



UNITED NATIONS GLOBAL COMPACT

ADVANCED COMMUNICATION ON PROGRESS

2016 - 2017



OUR PRODUCTS

Respecting people and the planet with great product that our customers can trust



OUR BUSINESS

Achieving growth in a way that adds social value and minimises environmental impacts



OUR CUSTOMERS

Helping young people to look, feel and be their best



OUR COMMUNITY

Investing time and resource to make a real difference

CHIEF EXECUTIVE STATEMENT OF SUPPORT

ASOS has been a signatory to the UN Global Compact since 2012. Over the last year we have further aligned our business and supply chain programmes with the ten Global Compact principles by refreshing a number of our key strategies and policies. These include undertaking a comprehensive business wide human rights risk assessment, updating all of our Ethical Trade policies and standards and developing a 2020 carbon strategy to reduce our carbon intensity year on year.

To demonstrate our continued progress, we have developed our 2016 - 2017 Communication on Progress in alignment with the Advanced Level criteria for reporting. All ASOS Communication on Progress submissions can also be downloaded from our public corporate responsibility website. We also provide an index for our stakeholders on our website signposting where they can find more information about how ASOS supports each of the Global Compact principles, found [here](#).

Here in our fifth Communication on Progress, I welcome the opportunity to express ASOS' continued support for the Global Compact and the vital work it does to raise universal standards for business, and I am delighted to report on how our policies, programmes and goals actively promote its ten principles.



A handwritten signature in black ink, appearing to read 'Nick Beighton'.

Nick Beighton
Chief Executive Officer, ASOS Plc

IMPLEMENTING THE TEN PRINCIPLES INTO STRATEGIES & OPERATIONS

The table below sets out examples of the best practices we have adopted under each of the UN Global Compact Advanced Level reporting criteria and contains links to where further information can be found.

1

THE COP DESCRIBES MAINSTREAMING INTO CORPORATE FUNCTIONS AND BUSINESS UNITS

| UNGC BEST PRACTICES | ASOS EXAMPLES | REFERENCES |
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| Place responsibility for execution of sustainability strategy in relevant corporate functions (procurement, government affairs, human resources, legal, etc) ensuring no function conflicts with company's sustainability commitments and objectives. | The CEO and ASOS Executive Committee are responsible for ensuring ASOS' Fashion with Integrity (FWI) corporate responsibility strategy is embedded throughout the business. The following departments are responsible for integrating FWI into day to day business policies and practices: People Experience Team (ASOS employees), Company Secretariat (anti-corruption, whistleblowing), Corporate Responsibility (Fashion with Integrity strategy), Customer Care (customers) Facilities (environment), Procurement (non-stock suppliers), Retail (sustainable fibre strategy), Sourcing (product suppliers) and Supply Chain (outsourced logistics partners). | <ul style="list-style-type: none"> Business Integrity Our Products Our Business Our Customers |
| Ensure that different corporate functions coordinate closely to maximize performance and avoid unintended negative impacts. | We have a central Plc level FWI Strategic Board chaired by the CEO, which oversees multi-disciplinary steering groups across 7 key areas of the business, each sponsored by a relevant Executive Board member: Ethical Trade, Sustainable products, Sustainable business, Non-stock Supplier integrity, Equality and Diversity, Customer & employee well-being, Business integrity | |

