

Stakeholder Engagement and Section 172 Information

Topic	Aims	Actions
COLLEAGUES	<p>At Seraphine, we recognise that we are reliant upon the skills, experience, and commitment of our people to achieve our strategic goals. We understand the important role that the individual plays in creating a successful heritage and driving this forward to the future. We have invested in the HR structures that help and support our people on an ongoing basis.</p> <p>We are making great strides in developing our processes and practices to ensure that the foundations and building blocks that support all people-related matters are strong and fit for Seraphine’s future growth.</p>	<p>Our HR team conduct engagement focus groups on a regular basis. As Seraphine employees drive the company forward, they will all work within the values and behaviours framework as set out below:</p> <ul style="list-style-type: none"> - A council of employees, championed by a member of the Executive Leadership Team, has been established, which focuses on ensuring the group operates with an inclusive culture. - Seraphine understands that clear benefits and an equitable reward structure is central to attracting and maintaining talent. - The company formulates and continuously assesses health and safety documentation following the HSE guidelines. Regular risk assessments are conducted for high-risk categories and HR has been recognised as a driver of wellbeing within the business. - The company makes every effort to create and maintain such an environment, and are committed to being a business, in which equality of opportunity is a reality and in which every individual can seek, obtain, and continue employment without unfair discrimination. - We continue to look at ways to improve gender diversity. During this financial year, we successfully recruited several senior roles to help support the next growth phase of the company including a Chief Information Officer, Financial Planning & Analysis Director, Head of Legal & Company Secretary. Within our current workforce, women are well-represented throughout the Group, with nearly half of our plc directors and over 80% of our workforce being female. - We operate a discretionary bonus scheme and further share-based rewards as well as other benefits to attract, recruit and retain employees. - Our focus has been on providing employees with the relevant development tools to allow them to grow and promote within the business and within their roles.
CUSTOMERS	<p>Seraphine’s ambition to be with mums for the journey recognises that a positive customer experience is essential for ensuring that customers return to shop at Seraphine again.</p>	<p>By still maintaining a store presence in the US, France and UK we effectively engage with customers on a daily basis, listening to what they like and what they value about Seraphine and our products.</p> <p>In our digital partner stream, we engage regularly with customers discussing the performance of our products with them and learning what their own customers say.</p>

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GOVERNANCE	<p>We recognise the importance of and increasing consumer focus on sustainability, as well as the wider impact of the fashion industry on the environment. We are dedicating time and effort towards achieving responsible sourcing targets. By achieving this, we ensure that the care, attention, energy, and resources that go into our clothes are never wasted.</p> <p>Our mission is to accelerate progress utilising our new combined industry knowledge and expertise.</p>	<p>This year, we have re-established our Environmental, Social and Governance (ESG) sub-committee as our team has grown. This includes our Product Director and Chief Operating Officer. The ESG committee's objectives are:</p> <ol style="list-style-type: none"> 1. Re-establishing our ESG Governance and ensuring clear strategy and KPIs are in place for our expanding team with all stakeholders signed up to the journey 2. Committing to our net zero pledge and working towards our goal: 2050 3. Continuing our focus on sustainable product and longevity of design with increased use of planet friendly fabrics 4. Increasing company transparency of all sourcing with a focus on Tier 1 suppliers utilising the Higg Index to support this 5. Reducing the use of plastic throughout the business and ensuring we have recyclable options where it is required.
SUPPLIERS	<p>Seraphine is committed to collaborating meaningfully. We work with a wide range of suppliers and are proud of the close working relationships that we foster.</p>	<p>Seraphine offers fair payment terms and supports our suppliers with volumes that match our growth.</p> <p>Through partnership our suppliers have committed to the requirements outlined in the Responsible Sourcing Code of Practise ensuring the quality, fit, fabric performance and production meet the highest possible standards. Within this, we set strict chemical compliance regulations to follow within our Seraphine Supplier Code to ensure our products are safe for all markets, respect the environment and ensure adherence in respect of working conditions, remuneration, safe environment and zero tolerance to child or bonded labour. The Board has delegated responsibility to members of Seraphine's Executive Leadership Team and logistics and sourcing managers to regularly talk with our supply chain partners to problem solve any issues, share long-term strategies, and thereby cement lasting relationships.</p>