

JoJo Maman Bébé

Modern Slavery Act Statement

July 2022 - January 2023

JoJo Maman Bébé

JoJo was founded in 1993 with the vision of doing business better, this was exemplified by our first B Corp (Better Corporation) accreditation in 2016. Following our change in company ownership, I am proud to continue driving a business agenda that supports ethical trade and sustainability.

As a B Corp we are committed to being a force for good through business and as such we look to positively impact not only our teams and local communities but also our supply chain and those who create our beautiful products.

This report serves as our 8th statement, covering July 22 – January 23, a shorter reporting period due to changes in our financial year. This was a short but busy time for JoJo as we began the process of changing many of our operational procedures inline with our change in ownership.

This statement outlines measures we have taken to assess and reduce the risk of modern slavery and human trafficking in our supply chain, and our commitments to build on our work through the coming year. These measures enable us to continue to operate as a proactive and ethical business, aligning our actions with our values and driving positive change in our supply base.

As a B Corp, we are committed to harnessing the power of business for positive impact. In the face of a changing world, we remain steadfast in our dedication to treating all stakeholders - including our employees, our community, and our supply chain - with fairness and respect.



Gwynn Milligan
CEO – JoJo Maman Bébé

JoJo Maman Bébé

JoJo Maman Bébé
Modern Slavery Act Statement
July 2022 – January 2023.

- Business Structure
July 2022 - January 2023
- Supply Chain
- Policies
- Risk Assessment
& Due Diligence
- Collaboration
& Training
- Looking Forwards

Our Business

JoJo Maman Bébé launched in 1993 and has grown to be a leading mother and baby multi-channel retailer with a growing global presence, thriving ecommerce website and multiple stores spread across the UK and Ireland.

Our operations

Our **Newport Office** has served as the central hub for our company's operations, encompassing various departments such as our People Team, Finance, Stock Control, IT, Retail Operations and Customer Service, among others.

Also located in Newport is our **Distribution Centre**, serving as a pivotal point for our logistics operations, facilitating the efficient receipt, storage, and dispatch of stock.

Nestled in the vibrant area of Battersea, our **London Studio** is the base of our creative teams, including Buying, Design, Technical, Merchandising, Visual Merchandising, Marketing, and Ecom.

We have an in house **Sales** team that work with key international businesses to offer the JoJo brand globally through other partner retailers, both online and instore.



Our supply chain

Own brand range

We predominantly sell our own branded items, this means we design and sell products under the JoJo Maman Bébé label. They are created and developed within our London Studio and produced by 117 tier 1 factories over 8 countries.

3rd party brands

These are products wholly designed and developed by other companies that we offer for sale to our customers.

Direct despatch

We have partnered with a number of businesses who ship exclusive customised products directly to the customer from orders placed on our website. This often includes giftable items such as candles, food, flowers and artworks. During this time we worked with around 15 direct despatch suppliers.

Goods not for resale (GNFR)

These are items we purchase but aren't sold, for example store equipment and carrier bags.

Services

This includes professional services we need to run the business effectively, such as logistics, marketing, technology and facilities management.

Operations in numbers

2



Offices

in Newport and London

84



Stores

in UK and Ireland

876



Team Members

14% Office
13% Warehouse
73% Stores

Business Structure
July 2022 - January 2023

Supply Chain

Policies

Risk Assessment
& Due Diligence

Collaboration
& Training

Looking Forwards

JoJo Maman Bébé

JoJo Maman Bébé
Modern Slavery Act Statement
July 2022 – January 2023.

JoJo Business Structure and Key Changes

Main changes in structure since our last statement are described as below.

Business Structure July 2022 - January 2023

Supply Chain

Policies

Risk Assessment
& Due Diligence

Collaboration
& Training

Looking Forwards

In April 2022, our business underwent a change in ownership due to the founder retiring.

A new parent company was formed which constituted of a joint venture between **Davidson Kempner** and **Next Plc**. This new ownership required an update to our board structure as shown (correct at Jan 23).

