, for at least 5 years, we will provide financial support to further their mission of curing all children with cancer while maintaining the highest possible quality of life. The Foundation is instrumental in funding critical research initiatives, pioneering treatments, and family-centered care facilities not covered by health insurance.

"Creating a culture of health and wellbeing"
– Ronald van Haaften, Chief Executive Officer, APG Europe

Why we support the Prinses Máxima Centrum

Every year, around 600 children in the Netherlands are diagnosed with cancer. While 75% survive, 25% do not; amounting to 150 young lives lost annually. The Prinses Máxima Centrum is the only center in the Netherlands dedicated exclusively to pediatric oncology. Their integrated approach, where researchers and healthcare professionals work side by side, even in operating rooms, makes them uniquely positioned to improve survival rates and reduce long-term side effects.

Our donation helps fund:

- Research and innovative treatments
- Family support facilities like parent rooms and play areas
- Education and training in pediatric oncology
- Sustainability initiatives within the center, such as energy-saving measures and sustainable procurement

A sustainability perspective

As a company committed to sustainability and innovation, we recognize the irony that children, who contribute least to environmental degradation, are among the most vulnerable to its consequences. Emerging research suggests a troubling link between environmental pollution and the rising incidence of childhood cancers. For example, studies have shown that exposure to air pollutants and industrial chemicals may increase the risk of leukemia and other cancers in children².

"Our dedication to sustainability includes protecting the health and future of the next generation. Supporting the Prinses Máxima Centrum aligns with our commitment to the United Nation's Sustainable Development Goal 3: Good Health and Wellbeing. By nurturing better health outcomes, we are investing in a healthier future."

– Ana Cubero, Corporate Sustainability & Innovation Officer, APG Europe



¹ For more information about the incredible work of the Prinses Máxima Centrum Foundation and how you can contribute, please visit their official website: <https://foundation.prinsesmaximacentrum.nl/>.

² World Health Organization. (2018, October 29). Retrieved July 09, 2025, from More than 90% of the world's children breathe toxic air every day: <https://www.who.int/news/item/29-10-2018-more-than-90-of-the-worlds-children-breathe-toxic-air-every-day>; World Health Organization. (2024, October 24). Retrieved July 09, 2025, from Ambient (outdoor) air pollution: <https://www.who.int/news-room/fact-sheets/detail/ambient-%2Boutdoor%29-air-quality-and-health>