Sustainability Policy Statement

UK Greetings is the UK and ROI's market leading direct-to-retail publisher, manufacturer and importer of greetings cards and associated social expression products. Based in West Yorkshire and Farnham, we are suppliers to all key distribution channels including major supermarkets, high street specialists, independent UK & international retailers. Our activities include the design and publication of greetings cards and giftware, conversion of wrapping paper, importer of greetings cards and associated social expression products, and finally the despatch of products using haulers from our distribution centres.

We recognise that our social, economic and environmental activities are interconnected and that effective environmental management is fundamental to sustainable development. We are committed to protecting the environment and to the continual improvement of our environmental management system and environmental performance. The 17 Sustainable Development Goals (SDGs), also known as the Global Goals, support the Company's wider sustainability agenda towards 2030.

In particular we are committed to ensure:

- Senior management and supervisory staff are responsible for the implementation of this policy, ensuring that environmental considerations are integrated into our business decisions and that appropriate resources and responsibilities are established to support our environmental management system.
- Through our environmental management system, we are committed to continual improvement of the system to enhance our environmental performance. This policy provides a framework for setting and reviewing environmental objectives and targets, informed by our organisational context, environmental aspects, compliance obligations, risks and opportunities, and relevant Sustainable Development Goals. Our priorities include:
    - Waste prevention and minimisation, efficient and sustainable use of materials, energy, water and other natural resources, and working towards a circular economy.
    - Avoiding unnecessary packaging through sound design and collaboration with our retail partners.
    - Managing waste in a responsible manner within the duty of care framework.
    - Promoting sustainable forms of transport and reducing greenhouse gas emissions associated with our transportation and distribution activities.
    - Reducing greenhouse gas emissions through the effective use of space, utilities, goods and services; maintaining our commitment to procure 100% renewable electricity; supporting science-based targets towards net zero; and considering climate change mitigation, adaptation and resilience within our activities and decision-making.
- Protecting the environment, including preventing pollution, conserving natural resources, addressing climate change mitigation and adaptation, and protecting biodiversity and ecosystems where relevant to our context. We will meet our compliance obligations and other commitments applicable to our environmental aspects, products, services and activities.
    - Operating responsible sourcing and design policies to reduce environmental impacts across the life cycle of our products and services. We will consider impacts that we can control or influence, including design, sourcing, manufacture and conversion, packaging, distribution and end-of-life. This includes sourcing paper used in our finished products from responsibly managed forests certified to a recognised standard, improving product recyclability and seeking to reduce adverse impacts on biodiversity and ecosystems.
- Engaging in two-way dialogue with suppliers, contractors, customers and other relevant interested parties to understand and, where we can control or influence them, improve environmental impacts across our value chain.
- Maintaining effective internal and external communication on relevant environmental matters and ensuring this policy is communicated within the organisation and available to interested parties.
- This policy, together with our sustainability plan, will be published on the UK Greetings website www.ukgreetings.co.uk and made available to interested parties.
- Providing relevant employees and persons working on our behalf with appropriate environmental awareness, competence and responsibility training to support effective implementation of the environmental management system.
- Monitoring environmental performance and progress against objectives and targets, and reporting progress at least annually.
- This Sustainability Policy Statement, together with supporting arrangements, shall be reviewed at planned intervals and when significant changes occur to ensure it remains appropriate to the purpose and context of UK Greetings, including the nature, scale and environmental impacts of our activities, products and services.

C Stirland

Ceri Stirland | CEO International
4th November 2026