Our **Management Board of Directors** oversees the day-to-day operational running of the business. They ensure smooth and efficient management, strategy and policies and set long term targets whilst maintaining the Ethos that makes us JoJo.

The change of ownership marks an exciting new chapter for JoJo, as it presents us with new business opportunities that align with our vision of sustainable growth.

JoJo Maman Bébé also owns the sub-brand **Emma-Jane**, a specialist maternity and nursing lingerie brand exclusively available at JoJo.

As part of the deal, JoJo incorporated the **Next Code of Practice** into it's own supply chain operations and this formed the main body of work in this mini-statement as we adapted our targets, processes, policies and training to the change.

Investor Board of Directors

Davidson Kempner

Next Plc

Chairperson – David Tyler
JoJo CEO – Gwynn Milligan
Next Investor Director – Nick Murty
DK Investor Director – James Woodman
Finance Director – Robert Price



Management Board of Directors

JoJo Maman Bébé

JoJo CEO – Gwynn Milligan
Design & Buying Director – Mel Brown
People Team Director – Karen Fry
Marketing Director – Georgie Drew
Finance Director – Rob Price



**Heads of Departments
& Team Managers**

JoJo Maman Bébé

JoJo Maman Bébé
Modern Slavery Act Statement
July 2022 – January 2023.

JoJo Governance - our internal structure

Overall accountability for our Modern Slavery Policy and Statement sits with our Board of Directors. The Board represent all teams in JoJo and approve our annual statement and targets.

Business Structure July 2022 - January 2023

Supply Chain

Policies

Risk Assessment
& Due Diligence

Collaboration
& Training

Looking Forwards

Within our own operations

Our **People Team Director**, supported by our in-house People Team, is responsible and accountable for employment policies and practices related to our own teams.

To support a clear and consistent roll out of policies and practices, we have an inhouse **Learning and Development (L&D) Team** who manage courses and training calendar for all employees.

We have a longstanding **Equality, Discrimination, and Inclusion Policy**. This incorporates annual training of all employees across all sites and is managed by our inhouse L&D Manager.

We adhere to **UK and EU Employment Law** and carry out employment checks for all new employees which includes 'Right to Work'. Our People Team provide comprehensive training relating to recruitment on our internal platform.

We have a **Whistleblowing Policy** (Speak Up) to report any wrongdoing, including Equality, Diversity and Inclusion (EDI) matters.

We have an in-house **Payroll Team** who manage employee pay in line with contractual obligations. This includes a monthly check on hours worked to ensure the organisation adheres to the UK working time directive.

Our People Policies are applicable to our Full and Part time team members along with contractors and agency workers and are available on our internal Intranet.

Within our supply chain

Our **Design & Buying Director** has ultimate ownership for all our manufacturing supply chain, policies and procedures. This includes our Supply Chain Modern Slavery Policy, Code of Conduct and supporting policies.

Our **Head of Compliance** is responsible for implementing the policies within our supply chain related to ethical trade.

Our **Buying Teams** are trained on our approach to fair buying practices and salient risks inline with our ethos.

We have an established process to onboard, maintain and offboard suppliers to ensure compliance to our **Code of Conduct** and mitigate the risk of modern slavery, using appropriate risk assessment and due diligence measures.

This includes but is not limited to communicating and training policies, mapping our supply chain, reviewing supplier Self Assessments and 3rd party audits on SEDEX and working alongside our 3rd party auditors in **Next Code of Practice**.

All suppliers are given training and provided with support in order to comply to our **Code of Conduct**. We strive to maintain an open relationship with our suppliers for all countries of manufacture.

JoJo works to a policy of continuous improvement, however we will not tolerate inaction when serious ethical issues, including modern slavery are raised. If suppliers are unwilling to work with us we will implement **commercial consequences** which is detailed in our Supplier Handbook shared at onboarding.



JoJo Maman Bébé

JoJo Maman Bébé
Modern Slavery Act Statement
July 2022 – January 2023.

