

DIVERSITY, INCLUSION AND EQUALITY GUIDE

This Superdry Global Diversity, Inclusion and Equality Guideline sets out the approach of Superdry to diversity, inclusion and equality. This sits alongside Company's Board Diversity, Inclusion and Equality Policy, which sets out the Company's commitment to diversity, inclusion and equality for the Plc Board.

Our Ethos

Superdry believes that inclusiveness, diversity and equality are fundamental to long-term sustainable success. We are a global business that is fully committed to attract, include, empower and develop colleagues no matter their cultures, beliefs and backgrounds. We are aiming to build a team who have an extensive set of unique skills, experiences, talents and abilities.

We're not a traditional business. And we do not limit the definition of differences to race; ethnicity; gender; religion; disabilities; age or sexual orientation. Our definition is wider and more encompassing as we think it's more relevant in today's society. We aren't isolating ourselves from any important definitions, but acknowledging that true healthy diversity encompasses individuals with different opinions, socioeconomic and social backgrounds and many other factors.

Being authentic and being 'real' is a core part of everyone who works at Superdry. So, our working definition of diversity means 'unique perspectives'. Because our ambition is to build a team full of passionate colleagues with unique perspectives regardless of backgrounds, personal beliefs or any other individual characteristic. We know that the more perspectives we have, the better the decisions. The better the decisions, the better experience for our consumers. The better the experience, the bigger the Brand. 'Difference' brings strength and success.

Inclusion allows diversity to stick. Our inclusive culture, underpinned through our Superdry Core Values and Behaviours, embraces our colleagues '**unique perspectives**' creating a genuine sense of belonging and giving everyone an equal voice and equal opportunities.

Our approach, expectations and commitment to Diversity, Inclusion and Equality are clearly set out below:

Our Approach

Superdry is clear on the Diversity, Inclusion and Equality practices it embodies and the type of environment it seeks to build. Superdry takes a zero-tolerance approach to discrimination or less favourable treatment of our colleagues, contractors, job applicants, third party suppliers or any other person in any way linked to us. Whether directly or indirectly, on the grounds of colour, race, nationality, ethnic origin, religion or belief, sexual orientation, gender, gender reassignment, marital, or family status, disability, trade union membership / activity, or age. Zero tolerance also applies to bullying, harassment, victimisation or intimidation and racism. **And zero means zero.**

Our Expectation

Our expectation is for every single one of us to role model our Superdry Core Values and Behaviours which help encourage 'unique perspectives' and building an inclusive culture. This expectation is non-negotiable.

Our Ambition

Every one of Superdry's colleagues pledge to work together to ensure that they actively promote an inclusive, diverse and equal environment. Every single leader is accountable for ensuring equal opportunities and resources for every single colleague while upholding the behaviours, values and practices expected within Superdry.

We aim for 100% of our colleagues; partners or anyone else who works for us to strongly believe that Superdry is a diverse, inclusive and equal environment; where people are encouraged to be themselves and treated with respect.

Our Commitments 2020 - 2021

Superdry is committed to carrying out the following actions in pursuit of an ever more diverse and inclusive team. We commit to:

- Using a clear talent framework to focus on getting the best out of every single colleague and build personal growth through clear priorities; feedback and understanding future potential;
- Collect and monitor diversity data in every application in FY21 for all markets¹ and report on this transparently across the entire Group;
- Collect and report on the diversity data of existing employees in 2020
- Annually publish internally and externally our Gender Pay report focusing the gender diversity;
- Only partner with external search firms who can ensure a diverse talent pool of candidates is reached and that they have signed up to the voluntary Code of Conduct on diversity & best practice (or the international equivalent);
- Embed the Superdry Core Values and Behaviours during the onboarding process to ensure everyone is on the same page and respects our core beliefs;
- Train out unconscious bias to avoid discriminatory decisions and outcomes in practices such as recruitment, selection, learning and development, promotions and terms and conditions of employment (including remuneration);
- Ensure a diverse, inclusive and equal ethos is featured during the relaunch of our global talent development process.

¹ Where legally allowable

- Remove irrelevant personal information for applicants to ensure it's not used during the first stage recruitment processes limits the propensity for any bias decisions;
- Working with our colleague engagement groups (Superdry Voice and others) to actively gain feedback on our approach to Diversity and Inclusion and Equality and use their feedback to influence our actions;
- Listen to our workforce by regularly asking them how we can be better and to give us feedback on how we're doing. Transparently publish these results for everyone to see;
- Always recruit taking into account our values; behaviours and potential; Selecting the best candidate for the role;
- Make reasonable adjustments to accommodate a new or existing colleague, or anyone else we work with that has a pre-existing disability or develops one whilst working with us;
- Encourage flexible working at every Head Office environment in reflection of creating a healthy home/life balance and ensuring the safety and wellbeing of our colleagues;
- Have straightforward and simple policies that give colleagues a clear process for raising a concern regarding anything to do with diversity inclusion, or equality issues they see or experience. And clear outcomes for any individual who is deemed to be in breach of our standards;
- Publishing a whistleblowing policy and safe call line to allow concerns to be raised anonymously if colleagues are uncomfortable and spot serious issues which can't be raised to their local management;
- Always follow through on our non-negotiable expectation that colleagues will show mutual respect and help to build our diverse, inclusive and equal culture. Any breach could lead to disciplinary action up to and including dismissal.

This policy is relevant for all Superdry colleagues. No matter where you work, what you do, or who you are. It doesn't form part of your contract of employment and we can choose to amend it at any time.

Our guidelines above fall under ***Grow Future Thinking***

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