

## SOCIAL VALUE POLICY

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We are passionate about providing superior quality sport and leisurewear and providing an exceptional service to our customers. We are equally passionate about sport and the benefits sport can provide to both physical and mental wellbeing. We engage with our customers to maximise social, economic, and environmental wellbeing in our communities.

Our objectives in respect of Social Value are:

- To provide opportunities for people in the communities in which we operate to access the skills required to gain employment.
- To demonstrate our commitment to diversity and inclusivity.
- To facilitate the personal and professional development of our employees, improving mental health and wellbeing and providing new skills.
- To monitor and reduce the impact of our business activities on the environment.

Our objectives can be achieved through commitment to our core principles across three key areas:

### **Employment and Training**

- As a Disability Confident business, we seek to:
  - o Challenge attitudes and increase understanding of disability.
  - o Draw from the widest possible pool of talent.
  - o Secure the highest-quality staff who are skilled, loyal, and hard working.
  - o Improve employee morale and commitment by demonstrating our commitment to diversity and inclusivity.
- Increase the knowledge, understanding and experiences of our employees by supporting continuous professional development providing new skills for the future.

### **Community Engagement**

- Support Scholarship and Hardship funding – Actively engage and provide benefit in the communities in which we work to help support young people from all backgrounds.
- Career Development Internships and Work Experience – Enable people from the communities in which we work to gain the skills required to access employment in the future.
- Brand Ambassadors – Collaborate with individuals to build knowledge and engagement within the communities in which we work.

### **Environmental, Social and Governance**

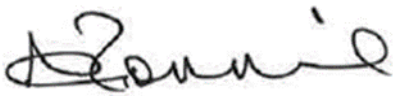
- Ensure adherence within our supply chain to our Code of Conduct in respect of fair labour practices, anti-corruption measures and other ethical standards.
- Measure, report, and reduce our carbon footprint in line with our carbon neutral commitments.
- Implement the Kukri Initiative in all our processes ensuring we utilise resources efficiently, reduce waste and maximise value.

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This policy has been approved by the board for the financial year to the end of January 2025 and will be reviewed annually.



Andrew Ronnie  
Group Chief Executive Officer