



S&G RESPONSE BUSINESS PRINCIPLES

OUR PURPOSE DEFINES US ■ OUR VISION INSPIRES US ■ OUR CULTURE BINDS US ■

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LIVING BY OUR PRINCIPLES

We want to make working at and engaging with S&G a special experience. We have a unique cultural identity which is the foundation of our achievements to date and will drive our ongoing future development.

We expect to be judged by how we act. We have developed these Business Principles to help articulate the behaviours that are expected of all our people in their daily conduct throughout the organisation. They are based on our core values of Integrity, Accountability, Commitment, Teamwork and Innovative Simplicity and designed to put more colour around how to live our values when dealing with the various scenarios encountered day in day out.

They support the delivery and execution of our stated Purpose namely: *"to enter customers lives briefly but leave a positive impact that lasts a lifetime"*

Our purpose will continually guide us, our Principles are the behaviours that will help us to succeed through the application of our Vision;

"by continuously utilising technology, our culture and a happy workforce, we innovate to deliver seamlessly integrated service solutions to the automotive sector which create unique tangible benefits to our customers by simply delivering our best customer experience, through the best people and in collaboration with the best partners".

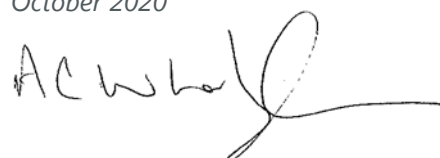
Our Business Principles apply to all of our workforce, including contractors. It is our individual and collective responsibility to embed the Business Principles across the organisation and consistently behave in accordance with the

spirit of them. Our reputation will be upheld, and our ongoing success ensured, if we live our Business Principles.

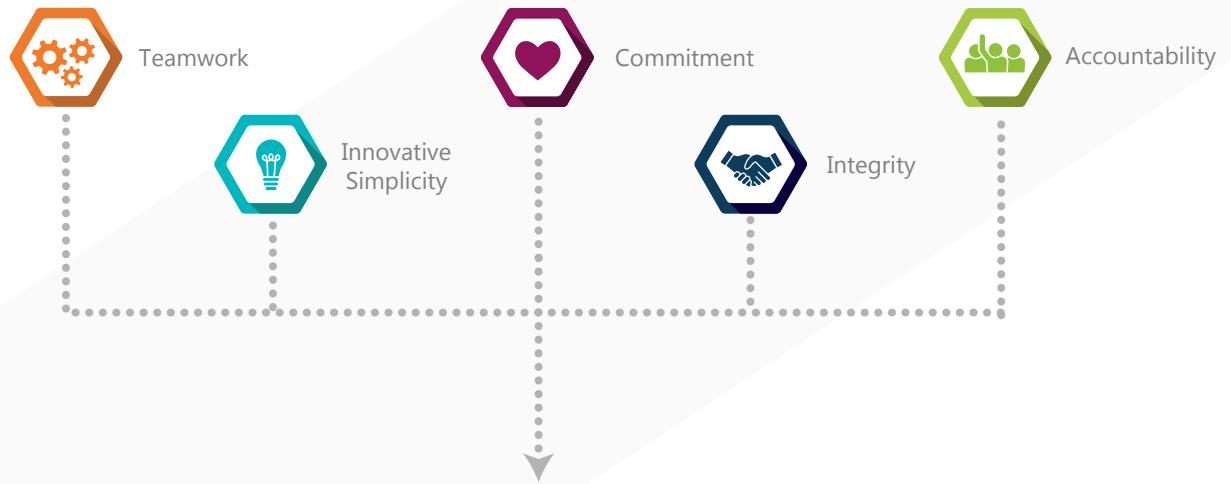
We select and work with our reputable suppliers with reference to our Principles and expect them to live by them or by equivalent principles.

We embrace that we work in a regulated environment and at all times strive to act within both the letter and spirit of FCA regulation. We believe our corporate purpose, vision and values are fundamental drivers of our culture and in turn a healthy culture is essential to enable us to produce positive outcomes for consumers and the markets in which we operate. Our Business Principles are central to demonstrating our expectations.

