



# Equality & Diversity

At Superdry we are proud to say our approach and beliefs around diversity and inclusion are simply part of the way we work. Trust and respect for each other sits at the heart of how we go about delivering business results every day and we are committed to ensuring our work environment is free from discrimination, harassment and bullying in any form. Regardless of background, personal beliefs or any other defining factor; we instinctively know that our success depends on having talented people with the right skills, experience and approach to work. Indeed in order to help us drive innovation we actively seek out people with a range of different views and perspectives. What is important to us is that we have a place of work where people feel they can be at their best; and where we gather a rich diversity of minds and experience around the table to think through and solve the exciting challenges we face every day.

## Why are we concerned with equality and diversity?

Whether you are a job applicant, existing team member, contractor or working with us as part of a 3<sup>rd</sup> party supplier we are committed to ensuring you are not treated differently, suffer discrimination, harassment, bullying or victimisation because of your:

- Gender
- Sexual preference or orientation
- Religion or belief
- Marital or civil partnership status
- Age or perceived age
- Race, colour, nationality, national origins or ethnic origin
- Disability
- Working hours
- Trade union membership/activities
- Role as a Health and Safety representative
- Spent convictions
- Educational background or upbringing

Some of these reasons for different treatment are unlawful, others are simply not how we do things round here. Either way we regard them as unacceptable.

## How do we achieve equality and diversity?

Our culture, 'the way we do things around here' and the way we all behave is the most important factor in ensuring we are a diverse organisation where everyone feels treated fairly. Each and every one of us has a role to play in maintaining this culture. If you find yourself in a situation that you feel isn't aligned with our ways of working then be a change agent, talk about it and help bring others round to our values.



Here are some of the other ways in which we aim to achieve and monitor equality and diversity at Superdry:

1. Our people policies and practices are designed in such a way as to avoid actions or outcomes that are driven by some form of unfair discrimination. These include how we recruit and select for internal or external appointments, decisions to promote a team member and terms and conditions of employment.
2. Learning and development opportunity is based on your passion, drive, capability and capacity to take on more.
3. Remuneration including pay, benefits and shares are based on the size of your job role, the market norms for that job, your contribution and ongoing performance not on any other unfair form of bias.
4. When designing processes we consider ways in which indirect discrimination might occur and take steps to avoid these wherever there is not a business reason for doing so. For example asking for a minimum number of years' experience may be considered to be indirect age discrimination; however if we need that level or experience then it can be justified.
5. We care about your contribution and performance not how old you are and so Superdry does not have a compulsory retirement age. Retirement is managed in just the same way as any type of resignation.
6. We will always do our best to make reasonable adjustments to accommodate a candidate or team member with a disability or a team member who becomes disabled during their employment. Adjustments can take many forms including a change in working hours, duties or even providing special equipment such as a bespoke chair, desk or computer software. Whatever it is we prefer to sit down and talk through both your and the business' needs; and agree a way forward that is right for you, your team members, customers and Superdry as a whole.
7. We aim to have a culture in which team members feel able to raise concerns openly and honestly with their team members or manager. This way, when issues arise, they can be addressed quickly and informally. Sometimes this is not possible and we therefore have a grievance procedure which provides a more formalised structure and process to raise, investigate and resolve concerns. In situations where you feel unable to raise your concern within Superdry we also have a Safe Call service which allows concerns to be raised directly to an independent organisation, even anonymously if necessary. We always aim to investigate a



concern quickly, thoroughly and without bias.

8. We collect diversity data from job applicants and through our regular team member engagement survey (Supersay), in order to monitor the effectiveness of our equality and diversity policy; and to meet our legal obligation to provide anonymous data to government organisations.
9. We monitor and publish diversity data in our annual report.
10. If necessary we may take disciplinary action, up to and including dismissal, should a team member behave or act in a way which is in breach of this policy.

This guidance is relevant for all Superdry team members. It doesn't form part of your contract of employment and we can choose to amend it at any time.

**Updated: March 2018**