

COMMUNICATION ON PROGRESS

November 2018



Seniors are our Core Purpose. They motivate us to get up every morning. And they inspire and guide our actions on a daily basis

P.Seghin – CEO Damartex



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I. STATEMENT OF RENEWAL



At Damartex we all share a common foundation of convictions and values around the passion for seniors. They are our core purpose. It is for them that the employees of the 10 brands of the Damartex group get up every morning. They inspire us, and guide our actions on a daily basis.

Beyond this passion for our common target of the 55+, it is in a true team spirit and with innovative working methods that, beyond business, we are engaged on the societal, ethical and responsible levels.

With this in mind, we adhered to the United Nation's Global Compact in 2015, thus claiming our desire to support the principles of Human Rights, Labour Law and protection of the environment and fight against corruption.

After publishing in 2016 our first COP focussed on the Responsible Procurement approach of the Damart brand, that of 2017 presented a wider review of the actions of the 3 Damart Business Units (France – Belgium – UK). As our commitment is part of a continuous improvement and transparency approach I am proud, through the 2018 COP, to present the widening of the approach to all subsidiaries in the Damartex group.

As our priority is to offer excellent products to our customers, and doing so in an ethical manner is also extremely important, I hereby renew for 2019 our commitment to the United Nations' Global Compact. I therefore commit to including the 10 principles in our strategy and sharing them with our employees, suppliers and customers.

Patrick Seghin

CEO Damartex

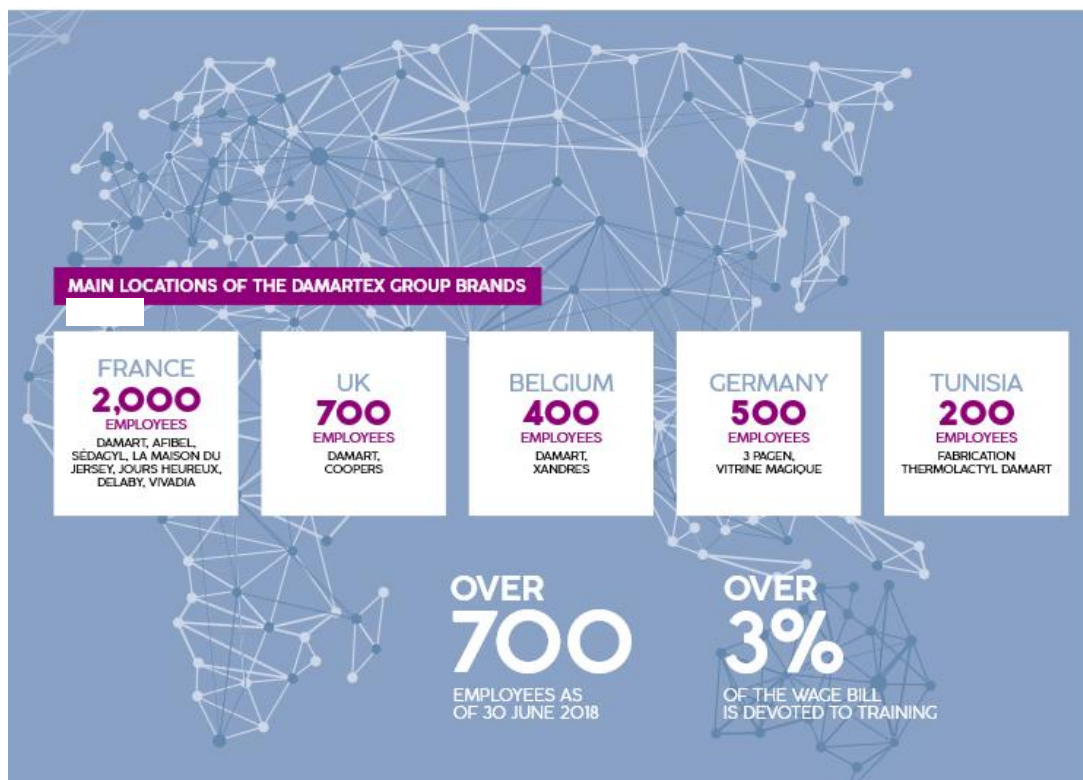
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II. DAMARTEX GROUP PRESENTATION

With its 10 brands, Damartex group is one of the leading European distributors for seniors in the 55+ segment.