2

THE COP DESCRIBES VALUE CHAIN IMPLEMENTATION

| UNGC BEST PRACTICES | ASOS EXAMPLES | REFERENCES |
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| Analyze each segment of the value chain carefully, both upstream and downstream, when mapping risks, opportunities and impacts. | We have mapped and risk assessed all of our tier one own-brand suppliers and are in the process of mapping subcontracted and raw materials suppliers. We also have programmes in place to identify and manage waste and delivery emissions impacts. | <ul style="list-style-type: none"> ASOS Modern Slavery statement Packaging & Waste Carbon & Energy |
| Communicate policies and expectations to suppliers and other relevant business partners. | ASOS own-brand and third party brand suppliers are contractually required to comply with the ASOS Supplier Ethical Code, Child Labour Policy, Migrant and Contract Worker Policy and Do the Right Thing Code of Integrity. During 2017 these contractual agreements will also be rolled out to non-stock suppliers. | <ul style="list-style-type: none"> ASOS Modern Slavery Statement |
| Implement monitoring and assurance mechanisms (e.g. audits/screenings) for compliance within the company's sphere of influence. | Our teams assess the factories in our supply chain on their ability to meet ASOS' Sourcing Standards through supply chain mapping, desk-based risk assessments, supplier scorecards, review of audits undertaken by other companies, as well as site visits by our own regional teams. | <ul style="list-style-type: none"> Working with Suppliers ASOS Modern Slavery Statement |
| Undertake awareness-raising, training and other types of capacity building with suppliers and other business partners. | We hold regional workshops to increase suppliers' understanding of our Sourcing Standards. We also participate in a number of initiatives aimed at improving ethical and sustainable supply chain practices. Follow the links for further information. | <ul style="list-style-type: none"> ASOS Modern Slavery statement Working with Suppliers Ethical Trade Partnerships Sustainable Sourcing Partnerships |

3

THE COP DESCRIBES ROBUST COMMITMENTS, STRATEGIES OR POLICIES IN THE AREA OF HUMAN RIGHTS

| UNGC BEST PRACTICES | ASOS EXAMPLES | REFERENCES |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|
| Commitment to comply with all applicable laws and respect internationally recognized human rights, wherever the company operates (e.g., the Universal Declaration of Human Rights, Guiding Principles on Human Rights). | The following codes and statements outline our commitment to internationally recognised human rights: <ul style="list-style-type: none"> Human Rights Statement. Modern Slavery Statement. Supplier Ethical Code. Child Labour Policy. Contract and Migrant Worker Policy. | <ul style="list-style-type: none"> Reporting & Policies |
| Integrated or stand-alone statement of policy expressing commitment to respect and support human rights approved at the most senior level of the company. | We have a stand-alone Human Rights Statement which we are in the process of reviewing. | <ul style="list-style-type: none"> Reporting & Policies |
| Statement of policy stipulating human rights expectations of personnel, business partners and other parties directly linked to operations, products or services. | We have a number of policies stipulating our human rights expectations: <ul style="list-style-type: none"> Human Rights Statement. Modern Slavery Statement. Supplier Ethical Code. Child Labour Policy. Migrant and Contract Labour Policy. | <ul style="list-style-type: none"> Reporting & Policies |
| Statement of policy publicly available and communicated internally and externally to all personnel, business partners and other relevant parties. | Our policies are available on our public Plc website and through our employee intranet. Employees and supply chain partners are regularly trained on these policies. | <ul style="list-style-type: none"> Reporting & Policies |

4

THE COP DESCRIBES EFFECTIVE MANAGEMENT SYSTEMS TO INTEGRATE THE HUMAN RIGHTS PRINCIPLES

| UNGC BEST PRACTICES | ASOS EXAMPLES | REFERENCES |
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| On-going due diligence process that includes an assessment of actual and potential human rights impacts. | As part of our Modern Slavery Act commitments and Ethical Trade programme we regularly review human rights impacts relating to employees and supply chain workers. | <ul style="list-style-type: none"> ASOS Modern Slavery Statement |
| Internal awareness-raising and training on human rights for management and employees. | <ul style="list-style-type: none"> ASOS CEO and Executive Directors are engaged in regular discussions on human rights and are involved in strategic decision making. Our directors have spent time with auditors and suppliers within factory and distribution centre environments to help them gain a better understanding of the issues these sites face. We have developed focussed training on modern slavery for personnel responsible for commercial relationships with suppliers. We have developed ethical trade and purchasing practices training sessions for buyers of ASOS brand and third party branded product. | <ul style="list-style-type: none"> ASOS Modern Slavery Statement |
| Operational-level grievance mechanisms for those potentially impacted by the company's activities. | We have the following grievance mechanisms in place: <ul style="list-style-type: none"> Company grievance procedure. Whistleblowing hotline for employees. Whistleblowing hotline for UK factory workers (Fast forward) to be extended to all major sourcing regions (not yet operating). | <ul style="list-style-type: none"> ASOS Modern Slavery Statement |
| Internal decision-making, budget and oversight for effective responses to human rights impacts. Processes to provide for or cooperate in the remediation of adverse human rights impacts that the company has caused or contributed to. | We have processes and budgets in place to respond to and remediate human rights impacts. Depending on the severity of the impact we involve a number of key internal decision makers, including, when required, the Executive Board. | <ul style="list-style-type: none"> ASOS Modern Slavery Statement |

