

DOING GOOD FEELS SUPER



**Sustainability
Report 2023**

Superdrug 

CELEBRATING A GOOD YEAR IN SUSTAINABILITY

At Superdrug, our people make us who we are. This is reflected in our sustainability strategy **Doing Good Feels Super**, which focuses on clear objectives for our Planet, our People, and our Products.

In fact, as one of the UK's leading beauty and health retailers we have a responsibility to do so. In 2023, we took sustainability at Superdrug to the next level. This report sets out all that we have achieved and the efforts and initiatives we have put in place to move to a more sustainable business that is fit for the future and for the customers we serve.

We recognise there is always more to be done and we must keep pushing ourselves to do better. For now, here is our 2023 Sustainability story.

All data contained within this report refers to the 52 week period ending 30th December 2023, unless otherwise specified.

WE THINK IT'S
AN **INSPIRING** READ,
TAKE A LOOK
FOR YOURSELF.



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FOREWORD

TO KICK THINGS OFF, A WORD FROM OUR CEO AND SUSTAINABILITY ADVOCATE, PETER MACNAB

Our vision is to be the UK's leading accessible beauty and health retailer with high quality affordable products at the heart of everything we do.

I'm proud to say that in 2023, we managed to achieve a significant uplift in both sales and profit through our unprecedented retail store performance, played in part by the successful and substantial growth in our Own Brand products. During the period, we launched 15 new shops in prime locations across the UK, including the Trafford Centre in Manchester and Brent Cross in London, as well as our largest site in Scotland at Braehead. We also modernised and refitted 45 existing stores with the installation of new shop fronts, improved layouts, upgraded fascias and internal signage, along with a variety of other enhancements – all aligning to aspects of our More Sustainable Store Program (more to come on that later on).

It was a remarkable year for Superdrug, reflecting our ongoing commitment to sustainability and our dedication to doing the right thing for the generations to come. We recognise the importance of sustainability, understanding that we must work collaboratively with our customers, suppliers, team members and the wider industry to tackle the major sustainability challenges of today and ones that lie ahead. We know that individual retailers cannot achieve this alone; it is through cooperation that we can make an impact.

Our customers expect us to be a responsible retailer and they trust us to make sustainable business decisions. We strive to empower our customers to make more sustainable choices in their shopping without facing additional costs, especially during the ongoing cost-of-living crisis. It is this trust and our commitment to value that drive our efforts to integrate sustainability into every aspect of our great business.

Our *Made By Superdrug* range is testament to this commitment. These Own Brand products not only embody our great values, such as being cruelty free, vegan and using sustainable packaging where possible, but they also maintain our core great value proposition. This demonstrates that caring for the environment does not need to come at a higher cost and should remain accessible to all.





FOR OVER A DECADE...

we have been making significant strides in sustainable business practices. Since 2019, all the electricity we purchase for our stores, head office and distribution centres comes from renewable sources. Additionally, since 2010, none of our operational waste has been sent to landfill. At Superdrug we understand that sustainability is not always easy and that tough decisions must be made.

We recognise that there is always more to be done. As our business grows, so does our impact on the world around us. This is why, over the past 12 months we have strengthened our sustainability *Doing Good Feels Super* strategy, supported by our double materiality assessment and appointment of our new Head of ESG. This strategy supports our wider business goals while reinforcing our sustainability commitments, focusing on the three pillars of Planet, People and Products.

I am thrilled to see our teams across the UK and ROI increasingly deliver on our *Doing Good Feels Super* mission year on year. Together we can ensure that Superdrug remains a leading retailer in creating positive change in the world now and long into the future – to keep giving everyone that Superdrug Feeling.