Since 2012, the strategy of Damartex is articulated around 2 distinct but complementary poles, which have considerably expanded through its acquisitions. The "Textile" division offers an offer of ready-to-wear, underwear and shoes. Home & Lifestyle focuses on practical and useful objects of the home and the person



III. SUSTAINABLE PROCUREMENT

Principle No 1: Protecting internationally proclaimed human rights.

Principle No 2: Not being complicit in human rights abuses.

Principle No 3: Upholding the freedom of association and the effective recognition of the right to collective bargaining.

Principle No. 4: Elimination of all forms of forced and compulsory labour.

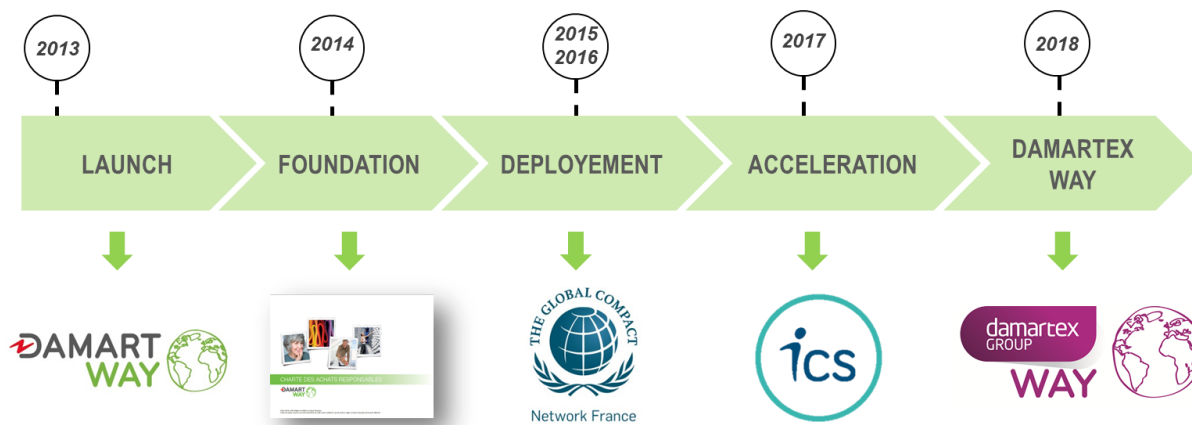
Principle No. 5: Abolishing child labour

Principle No. 6: Elimination of discrimination in respect of employment and occupation.

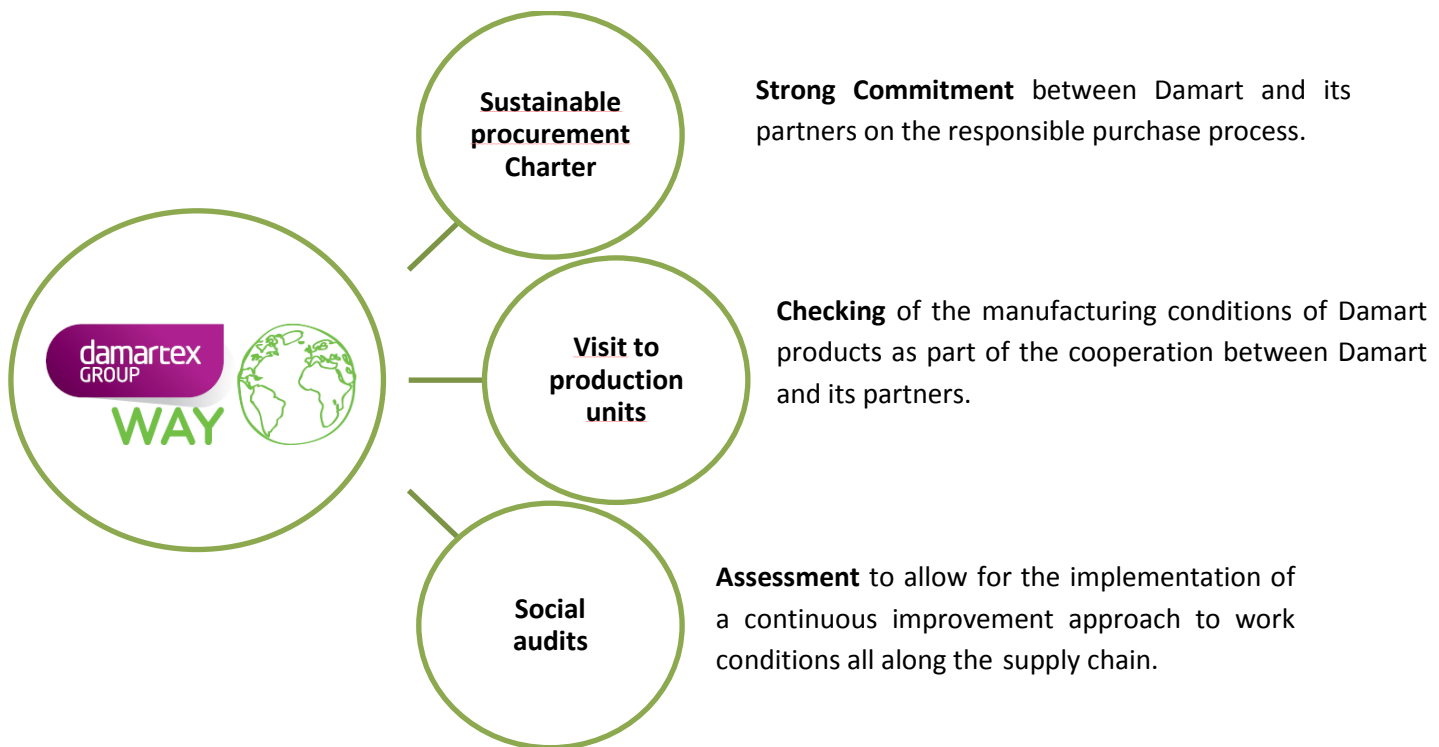
History:

