

OUR COMMITMENT TO ESG CONTINUED

Reducing CO₂

During 2024, we continued with our external review of our current ESG baseline to inform future strategy for improvements.

↑ 5%*

UK Ceramics – tonnes of CO₂e per tonne of saleable product. This rise is largely due to the reduced product tonnage output in 2024 (vs 2023) despite the use of 100% green electricity.

↓ 76%*

UK Home Fragrance – tonnes of CO₂e per tonne of saleable product. This decrease is primarily due to the use of 100% green electricity on site.

↓ 24%*

UK Operations (exc. Retail) – tonnes of CO₂e per tonne of saleable product. Despite being less efficient, the UK sites consumed 9% less energy in 2024 (vs 2023).

74%

of energy used in UK operations in 2024 was provided by renewable energy.

* 2024 compared to 2023.

Supplier collaboration

Initiatives to reduce emissions across our value chain have recently commenced. Collaborative efforts with suppliers will play a crucial role in achieving our net zero goal, with ongoing evaluations and strategic partnerships anticipated in the coming years.

There is

0% waste

going to landfill from production processes

66%

of the 803 tonnes of waste generated is recycled and usually repurposed into a secondary use with the rest being incinerated (waste to energy). The total volume of waste generated by UK production processes decreased by 6% in 2024 (vs 2023)

SOCIAL IMPACT AND GOVERNANCE

Our focus on social impact (our people, our communities and beyond) and a clear governance structure are key to the success of our organisation.

NURTURING THE BEST

The Group directly employs 659 employees worldwide. We are invested in our people; they are our core asset.

Gender split

The Group strives to eliminate any gender bias in our pay and employment policies and practices; at 31 December 2024, 57.3% of managerial positions held throughout the Group, were held by female colleagues.

As a Group we recognise all forms of diversity in our employees and endeavour to promote a culture of inclusiveness in our workplace to enhance the success of our business.

Learning and development

Learning and development at work is crucial because it strengthens both individual careers and the organisation as a whole, by fostering a skilled, engaged, and future-ready workforce.

Various short sessions have been delivered to colleagues to enhance their learning and develop skills, including topics around time management and train the trainer. Throughout 2024, 1,117 online courses have also been completed.

Apprenticeships are typically designed to help individuals gain the practical skills, knowledge, and credentials needed to become qualified workers in a specific field. We currently have 14 colleagues enrolled on learning programmes

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from level 2 to level 7 across several business functions including sales, operational management and sustainability. We have also identified several colleagues to enrol on an apprenticeship in 2025, to help our colleagues gain the necessary skills and experience to succeed in their chosen career.

Recognition

Key to the retention of our employees is recognising and rewarding their hard work. Our reward strategy aims to provide a package that offers competitive pay and distinctive benefits. We are committed to paying the National Living Wage.

Our UK division operates employee recognition schemes including discretionary incentive schemes, VIP "family and friends" shopping promotions, retirement afternoon teas and long service awards.

The North America division operates annual sales incentive schemes for sales executives and discretionary bonuses for all employees.

Thank you cards are distributed to colleagues across the UK, recognising and appreciating the outstanding contributions of each member of our team.

Our UK division operates Employee and Team of the Quarter Awards to recognise and celebrate employee successes. We believe celebrating success is a vital component to create a positive and motivating work environment.

Engagement

2024 saw the launch of the Culture and Communications Champions across our operational functions, to promote employee engagement by helping to foster a sense of belonging, purpose and pride in the Group.

Particularly, the Champions will help the Group to gather colleagues' voice and relay feedback, provide input to help celebrate successes both within teams and as individuals and work with management to discuss options to improve happiness and morale. Further details of how we have engaged with our employees can be found in the Section 172(1) Statement on page 16.

Health and wellbeing

The wellbeing of our employees is of paramount importance. Through the provision of either private medical insurance or our Westfield Health scheme, all UK colleagues have access to enhanced health and wellbeing services. The goal is to establish a comprehensive support system that meets the various needs of staff at all levels within the business.

Other initiatives which further champion the wellbeing of our teams include having trained Domestic Abuse Champions and Mental Health First Aiders within the workplace, as well as having partnerships with Mind and other local organisations.

OUR COMMUNITY FAMILY

Supporting community fundraising

The Group has a long-standing association with a large number of charities and good causes. In 2024, we made over 100 charity donations to help raise much needed funds for local schools, youth clubs and family support groups.

In addition, our collective fundraising efforts at several staff events have resulted in over £3,000 being raised during the year.

Connecting with local education establishments

In line with our global strategy and community family, we continue to collaborate with Clayton Hall Academy (local to our Stoke-on-Trent site) and have linked with the year 10 students to launch a fantastic project that offers young people a practical insight into the world of work while enhancing their curriculum understanding and knowledge.

Valuable work experience for students within our communities

In conjunction with Staffordshire University first year Product, Furniture, Ceramics BA students, our Stoke-on-Trent design team launched a project for the students to create a new Portmeirion branded mug and handle design. The students conducted competitor research, created a presentation of their proposals and finally made in clay, decorated and in some cases glazed, a prototype sample for review. The winner then came to the Stoke-on-Trent factory to spend a week with the design team to see first-hand how a concept goes from design to production.

Linking with Sandside Lodge School, and as part of their curriculum and careers development, we hosted an on-site tour for the students to meet the Wax Lyrical team and find out about the various roles within the business, as well as seeing the various stages of production. Feedback from the school on the impact on pupils was extremely positive.

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Supply chain

Improving supply chain transparency and supporting our suppliers in applying Portmeirion Group Crafting a Better Future principles across our value chain remains an important part of our strategic plans. We continue to offer support and advice to our suppliers and, during 2024, we carried out an education exercise with our suppliers making them aware of silica controls required in the workplace, to help improve the wellbeing of all of their employees. We continue to carry out semi-announced ethical audits at our suppliers' premises to ensure that, as a minimum, they meet the Portmeirion Group Supplier Code of Conduct, which follows ETI Base Code guidelines.

GOVERNANCE

Our sustainability commitments are underpinned by a clear governance structure. Further details of this structure can be found in The Companies (Strategic Report) (Climate-related Financial Disclosure) Regulations 2022 Report presented on pages 24 to 28, the Corporate Governance Statement set out on pages 34 to 38, the Section 172(1) Statement on pages 16 to 18, and within Principal Risks and Uncertainties on pages 14 and 15.