Our own brand supply chain

We currently manufacture our own brand product in 8 countries. Most of our factories are based in China, followed by India then Turkey, although our purchasing volumes are split more evenly across the three. We work with 117 Tier 1 factories who employ around 20,000 people. 60% of our factories make clothing and textile items, and 40% make nursery products and toys. 16% of our suppliers have worked with us for over 20 years. Wherever we can, we work with small family owned factories. Over half our suppliers during this time had a team of 150 people or less.

Supply chain mapping

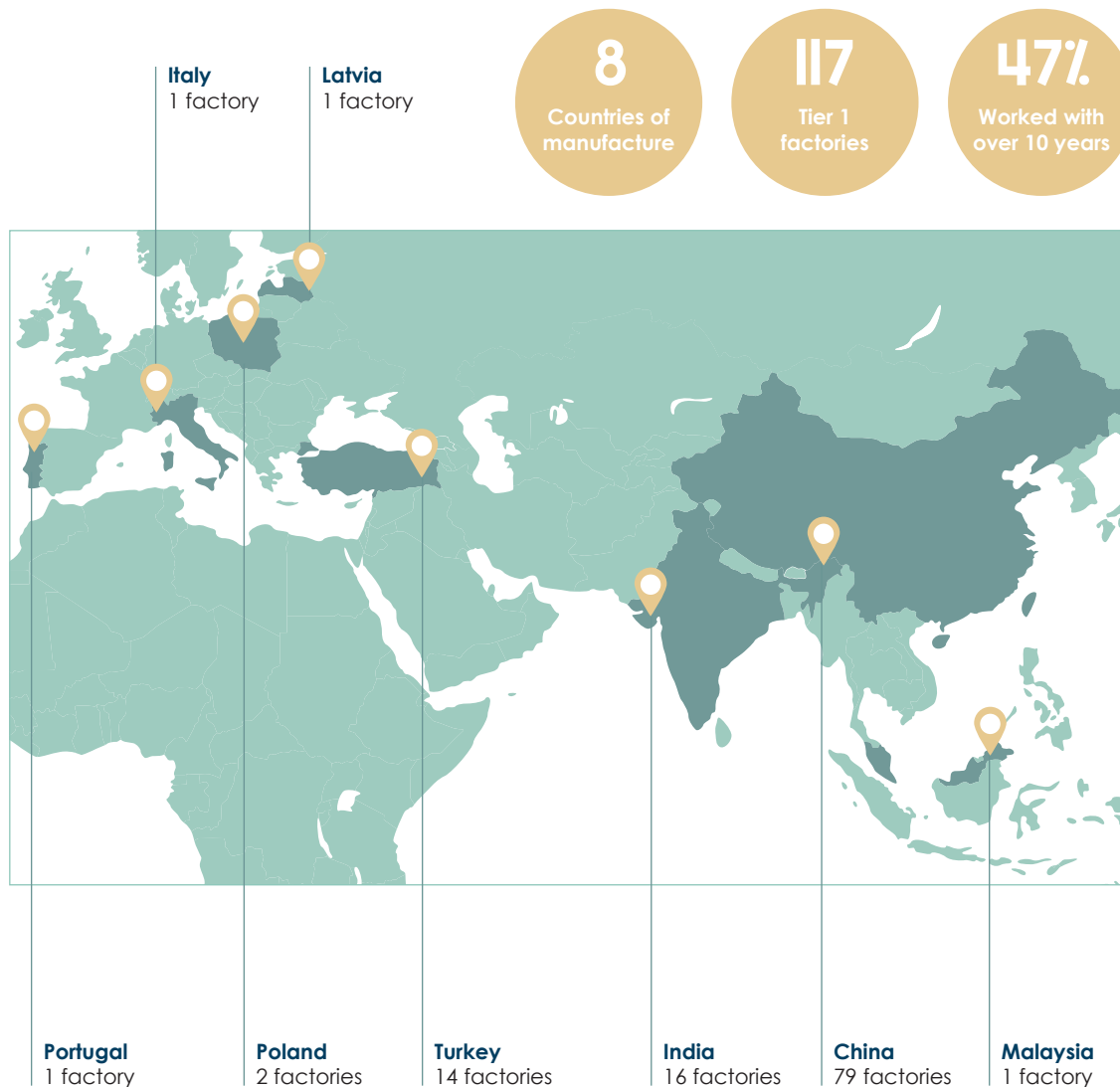
We have fully mapped our Manufacturing Tier 1 suppliers. These are the factories that construct the final item and pack it to send to us.



