



+ Charitable Giving Policy

Our commitment

Pentland Brands is committed to being a Positive Business that takes action for people and our planet. As part of this we strive to support charities and communities that resonate with our business, our brands, our employees and the parts of the world where we source our products.

We have committed to donate 1% of our net profit after tax to charity. This encompasses financial donations, pro bono support, and the value of donated product. It includes corporate partnerships, brand-specific partnerships, and local donations.

We focus our support on two areas that align with our Positive Business strategy framework, and with our commitment to contribute to delivery of the UN Sustainable Development Goals (SDGs):

1. **Inspiring people to be more active:**

Being more active can help to improve mental health, reduce the risk of obesity and related diseases, and support development and social cohesion.

Our commitment to 'inspire people to be more active' aligns with our Positive Business ambition to improve health, wellbeing and confidence through our products, and supports our commitment to contribute to delivery of SDG 3, 'Ensure healthy lives and promote wellbeing for all at all ages'.

2. **Empowering disadvantaged communities:**

We are a global business with a global supply chain, and we are committed to empowering disadvantaged communities – especially women – in the regions where we operate and where our products are made.

This aligns with our Positive Business ambition to enhance communities through our corporate, local and brand charity partnerships, and supports our commitment to contribute to delivery of SDG 5, 'Gender equality' and SDG 10, 'Reduced inequalities'.

Governance

All corporate and brand support for charities requires approval from the central Pentland Brands Corporate Responsibility (CR) team.

UK-based charities we support must be registered with the Charity Commission or the Office of the Scottish Charity Regulator. Charities outside the UK must be registered locally, or – where 'registered status' does not exist – be recognised as a reputable, non-profit organisation.

Charities we support should not have a political or religious affiliation. Exceptions may be made where the service provided by the charity does not discriminate on religious or political grounds, e.g. non-secular homeless shelters established by church organisations.

Financial support for charities

In line with our strategic focus areas, we have established corporate charity partnerships that aim to:

1. **Inspire young people in the UK to be more active**, including a focus on children from disadvantaged communities and children with disabilities.
2. **Empower people (especially women) in our sourcing markets to achieve their potential**, including a specific focus on working with our suppliers to engage their workforce and their communities.

We encourage our brands to support charities that complement their brand purpose and resonate with their consumers. Brand support for charities should preferably be aligned with our two strategic focus areas, although exceptions may be made (e.g. an outdoor brand supporting an environmental organisation).

We aim to work with charity partners over a number of years to provide stable income and help ensure project objectives are achieved.

For further information about our charity partnerships please see www.pentlandbrands.com/our-responsibility.

In kind donations

We donate our surplus and aged stock to charity. Product samples that have not been sold at staff sample sales are also made available for donation. This helps support people in need and is more sustainable than destruction or landfill.

Our primary product donation partner is In Kind Direct, which makes donated goods available to charities across the UK. Our brands should in the first instance offer any surplus, aged stock, or product samples to In Kind Direct. Where In Kind Direct is unable to accept a donation, our brands should discuss alternative donation channels with the Corporate Responsibility team.

On occasion our brands donate stock directly to relevant charities. In other instances we encourage charities seeking Pentland products to sign up as a beneficiary of In Kind Direct: <https://www.inkinddirect.org/charities/>.

Employee engagement

We are committed to enabling Pentland Brands employees to make a difference in the communities where we operate.

We have established a network of charity representatives based at each of our global locations, and have set aside a portion of our charity budget for donation to local charities chosen by our employees.

Everyone who works for Pentland Brands has the opportunity to take one day off each year to volunteer, either with their team or for a charity of their choice.

We promote opportunities to raise money for our corporate charity partners by taking part in challenge events, and we offer match-funding for employees fundraising for any charity.

Contact

For further information about our support for charities please contact charity@pentland.com.