LINDEXGROUP

Lindex Group plc's Consumer and End-user policy

Introduction

Respect for human rights is essential for Lindex Group.

Ensuring human rights is one of the core aspects of Lindex Group's responsible business practices. As we meet millions of consumers globally every day, we recognise the impact that we as a company have on the lives of our consumers. This policy outlines our approach to respecting the rights of our consumers and end-users, while having a positive impact in their lives.

Our commitment

Lindex Group complies with all applicable national, EU and international legislation as well as authorities' requirements. In addition, the Group is committed to adhering to responsible business practises and respecting the human rights of its consumers and end users as outlined in the following internationally recognised frameworks:

- The United Nations Guidelines for Consumer Protection (UNGCP)
- International Chamber of Commerce Advertising and Marketing Communications Code
- World Federation of Advertisers' global principles
- The UN convention on the Rights of the Child

Scope

This policy addresses our practices in relation to our consumers and end-users.

Consumers are *individuals who acquire, consume or use goods and services sold by Lindex Group for personal use, either for themselves or for others, and not for commercial purposes.**

End-users are *individuals who ultimately use or are intended to ultimately use a particular product or service from Lindex Group.**

This policy addresses in detail the rights that our consumers and end-users are entitled to enjoy.

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Governance

Lindex Group plc's Board of Directors is responsible for the management of actual and potential risks, impacts and opportunities related to consumers and end-users. Lindex Group's Board of Directors approves the Consumer and End-user Policy. When necessary, the CEO or CEO's delegate may make technical amendments to the Policy approved by the Board of Directors.

The Corporate Sustainability team is responsible for formulating and periodically reviewing this policy. The Group Management Team and the respective business functions covering all departments, managers, and employees are responsible for the implementation of the policy.

Implementation

The implementation of this policy is an ongoing process that requires commitment from all levels of the organisation. By following the steps in this policy, we can ensure that the rights of consumers and end users are respected and protected. The focus areas outlined in this policy are very diverse and they require different means of implementation, but to outline a few, we are performing systematic quality controls and safety checks to ensure all own brand products meet the required health and safety standards. Suppliers of other products and services are responsible for ensuring the quality and safety of these products and services. The Group's internal quality and testing teams are responsible for ensuring that the process is being followed. IT systems and processes are continuously strengthened and updated to ensure secure handling and storage of customer data. Privacy policies and practices have been updated to comply with national and international regulations, ensuring transparent data collection and usage. Internal processes have been put in place to ensure and monitor the implementation of GDPR.

In the Lindex division, we also have a systematic approach in our creative process where our diversity policy has a central role. Central parts of the daily work to implement this policy include capacity building and education in fair marketing practices as well as systematic screening of our campaigns and consumer marketing.

Stakeholder dialogue and grievance

We actively communicate with our consumers through open customer service channels as well as social media. In addition, we conduct frequent surveys that give our consumers the opportunity to provide effective feedback on our products and our communication.

Our consumers can always contact our customer service regarding complaints and we will effectively assess and deal with all cases that do not comply with our policy as outlined in this document.

Our focus

Considering legal frameworks, identified potential risks connected to our interactions with our consumers as well as Lindex Group's aim to have a positive impact on the lives of our consumers and end-users, we are dedicated to ensuring that the following rights and principles are applied in all markets and channels: promotion and protection of economic interests, the right to health and safety, the right to privacy and data protection, inclusion and absence of discriminatory practices as well as the right to transparent and accurate and promotion of sustainable consumption.

Parents and their children are an important customer group at Lindex Group; therefore,

we commit to and pay special attention to children's rights as consumers and end users.

Each of the mentioned principles and rights is outlined in this policy that has been crafted to address the needs and concerns of this group of stakeholders.

Promotion and protection of economic interests

We commit to providing quality for money to our consumers and ensure that all pricing adjustments are communicated according to consumer laws and regulations. We also provide clear terms of service and cancellation policies to ensure that our consumers can make changes to their purchases without penalties or restrictions.

We commit to full transparency and all financing and payment options will clearly outline any interest rates, fees, and total financial obligations to allow our consumers to make informed decisions.

We implement robust measures to protect our consumers from fraud and economic exploitation. This includes secure transaction processes and proactive monitoring of potential security threats.