The process was initiated in 2013 for the Damart brand, under the name of Damart Way.

In October 2017 we created a working group common to all the banners to extend the approach to all the subsidiaries of the group and the Damart Way became the Damartex.



3 Pillars :



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DAMART procurement scope

Characteristics of the supply chain:

The core of Damart's business is articulated around 3 main activities: production in Tunisia, purchasing from partners in Europe, North Africa, the Middle East and the Far East, and marketing in Europe.

Textile suppliers (Except home textiles and gifts) are referenced via a portal allowing access to a number of documents and the possibility to sign them (sustainable procurement charter, purchase terms and conditions, code of ethics, audits, and statements of subcontracting).

➤ Relations with these suppliers:

- 51% are intermediaries (Damart's or the supplier's)
- 31% of orders are placed via importers or trading companies
- 13% are placed directly to factories
- 5% are placed directly to brands

2/3 of them are Far East suppliers located in China, Bangladesh, India, and Indonesia.

Half of the remainder come from Europe (Portugal, Italy) and the other half from North Africa and the Middle East (Turkey, Morocco, Tunisia) (Via our DMT plant for the Manufacturing of Thermolactyl).

Damart has mapped out the risks connected to the positioning of its suppliers based on the volume of purchases and its CSR criteria in order to prioritize its so-called "risk" suppliers and implement audits.

Damart maintains privileged relationships with its suppliers. 46 % of the suppliers have been partners since 2009. The supplier turnover rate is between 5 and 10% a year.

➤ Approach:

Through the *Damartex Way*, Damart wishes to guarantee to its customers and employees that the women and men at the origin of the manufacturing of its products are treated with respect and that the manufacturing process has no negative impact on the environment.

The ambition is to buy excellent products from responsible suppliers in a fair commercial relationship.

✓ The Sustainable Procurement Charter:

Our suppliers commit to respecting Human Rights. The word "supplier" shall be construed as our suppliers and our suppliers' suppliers; any person or entity working directly or indirectly for DAMART is concerned.

In this respect, they must see to the effective application of workers' fundamental rights in compliance with the conventions of the International Labour Organization (ILO) and local regulations.

Since 1 January 2018, the charter has been attached to the framework contract agreed between Damart and its suppliers so that it is a *sine qua non* condition to the conclusion a commercial partnership; if it turned out the charter were not observed, and nothing was implemented to solve this issue, the contract with this supplier would be terminated. At the closing of the 2017/2018 financial year, over 94% of suppliers had signed the Charter.

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✓ Visits to Factories

The purchasing teams have been trained to tour factories with CSR in mind. Each time they go on a purchasing trip, they are asked, while they are there, to fill in a checklist that lists the prerequisites demanded by Damart in terms of employees' health and safety. These prerequisites are a first vision of the quality of the working conditions of the supplier, and help identify and report any departure from the values of the brand.