5

THE COP DESCRIBES EFFECTIVE MONITORING AND EVALUATION MECHANISMS OF HUMAN RIGHTS INTEGRATION

| UNGC BEST PRACTICES | ASOS EXAMPLES | REFERENCES |
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| Leadership review of monitoring and improvement results. | The FWI Strategic Board, chaired by the CEO, meets quarterly to review all aspects of ASOS' corporate responsibility performance, including human rights. | |
| Process to deal with incidents the company has caused or contributed to for internal and external stakeholders | We have processes and budgets in place to respond to and remediate human rights impacts. Depending on the severity of the impact we involve a number of key internal decision makers, including, when required, the Executive Board. | <ul style="list-style-type: none"> ASOS Modern Slavery Statement |
| Grievance mechanisms that are legitimate, accessible, predictable, equitable, transparent, rights compatible, a source of continuous learning, and based on engagement and dialogue. | We have the following grievance mechanisms in place: <ul style="list-style-type: none"> Company grievance procedure. Whistleblowing hotline for employees. Whistleblowing hotline for UK factory workers (Fast forward) to be extended to all major sourcing regions (not yet operating). | <ul style="list-style-type: none"> ASOS Modern Slavery Statement |

6

THE COP DESCRIBES ROBUST COMMITMENTS, STRATEGIES OR POLICIES IN THE AREA OF LABOUR RIGHTS

| UNGC BEST PRACTICES | ASOS EXAMPLES | REFERENCES |
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| Reference to principles of relevant international labour standards (ILO Conventions) and other normative international instruments in company policies. | Our suppliers are required to implement the standards set out in our ASOS Supplier Ethical Code, which is based on the principles set out in the UN Declaration of Human Rights and the ILO Labour Conventions. Our ASOS Child Labour, Remediation and Young Worker Policy and our ASOS Migrant and Contract Worker Policy are also based on international law. | <ul style="list-style-type: none"> Reporting & Policies |
| Written company policy to obey national labour law, respect principles of the relevant international labour standards in company operations worldwide, and engage in dialogue with representative organisation of the workers (international, sectoral, national). | We have the following labour standard policies in place: <ul style="list-style-type: none"> Supplier Ethical Code. Child Labour Policy. Migrant and Contract Labour Policy. | <ul style="list-style-type: none"> Reporting & Policies |
| Inclusion of reference to the principles contained in the relevant international labour standards in contracts with suppliers and other relevant business partners. | All suppliers are contractually obliged to comply with the policies listed above. | <ul style="list-style-type: none"> Reporting & Policies |
| Participation and leadership in wider efforts by employers' organisations (international and national levels) to jointly address challenges related to labour standards in the countries of operation, possibly in a tripartite approach (business - trade union - government). | We participate in a number of initiatives to collaboratively address labour standard challenges. Follow the links for further information. | <ul style="list-style-type: none"> Ethical Trade Partnerships Ethical Trade Programmes |

