

Our Approach to ESG

Fix Price understands the importance of the ESG agenda and has succeeded in raising ESG awareness among its employees and stakeholders. In 2021, the Company conducted a thorough assessment of Fix Price's ESG practices. We then identified four key strategic priorities, which were approved by the ESG Committee, – and what we have dubbed the 4Ps: Product, People, Partners, and Planet. The Company charted a roadmap and is assessing initiatives that will enable it to carry out viable changes and contribute to these priority areas.

UN Sustainable Development Goals

When defining our 4Ps, we considered the scope for delivering on the Sustainable Development Goals (SDGs) established by the United Nations. Out of the total seventeen, we selected seven SDGs where Fix Price can deliver the largest impact and divided them into two groups: primary and secondary SDGs.

Primary SDGs

embrace three goals where Fix Price can make the biggest contribution:

SDG 8



Decent Work and Economic Growth

SDG 12



Responsible Consumption and Production

SDG 13



Climate Action

Secondary SDGs

comprise four goals that are still core priorities for us, but to which, due to the specifics of our business, we can only offer a more limited contribution:

SDG 2



Zero Hunger

SDG 3



Good Health and Well-Being

SDG 5



Gender Equality

SDG 10



Reduced Inequalities