✓ Social Audits

Damart adhered in January 2017 to the Initiative for Compliance and Sustainability (ICS) to carry out its social audits. The 43 members act together to sustainably improve work conditions and support suppliers responsibly to involve them in their progress-making approach. Social audits follow a methodology shared by all brands and it is always upon the initiative of the brand and not of the supplier so as to ensure an unbiased result. The themes covered are the following: management and traceability, child and young workers labour, forced labour, discrimination, disciplinary practices, freedom of assembly, working time, compensation and benefits, and health and safety.

A letter and a percentage are assigned to the supplier: a% indicating the degree of compliance and a letter from A to E indicating the degree of criticality.

% rating	Letter rating	Status for Damart	Measures	Deadline
75% and above	A/B	Acceptable		
60% and above	C/D	Rating requires correction	follow up audit	6 months
41-59%	D	Rating requires correction	follow up audit	3 months
41% and above	E	Rating requires correction	follow up audit	3 months
40% and below	E	Unacceptable	End of relationship	

➤ Results of the approach as of 30/06/18

Eastern Europe, North Africa, Middle East and Far East suppliers

Over the 2017 autumn-winter and 2018 summer seasons, the 48 plants audited accounted for 31% of the purchasing volume of the total number of Damart suppliers.

- The average compliance rate was 89%.
- 52% of the plants audited obtained the acceptable status.
- The plants not reaching a satisfactory rate are subjected to a follow-up audit (*partial follow-up*): 23% within 6 months and 25% within 3 months.
- For the financial year concerned, we have observed a 19% rate of progress between the initial audit and the partial follow-up.

The social audit approach with suppliers is not to stop commercial relationships in the event of non-compliance, but to assist and support them in becoming compliant through a regular follow-up of the *Corrective Action Plan (CAP)*. The **CAP** is written in the local language and by the plant Management team, during the audit's closing meeting. It summarizes the non-compliances identified during the audit and the corrective actions to be applied to remedy them.

When critical non-compliances are identified (Such as employee safety, fraud, lack of transparency, child labour, abuse, harassment, etc.), alert notifications are sent to the members of ICS so that the necessary measures are taken and, where appropriate, the commercial relationships are terminated.

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The factories must afford access to auditors to all buildings so that auditors can perform their audits. Nevertheless, there are cases where access to all or part of the plant is refused. In such a case, the following procedure applies:

- The team of auditors explain to the factory representative or contact the object and procedure of the audit.
- The auditors take note of all the details of the situation of refusal and write a report for the ICS member who has commissioned the audit.

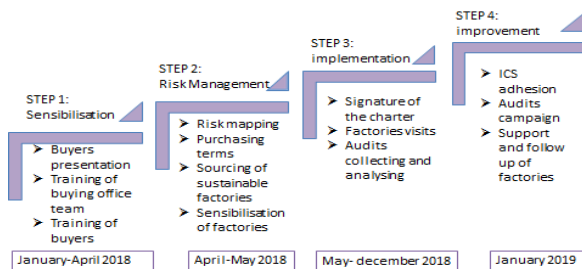
We have not been encountered this situation.

Production site based in Tunisia

A diagnosis of the production site has been performed and an awareness and control plan has been implemented with the site's subcontractors. We have also audited the 5 top subcontractors and implemented a follow-up of their action plans, as well as support from the quality manager.

Deployment to all subsidiaries:

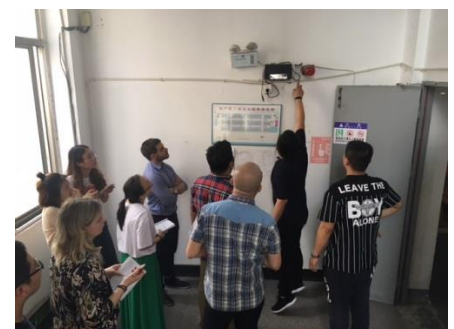
The deployment roadmap of the Damartex Way to all other brands outside Damart is as follows:



All buyers from all subsidiaries have been informed of the approach. The risk maps for each subsidiary are being finalized and buyers at 3Pagen, Xandres, Afibel, Sedagyl, Delaby and Coopers collect audits and have the Damartex Way Charter signed.

Damartex opened its first Home & Lifestyle buying office in Shanghai in early January 2018 with the idea of seeing to CSR in our suppliers' plants. The whole team: the office director, both quality controllers and 3 merchandisers have followed a two-day training to CSR on the Home & Lifestyle production sites in May 2018. The first day was more theoretical, with a focus on regulations and Damartex's requirements, and the second day was more practical, in a factory, in order to train them on the items to be checked: emergency exits, evacuation routes and plans, first aid kits, wearing of safety equipment, fire extinguishers, fire alarms, storage of chemicals...