We have partially mapped our Tier 2,3 & 4 suppliers. These factories carry out additional work such as embroidery, or make base components such as the fabric or the buttons



We have not yet mapped our Tier 5 & 6 suppliers but this remains a target. These suppliers make the raw materials, such as growing the cotton, and transform them into usable components



Business Structure
July 2022 - January 2023

Supply Chain

Policies

Risk Assessment
& Due Diligence

Collaboration
& Training

Looking Forwards

JoJo Maman Bébé

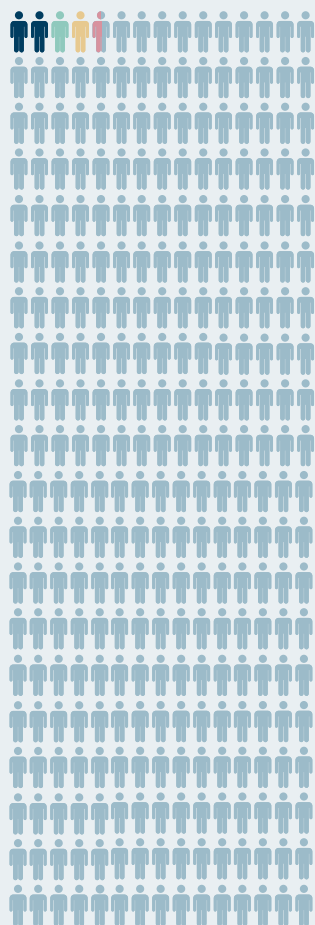
JoJo Maman Bébé
Modern Slavery Act Statement
July 2022 – January 2023.

Definitions of Modern Slavery

Inequality is growing and the global labour market can be multi-national with many people crossing borders to look for work. People can be coerced into working against their will for little or no recompense through means such as paying off debts, by companies retaining identity papers and by false promises. There are far too many people in the world being still treated as commodities and being exploited. The Modern Slavery Act would like us all to do our part in mitigating this issue.

Statistics

According to the latest Global Estimate of Modern Slavery 2022:



50 million people were living in modern slavery in 2021.

This number translates to nearly one of every 150 people in the world.



28 million people were in forced labour.



22 million people were trapped in forced marriage.



Forced labour accounts for 3.8 million children and **11.8 million women and girls.**



The world's population is 7.9 billion. Each body in this infographic represents around 25 million people.

Human Trafficking

The recruitment, transport, transfer, harbouring or receipt of people through force, fraud, coercion or deception, with the aim of exploiting them for profit. This occurs in all parts of the world where traffickers use violence, fraudulent employment agencies and fake promises to deceive people, usually those who are vulnerable or seeking a better life. Whilst no industry or sector is immune to human trafficking, there are high-risk sectors where victims are more frequently found, for example but not limited to, agriculture, garment and textile industries, catering and domestic work.

Worst Forms of Child Labour

Child labour can take many forms, but the priority for the ILO (International Labour Organisation) is to concentrate on the worst forms which include all forms of slavery, trafficking, sexual exploitation, illicit activities and those that are likely to harm the health, safety and morals of the child.

Forced Marriage

Any situation where one or both people do not, or cannot consent, regardless of age.

Debt Bondage

A situation where a person has pledged their labour or services (or that of someone under their control) to pay a loan. Often people who experience debt bondage work for little to no pay while they must work off extortionate fees associated, such as lodgings and travel. It can be shared by whole families and inherited generationally.

Business Structure
July 2022 - January 2023

Supply Chain

Policies

Risk Assessment
& Due Diligence

Collaboration
& Training

Looking Forwards

JoJo Maman Bébé

JoJo Maman Bébé
Modern Slavery Act Statement
July 2022 – January 2023.