| UNGC BEST PRACTICES | ASOS EXAMPLES | REFERENCES |
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| Risk and impact assessments in the area of labour. | <ul style="list-style-type: none"> We regularly monitor working conditions in our supply chain through our Ethical Trade Programme. All our audits are unannounced and conducted by local audit teams. We also conduct desk-based risk assessments and supply chain mapping In 2016 we also reviewed our assessment methodology and added specific modern slavery indicators. We have created a new role to specifically manage the implementation, monitoring and evaluation of our Fashion with Integrity Strategy to ensure that we are fulfilling our commitments and measuring the impact of our activities. We regularly engage with international and local stakeholders to gain a better understanding of our impacts on labour and human rights in our countries of operations. | <ul style="list-style-type: none"> Ethical Trade Programme ASOS Modern Slavery Statement |
| Dialogue mechanism with trade unions to regularly discuss and review company progress in addressing labour standards. | We collaborate with trade unions through the ETI and ACT. Additionally, we are building capacity for trade union negotiation within our supply base. | <ul style="list-style-type: none"> Ethical Trade Partnerships |
| Allocation of responsibilities and accountability within the organisation. | The CEO and ASOS Executive Committee are responsible for ensuring ASOS meets its human rights responsibilities. They are supported by the Director of Corporate Responsibility, Sourcing Director and Head of Ethical Trade. | <ul style="list-style-type: none"> ASOS Modern Slavery Statement |
| Internal awareness-raising and training on the labour principles for management and employees. | <ul style="list-style-type: none"> We have partnered with an NGO to develop and deliver training to our employees on modern slavery. <p>Additionally, we are developing:</p> <ul style="list-style-type: none"> An Ethical Trade training programme for our Retail teams; An induction training on our Fashion with Integrity programme for all new starters; and A company-wide awareness-raising event on our Fashion with Integrity strategy. | <ul style="list-style-type: none"> ASOS Modern Slavery Statement |
| Active engagement with suppliers to address labour-related challenges. | We regularly engage with suppliers to address challenges in implementing labour standards at the factory level. This year, we have held supplier conferences in our key sourcing destinations, including India, China, Eastern Europe, UK and Turkey. | <ul style="list-style-type: none"> Working with Suppliers |
| Grievance mechanisms, communication channels and other procedures (e.g., whistleblower mechanisms) available for workers to report concerns, make suggestions or seek advice, designed and operated in agreement with the representative organisation of workers. | <p>We have the following grievance mechanisms in place:</p> <ul style="list-style-type: none"> Company grievance procedure. Whistleblowing hotline for employees. Whistleblowing hotline for UK factory workers (Fast forward) to be extended to all major sourcing regions (not yet operating). | <ul style="list-style-type: none"> ASOS Modern Slavery Statement |

| UNGC BEST PRACTICES | ASOS EXAMPLES | REFERENCES |
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| System to track and measure performance based on standardised performance metrics. | We monitor and report on our suppliers' ethical trade performance through an internal database that captures all our audit data. We report key performance indicators to Retail management on a monthly basis. | <ul style="list-style-type: none"> Ethical Trade Programmes |
| Dialogues with the representative organisation of workers to regularly review progress made and jointly identify priorities for the future. | <ul style="list-style-type: none"> We have a memorandum of understanding with the global union IndustriALL on living wage as part of ACT. We are members of the ETI, which is a multi-stakeholder initiative involving brands, unions and NGOs. | <ul style="list-style-type: none"> Ethical Trade Partnerships |
| Audits or other steps to monitor and improve the working conditions of companies in the supply chain, in line with principles of international labour standards. | We monitor all our tier 1 suppliers against our ASOS Supplier Ethical Code and work with them to implement improvement plans. We audit using the same audit team and focus on building trust and encouraging transparency to get a true picture of working conditions at a particular site. Our aim is to encourage long-term improvement. | <ul style="list-style-type: none"> Working with Suppliers |
| Process to positively engage with the suppliers to address the challenges (i.e., partnership approach instead of corrective approach) through schemes to improve workplace practices. | <ul style="list-style-type: none"> As part of the Fast Forward programme, we invite all our UK suppliers to participate in a workshop that sets out our Ethical Standards and processes that suppliers can use to achieve these Standards. We are rolling out policy and guidance on contract labour which will allow suppliers to benchmark their management practices. We also offer direct support to factories to implement these policies. We offer in-factory support to improve ethical performance between audits. We are committed to building long-term relationships with suppliers and will continue to place business with factories as long as they show a willingness to improve. | <ul style="list-style-type: none"> ASOS Modern Slavery Statement |