Our UK subsidiaries, Damart UK and Coopers, are both subjected to the Modern Slavery Act and publish the MSA Statement on their website that lists all the suppliers' awareness raising and training and internal communication actions.



IV. COMMITMENT TO SENIORS



Historically, an emotional, accomplice, authentic and lasting bond binds all the group's brands to its customers. Seniors are our Core Purpose. They motivate us to get up every morning. And they inspire and guide our actions on a daily basis

Being on the Seniors' Side is also about being committed to the wellbeing of seniors above and beyond the confines of business. Our Foundation is based on this commitment, which reflects the caring and sincere relationship between us and seniors, and is the sign of a sustainable commitment to the society of the future.

We wanted this Foundation to be co-created by the employees of all the subsidiaries. Thus, in December a working group of 20 employees representing all the subsidiaries was set up. Together, they defined the mission: "Changing society's attitude towards seniors and acting together to ensure their well-being" and have chosen to focus on three main areas:

- ✓ Encouraging seniors to be more active, to improve their wellbeing
- ✓ Helping seniors to be actively involved in society, and encouraging them to maintain intergenerational relationships
- ✓ Ensuring that seniors remain healthy in their own homes, and supporting care workers

We decided that all projects funded by the Foundation would be sponsored by a collaborator of the group, to offer them the opportunity to invest for the benefit of seniors and to maintain caring, respect, empathy and passion which constitute the base of the values of our brands.

The budget allocated to the Foundation is 1% of the ROC with a minimum of 100K € / year.

The first actions of the Foundation are scheduled from January 2019.

**Our Ones 'Side Foundation is a vector of meaning.
It generates a real pride of belonging to a committed and responsible group.**



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PARTNERSHIPS AND PATRONAGE AT THE INITIATIVE OF SUBSIDIARIES

Beyond the financing from the Foundation, a number of partnership and patronage actions are conducted at the initiative of subsidiaries.

Here are a few examples:



Damartex is a partner of the World Forum. The World Forum for a Responsible Economy is a cycle of yearly events whose objective is to foster a responsible world economy by highlighting the best practices of a number of companies who conduct their businesses in a responsible manner throughout the world. **Damart France** mobilizes each year a dozen employees on a voluntary basis to organize the events, and Damartex sponsors T-shirts with the logo of the forum for all volunteers.



Damart France and Afibel have also been partners of *Sauvegarde du Nord* for the creation of a community wardrobe called "Les Trouvailles de Marlène" in Roost-Warendin (France) with a dual objective: the setting up of a community shop, allowing anyone facing financial difficulties to have access to new, quality clothes, and the creation of a professional inclusion project allowing people removed from the employment market to acquire sales, merchandizing, customer contact and cash till and stock management skills.

Damart has supplied the shop fixtures and furniture and trained the employees to sales, management and merchandizing techniques. **Afibel and Damart France** have supplied the products to be sold.



Damart UK partnered with the Bosom Friends charity to design a pink vest sold in catalogues to benefit the fight against breast cancer. This led to a donation of £4,388 this year.

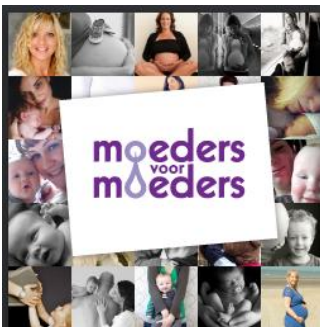
Damart UK in partnership with The Silver Line charity has been fighting against the isolation of seniors. This led to a donation of £13,420 this year.

Every year a number of employees from **Damart UK** get involved in charity runs to benefit heart disease research. The charity received a donation of £12,536.

breast cancer
now



The Silver Line
helpline for older people
0800 4 70 80 90



Damart Belgium and Xandres aid mothers by making donations to an association.



Afibel made donations to charities for an amount of €21,159.



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V. CUSTOMER RELATIONSHIP

- In our **group values**, the **Passion for the Customer** translates the same relation to seniors: care, respect, empathy, and passion.
- **The quality of our products**: Damartex endeavours to guarantee the health and safety of consumers when it comes to putting its products on the market. It endeavours to continue its efforts to add new quality controls all along the supply chain.
- With over 45,000 contacts daily, **the quality of our customer relations** is a true priority:

- ✓ **Listening to our customers:**

Damart has implemented **FAQs** to answer customers' questions on CSR: origin, manufacturing conditions, composition of products as well as consumption of paper.

