

VS Brands Holdings UK Limited: 12823052

Section 172 Statement

This section describes how the directors have had regard to the matters set out in section 172(1)(a) to (f) Companies Act 2006 in exercising their duty to promote the success of the Group for the benefit of its members.

The principal activity of the Group is the retailing of ladies' lingerie. The Group has no external debt funding and it therefore considers its relationships with its workforce, customers and suppliers to be of direct relevance and long term importance to its long term success.

Relationship and engagement with stakeholders

Workforce

The strength of our business is built on the hard work and dedication of all of Group's people. Our colleagues rely on us to provide stable employment and opportunities to realise their potential in a working environment where they can be at their best.

How the Board engages:

- Reviewing the output of employee engagement surveys and agreeing follow up actions.
- Visits to stores and warehouses, providing an opportunity to meet a wide range of our workforce.
- Online performance, development and feedback tools.

Engagement with our employees has never been more vital to the success of our business.

Customers

Our customers are the reason we exist. It is essential to our future that we can consistently and continuously design and offer attractive, stylish products of high quality to new and existing customers at an accessible price. In doing so, we build our brand value and customer loyalty.

As a retail business, the sentiment of customer's can be seen in the Company's underlying sales performance figures, which the Board reviews regularly. The interests of customers are considered in key decisions, e.g. relating to: store portfolio changes; selection of product lines; selection and monitoring of suppliers to ensure quality and safety standards are met.

Suppliers

We rely on our suppliers to make and distribute our products, provide the real estate through which we store, sell and display our products, and provide essential services we need to operate our business. Our suppliers rely on us to generate revenue and employment for them.