

## GFG's Primary Stakeholders & Engagement Methods 2022

STAKEHOLDER	HOW WE ENGAGE	KEY EXPECTATIONS
INVESTORS	<ul style="list-style-type: none"> <li>● Annual General Meeting</li> <li>● Annual and Interim reports</li> <li>● Press releases and external publications</li> <li>● Ad hoc announcements</li> <li>● GFG website and regional websites (ZALORA, The ICONIC and Dafiti)</li> <li>● Capital markets days</li> <li>● Investor briefings and ad hoc meetings</li> <li>● Sell-side meetings</li> <li>● ESG ratings</li> </ul>	<ul style="list-style-type: none"> <li>● Long term value creation</li> <li>● Sustainable business model and supply chain</li> <li>● Workforce diversity</li> <li>● Business succession planning</li> <li>● Commitment to climate action</li> <li>● Risk management</li> <li>● Corporate governance and board effectiveness</li> </ul>
BOARD MEMBERS	<ul style="list-style-type: none"> <li>● Annual General Meeting</li> <li>● Board and Committees meetings</li> <li>● Annual report</li> <li>● Financial audit process</li> <li>● Press releases and external publications</li> <li>● Ad hoc announcements</li> <li>● GFG website and regional websites (ZALORA, The ICONIC and Dafiti)</li> </ul>	<ul style="list-style-type: none"> <li>● Compliance with relevant laws and regulations</li> <li>● Business strategic direction and purpose alignment</li> <li>● Corporate governance</li> <li>● Transparency</li> <li>● Financial and sustainability performance</li> </ul>
EMPLOYEES	<ul style="list-style-type: none"> <li>● Town halls/All Hands/Live Streams</li> <li>● Employee Engagement surveys</li> <li>● Wellbeing &amp; Diversity committees &amp; forums</li> <li>● Internal communications / newsletters</li> <li>● Internal Social Platforms (Workplace, Employee Portals, Slack)</li> <li>● Learning and development opportunities and engagement workshops</li> <li>● Continuous conversations and feedback loops</li> <li>● Team building &amp; social connections activities</li> <li>● Employment-related policies</li> </ul>	<ul style="list-style-type: none"> <li>● Career and growth development</li> <li>● Learning and development opportunities</li> <li>● Active involvement in GFG sustainability initiatives</li> <li>● Ability to align personal values with organisational purpose</li> <li>● GFG as a employer committed to diversity &amp; inclusion, ethics and sustainable values</li> <li>● Visible Health &amp; Safety Culture &amp; policies (including mental health support)</li> </ul>
CUSTOMERS	<ul style="list-style-type: none"> <li>● GFG website and regional websites (ZALORA, The ICONIC and Dafiti)</li> <li>● Customer service (Email, chat, phone)</li> <li>● Social media (Facebook, Instagram, LinkedIn)</li> <li>● Brand survey</li> <li>● Sustainability behaviour survey</li> <li>● Press releases</li> <li>● Marketing campaigns</li> <li>● Pop up shops</li> </ul>	<ul style="list-style-type: none"> <li>● Product quality</li> <li>● Product end of life</li> <li>● Products align with environmental and social expectations</li> <li>● Environmental impacts of packaging</li> <li>● Transparency of product information (e.g. factory origin, materials)</li> </ul>

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OWN BRAND SUPPLIERS	<ul style="list-style-type: none"> <li>● Training programmes</li> <li>● Supply chain audit</li> <li>● Supplier conferences</li> <li>● Factory visits</li> <li>● Supplier questionnaires</li> <li>● Policy and manual distribution</li> <li>● Contract negotiations</li> </ul>	<ul style="list-style-type: none"> <li>● Compliance with GFG requirements</li> <li>● Corruption free and transparent supply chain</li> <li>● Occupational health and safety</li> <li>● Long term relationships</li> <li>● Commercial terms and planning</li> <li>● Responsible purchasing practices</li> </ul>
BRANDS	<ul style="list-style-type: none"> <li>● Quarterly Business Reviews</li> <li>● Ad hoc meetings</li> <li>● Engagement surveys and questionnaires</li> <li>● Brand summit</li> <li>● Contract negotiations</li> <li>● Press releases</li> <li>● Website</li> </ul>	<ul style="list-style-type: none"> <li>● Long term relationships</li> <li>● Compliance with GFG requirements</li> <li>● Brand promotion</li> <li>● Commercial terms and planning</li> </ul>
SUPPLY CHAIN EMPLOYEES	<ul style="list-style-type: none"> <li>● Supply chain audit</li> <li>● Independent grievance mechanism</li> </ul>	<ul style="list-style-type: none"> <li>● Occupational health and safety (including mental health)</li> <li>● Working hours</li> <li>● Wages and benefits</li> </ul>
THIRD PARTY LOGISTIC PARTNERS AND OTHER BUSINESS PARTNERS	<ul style="list-style-type: none"> <li>● Engagement surveys and questionnaires</li> <li>● Ad hoc meetings</li> <li>● Due diligence and audit</li> <li>● Contract negotiations</li> </ul>	<ul style="list-style-type: none"> <li>● Long-term relationships</li> <li>● Compliance with GFG requirements</li> <li>● Commercial terms and planning</li> </ul>
LOCAL COMMUNITIES	<ul style="list-style-type: none"> <li>● Charity partnerships and joint initiatives</li> <li>● Donations of money or goods</li> <li>● E-donation via GFG platforms</li> <li>● Employee volunteering</li> <li>● Public support of critical issues in GFG social media and marketing campaigns</li> <li>● Access to expertise, skills, and knowledge to support community programmes</li> </ul>	<ul style="list-style-type: none"> <li>● Align business with community issues</li> <li>● Expand reach and education on community issues</li> <li>● Provide access to resources for communities represented</li> <li>● Social protection</li> </ul>
NGOS, CIVIL ORGANISATIONS AND CAMPAIGNERS	<ul style="list-style-type: none"> <li>● Multi-stakeholder groups</li> <li>● Ad hoc meetings</li> <li>● Surveys &amp; Questionnaires</li> <li>● Memberships</li> </ul>	<ul style="list-style-type: none"> <li>● Long term relationships</li> <li>● Social impacts including supply chain working conditions</li> <li>● Traceability</li> <li>● Transparency</li> <li>● Purchasing practices</li> <li>● Environmental impacts including climate change</li> </ul>
GOVERNMENT, REGULATORY AND INDUSTRY BODIES	<ul style="list-style-type: none"> <li>● Initiatives that support small &amp; medium enterprise in ecommerce</li> <li>● Multi-stakeholder working group participation</li> <li>● Reporting</li> <li>● Direct dialogue and meeting</li> </ul>	<ul style="list-style-type: none"> <li>● Compliance with relevant laws and regulations</li> <li>● Transparency</li> <li>● Workers rights protection</li> <li>● Customer rights protection</li> </ul>

For details about how we respond to stakeholder feedback gathered through these channels please refer to our website and our annual People & Planet Positive publications.