Andy Whatmough
October 2020




OUR CORE VALUES



OUR BUSINESS PRINCIPLES

■ **CULTURAL ESSENCE** ■

■ **EMPLOYEE BEHAVIOURS & WELFARE** ■

■ **CUSTOMER & CLIENT** ■

■ **GROWTH & FINANCIAL** ■

■ **REGULATION, RISK & REPUTATION** ■

S&G Response employees share a set of core values – commitment, integrity, teamwork, innovative simplicity and accountability. We also firmly believe in the fundamental importance of trust, openness, respect, professionalism, and pride in what we do.

PRINCIPLES

■ Cultural Essence

Our Purpose defines us. Our Vision inspires us. Our Culture binds us.

- We are a high growth company with common collective principles which drive the behaviours of our people encouraging innovation and creativity. We expect everyone to constantly display our values which underpin our culture. This in turn informs our expected behaviours and how we deal with each other, our customers, our partners and the community.
- Whilst recognising the strengths and individuality of our people, our common values generate an unstoppable focus to be better.
- We strive to be the best, accepting that we are also learning, adapting and evolving along the way in fast paced markets. We occasionally make mistakes but we are quick to analyse and correct them. We honour the highest ethical standards.
- We are clear on what we expect from our people and we trust them to deliver. We recognise good behaviours, feeding back to each other where these fall below expectations to ensure we are continually improving our performance. This dedication to the values and performance are a critical part of our success.



PRINCIPLES

■ Employee Behaviours & Welfare

Our greatest asset is our people, therefore we must attract, retain and motivate the best people. We strive to ensure our people are able to work both individually and collaboratively.

- By empowering and trusting our people to lead by example, be accountable for their own actions, and to work as One Team ensures the best possible outcome for our customers, stakeholders and each other.
- We trust our people to make multiple critical decisions daily for the benefit of the customer, the company and themselves. Honesty and integrity are the key enablers for these decisions.
- Accountability is a fundamental value for us. It underpins all aspects of how we work together and communicate.
- We value every employee, we are all inclusive and promote the respectful treatment of everyone. We encourage equality and diversity throughout our business with progression being based on performance and behaviour.
- We are all collectively responsible for our success, by fostering each employee's individuality, and with regular feedback we maximise productivity, career development and innovative capability. At the same time, we like to have fun.
- Our continued success relies upon the physical, mental and general well-being of all our people. Both as a business and as individuals we are accountable for our colleagues' welfare. Through understanding, communication and dedication, we empathise with those colleagues in need. Meaningful work-life balance is an important part of how we operate.



PRINCIPLES

■ Customer & Client

Our customers are our lifeblood and we cannot exist without them.

- We recognise that their experience of our organisation, behaviours and culture may not be through their own choice.
- It is our obligation to go the extra mile for them to deliver a positive experience.
- We empathise with their circumstances and take the time to ensure they fully appreciate each individual journey they are on with us.
- We build and strengthen relationships through trust and loyalty. This gives us the understanding to really make a difference to our clients.
- We appreciate that each client is different and we continuously communicate to ensure their needs are being fulfilled to build long lasting partnerships.



PRINCIPLES

■ Growth & Financial

Never fear to fail; we are not afraid to try new things and adapt.

- The financial health and growth of our business is paramount. It is the most basic and fundamental condition for long term success.
- Determination to deliver sustainable profits and cash flow is the cornerstone of our continuous growth. Demonstrating strong financial discipline across the business, whilst operating in the best interests of our stakeholders and in line with our core values and principles, is part of our DNA.
- We must continually strive to create new sales, margin improvements and efficiencies. Owners, managers and employees are aligned and focused on the initiatives that will produce the highest impact results.



*innovative
simplicity*

PRINCIPLES

■ Regulation, Risk & Reputation

Compliance, financial discipline and superior risk management are indispensable foundations for our success.

- Our longevity hinges upon the way in which our business operates. Through effective management and control we remain robust and we provide ourselves with the ability to adapt to the ever changing risks and opportunities around us.
- For the protection of our reputation, our conduct and behaviour defines us and it is our collective responsibility to maintain the highest possible standards at all times. This ensures the safeguarding of our customers, our staff, our stakeholders and the market within which we operate. Their trust in our integrity, transparency, skill and diligence is built upon the hard work and dedication we demonstrate each and every day.
- Financial discipline is the bedrock of great companies. Sound accounting principles, controls and management information systems throughout the company will underscore our commitment to sustainable growth and the protection of our customers and clients.