Ethical trading policies

JoJo are committed to working in accordance with the UN Guiding Principles on Business and Human Rights. We believe companies have the responsibility to respect human rights through policies and by working with robust standards and processes that will identify, prevent and manage the remediation of any human rights risks. JoJo is committed to upholding these human rights standards and processes in its business operations and supply chain.



Code of Conduct

Our Code of Conduct is drawn from core ILO conventions and accompanying recommendations and are aligned to the Ethical Trading Initiative (ETI) Base Code and the Next Code of Conduct. Further detail can be found [here](#).

JoJo expects its suppliers to understand, take responsibility for and ownership of implementing Ethical Code of Practice Standards throughout their supply chains and business operations. JoJo takes a long-term view of what is right and will remain committed to the continuous improvement of delivering high standards to meet the expectations of our customers, stakeholders and to protect the human rights of those engaged within, and supplying to, our business.

No forced labour or modern slavery - employment is freely chosen

There must be no form of modern slavery or forced labour, whether it be human trafficking, involuntary prison labour, indentured labour, bonded labour or otherwise. No employee should be obliged to work through force, financial pressure, intimidation or by any other means.

Freedom of association and the right to collective bargaining

The supplier and its factories must recognise and respect the right of the employee to join and organise associations of their own choosing and to bargain collectively.

Safe and healthy working conditions

Suppliers and their factories must provide their employees with a safe and healthy working environment and continue to work towards preventing work-related accidents and maintaining the welfare and safety of their employees.

No child labour

Suppliers must not employ children who are less than 15 years old or less than the legal minimum age in the country of manufacture.

Fair wages and benefits

Employees' wages should be enough to meet the basic needs of employees and provide for some discretionary expenditure. In all cases, wages must equal or exceed the minimum wage required by law or the industry benchmark standard.

Lawful working hours

The normal working hours should not exceed 48 hours per week and must comply with national laws or the benchmark industry standards.

No discrimination is practiced

Employees shall be afforded equality of treatment irrespective of their gender, race, colour, language, nationality, ethnic or social origin, religious beliefs, political opinion, marital status, disability, property, age, sexual orientation or union membership.

Employment security

Wherever reasonably practicable, all workers should enjoy security and stability of employment and regularity of income.

Respectful treatment of employees

Employees must be treated with respect, dignity and be employed in a workplace free of harassment, abuse, and degrading treatment.

Business Structure
July 2022 - January 2023

Supply Chain

Policies

Risk Assessment
& Due Diligence

Collaboration
& Training

Looking Forwards

JoJo Maman Bébé

JoJo Maman Bébé
Modern Slavery Act Statement
July 2022 – January 2023.

Salient Risk Assessment

Salient risks within Modern Slavery represent the most severe negative outcome in terms of human rights. Identifying them allows us to conduct due diligence assessments of internal and external operations and wherever possible, mitigate current and future risk through appropriate policies, practices and training. Ending modern slavery by 2025 for children in all forms, and overall by 2030 is part of the UN Sustainable Development Goals (SDG target 8.7). Therefore it is vital all businesses identify risk areas within their own operations.

Within our supply chain

We consider the below to represent the largest areas of concern identified within our areas of operation related to human rights.

Migrant, agency and casual labour

Often most at risk individuals of exploitation.

Countries and regions with alleged systematic exploitation of human rights

Including alleged forced labour within the Xinjiang Uyghur Autonomous Region in China, Uzbekistan, Turkmenistan, and Syria.

Displacement of people and labour caused by global events.

The devastating 2023 **earthquake in Turkey**.

Global armed conflict.

Natural disasters.

The continuing effects of the **pandemic**.

China's zero covid policy, ending December 2022.

Undeclared subcontracting

Where all or some of the work was done on an item but the supplier was not declared. This creates a risk as our items are being handled in an unknown location where we have been unable to assess compliance to our Code of Conduct.

Lack of resource management and HR capability in smaller units to identify and address the risks of modern slavery.