| UNGC BEST PRACTICES | ASOS EXAMPLES | REFERENCES |
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| Written company policy on environmental stewardship. | We have a publicly available Environment Policy. | <ul style="list-style-type: none"> Reporting & Policies |
| Inclusion of minimum environmental standards in contracts with suppliers and other relevant business partners. | <ul style="list-style-type: none"> All suppliers must comply with the ASOS Supplier Ethical Code which includes a section on relevant laws and regulations regarding the protection and preservation of the environment. In addition suppliers are required to assess and manage the following areas: waste management, energy and water reduction and hazardous substances. Suppliers must comply with our Wood and Wood Pulp Policy which requires suppliers to not use cellulosic fibres and to prioritise recycled or third party certified paper or wood. Suppliers must also sign ASOS' REACH declaration, in acknowledgement of their legal requirements and compliance with EU chemical compliance standards. | <ul style="list-style-type: none"> Reporting & Policies |
| Specific commitments and goals for specified years. | <p>Follow the link for 2015-2016 commitments.</p> <p>Additional 2017 commitments include:</p> <ul style="list-style-type: none"> Increase transparency of climate change impacts by improving GHG gas measurement scope and methodology. Reduce the carbon and water footprint of our clothing by 15% 2020. Source 70% more sustainable cotton in 2017, 95% by 2020 and 100% by 2025. Ensure 100% of our cellulosic fibres do not come from ancient or endangered forests as part of our wood and wood pulp policy by the end of 2017. Joined the Sustainable Apparel Coalition (SAC) and completed our first brand environmental self-assessment module which we will complete year on year to measure our progress and inform our strategy. Invited our top 20 suppliers to complete their own environmental self-assessment through the Sustainable Apparel Coalition (SAC), including wet processing units by 2018. We have signed up to the Global Fashion Agenda to set out our commitment to take the necessary steps to transition to a circular fashion system. Joined the European Clothing Action Plan (ECAP) to collaborate with the industry to address the environmental challenges at every stage of the European clothing industry's life cycle. 70 ASOS employees complete the 'Sustainable Leaders at ASOS' training program in 2017. In 2017 sustainable fibre targets in place for retail teams, including recycled polyester, water based PU and more sustainable cotton. | <ul style="list-style-type: none"> Performance & Commitments |

| UNGC BEST PRACTICES | ASOS EXAMPLES | REFERENCES |
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| Environmental risk and impact assessments. | <p>We have undertaken the following risk and impact assessments:</p> <ul style="list-style-type: none"> Renewable energy generation at ASOS new warehouse. GHG emissions due to inbound inter warehouse stock movements. Online supplier environmental assessments. Supplier sustainability scorecards. Tanneries assessments in the Kanpur region. SAC and SCAP fibre benchmarking to inform our fibre strategy. Using Chem Track to monitor industry chemical legislation and risks. | <ul style="list-style-type: none"> Carbon & Energy Sustainable Sourcing Programme Sustainable Sourcing Partnerships |
| Assessments of lifecycle impact of products, ensuring environmentally sound management policies. | We use the Sustainable Clothing Action Plan's assessment tool to calculate our own-label products' environmental footprint annually, including customer use and disposal. | <ul style="list-style-type: none"> Sustainable Sourcing Programme Sustainable Sourcing Partnerships |
| Allocation of responsibilities and accountability within the organisation. | The CEO and ASOS Executive Committee are responsible for ensuring ASOS' Fashion with Integrity strategy is embedded throughout the business. | <ul style="list-style-type: none"> ASOS Modern Slavey Statement |
| Internal awareness-raising and training on environmental stewardship for management and employees. | <p>We run a number of awareness raising and training events for employees:</p> <ul style="list-style-type: none"> 'Green Ideas' and 'Corporate Responsibility' workplace groups. Participation in working groups looking at changes to the business. Developing sustainability ambassadors: 100 retail team colleagues completed the Sustainable Fashion Academy. Host sustainability and REACH working groups across technical teams. Attending buying teams' strategy days. Online training available to all colleagues on the importance of chemical testing Presented our environmental strategy in October to our supplier conference. Launched a sourcing supplier newsletter which includes sustainable innovations Scorecard (launched 2015). Fibre workshops. 100 people trained by Made-By on sustainable fibre alternative and fibre benchmarking. Guidance to all brands sold through ASOS.com on chemical management and restricted substances. | <ul style="list-style-type: none"> Sustainable Sourcing Programme Sustainable Sourcing Partnerships |
| Grievance mechanisms, communication channels and other procedures (e.g. whistleblower mechanisms) for reporting concerns or seeking advice regarding environmental impacts. | <p>We have the following grievance mechanisms in place:</p> <ul style="list-style-type: none"> Company grievance procedure. Whistleblowing hotline for employees. Whistleblowing hotline for UK factory workers (Fast forward) to be extended to all major sourcing regions (not yet operating). | <ul style="list-style-type: none"> ASOS Modern Slavey Statement |

