

**SUPERDRY**  
Ways of Working



冒險魂  
SUPERDRY®

## **Going The Extra Mile Is Part Of Life**

From time to time we are all expected to 'Go the Extra Mile'. We've been successful because we have a history of working hard and going above and beyond. That's life at Superdry. Especially in the current environment and the retail sector, and we need people to roll their sleeves up and get stuck in. We believe that we're part of an amazing brand. This requires some sacrifices, but at the same time, we get a lot back. It's a two-way relationship.

## **Collaboration, Not Isolation**

We're a business that thrives on energy and collaboration to fuel creativity. And creativity is the lifeblood of Superdry. So teams must work together to establish the times they are required to work, and what is required of them. Think very carefully about the Superdry family and what others might need. We do expect a 'reasonable' level of presence from each team in the office during the office opening hours of 8 - 6. How each team manages this is up to them, and leaders have the ultimate discretion.

Remember, collaboration is a two-way street. It's a team members responsibility to ensure they're available when needed, and don't miss out on crucial information and updates.



## **Work Smart**

We prefer smart working, so care more about the outcomes you deliver and whether you're working effectively than how many hours you put in. Our performance management system gives everyone the structure to be clear about what priorities they have and how they are linked to our business goals in a fast-paced environment. Everyone should know where they stand at all times. We're a business judged on results, and these are about the quality and impact of what you deliver.

## **No One Size Fits All**

We know some people have different preferences and would prefer to work early, late or something in between. Not everyone is a night owl after all, and we know people have a life outside of work. For us, a full day is 7.5 hours for full-time employees in the UK. How individuals work and apply their hours is up to a team member and their manager based on their needs and the needs of the business. We treat everyone like adults and trust everyone to find the best way to get the job done, in partnership with their team and peers. Sometimes this means going over and above.

If this isn't working, then speak up. Equally, if we don't believe it's working for the business, and we're not getting the collaboration, results or creativity we need, we'll change it.