

Stakeholder Engagement

Stakeholder	Why it is important to engage	Ways we engage	Stakeholders' key interests
Customers	Understanding our customers' needs and behaviours allows us to deliver relevant products and services, retain customers and also attract new ones. It also identifies opportunities for growth.	<ul style="list-style-type: none"> • Satisfaction surveys • Rewards • Commercial website • Social media engagement 	<ul style="list-style-type: none"> • Value for money • Customer service • Convenience • Range
Colleagues	Interactions with our colleagues are the main ways that customers experience the brand of the Company. Our colleagues are fundamental to the achievement of our customer experience ambitions and are the cornerstone of our service and services proposition.	<ul style="list-style-type: none"> • '3-Gears' training programme • Listening: surveys and colleague groups • 'Accelerate' management development courses • Recognition and reward • Apprenticeship programme 	<ul style="list-style-type: none"> • Career opportunities • Pay and conditions • Training and development • Innovation • Colleague engagement
Suppliers	Engaging with our supply chain means that we can ensure security of supply and speed to market. Our brand relies heavily on the high standards of our carefully selected suppliers, in order for us to deliver market-leading products and services.	<ul style="list-style-type: none"> • Far East trading office developing mutually beneficial relationships • Logistics efficiencies and environmental management • Supplier conferences • Infrastructure 	<ul style="list-style-type: none"> • Quality management • Cost efficiency • Ethical Trading policy
Investors	As a publicly listed company we need to provide fair, balanced and understandable information to instil trust and confidence and allow informed investment decisions to be made.	<ul style="list-style-type: none"> • Annual reports • RNS • Annual General Meetings • Investor presentations • Corporate website • One-on-one meetings 	<ul style="list-style-type: none"> • Future-oriented information • Risk information • Operating and financial performance • Dividend • Access to Management
Communities	Ensures continued viability of the business into the long-term. We aim to contribute positively to the communities and environment in which we operate.	<ul style="list-style-type: none"> • Community investment initiatives • Media channels 	<ul style="list-style-type: none"> • Impact of Group activities on the wider community
Media	Ensures transparency of information on the business. As a business-to-consumer company, we need strong omnichannel exposure to connect with customers and our wider stakeholder audience.	<ul style="list-style-type: none"> • Product videos and peer reviews • TV and radio advertising campaign • Email and PR customer engagement • Improving Twitter, Facebook and Youtube content 	<ul style="list-style-type: none"> • Reliable range, product and pricing information • Transparency of reliable and timely Group information
Government	Policies and regulatory changes may provide opportunities and pose risk to our operations. Working closely with the Government ensures that our products and services evolve.	<ul style="list-style-type: none"> • Cycle to Work policy campaigning • DAB Radio working groups • Driver training and vehicle safety enhancements • Engaging with VOSA, DVLA, TSI, ASA and HSE 	<ul style="list-style-type: none"> • Transport policies and schemes • CO₂ reduction strategies



i Fast Fact*


Nearly 50%

of Retail store management vacancies filled internally

i Fast Fact*

CSR Achievements

we won Retail Week's "CSR Initiative of the Year" for our work at Onley prison

 Read more on [Corporate Social Responsibility](#) on pages 30 to 35

