



Modern Slavery and Human Trafficking Statement

1st September 2021 - 31st August 2022

This statement is made in accordance with Section 54(1) of the Modern Slavery Act 2015 and constitutes Freddie's Flowers modern slavery and human trafficking statement for the financial year 1st September 2021 - 31st August 2022. It declares Freddie's Flowers' zero-tolerance stance on all forms of modern slavery and human trafficking and outlines the steps being taken to ensure their eradication from the business and its supply chains.

Our Business

Freddie's Flowers is a fast-growing direct-to-consumer flower subscription service, currently based in the UK and Germany. Alongside flowers, our UK service encompasses an online shop which offers a selection of products to help customers get the most out of their arrangements. Our head office is located in Battersea, South-West London, and our warehouse is located in Heston, Hounslow.

The majority of our flowers are sourced from the UK and the Netherlands as well as flowers coming from further afield, primarily Kenya. Our flowers' packaging and printwork is sourced from the UK and Europe, and the shop products (a range of vases, secateurs and flower pressing apparatus) are sourced from the UK, Europe and East Asia.

Our Policies

Freddie's Flowers continually reviews and updates its policies via its People and Culture function with sign off stages always including our Board of Directors. We have policies in place that are intended to provide clear guidelines and rules on how we tackle modern slavery. These policies are aimed internally for our employees as well as externally towards our suppliers.

Our Speaking Up (Whistleblowing) policy endeavours to emulate best practice in whistleblowing arrangements and we genuinely promote and support our staff in escalating any concerns, and by responding appropriately when they do. We provide examples to our team of what might be considered a legitimate concern that should be raised and how they should go about doing so. We confirm that concerns will remain confidential and offer an anonymous form that they can complete if they do not want their identity disclosed to management or HR.

Freddie's Flowers also has a Grievance Procedure which details how individuals in the business can raise a complaint or grievance. This policy ensures that if said complaints and grievances are raised, they are addressed thoroughly and fairly. If the complaint or grievance relates to an employee's conduct, this will be handled via the company's Disciplinary Procedure.

We also have an equal opportunities policy which sets out the duties of the Company and all of its

staff and representatives concerning Diversity, Inclusion and Equal Opportunities. It covers how we ensure equal opportunities, and eliminate discrimination, in our terms of employment and our recruitment & selection processes. It provides information on what would be considered discrimination, how employees can escalate this and how the business will respond.

Freddie's also asks all of its suppliers to acknowledge its Supplier Code of Conduct. This asserts our intentions to combat modern slavery and our suppliers obligations to do the same. Specifically, the code of conduct includes sections on: No Child Labour, No Discrimination, No Precarious Employment, Fair Remuneration and Living Wage, Decent Working Hours, Occupation Health and Safety and more.

Due Diligence and Risk Management

In 2020, we became members of the Floriculture Sustainability Initiative (FSI) which unites key stakeholders in the floriculture sector to drive forward sustainable change. Using the Amfori BSCI Countries' Risk Classification, the FSI has designated Kenya a country of 'high risk'. According to the FSI's Monitoring Protocol, growers in countries labelled as high risk are required to hold at least one social standard or certification which has been benchmarked against the Global Social Compliance Programme's (GSCP) social criteria. In line with this, all of our Kenyan growers are affiliated with either the MPS-SQ Standard, the Fairtrade Standard or the Kenyan Flower Council Silver Standard.

As part of the FSI's ambition to develop a transparent and responsible supply chain by 2025, all members have committed to sourcing at least 90% of their flowers sustainably and ensuring that farm workers in the developing world receive fair compensation for their work. To further the latter objective, we have been involved in the initiative's Living Wage 'working group'. Its purpose is to design scenarios (solutions and strategies) aimed at closing calculated living wage gaps on floriculture farms through chain-wide stakeholder collaboration. This includes a 'Living Wage chain pilot' which aims to identify barriers and opportunities for the practical implementation of a living wage in developing countries.

Next Steps

This year, we have launched a partnership with Women Win. Women Win supports all girls, women & non-binary people. Internationally, they support those from minority and underrepresented communities such as black, indigenous, mestizas, people of colour, and LGBTQI+. We are partnering with Women Win through our project Draw the Line to support all girls, women & non-binary people across the Flower Supply Chain, particularly our Growers.

Draw the Line is an initiative that responds to the need for Safeguarding in the Supply Chain and on our Flower Farms. The project aims to create an atmosphere where women feel free to express themselves, exercise their rights, and are not afraid to speak up. Their responses help us to prioritise actions for support over the coming months, using our donations, which Women Win help us to implement.

This year, we also developed a supplier code of conduct based on key risk areas within the floral industry. This asserts our intentions to combat modern slavery and our suppliers obligations to do the same. We continue to share this with any new suppliers and work with our current suppliers on its implementation.

Due to existing employment law in Europe, we have so far identified our European growers as 'low risk'. We plan to consolidate this viewpoint by reviewing the social standards held by our European growers, working closely with our European wholesalers to ensure that their procurement processes align with our procurement policy.

This statement was reviewed and approved by the Board of directors on 16th December 2022.

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Edward Bell
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Edward Bell
CEO