



WORKING RESPONSIBLY WITH COMMUNITIES AND OTHER STAKEHOLDERS CONTINUED

Customers

Customer services

We operate with a customer centric focus and therefore make customer service a priority and support our customers in a number of ways including:

Order processing

We have a dedicated team who process and check customer orders for accuracy to ensure they receive the right goods at the right time. We have recently successfully implemented automated ordering processes, which now accounts for c.67% of all orders received, and has significantly reduced the number of processing errors.

Issue resolution

When customers raise an issue, it is categorised in relation to the impact for the customer, with actions taken to resolve within agreed timeframes. As part of our issue investigation process, we conduct thorough root-cause analysis to determine how the issue arose, the underlying causes and how we can mitigate or eradicate the issues going forward.

Relationship management

All of our customers now have a dedicated Relationship Coordinator at Eurocell, who conducts regular reviews of our performance with our customers, providing a more proactive and personalised service.

Quality

In terms of quality, our focus has been on implementing key principles of quality management and measuring systems. These are captured in our customer-focused Quality Policy Statement and Commitment, which reflects the way we aspire to work at Eurocell.

Policy statement and commitment

At Eurocell we believe that achieving the highest standards of product and service quality is essential to our continuing success as a market leader.

Our quality aim is simple: to totally satisfy our customers. Our vision for quality is to create an operation in which we get things right first time, every time. These commitments are critical to our continuing success and a key element of our corporate value of putting our customer first.

We can only achieve our vision if every person in the company commits to playing an active role in improving the quality of our products and services; and to fulfilling their responsibilities.

We will continually work to improve our performance and ensure compliance with ISO9001 and the other quality standards to which we are accredited. We will operate clearly defined systems and procedures and will work closely with our customers to address concerns and resolve complaints. We will also provide the necessary instruction, training, guidance and commitment to ensure that all colleagues are able to play their part in continually raising Eurocell standards of product and service quality performance.

Suppliers

Ethical and sustainable sourcing

We are committed to the continuous development of supplier relationships, that support our ethical, and sustainability expectations; working in partnership to deliver a responsible value chain. Eurocell is committed to building relationships with partners that support and evolve with us, as we form the basis of our commitment to responsible sourcing. To support this we have established supplier pre-appointment checks to evaluate the environmental and humanitarian impact of our products and supplier base.

As part of our continuing commitment to legal compliance and protecting our environment we ensure that all relevant raw material suppliers are compliant with current regulatory and industrial standards. This includes compliance with the Registration, Evaluation, Authorisation and Restriction of Chemicals regulation ('REACH'). We continually monitor supplier performance to ensure they meet our quality and environmental standards.

We are also committed to paying our suppliers on time in accordance with agreed terms of business. We have a loyal supplier base, of which a significant majority have been suppliers to Eurocell for many years. All supply and tender agreements include the following statement:

"The supplier advocates the principles of Corporate Social Responsibility and requires a serious approach to Sustainability (including Economic, Social and Environmental considerations) issues from its value chain and partners."

In addition, all our suppliers are required to confirm their commitment to:

- Protecting the environment as it relates to these activities at a global and local level.
- Respect for fundamental human rights.
- Enforce ethical and legal trading rules with regards to anti-bribery and corruption.
- A system of internal and external reporting which matches espoused values.
- A proactive approach to the innovation of sustainable practices and products.
- Recognition that all businesses have a responsibility to be a good neighbour and accept their active role within the communities in which they operate.
- An ethical approach to managing and maintaining all purchasing activities.

Our Head of Procurement is tasked with overseeing and managing supplier relationships and a value chain that delivers shared value, in an ethical and sustainable manner.