Peter Macnab
Chief Executive Officer
AS Watson Health and Beauty UK

2023 HIGHLIGHTS

WE HAVE SO MUCH TO BE PROUD OF BUT HERE ARE SOME OF OUR KEY 2023 ACTIVITIES

ASSESSED NEARLY **50,000** CUSTOMERS BLOOD PRESSURE

82.9% OF OPERATIONAL WASTE RECYCLED

0% OF WASTE SENT TO LANDFILL SINCE 2013

DONATIONS TO LGBTQ+ CHARITIES OF **OVER 145K**

97% OF OUR MADE BY SUPERDRUG RANGES CONTAIN RSPO PALM OIL

MAKE UP **RECYCLING BOXES** IN 400 STORES

100% OF OUR FORMULATED MADE BY SUPERDRUG RANGES ARE CERTIFIED CRUELTY FREE

SCOPE 2 EMISSIONS REDUCED BY **98%** IN 5 YEARS, WHICH IS AHEAD OF OUR **50.4%** TARGET

ALL OF OUR SUPERDRUG WIPES ARE BIODEGRADABLE

WE BUY **100% RENEWABLE ELECTRICITY** FOR OUR STORES, HEAD OFFICE AND DISTRIBUTION CENTRES

WINNING THREE CORPORATE ENGAGEMENT AWARDS FOR OUR PARTNERSHIP WITH **MARIE CURIE** 

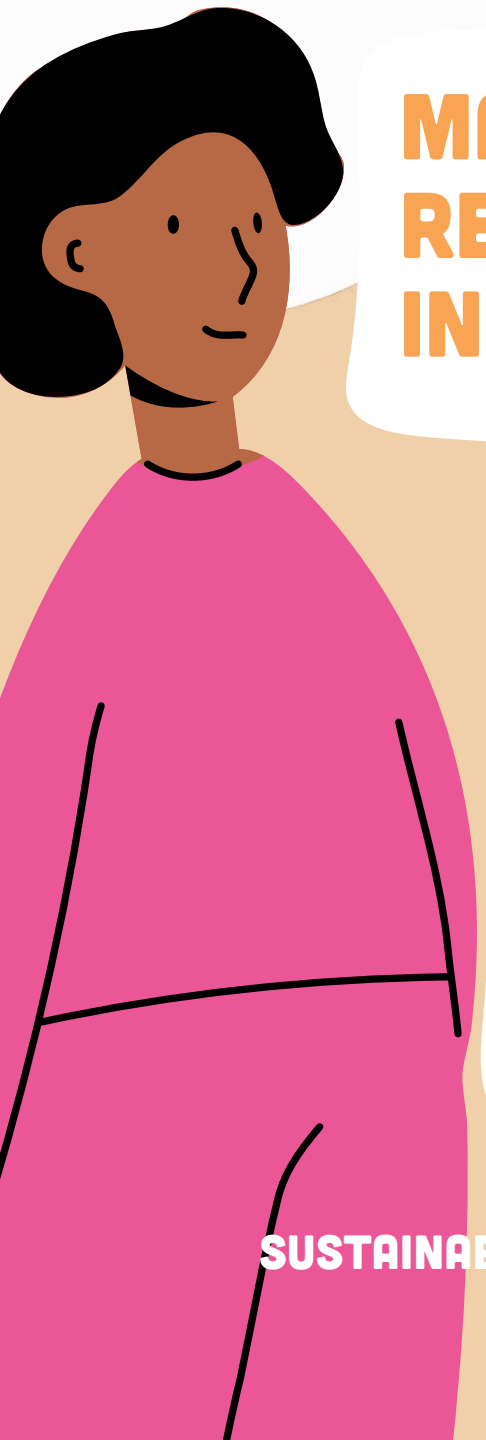
91% OF ALL MADE BY SUPERDRUG PAPER AND CARD PACKAGING WE USE IS CERTIFIED SUSTAINABLE

LAUNCHED OUR **RELIGIOUS HOLIDAYS POLICY**

RAISED 786K FOR MARIE CURIE

45,673 HOURS OF TEAM MEMBER TRAINING COMPLETED

53% REDUCTION IN ENERGY SINCE 2010 AND **6.7%** SINCE 2022



OUR SUSTAINABILITY STORY



OUR FOUR CORE VALUES:



OUR VISION & MISSION

OUR VISION:

TO BE THE BEST IN EVERYDAY ACCESSIBLE BEAUTY AND HEALTH

OUR MISSION:

TO BE OUR CUSTOMERS' FIRST CHOICE IN UP TO THE MINUTE BEAUTY AND HEALTH, LOVED FOR VALUE, CHOICE, FRIENDLY ADVICE AND FUN

Our customers and team members have an ever-increasing awareness of environmental and social responsibility and we work hard to keep up to date with their needs. We have always tried to be proactive in not only highlighting issues but enforcing positive change.

We prioritise safe and ethical products and transparency in sourcing and manufacturing.

And our customers love us for it

By being a passionate, driving force in sustainability, for the good of our customers and our communities, we will achieve our mission:

to be our customers' first choice in up-to-the-minute beauty and health, loved for value, choice, friendly advice and fun.