Within our commercial operations

Within our commercial operations we know sustained bad practice can directly and negatively impact our suppliers. We train our buying team on salient risks;

Short lead times

This can often lead to excessive overtime or suppliers taking on contract labour to complete orders at short notice.

Unrealistic price targets

We are fully aware and understanding of the fact that our suppliers are also in business to make a profit.

Delayed or missed payments

This could result in a risk of delayed worker payment.

Cancelled orders

If the supplier has bought the raw materials or planned production to fulfill an order this can be devastating to their operational margins and this impact can trickle down to worker payment and treatment.

Demanding unreasonable discounts after an order is placed

JoJo will never demand a discount to improve our margin. Discounts are applied for delays, poor workmanship, incorrect labelling etc. but there are clearly laid out in our Supplier Handbook and only applied to cover a proportion of loss of earnings and direct measurable costs. We will never apply a discount as a way to improve our own profits.

Business Structure
July 2022 - January 2023

Supply Chain

Policies

**Risk Assessment
& Due Diligence**

Collaboration
& Training

Looking Forwards

JoJo Maman Bébé

JoJo Maman Bébé
Modern Slavery Act Statement
July 2022 – January 2023.

Risk Assessment & Due Diligence

Most of our purchasing is done seasonally although we add new products to our range throughout the year. For our main suppliers this usually means consistent business, providing us with stock all year round. Due to minimum purchasing requirements set by the factory, for some we will order a large amount in one go and sell throughout the year instead.

Structure

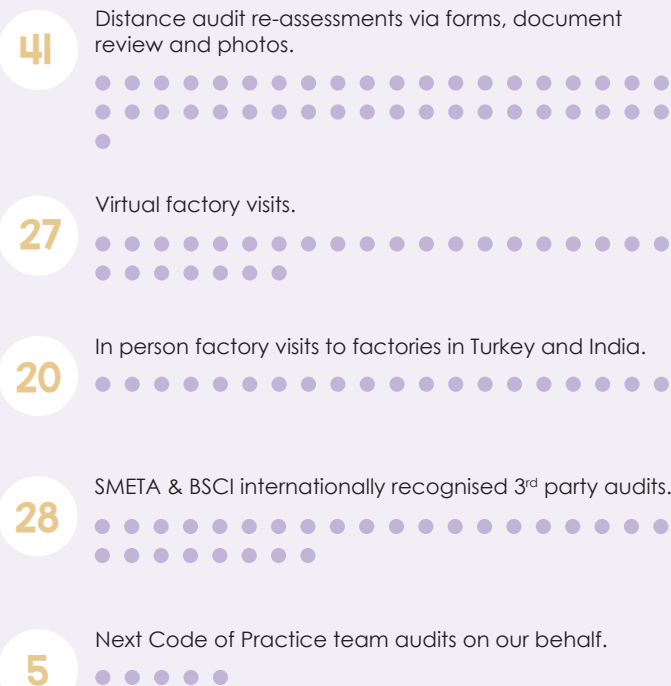
Whilst responsibility for order placement, volume and frequency business resides with our buying team, the assessment of our suppliers to produce stock to our standard and within our policies is the responsibility of our technical and ethical team.

Within our framework we have identified ways of working for risk assessment and continued due diligence within our supply base. This includes but is not limited to;

- ✓ **Desktop assessment** of new suppliers based on new vendor information by our ethical team. This is an initial overview of the company and set up on our database. We use SEDEX pre-screen and Radar Tools to view risk rating against known issues of Health and Safety and Human Rights in the industry and region of operation.
- ✓ Our **Code of Conduct** is shared early to all suppliers to explain our expectations.
- ✓ **Distance audit assessment** completed via self-audit and which considers named subcontractors and likelihood of subcontracting (which goes against our policies) and is assessed by our Technical Team who have excellent understanding of manufacture methods. This is supported by a Virtual assessment where our teams call into the factory to see it functioning in real time.
- ✓ Our Buying and Technical teams are based in London and we travel where possible to our **visit our factories**. This not only gives us an understanding of how they work, but also forges the relationship needed for mutual trust.
- ✓ **Internationally recognised 3rd party audits** for example SMETA/BSCI which are widely used within manufacturing and retail as they assess a factory against the ETI Base Code. These are managed on SEDEX.
- ✓ From February 2023, **Next Code of Practice Team** audits will go ahead in all our factories. During this reporting period, 5 went ahead as early trials.

