



GOOD4BUSINESS



PZ CUSSONS PLC

STATEMENT ON CREATING SUSTAINABLE VALUE

Introduction

We believe passionately that business can be a force for positive change. More than that, we believe that businesses have an active obligation to make a positive contribution to society and to minimise any negative impacts on the environment from their operations.

For us at PZ Cussons, this is not something new or unusual - it has been a key part of our culture and of who we are ever since the business was founded in Africa in the 1880s. We have always aimed to make a positive impact on society through the products which we sell, the way in which our products are designed, manufactured and packaged and through the contributions we make to the communities in which we operate.

We do this because we know that it's the right thing to do. But also because we believe that it is **Good4Business**. By forging strong links with our local communities and mutually beneficial relationships with our business partners, by conducting our activities with integrity and responsibility and by helping to conserve the planet's precious natural resources, we are Creating Sustainable Value for all our stakeholders, now and into the future.

Our Good4Business (G4B) approach provides us with a clear framework for how we should conduct our business activities in our different geographies and across all of our product categories: Personal Care, Home Care, Electricals and Food & Nutrition. It ensures that Creating Sustainable Value for all sits at the heart of everything we do. Specifically, it provides four areas of focus – what we call “lenses” – through which we can assess our business and ensure that Creating Sustainable Value is integrated into all our day-to-day decision-making:

- Business Governance & Ethics
- Environment
- Sourcing
- Community and charity

PZ Cussons is a Group which operates in a number of different product categories and territories but we are committed to meeting one global standard of business behaviour, irrespective of variances in local laws or regulations. We recognise this is not something which we can do alone and we are committed to working with all our business partners to share our G4B approach with them, thereby ensuring we can live up to our values throughout our wider supply chain.

We also recognise that, whilst we have made good progress in recent years, there is still much for us to do. Creating Sustainable Value is a fundamental approach to business life and the culture of our Company. It is not a project or initiative which concludes at a particular point in time; as a Company we are committed to continuous improvement and innovation. We will continue to communicate our progress and share information and, in particular, to provide updates on our Environmental Improvement Programme which focuses principally on carbon, water and waste reduction.



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Our G4B approach has its foundation in our CAN DO values, which are embedded in our culture. We demonstrate these core values across the Group in every operation and every territory and provide the framework for staff and, ultimately, the Group to develop and succeed.

Courage

We challenge convention, ourselves and each other. We have the strength, willingness and determination to initiate, make things happen and to carry them through.

Accountability

We are all champions of our company. We take personal responsibility for achieving our objectives. We do what we say we shall do. We do what is right, not merely what is expected. We act with openness, integrity and trust. We ask for help, admit to our mistakes and put things right.

Networking

We are one company across all functions and geographies. We work towards a common goal through co-operation and teamwork.

Drive

We are relentless in our pursuit of success. Together we approach each day with the energy, passion and persistence to exceed expectations.

Oneness

We are all PZ Cussons people. We treat each other with respect regardless of status. We act professionally and together we celebrate our success with understated pride.

G4B draws on the values and experience which have made PZ Cussons the company it is today. Our core values and convictions will remain at the heart of our business as the Group develops and grows in the future. We are resolved to continue to be a company which our shareholders, customers and consumers, business partners, local communities and our employees can be proud of.

This Statement is formulated by the PZ Cussons Plc Good4Business Committee and endorsed by the Board of Directors. No operating unit or individual will be criticised or penalised in any way for any loss of business which results from adherence to this Statement or our G4B approach.

Ngozi Edozien

Chair, Good4Business Committee