Right to health and safety

Lindex Group is committed, with its own brands, to providing products that meet or exceed industry standards for safety and quality with a specific focus on chemical content, design for longevity and children's safety.

Lindex Group's own brand products are tested and verified to comply with relevant safety and chemical requirements before they are introduced to the market. This process includes both internal evaluations and third-party testing where applicable. We maintain quality control measures on all own brand products throughout the production process to ensure health and safety related to our products. Suppliers of other products and services are responsible for ensuring the quality and safety of their products and services.

Right to privacy

Lindex Group respects consumers' right to privacy in accordance with national and international regulations and the frameworks mentioned in this document.

We ensure lawful, transparent, and fair collection and use of our consumers' personal data in accordance with our Lindex Group's Data and Privacy Policy.

We also respect consumers' freedom of choice and their will to participate in our membership programmes and to share their data with us.

Right to be free from discriminatory practices

We are dedicated to fostering an inclusive environment where all individuals, regardless of gender, age, race, ethnicity, religion, or disability, feel valued and respected. The Lindex division's products are designed and marketed to be accessible and appealing to a diverse customer base, promoting inclusivity in society. The Stockmann division's wide offering is curated to meet diverse consumer needs.

We ensure that our marketing campaigns and promotional materials reflect the diverse communities we serve, and do not uphold stereotypes or biased representations.

We strive to make our website and app accessible to consumers with various disabilities in order to allow informed purchasing decisions.

The Lindex division works to enhance the self-esteem of women and children as well as

promoting positive self-perception through its marketing and product offerings. Our campaigns are carefully crafted to portray women and children in empowering roles, highlighting their strengths and contributions to society.

We continually assess and adapt the Group's offering to meet the varied needs of our diverse customer base. This includes considering feedback from all customer demographics to improve existing products and develop new ones that address specific needs or gaps in the market that are relevant to our overall offering.

Transparency, accuracy, and sustainable consumption

We are committed to ensuring the highest standards of honesty and clarity in all our communications. Information regarding our products, including pricing and content will be transparently disclosed. For our own brands, we work to disclose information on sourcing and manufacturing processes. We ensure that all marketing materials are accurate and do not mislead consumers about the benefits or features of our products or services. Our goal is to empower consumers with reliable information in order for them to make informed choices.

In the Lindex division, in line with our commitment to making a difference for future generations, we actively promote sustainable consumption practices through our product design, packaging, and marketing strategies. We aim to minimise our environmental impact by designing products for longevity as well as providing products using best industry standards in terms of environmental and social impact. We also educate and engage with our consumers on how to use and dispose of our products sustainably.

Children's rights

In Lindex Group, we pay specific attention to the rights of the child related to our products and marketing practices.

As described under the right to health and safety, we uphold rigorous safety standards in the design and production of own brand products, ensuring that our offer is free from potential hazards, safe to use for play and accompanied by warnings where necessary.

We conduct marketing activities with integrity, avoiding exploitative tactics and ensuring that our communications are truthful, transparent, and age-appropriate, thus respecting children's dignity and rights.

By adhering to these principles, we strive to create a safe, positive, and enriching environment for children as consumers and end-users.

The Lindex division's products are designed to promote the overall well-being of children with a focus on children's right to play. We aim to design products that encourage children's ability to play, as this contributes positively to physical and mental health.

Reporting and disclosures

We commit to reporting transparently on our progress as well as on potential challenges and areas where we have not been able to deliver according to the commitments as outlined in these policies. We also report on the number of cases of violations, if any. The reporting is done in our annual sustainability disclosure in accordance with CSRD and the ESRS standards.

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Speak up

Lindex Group encourages all of its employees, suppliers, partners, public authorities, customers, and other stakeholders to report any misconduct or raise concerns related to this policy through the whistleblowing channel:

report.whistleb.com/en/lindexgroup

All reports will be thoroughly investigated and addressed by the company.

For questions concerning the policy or its contents, please contact your team leader or the person responsible for this policy: Anna-Karin Dahlberg, Chief Sourcing & Sustainability Officer, phone: +46 31 739 50 00

This policy is approved by Lindex Group plc's Board of Directors on 22 August 2024.