

Environmental Principles Statement

Our environmental principles are integral to our primary strategic objective: building a commercially and environmentally sustainable business that delivers value to all stakeholders. We are committed to achieving this objective by operating responsibly, legally and with due consideration to the impact our activities have on the environment. A critical part of this commitment is climate change mitigation through carbon emissions reduction. Our environmental principles reflect our direct marketing business model, which harnesses the appeal of promotional products to help customers build their brands and achieve their marketing objectives, as well as the important role of our supply chain partners in supporting our business and environmental journey.

Key principles for our business are outlined under the headings below.

Energy

We are committed to continuously working to improve the energy management of our facilities, through conservation, efficiency and shifts to renewable power where feasible. Our current sources of energy are natural gas for heating, and electricity for power and cooling; both are also used to power select production equipment. Our commitment is demonstrated by our setting of a near-term market-based science-aligned Scope 1 & 2 reduction target. This requires a reduction of 63% by 2035 from a 2024 base year.

Central to our energy commitment has been the investment of our onsite 4000+ panel solar array which currently contributes ~ 30% of our US electricity needs. We are working to maximize usage from the array and supplement with renewable energy certificates. We are committed to achieving and maintaining 100% renewable electricity by 2030.

Product

Our products make their way into the workplaces and homes of our customers, their team members and business partners. We therefore take seriously our responsibility to ensure that these products are made with care and consideration, including supporting the transition to more sustainable and lower-emission materials.

Emissions associated with the products we sell account for more than 80% of our carbon footprint, making product-related emission reductions central to our transition plans. Our assessment indicates that most of these emissions arise several tiers upstream, particularly during raw material extraction and processing. While this limits our ability to directly control outcomes, it reinforces the importance of using our influence where we can.

Given the upstream nature of these emissions, we are focusing our efforts on collaboration with supplier partners to support the adoption of lower-emission materials in the products we select for sale and marketing. This includes materials such as recycled polyester, steel and US-grown cotton.

Our Better Choices® programme provides the primary framework for guiding this work through our category management teams and supplier partners. In particular, items tagged in our Better Materials designation have a direct link to emissions reduction by helping us identify, promote and track products made with lower emissions and more sustainable materials such as recycled polyester and organic cotton.

For product categories that use paper and wood-based materials, we are committed to progressively increasing the proportion of goods sourced from suppliers with responsible forestry certifications, such as the Forest Stewardship Council (FSC), Sustainable Forestry Initiative (SFI) and Programme for the Endorsement of Forest Certification.

We place close attention on the evaluation, verification and ongoing monitoring of material and product claims, using established industry certification programmes such as Global Recycled Standard (GRS) and Global Organic Textile Standard (GOTS) where relevant. Our Better Choices® framework also guides the presentation of materials and certification information to customers, supporting factual, substantiated claims that align with applicable advertising regulations in our key markets.

Waste

We will continue to manage our waste in a responsible and compliant manner, with a focus on reducing waste generated by our own operations and increasing the proportion diverted to recycling and other landfill-avoidance programmes. We will also continue to give thought to the packaging used for our products, ensuring they are delivered safely and securely to customers while avoiding unnecessary packaging wherever possible. We will comply with all applicable local Extended Producer Responsibility (EPR) programmes.

Reporting

We are committed to reporting key environmental data via our Annual Report and Accounts in line with UK regulatory standards and best practice. This will include reporting on energy, greenhouse gas emissions, environmental risks and opportunities along with business metrics on our Better Choices® programme. We expect this to evolve in accordance with the UK Sustainability Reporting Standards (UK SRS) in the coming years. We are also committed in our US market to state level reporting, when in scope.

Governance

The Board has responsibility and oversight for the Group's environmental and climate change strategy, disclosures and reporting. At a management level, the Group Environmental Committee is responsible for the development and implementation of the strategy, these principles and associated activities through various operational teams.

This Environmental Principles Statement will be reviewed annually or in line with changes in the business.