

**BAIRD
GROUP**
DRESSING MEN WELL

Modern Slavery Statement

2020-2021

ACCEPTING
WITH PRIDE
SAFE
OWNED

INTEGRITY

COURAGE

RESPECT

INNOVATE

COMMERCIAL



Introduction

As a business that sources its products globally, it is immensely important to us that we protect the human rights of those who help make our products.

We act ethically and with integrity in all our business relationships and undertake due diligence to identify and assess potential risk areas in our supply chain. Sadly, despite progress to protect human rights through international legislation, the reality is that people all around the world remain vulnerable to modern slavery and human trafficking. We collaborate with our partners to ensure all legal requirements are met and we run a robust auditing programme within our supply chain and require all personnel working with us, as well as our contractors, suppliers and other business partners to comply with this statement and practice. We take our responsibilities seriously and work diligently to ensure all individuals in our supply chain are treated as they should be.

It is vital that we continue our focus on these issues.



- Mark Cotter, CEO of Baird Group

Organisational Structure and Supply Chains

The Baird Group Modern Slavery Statement 2021

With a rich heritage dating back to 1894, at Baird Group we pride ourselves on the quality of our product and the service we deliver. With over 450 employees both nationally and internationally, we believe in dressing men well.

Baird Group are a part of the Arafa Group. Arafa Holding is a leading global textiles and apparel manufacturer and retailer based in Egypt. The group serves a diverse global audience, including top international brands and global retailers.

The company's business activities are fully integrated, covering the luxury wear, formal wear and casual wear markets, as well as the full value chain from textiles to apparel & tailoring to retail & distribution.

Across our brand portfolio we operate a number of brands across our retail spaces. As of May 2021 we have 34 Suit Direct Stores (Full Price and Outlet), 9 UK Ben Sherman Stores, 2 Overseas Ben Sherman Stores and Concessions in John Lewis and House of Fraser. We also operate on a wholesale basis with distribution to customers worldwide. While our Buying office is based in the UK, we operate across the globe working with garment factories located in Egypt, China, Bangladesh, India, Pakistan, Vietnam and Turkey.

Knowing our Supply base is fundamental to our business to ensure that we approach the issue of dealing with modern day slavery and human trafficking.

Policies in relation to slavery and Human Trafficking

At The Baird Group we have a zero-tolerance approach to modern slavery. We are committed to ensuring that we trade ethically, source responsibly and work to prevent modern slavery and human trafficking throughout our organisation and within our supply chain.

All of the factories we work with that are involved in the manufacture of goods are required to sign up to our Code of Conduct which has been aligned with the Ethical Trading Initiative (ETI) Base Code. It outlines the minimum social and environmental standards we expect each factory to meet and our expectations regarding the conditions in which our products should be manufactured.

Within our Code of Conduct it clearly highlights that our suppliers have an obligation to ensure that employment is chosen freely.

Whilst we are not currently a member of The Ethical Trading Initiative, it is an internationally recognised code of good labour practice which we use as a benchmark in our social audits and ethical action plans.

We behave in a responsible and ethical way and take modern day slavery and human trafficking extremely seriously. We are fully committed to taking action to combat modern day slavery and human trafficking and also to uphold human rights across all of our business and our supply chain.

We will only work with suppliers who provide their employees with a safe and healthy working environment. Suppliers must conform to the labour and Health Laws of the country of manufacture as a minimum.

Our Suppliers shall recognise the dignity of the individual. They will not use slavery, involuntary prison or forced labour. They will afford the rights of lawful free association and collective bargaining to all Employees and the right to a workplace free of harassment, abuse, degrading treatment or corporal punishment.

Due Diligence processes

We have an audit process in place which ensures that, as a minimum, Suppliers' factories meet the Ethical Trading Initiative Base Code and therefore our Code of Conduct. Any new supplier is asked to provide us with a current valid audit before we enter into a working relationship with them, thereafter we require an updated audit annually.

In such circumstances when an audit fails to meet our requirements we work with the factory to understand the issues until they can be resolved.

We are members of the [Supplier Ethical Data Exchange \(Sedex\)](#) and we also prefer our suppliers and their factories to become members & link with us on the SEDEX platform.

The audit process supports and facilitates our commitment to continued improvement of all our factories, to ensure that the employees are working in a safe clean environment and in accordance with all applicable local legislation.