The DAMARTEX group has created the **senior observatory**: www.seniorobservatory.com which performs a watch and offers information to better know and understand seniors.

The group's headquarters offer a **Customer Lounge** where customers can exchange among themselves and with the Damart teams. The objective is to co-design together tomorrow's products and services. Built in 2017, it has welcomed 17 customers for a shoe study, and another 11 for a knitwear study, and more and more meetings are organized and our ambition is to go further.

- ✓ **The customer satisfaction rate**: a reflection of our customers' satisfaction.

In 2013, we implemented the Net Promoter Score, a measuring tool.

It is calculated from a question asked after each purchase: "Would you recommend this brand to friends and relatives?" Between 2019 and 2018, the NPS has grown almost everywhere, and on all distribution channels.

STORE ACTIVITY	Damart FR	Damart BE			
2017 average	33	34			
2018 average	34	36			
CATALOGUE ACTIVITY	Damart FR	Damart UK	Coopers	3 Pagen	Afibel
2017 average	25	40	59	31	
2018 average	31	42	52	17	27
WEB ACTIVITY	Damart FR	Damart UK	Damart BE		
2017 average	25	30	18		
2018 average	31	34	26		

- ✓ **Personal data protection**

The Damartex group maintains a permanent trustful relationship with its customers, in all areas, including in the processing of personal data. In May 2018, as part of the GDPR, DAMARTEX appointed a DPO (Data Protection Officer) who coordinates the personal data management policy for the subsidiaries of the Damartex Group

This policy is available on request in stores, on the web (Dedicated page: <https://www.damart.co.uk/privacy-policy>) and by phone (An automatic voice response system give access to various levels of information upon the placing of orders: In France 03 20 49 16 00). Each customer can therefore be informed on the processing of her personal data and corresponding rights.

Damartex has implemented technical and organizational measures aiming at providing an adequate level of security for the personal data collected.

VI. QUALITY OF WORKLIFE

Well-being at work is a *sine qua non* condition of our future, a source of performance, competitiveness, and attractiveness to recruit new talents. This involves a culture of caring within the teams and the management, pleasant working conditions, the simple, friendly celebration of our small steps as well as of major successes.

A work group has defined the quality of work life at Damartex: this is a voluntary and sustainable procedure aiming at combining the development of employees AND the collective performance of the company.

Damartex has conducted a survey with its service provider INERGIE, with the objective of making an audit of quality of work life among the teams. This survey concerned 3,560 group employees. The questionnaire was sent confidentially via an external secure website between 18/9 and 8/10/2017

Results:

Participation rate: 84%

85% of employees are satisfied.

84% of employees are proud to work at Damartex.

This survey was intended as a listening, dialogue and improvement tool. This audit will be followed up by the implementation, in each subsidiary, of Quality of Work life workshops whose objective will be to implement improvement actions that are co-designed, targeted and realistic, communicated on and followed up over time.

Here are some examples of the workshops implemented:

- Organization: combining pleasure and efficiency at work.
- Career: development of skills and careers
- Togetherness: celebrating successes
- Communication: communicating on all actions

A concrete example: a "Créalab" was created on one of the Roubaix sites. It is a place dedicated to creativity and the sharing of skills, which is moderated by the employees themselves.

The Créalab offers workshops on: knitting, sewing, watercolours, zero waste, photography, 3-D printing, board games, meditation, guitar, repair cafe, and a vegetable garden.



LES MIDIS DU CREALAB

FORUM DES ACTIVITES :
Mardi 18 Septembre de 12h30 à 14h
RDC - nouvel espace Créalab

C'est la rentrée !
venez retrouver les activités qui
vous sont proposées dès octobre
et voter pour choisir le nom de ce
nouvel espace.

Lire (Reading) Tricoter (Knitting) Sewing Dessin (Drawing) Apprendre (Learning)
Faire du pain (Baking bread) Réparer (Repair) Jouer (Playing) Faire du sport (Sports)

Mais aussi les activités issues d'autres initiatives

Inscription sur place !

Si vous aussi, vous voulez proposer un atelier,
venez nous en parler le 18 septembre.

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Work environment:

In order to improve working conditions for all of its employees, the Damartex group has started a number of refurbishment and rejuvenation projects on a number of sites:

➤ In France:

Damart & DSB: €4.5 million invested for two of these sites, 15,000 m² have been revamped for the benefit of 600 employees.