| UNGC BEST PRACTICES | ASOS EXAMPLES | REFERENCES |
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| System to track and measure performance based on standardised performance metrics. | <p>We use a number of systems to track our environmental performance:</p> <ul style="list-style-type: none"> Supplier sustainability scorecards. Sustainable Apparel Coalition's Higg Index to help us identify where we can make improvements and our suppliers can make improvements in the sustainability performance of our supply chain. SCAP's assessment tool to calculate our own-label products' environmental footprint. Made-By cotton tracker / BCI tracer to verify our sourcing of more sustainable cotton. Interlink to evaluate suppliers' chemical compliance. Internal product attributes. | <ul style="list-style-type: none"> Sustainable Sourcing Programme Sustainable Sourcing Partnerships |
| Leadership review of monitoring and improvement results. | The FWI Strategic Board, chaired by the CEO, meets quarterly to review all aspects of ASOS' corporate responsibility performance, including human rights. | |
| Audits or other steps to monitor and improve the environmental performance of companies in the supply chain. | <ul style="list-style-type: none"> We ask all new suppliers to provide information on their environmental and sustainability policies. We have undertaken desktop environmental assessment to benchmark our top 100 non-stock suppliers with the aim of developing supplier sustainability scorecards. We work with the Leather Working Group to map our leather supply chain. We use Sustainable Apparel Coalition's Higg Index to help us identify where we can make improvements in the sustainability performance of our supply chain. | <ul style="list-style-type: none"> Sustainable Sourcing Programme Sustainable Sourcing Partnerships |

| UNGC BEST PRACTICES | ASOS EXAMPLES | REFERENCES |
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| Publicly stated formal policy of zero-tolerance of corruption. | <ul style="list-style-type: none"> We have a Business Integrity Code, Do the Right Thing. It is not currently publicly available. Supplier Ethical Code of Conduct. | <ul style="list-style-type: none"> Business Integrity |
| Commitment to be in compliance with all relevant anti-corruption laws, including the implementation of procedures to know the law and monitor changes. | <p>The following ASOS codes include commitments to be in compliance with relevant anti-corruption laws:</p> <ul style="list-style-type: none"> ASOS Do the Right Thing - Code of Integrity. Supplier Ethical Code. | <ul style="list-style-type: none"> Business Integrity |
| Detailed policies for high-risk areas of corruption | We have an ASOS Group Tax Strategy. | <ul style="list-style-type: none"> ASOS Group Tax Strategy |
| Policy on anti-corruption regarding business partners. | All suppliers are contractually obliged to comply with Do the Right Thing - Code of Integrity and Supplier Ethical Code. | <ul style="list-style-type: none"> Reporting & Policies |

| UNGC BEST PRACTICES | ASOS EXAMPLES | REFERENCES |
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| Support by the organisation's leadership for anti-corruption. | The Board are responsible for periodically reviewing, updating as appropriate and approving the 'Do the Right Thing' code of integrity. The Audit Committee receives regular reports on the operation of the 'Gifts & Hospitality' policy. | <ul style="list-style-type: none"> Business Integrity |
| Carrying out risk assessment of potential areas of corruption. | Business Assurance facilitates the quarterly risk review process across all business areas which is then reviewed by the Risk and Audit Committee. | |
| Human Resources procedures supporting the anti-corruption commitment or policy, including communication to and training for all employees. | <ul style="list-style-type: none"> All new employees trained on 'Do the Right Thing' code and Gifts & Hospitality policy. We send out regular internal communications to employees on business integrity issues. | <ul style="list-style-type: none"> Business Integrity |
| Actions taken to encourage business partners to implement anti-corruption commitments. | <ul style="list-style-type: none"> All suppliers are contractually obliged to comply with Do the Right Thing - Code of Integrity and Supplier Ethical Code. We run annual supplier training workshops. | <ul style="list-style-type: none"> Business Integrity |
| Management responsibility and accountability for implementation of the anti-corruption commitment or policy. | ASOS' General Counsel & Company Secretary is responsible for running our anti-corruption programme. | <ul style="list-style-type: none"> Business Integrity |
| Communications (whistleblowing) channels and follow-up mechanisms for reporting concerns or seeking advice. | <p>We have the following grievance mechanisms in place:</p> <ul style="list-style-type: none"> Company grievance procedure. Whistleblowing hotline for employees. Whistleblowing hotline for UK factory workers (Fast forward). General Counsel & Company Secretary responsible for directing and resolving issues as appropriate. Board level Audit Committee ensures whistleblowing arrangements in place. | <ul style="list-style-type: none"> ASOS Modern Slavery Statement Business Integrity |