We will continue to work alongside our factories with regard to modern slavery and commit to continuously review and improve our procedures to prevent modern day slavery in our business.



Risk Assessment and Management

Before we work with a new Supplier, we undertake a risk assessment which includes requirements for the Supplier to identify all of the factories they are proposing to use for Baird Group production and provide a third-party ethical audit report in relation to each of those factories. Such third-party ethical audit reports must be under 12 months old. If we approve the Supplier, then that Supplier's factories will then fall under our own audit process.

Training on Modern Slavery and Trafficking

As part of our Induction process, all new staff members receive information to ensure understanding of Baird's Policies and Procedures. Baird will continue to review and enhance training programmes where relevant across the business.

While overseas travel to visit factories is not possible for all our employees we do have a programme of UK factory visits with some of our cloth and trim suppliers to enable them to better understand the production process. Unfortunately we had to pause this in 2020 due to COVID restrictions but once safe we will look to resume again.

Our response to COVID-19

Through 2020 Baird Group faced a number of challenges, including that of keeping our employees and customers safe through the COVID-19 pandemic.

The online part of our business continued to trade during the pandemic period, and because of this we put in rigorous steps to protect our people;

Distribution centre - we significantly updated our UK warehouse and distribution centre and adopted new procedures to ensure operations could continue safely in a COVID world. These measures were reviewed on an ongoing basis by our H&S Consultant to ensure they were both safe and practical.

Home working - those who were able to work from home transitioned in line with the government guidelines. We ensured risk assessments and questionnaires were circulated so that our teams were working safely.

Office working - we re-opened our Head Office in the Summer and invested in clear signage, sanitiser, face coverings and advice around social distancing. Rules and protocols were regularly updated in line with the government advice and best practice for both employees and visitors to our sites.

Retail space - prior to re-opening our retail spaces we ensured employees had all the relevant information and protection to feel safe to return to work and to deal with customers.

Over the course of the year, we have re-educated more than 500 employees on new ways of working.

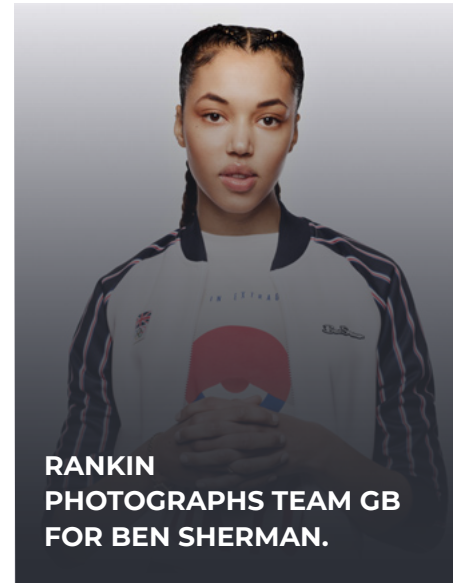
We have partnered with the Retail Trust, to support our employee's access to mental health and wellbeing information and resources.



Collaborations

We are proud to say that 50% of garments produced for our Ben Sherman Collection in 2021 are from a sustainable fabric source.

The oxford button down shirt was our most sustainable version of our iconic, using GOTS certified organic cotton we created a lightweight garment that would work in the heat of Tokyo and carry the sustainable credentials required. We have integrated this fabric into the main Ben Sherman line since 2020.



Within the collection the chino and shorts have been made from organic cotton with our house check trim inside the waistband, along with a printed tape carrying the Team GB values.

We are in the process of switching our labelling to recycled polyester and FSC card swing tickets for 2022.

All of our polybags switched to biodegradable qualities back in 2020 when we began this project.

Behind the scenes teaser

<https://www.teamgb.com/video/behind-the-scenes-team-gb-x-ben-sherman-photoshoot/5hUzX70b3vciMHcuT42kRu>

Next Steps for Baird

Modern slavery is an ongoing risk. As such we are committed to continuously review and improve the effectiveness of the steps we take to prevent modern slavery in our business or in our supply chain.

Baird teams will continue to support our suppliers and factories to grow our working relationship and involvement with our supply base. As ever, any areas for concern will be addressed with corrective actions and increased communication with the aim of growing longstanding relationships.

We are committed to building knowledge and awareness and we are currently developing a number of training and awareness initiatives for our employees and suppliers.

We continue to strengthen our network of supply chain intelligence by working with experts in their field such as Sedex.

Moving forward we are developing our own Responsible Sourcing Strategy.

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