

NEXEYE PUBLISHES SUSTAINABILITY AMBITION REPORT 2025, HIGHLIGHTING PROGRESS IN ACCESSIBLE EYE AND HEARING CARE

Gorinchem, 15 June 2026 – nexeye has published its *Sustainability Ambition Report 2025*, titled ‘*Scaling Growth, Creating Value*’. In the report, the European retail group shares its progress in making eye and hearing care more accessible and affordable, while continuing its expansion across Europe.


The report outlines how nexeye integrates sustainability into its daily operations, with a focus on four material themes: improving access to eye and hearing care, supporting employee development and well-being, and reducing its environmental footprint through more sustainable merchandising and operations.

Over the past year, nexeye has taken several steps, including strengthening partnerships with NGOs such as Kinderhulp and De Zonnebloem, introducing the Ciircle eyewear collection for children, rolling out a group-wide Diversity, Equity & Inclusion strategy, and gaining better insight into waste streams and operational efficiency.

“With our growth across Europe, our responsibility grows as well,” said Bart van den Nieuwenhof, CEO of nexeye. “For us, sustainability is an ongoing process: making care more

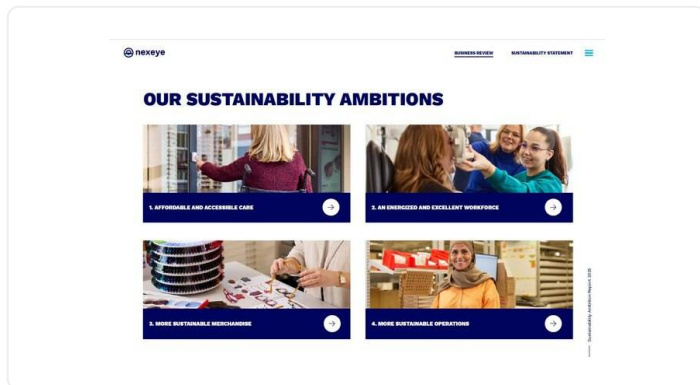
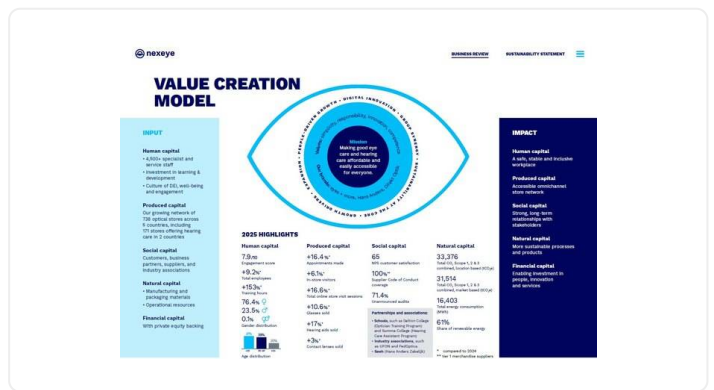
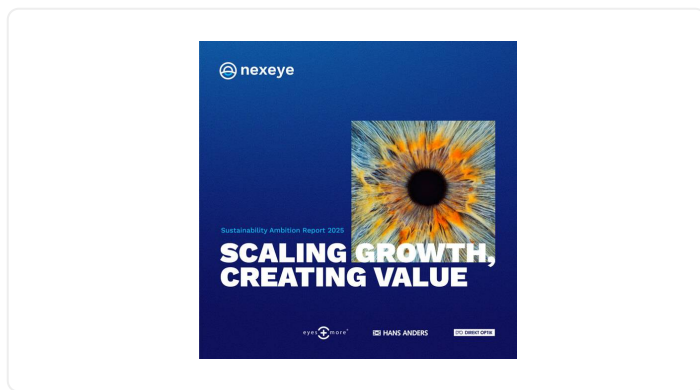
accessible, improving how we operate, and being transparent about our progress as well as the challenges we face.”

With the publication of this report, nexeye continues to build on its approach to transparent reporting and measurable progress. Sustainability remains an ongoing priority, focused on making conscious choices and further developing a responsible and future-proof business.



Nexeye Sustainability Report 2025.pdf

2.45 MB PDF document



About Nexeye

nexeye is an international optical retail group focused on providing accessible, high-quality eye and hearing care at affordable prices. With a strong portfolio of brands, nexeye serves millions of customers across Europe. The group combines scale and entrepreneurship with craftsmanship, innovation and a strong customer focus.

nexeye has a clear growth strategy and is strongly focused on international expansion in the coming years. Through autonomous growth and the continued rollout of its retail concepts, the group aims to grow to **1,000 stores across Europe**.

The brands of nexeye

Hans Anders was founded in 1982 and is the volume market leader in the Netherlands. The brand is known for its strong value-for-money proposition in eyewear, contact lenses and hearing solutions, and operates 394 stores in the Netherlands and Belgium.

The international expansion of nexeye is primarily driven by **eyes + more**. This retail concept differentiates itself through a strong, fashion-forward assortment, transparent fixed pricing and an accessible in-store experience. eyes + more makes eye care simple, stylish and affordable, appealing to a broad and international customer base. The chain currently operates more than 300 stores across Germany, the Netherlands, Belgium and Austria and continues to grow rapidly.

In Sweden, nexeye is also active with the optical retail chain **Direkt Optik**, which operates 33 stores.

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