The projects completed include: open spaces, quality lab, customer workshop, digital studio, new call centres, modern, spacious cafeterias, break areas, sports and meditation hall, equipped locker rooms built through collaborative workgroups.



Afibel: Since 1988, the teams had been split on two sites 5 km apart. Today, the 500 employees are gathered on a single site of 34,000 m², which has been renovated and adapted for each workstation.

➤ In Belgium:

Damart Belgium's original site has had a facelift: modernization of offices, creation of a function hall for meetings and presentations of collections, a new call centre and installation of a modern, brightly lit store.



➤ In the UK:

Creation of a new reception area that is more modern and more welcoming, and benefits from adapted lighting at **Damart UK**. At the same time, the disabled access has been improved, including the lift, and all toilets have been renovated.



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VII. ENVIRONMENT

[Principle No. 7: Supporting a precautionary approach to environmental challenges;](#)

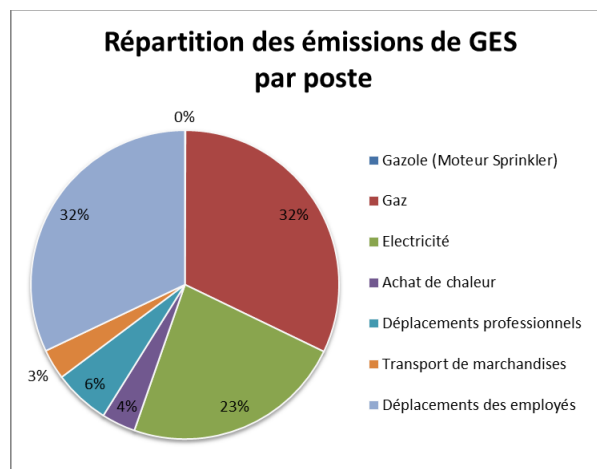
[Principle No. 8: Promoting greater environmental responsibility.](#)

[Principle No. 9: Encouraging the development and diffusion of environmentally friendly technologies.](#)

Policy for improving energy efficiency

The Damart France subsidiary has calculated its greenhouse gas emission balance with several objectives:

- Meeting legal requirements;
- Acting in a relevant way on its environmental impact;
- Improving the assessment of performance and fulfilling, as best it could, the customer's requests and expectations; and
- Knowing its possibilities to reduce its dependence on certain types of energy..



The greenhouse gas emissions diagnosis has shown that the activity of both Damart France sites and the electrical consumption of the stores generate approximately 2,319 t of CO2 equivalent. The items that have the highest emission are connected to the consumption of gas, of electricity for heating and cooling premises, and to employees travels.

DAMART France has already implemented measures to reduce its environmental impact:

- The installation of occupancy sensors;
- The replacement of lights with LEDs;
- The modernization of the insulation for walls and windows;
- Awareness raising of employees on environmentally friendly habits; and
- The modification in the programming and settings for heating and cooling.

This was completed as the refurbishment progressed.

Afibel, Damart UK and Coopers are implementing the replacement of lights with LEDs and an occupancy sensing system. At **Afibel**, 19% of the warehouse and 55% the offices have switched to LED lights.

Afibel has installed a heating system that uses air recycling, and has seen its gas and electricity consumption in kWh reduced by 8% against the previous year.

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Reducing the impact of inbound transport:

Damart subsidiaries in France, Belgium and the UK take into account the environmental performance in their transport policies.

For sea transport, Damart has been using a consolidation platform. The principle is to gather small volumes from Asia and consolidate them in order to fill a full container. This avoids using several ships to Antwerp and reduces re-deliveries.

Rail transport was initiated in late 2017 at Damart. This mode of transport is used to replace air freight for late sea shipments.

In 2017: 1 order via rail

In 2018: 10 orders via rail.

2018 mobility plan

Damartex encourages its employees to use other modes of transport rather than their private cars.

In all Damartex subsidiaries a number of videoconference tools (Such as Skype, soft phone software, SharePoint) and screens (7 Wipple & Polycom) have been installed to promote online meetings.

- For **the 3 Damart sites in France**, mobility ambassadors have been appointed to answer any question from employees and including about public transport available close by (Bus, underground, self-service bicycles). A mobility plan has been drafted.

Car parks provide a lift-sharing site and shelters for bicycles.

A lift-sharing community has been implemented with a neighbouring company and 3 speed-dating events were organized over the year to help passengers and drivers match.

Electric bikes are made available to employees to travel between the various Damartex group sites located in Roubaix.

