

Adena Brands Modern Slavery Act Statement 2022-2023

This statement is published in accordance with section 54 of the Modern Slavery Act 2015 for the period 28th August 2022 to 26th August 2023 and provides information on the steps that Adena Brands Limited and its subsidiary brands, Monsoon, Accessorize and East have taken during the year to ensure that slavery and human trafficking is not taking place in its business.

What is Modern Slavery?

Modern slavery has many different forms: slavery, servitude, forced and compulsory labour and human trafficking. Ultimately it involves one person controlling another person thereby depriving them of their liberty with the aim of exploiting them for personal or commercial gain.

Company information

Adena Brands is the parent company that owns and operates the Monsoon, Accessorize and East brands.

Monsoon was founded in 1973 by Peter Simon following his inspirational travels to India. The first branch of Accessorize opened in 1984 and East Heritage joined the group in 2018, the company now has approximately 325 stores globally across 25 countries.

At Adena Brands we aim to run our businesses responsibly. With this in mind, in producing this statement we have looked at all areas of our business and identified that our product supply chain represents the greatest risk of slavery and this is where we have focused our resources.

Our Supply Chain

The majority of our stock suppliers are located in China and India where we have dedicated individuals to support to manage relationships with our suppliers and work with them to drive improvements and become sustainable businesses.

We are a member of various collaborative initiatives including the Ethical Trade Initiative (ETI) and join a powerful collection of companies, trade unions and civil society groups in the pursuit of decent working conditions for workers. Our stock suppliers are required to agree legal provisions ensuring their compliance with the Modern Slavery Act and to sign up to our Code of Conduct as a condition of working with us. The Code of Conduct is based on the ETI's Code which includes: no forced labour, living wages, no discrimination, no harsh or inhumane treatment and no child labour. We also have a separate Homeworking Policy, Child Labour Remediation Policy, environmental and Animal Welfare Policy on our website.

We conduct risk assessment checks to assess conditions for each stock supplier before a partnership is confirmed. Through third party and direct audits, as well as visits to suppliers and production sites, we ensure compliance with our Code on an ongoing basis. We recognise, however, that ensuring decent, non-exploitative work as well as sustainable business practices which respect the people and communities requires a commitment from us and a partnership with suppliers. For example, where the potential for improvement is identified, we offer training to suppliers and have facilitated engagement with third party organisations including NGOs and consultants to support suppliers in implementing positive change.

Since 2016, we have partnered with GoodWeave International. GoodWeave works to stop child labour in global supply chains. As a part of this mission, the organisation also addresses the larger issues of forced and bonded labour.

In the last fiscal year, the GoodWeave team continued efforts to bring visibility, improve working conditions and eradicate child and forced labour in several of our supply chains in Uttar Pradesh, Northern India. They tracked Monsoon's production and mapped production units, from Tier 1 facilities down to home-based worksites. The team verified factories, worksites and households' compliance against their ISEAL-approved Standard through random, frequent and unannounced inspections. Where issues were identified, GoodWeave worked with our suppliers and subcontractors towards remediation and business practice improvement. To complement this supply chain work and prevent child and forced labour, GoodWeave also implemented programs in home-based worker communities linked to Monsoon and Accessorize's production to support children's education and workers' wellbeing.

We have directly supported suppliers in efforts to progress worker/management dialogues through worker representatives and committees.

As part of our commitment to ensuring transparency at all levels of our supply chains, field teams work with key suppliers in India, China and Europe to map production down through all tiers to homeworking and commodity levels. This is in addition to the mapping of production to homeworker level conducted for items in our Artisan range. Our Artisan range reflects our commitment ethnic sustainability by supporting handicrafts and homework in production. Suppliers producing for our Artisan range are supported in incorporating and acknowledging artisanal techniques in production. Relationships with these suppliers are well established as a result of long term development of the range.

Service providers, Non-Stock Suppliers and Partners

Monsoon, Accessorize and East have a substantial number of service and non-stock suppliers as well as a range of partnerships with, for example, online marketplaces and international franchisees. All such suppliers and partners are contractually required to comply with the Modern Slavery Act and all

other applicable legislation. Additionally, our franchise partners are also required to sign up to our Policy Manual, which includes our Code of Conduct.

Staff training

The Modern Slavery Act requires all company employees to consider the relationship that they have with other companies and to be alert to the possibility of slave labour and/or human trafficking. We provide a training programme to teach employees about the risks of Modern Slavery which begins on our staff Induction Day and continues through role specific training provided to those that require it. We operate a Confidential Helpline for employees who wish to raise concerns about treatment or practices within our business or supply chain without fear of reprisal.

This statement was approved by the board of Adena Brands Ltd. the parent company of Monsoon Brands Ltd., Accessorize Brands Ltd. And East Heritage 1994 Ltd.

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Nick Stowe
CEO, Adena Brands Ltd
February 2024