



Group Social Impact Principles

Introduction

These principles guide our efforts on contributing to charities and communities and are to be applied consistently across the Group. They were approved by Exco on 3rd May 2022.

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 reputable, 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.
- We will work with reputable charities to ensure we remain credible, inclusive and apolitical.
- 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
- Charitable donations - whether financial or tech – are decided by ExCo (recommended by Chief Sustainability Officer).
- The support we provide will always be complementary to and supportive of our other ESG priorities (for example, climate).

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