A financial support scheme has been implemented for employees wishing to buy a bike to commute to/from work. This year, 11 employees benefited from a financial support.

Damart has also adapted the working hours of these employees including through telecommuting. After winning two years in a row the jury's favourite prize at the regional mobility challenge (*Challenge de la mobilité des Hauts de France*), this year we won the prize for the best telecommuting rate.

- **Xandres** has been promoting cycling with the proposal to lease electric bikes to employees. The outcome is that 25% of employees regularly cycle to/from work.
- At **Damart UK and Coopers**, a 'Cycle to Work' scheme has been implemented to employees to obtain commuter bikes and cycling accessories, whilst spreading the cost over 12 months and making unbeatable savings.
- **At Afibel and 3 Pagen** working hours, especially in the warehouses, have been adapted to promote lift sharing.

Reduction of waste

- A number of measures have been put into place, such as skips with compactors, to offer a new life to used cardboard and paper, waste sorting measures on various sites, the recovery of oil and fuel from warehouse car parks, and the recycling of used ink cartridges.
- As far as **Damart France and Damart Belgium** are concerned, in 2018 as the items sent to stores are no longer in plastic bags, previously not recycled, an extra 30 tonnes of compacted plastics will be vaporized every year.
- 87% of the waste from the France – Belgium logistic warehouse is recycled:
- The objective for DAMART is to improve the sorting of recyclable waste such as cardboard, plastic, etc. on an on-going basis and to improve the recycling rate in order to reduce ordinary industrial waste.
- At Afibel, 100% of the cardboard and paper used in logistics are recycled
- Containers for the collection of used clothes are made available to employees at **Damart France, DSB, Afibel,** and **Damart UK.**



LA FIBRE DU TRI

Un conteneur destiné à la collecte de vêtements au profit de l'association caritative Yorkshire Air Ambulance basée à Elland (Leeds) a été installé en fin d'année sur le site logistique de Damart UK. Pourquoi jeter les vêtements, textiles et chaussures que nos clientes nous retournent et qui ne peuvent pas être remis en stock ? Si les articles réutilisables sont vendus à des négociants, ceux qui ne le sont pas sont recyclés (serviettes industrielles, matelas, isolation...).

12 600 articles ont suivi cette filière en 2017.



La collecte de vêtements, chaussures et jouets usagés est également organisée sur les sites de DSB et de Damart France en partenariat avec l'association d'insertion Main Forte.

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VIII. ANTI- CORRUPTION

[Principe n°10 : Working against corruption in all its forms, including extortion and bribery.](#)

As part as the compliance to the French anti-corruption law (so-called *Loi Sapin 2*), Damartex has developed and deployed a whistle-blowing system via an email address.

Since October 2018, this address has been accessible to all subsidiaries and the system has been promoted in the group's six languages: French, English, Dutch, German, Arabic and Chinese.

This system is also available to suppliers. Communication for the group's stakeholders started in November 2018.

The types of alerts which can be reported via the Transparency system are:

- cases of fraud, bribery, conflicts of interest or influence-peddling;
- behaviours contrary to ethics and to the Damartex Way (forced labour, child labour, human trafficking...);
- cases of theft of confidential data; and
- cases of psychological or sexual harassment.

In addition to this whistle-blowing system, and as a complement to raising the awareness of employees, fighting against fraud and conflicts of interests can be achieved via other means:

- Keeping watch and attending conferences/workshops organized by third parties (AMRAE, IFACI, consulting firms...),
- Deploying and communicating best practices to subsidiaries (e.g.: Organization of a draw so employees can win suppliers' gifts...)
- Internal audits and risk management, with the creation of the position in May 2017. With the whole group as the scope of action.

CONCLUSION

Our commitment to the Global Compact is part of a continuous improvement approach on all CSR issues and transparency, which is translated today in the publishing of this third COP.

This COP is a testimony of

- Our desire to develop all brands in the Group in a sustainable way,
- Our ethical commitment, and
- Our responsibility to our employees, customers and partners.

Our desire is also to share the values conveyed by the Global Compact to other companies on our territory. This is why we have accepted with pride to become a local Global Compact France ambassador for the *Hauts de France* region. We commit to promoting on our territory the principles of Human Rights, labour Law, protection of the environment and fight against corruption.



Since 2015, Damartex has been committed to the corporate responsibility initiative and the principles of the UN Global Compact in the areas of human rights, labor, the environment and the fight against corruption.

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