

Group Social Impact Principles



At Currys, our Social Impact Principles are designed to foster a culture of generosity and social responsibility, with a primary objective of helping to eradicate digital poverty. We are committed to supporting initiatives that provide access to technology and develop digital skills for underserved communities, ensuring everyone has the opportunity to thrive in the digital age. These principles apply to all Group companies, as well as all staff and contractors employed by the Group, ensuring a unified approach to our social impact efforts. The implementation of these principles is overseen by our Chief Sustainability Officer, who is committed to upholding the highest standards of integrity and accountability.

These principles guide our efforts on contributing to all charities and all communities and are to be applied consistently across the Group.

Principles

Our Vision & Purpose

- Our Vision to help everyone enjoy amazing technology guides and drives the focus of our social impact efforts.
- Because our social purpose is at the heart of what we do, we also support causes that help those who might otherwise be excluded to benefit from amazing technology.
- Our community work is a collective effort from everyone at Currys, in this way profit and purpose go hand in hand, as they should.
- Within our Vision and Purpose, our focus is on eradicating digital poverty and giving tech a longer life.

Capabilities

- Our strategic priorities build on our scale & expertise; we will look to leverage those capabilities where possible.
- Where we don't have capabilities, we will work with registered charities that are well placed to determine the best ways to effectively meet the needs of others.

Colleague engagement

- We want to be a business that colleagues are proud to work for and feel like they belong. Therefore, we aim for our support to causes, charities and communities to be supported by our colleagues.

Our customers

- We will provide opportunities for customers to help eradicate digital poverty, but this will never be a 'hard sell'.

Our impact & reputation

- We will align, wherever possible, as a Group for maximum impact but will empower local efforts to support communities.
- Our charitable giving activities are reflective of the assets that we can bring to organisations in need and include monetary donations, product donations as well as donating our colleagues' time and skills.
- To ensure we remain credible, inclusive and a political, we will work with:
 - Charities registered with the Charity Commission for England and Wales, or the equivalent statutory regulators for Northern Ireland and Scotland respectively.
 - Or, organisations that operate for community benefit and are constituted in a charitable way but are not registered charities. Examples include schools, CICs (Charity Incorporated Companies), and registered societies.
 - Or equivalent organisations in the Nordics that comply with local regulatory requirements.
- The organisations we support must benefit everyone and must not discriminate on the basis of race, colour, ethnicity, creed, religion, gender, gender identity and expression, national origin, sexual orientation, age, pregnancy, disability, veteran status, protected genetic information, or political affiliation.
- How our response compares to competitors may be a consideration, but we shouldn't look to be profiting.
- We will always follow relevant Government advice.
- Fundraising will be via digital rather than physical cash.
- Charitable donations over £5,000 – whether financial or tech – are decided by ExCo (recommended by Chief Sustainability Officer). Donations under this value will be approved by the Director of the relevant business unit making the request.
- The support we provide will always be complementary to and supportive of our other ESG priorities (for example, climate).
- We will endeavour to realise the best use of resources and donations; our priority is to leverage our capabilities and support the end user first and foremost.
- We will track and publicly report on the contributions to charities and communities that we make and enable.

These Principles reflect the Group's commitment to social impact. They are reviewed annually by the ESG Committee and communicated to key stakeholders and available on our website.

Our progress against our commitments is assessed annually within our Annual Report.

Other relevant documents – [Corporate Volunteering Guide](#)

Document Control	
Document Owner	Director of Group Sustainability & ESG
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