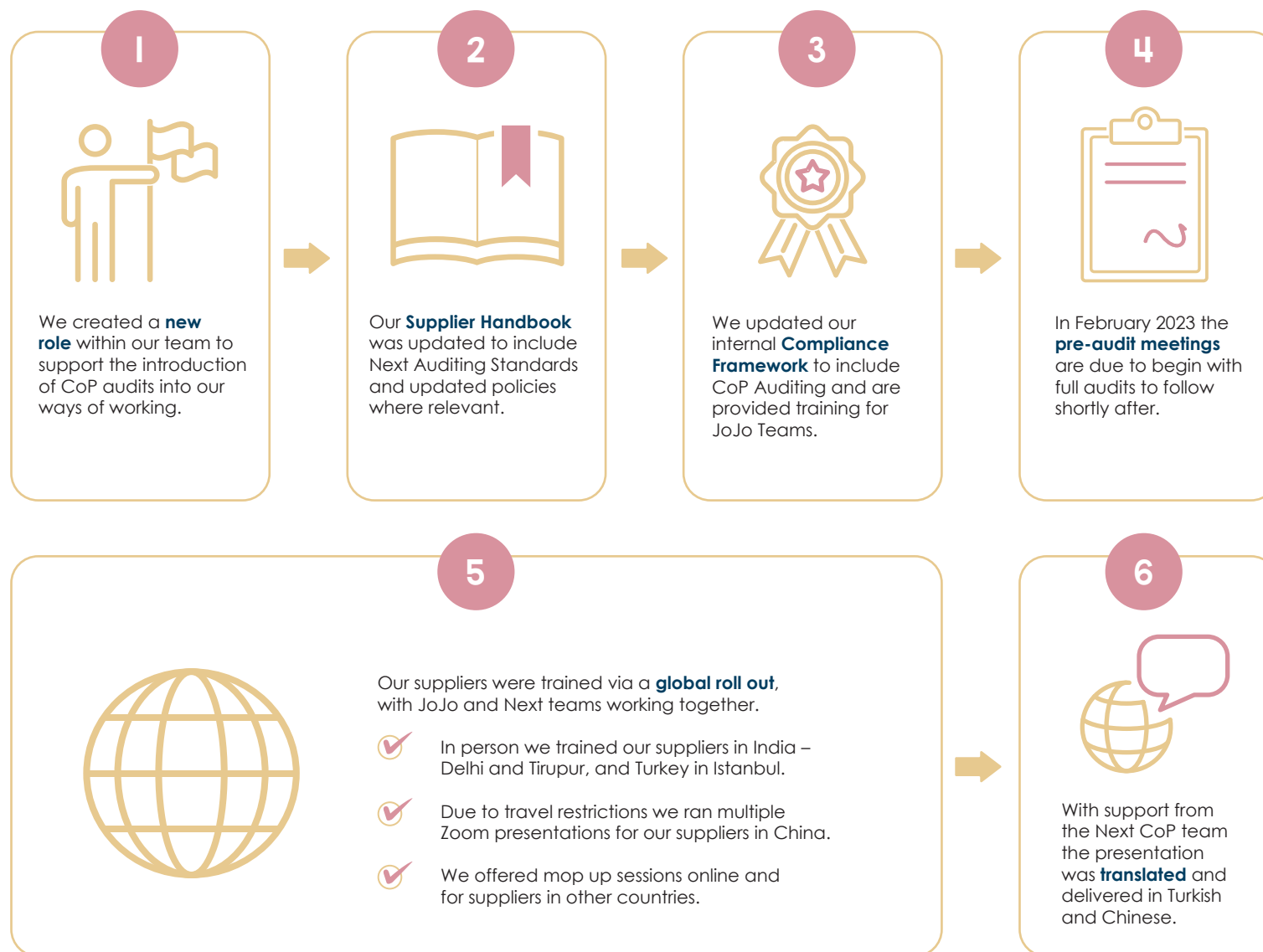
Progress

During this shorter reporting period we conducted the following assessments of our factories.