| UNGC BEST PRACTICES | ASOS EXAMPLES |
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| Leadership review of monitoring and improvement results. | The Board are responsible for periodically reviewing, updating as appropriate and approving the 'Do the Right Thing' code of integrity. The Audit Committee receives regular reports on the operation of the 'Gifts & Hospitality' policy. |
| Process to deal with incidents. | We are in the process of implementing a new communications tool to help us manage incidents. |

| UNGC BEST PRACTICES | ASOS EXAMPLES | REFERENCES |
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| Align core business strategy with one or more relevant UN goals/issues. | The four pillars of our FWI strategy, Our Products, Our Business, Our Customers and Our Community and the programmes of the ASOS Foundation all align with one or more of the SDGs. See below for examples. | <ul style="list-style-type: none"> • Our Products • Our Customers • Our Community |
| Develop relevant products and services or design business models that contribute to UN goals/issues. | <p>Some examples of the products and services we have developed include:</p> <p>ASOS Made in Kenya collections: manufactured by SOKO the Kenyan clothing workshop that provides fair and safe employment and training for some of the country's poorest communities.</p> <p>Eco Edit: is a curated destination within the asos.com website where customers can buy pioneering sustainable fashion, beauty and jewellery goods.</p> <p>Materials strategy: designed to reduce the carbon and water footprint of our clothing ranges by 15% by 2020.</p> <p>Sourcing strategy: we will only work with suppliers who are committed to helping us achieve our ethical and sustainable sourcing goal.</p> <p>Sizing strategy: we offer fashion in over 30 different sizes for a wide range of body shapes, including petite, curve and tall collections.</p> <p>Celebrating Diversity Programme: aims to improve access to our products and services and create opportunities for young people living with disabilities.</p> | <ul style="list-style-type: none"> • Sustainable Sourcing Programme • Eco Edit • Ethical Trade Programme • Positive Body Image • Focus on Disability |

| UNGC BEST PRACTICES | ASOS EXAMPLES | REFERENCES |
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| Pursue social investments and philanthropic contributions that tie in with the core competencies or operating context of the company as an integrated part of its sustainability strategy. | <p>As part of our FWI strategy we invest in a range of social programmes, including:</p> <p>Our Products: We invest in a number of projects in our key sourcing countries to better understand the reasons behind poor labour practices and to ultimately create long-term improvements in workers' lives.</p> <p>Our Customers: Our 'Celebrating Diversity' disability programme aims to create opportunities for young people living with disabilities. We also fund resources aimed at providing a safe environment for young people to discuss body image issues.</p> <p>Our Community: The aim of our community programmes is to provide opportunities to inspire, support and train local young people, while removing the barriers that stop them from reaching their potential.</p> <p>The ASOS Foundation also provides infrastructure, training and support to enable disadvantaged young adults reach their potential, through focused projects in the UK, India and Kenya.</p> | <ul style="list-style-type: none"> • Ethical Trade Programme • Positive Body Image • Focus on Disability • Community Programmes • ASOS Foundation |
| Coordinate efforts with other organisations and initiatives to amplify - and not negate or unnecessarily duplicate - the efforts of other contributors. | We partner with a number of organisations and cross industry initiatives to deliver the Fashion with Integrity and ASOS Foundation programmes outlined above. Follow the links under References for more information. | <ul style="list-style-type: none"> • Ethical Trade Programme • Positive Body Image • Focus on Disability • Community Programmes • ASOS Foundation |