Key activities with our suppliers in July 2022

This period of time included a substantial change in direction for JoJo as our brand changed ownership. The transition including the incorporation of Next Code of Practice audits into our framework.



Business Structure
July 2022 - January 2023

Supply Chain

Policies

Risk Assessment
& Due Diligence

Collaboration
& Training

Looking Forwards

JoJo Maman Bébé

JoJo Maman Bébé
Modern Slavery Act Statement
July 2022 – January 2023.

Key activities within our operations

As a B Corp we put our people and community at the heart of the agenda in our approach to better business. In the period covered by this report we released and continued the below employee centric policies and programmes to support our teams.

- ✓ Throughout the year, JoJo employees benefit from our in-house **People Team**, who offer support during work and life changes and who provide a safe space for the catch-up and coffee that we all need sometimes.
- ✓ JoJo employees have access to better financial support through our partnership with **Wagestream**, so that they can feel more in control of their finances and improve their overall wellbeing.
- ✓ We work closely with **Workfit**, a Down's Syndrome Association employment program that has connected employers and job seekers for several years.
- ✓ Fairness and equal opportunity are integral parts of who we are and our B-Corporation values; we pay equally. In addition to providing flexible working options for all, JoJo offers **maternity**, **paternity**, and **shared parental leave** to promote family time.
- ✓ Every year JoJo employees receive a paid day to **volunteer** for a cause that matters to them as part of our commitment to the community. In addition, a selection of our team volunteer weekly at a local foodbank.
- ✓ We provide in house training available on our **Nimble Platform** which includes an overview of Modern Slavery, as well as our culture, work based competencies, and links to the Retail Trust which supports our teams with free confidential support, 24 hours a day.
- ✓ **Fairness and equal opportunity** are integral parts of who we are and our B-Corp values.

Click [here](#) to see our Gender Gap Report



Business Structure
July 2022 - January 2023

Supply Chain

Policies

Risk Assessment
& Due Diligence

Collaboration
& Training

Looking Forwards

JoJo Maman Bébé

JoJo Maman Bébé
Modern Slavery Act Statement
July 2022 – January 2023.

Key targets & timeframes

Following a review of our most salient risks, we commit to taking forward the following actions. We recognise improvement in our operations is a journey and as such commit to not only a target for the next 12 months, but also consider actions into the following year. These targets have gained board approval and will be measured through updates in our internal reporting mechanisms.

February 23 - January 24

- Begin auditing our Tier 1 factories to the Next CoP audit standard – 100% of Tier 1 factories complete a Next CoP audit.
- Review options for 3rd party mapping software for suppliers to increase visibility through our supply chain and more effectively assess our supply chain and impact.
- Roll out refreshed training to our Buying and Technical Team to deep dive into our ethical trade programme and our salient risks.
- Following training, review and refresh Purchasing and Procurement policies to ensure they are effective and up to date with changing needs of the business.
- Review mapping of Service and Not for Resale suppliers.
- Review existing Modern Slavery training on offer to our wider teams, work with L&D to ensure 100% take up of new starters.
- Update our supplier onboarding training session to ensure full transparency of our process and expectations at the start of a new factory relationship.

February 24 - January 25

- 3rd party mapping software is in place and roll out has begun with our key suppliers through Tier 1 and 2.
- Gap analysis project on salient risks with refreshed supply chain information.
- Ensure that our training is fit for purpose to educate our teams on salient risks, enabling them to gain a deeper understanding of our supply chain and the challenges impacting their operations.



Business Structure
July 2022 - January 2023

Supply Chain

Policies

Risk Assessment
& Due Diligence

Collaboration
& Training

Looking Forwards

JoJo Maman Bébé

JoJo Maman Bébé
Modern Slavery Act Statement
July 2022 – January 2023.