| UNGC BEST PRACTICES | ASOS EXAMPLES | REFERENCES |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| Commit company leaders to participate in key summits, conferences, and other important public policy interactions in relation to one or more UN goals/issues. | Senior leaders in the business participate in government roundtables and conferences on industry related issues such as human rights and body image. | <ul style="list-style-type: none"> • ASOS Modern Slavey Statement |

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THE COP DESCRIBES PARTNERSHIPS AND COLLECTIVE ACTION

| UNGC BEST PRACTICES | ASOS EXAMPLES | REFERENCES |
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| Develop and implement partnership projects with public or private organisations (UN entities, government, NGOs, or other groups) on core business, social investments and/or advocacy. | See criteria 16 | See criteria 16 |
| Join industry peers, UN entities and/or other stakeholders in initiatives contributing to solving common challenges and dilemmas at the global and/or local levels with an emphasis on initiatives extending the company's positive impact on its value chain. | See criteria 16 | See criteria 16 |

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THE COP DESCRIBES CEO COMMITMENT AND LEADERSHIP

| UNGC BEST PRACTICES | ASOS EXAMPLES |
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| CEO leads executive management team in development of corporate sustainability strategy, defining goals and overseeing implementation. | The CEO and ASOS Executive Committee are responsible for ensuring FWI is embedded throughout the business. The CEO chairs the FWI Strategic Board comprising Plc non executive Board directors. |

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THE COP DESCRIBES BOARD ADOPTION AND OVERSIGHT

| UNGC BEST PRACTICES | ASOS EXAMPLES | REFERENCES |
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| Board of Directors (or equivalent) assumes responsibility and oversight for long-term corporate sustainability strategy and performance. | See criteria 19 | See criteria 19 |
| Board establishes, where permissible, a committee or assigns an individual board member with responsibility for corporate sustainability. | See criteria 19 | See criteria 19 |
| Board (or committee), where permissible, approves formal reporting on corporate sustainability (Communication on Progress). | The Board signs off the Corporate Responsibility section of our Annual Report and formally approves ASOS' Modern Slavery Statement. | <ul style="list-style-type: none"> 2015 Annual Report ASOS Modern Slavery Statement |

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THE COP DESCRIBES STAKEHOLDER ENGAGEMENT

| UNGC BEST PRACTICES | ASOS EXAMPLES | REFERENCES |
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| Define sustainability strategies, goals and policies in consultation with key stakeholders. | We regularly consult with stakeholders on the development of key corporate responsibility strategies and policies. Some examples include: <ul style="list-style-type: none"> Engaging an international NGO to be our 'critical friend' and advise us on modern slavery risks in our supply chain. Consulting with an NGO which helps some of the most marginalised and vulnerable people in India to develop our Contract Labour Policy. | <ul style="list-style-type: none"> Stakeholder Engagement ASOS Modern Slavery Statement |
| Consult stakeholders in dealing with implementation dilemmas and challenges and invite them to take active part in reviewing performance. | We seek to incorporate the views of key stakeholders when designing and reviewing our social programmes. | <ul style="list-style-type: none"> Stakeholder Engagement ASOS Modern Slavery Statement |
| Establish channels to engage with employees and other stakeholders to hear their ideas and address their concerns, and protect 'whistle-blowers'. | We have a number of channels in place to engage with key stakeholders: <ul style="list-style-type: none"> Company grievance procedure. Whistleblowing hotline for employees. Whistleblowing hotline for UK factory workers (Fast forward) to be extended to all major sourcing regions (not yet operating). Executive Board members regularly discuss issues relating to values, ethics and any employee can raise an issue or comment publicly. Specific pages for Fashion with Integrity where people can post best practice ideas or express concerns. ASOS Assembles: regular strategy sessions where employees can anonymously text questions to be discussed by senior management 'live'. | <ul style="list-style-type: none"> ASOS Modern Slavery Statement |