In 2023 our sustainability activities went from strength to strength, but we will not rest on our laurels, we know we need to do more, this sustainability journey of ours never stops! We will always try our best where we can to empower our team members to make meaningful changes to support our Doing Good Feels Super strategy - ultimately aiming to provide customers with the opportunity to shop more sustainably. 2023 has taught us that even the smallest of differences can go a long way.

So we'll keep pushing forward

This approach to business ensures that economic success goes hand in hand with social equity and environmental stewardship. It also continues our drive to always try and do more, to do better and to do good.

OUR STRATEGIC BUSINESS PILLARS

We have seven strategic business pillars to make sure we are always on track with our goals. With Doing Good Feels Super, our sustainability pillar, forming an integral part of our strategy.



CUSTOMER OBSESSED

We promise to be an inclusive retailer, who puts the customer at the heart of everything that we do.



DOING GOOD FEELS SUPER

We recognise the power we have to make a real impact on the world around us.



FUTURE FIT

We are introducing new technologies to streamline store systems and maximise services and sales.



OFFLINE + ONLINE

We deliver a seamless, integrated experience that best serves the needs of today's customers.



GLOBAL OWN BRANDS & EXCLUSIVES

We list up-to-the-minute 'Only At' Superdrug products, known for quality, efficacy and affordable price.



HEALTHCARE

We offer best-in-class healthcare products and services to care for UK communities.



STORE SEGMENTATION

We are modernising and optimising the Superdrug retail estate.



**OUR NEW SUSTAINABILITY
PILLARS ARE HERE TO
SUPPORT EVERYTHING WE
DO FOR OUR CUSTOMERS**

They create structure and accountability for our sustainability strategy to preserve the planet we all love and share, protecting the amazing people that serve them and develop sustainable and accessible products to meet all their health and beauty needs.

THE APPLE DOESN'T FALL TOO FAR FROM THE TREE

We are proud to be a part of one of the largest group of international health and beauty retailers, AS Watson. Across our network we share the same love for customers and sustainability commitments. So much so, that they are mirrored throughout our organisation, from top to bottom. This gives us a single view of sustainability from all facets of our business, sharing ideas, commitments, achievements and progress throughout. As part of AS Watson we work closely with our sister company Savers. As such some of the initiatives in this report are representative of across both business units.

If you want to find out more about [AS Watson click here](#). You will see we are united in our commitment to our Planet, People and Products.



“I am honoured to be part of the AS Watson Global Sustainability Committee, which brings together representatives from across the AS Watson brand family. It is such a pleasure to work alongside a dedicated and passionate team, committed to driving sustainability forward and making a positive impact on the world.”

Peter Macnab
Chief Executive Officer,
AS Watson Health and Beauty UK

Retail Gazette Awards 2023 - Winner of “Game Changing Team”

WE'VE PUT THE RESEARCH IN

In 2023 we undertook a double materiality assessment enabling us to review and prioritise sustainability topics which are most material to our business. The double materiality assessment consisted of collecting data through a combination of surveys and interviews with key stakeholders. Sustainability topics were then scored on their size, reach, ability to correct and likelihood. The scores were then consolidated and weighted by the Superdrug working group, finally the 22 key sustainability topics were validated by Superdrug's board in March 2023.

This piece of research helped us to engage with customers, suppliers, team members and senior leadership to ensure we are reflective of our total business when looking at sustainability.

THESE TOPICS FORM THE BASIS OF OUR SUSTAINABILITY ROADMAP –

GUIDING HOW WE CAN MAKE THE BIGGEST AND BEST IMPACT.



OUR KEY SUSTAINABILITY TOPICS

PLANET

- DEFORESTATION
- ENERGY MANAGEMENT
- GREENHOUSE GAS EMISSIONS
- NATURE AND BIODIVERSITY
- PACKAGING AND WASTE
- WATER MANAGEMENT

PEOPLE

- ACCESSIBLE BEAUTY & HEALTH
- ATTRACTION, RETENTION AND LEARNING & DEVELOPMENT
- COMMUNITY PARTNERSHIPS
- CONSUMER HEALTH EDUCATION
- DATA SECURITY & PRIVACY
- DIVERSITY, EQUITY & INCLUSION
- EMPLOYEE ENGAGEMENT, CULTURE & VALUES
- EMPLOYEE HEALTH, SAFETY & WELLBEING
- HUMAN RIGHTS
- PUBLIC POLICY

PRODUCTS

- AFFORDABLE PRODUCTS & SERVICES
- CUSTOMER HEALTH & WELLBEING
- PRODUCT LABELLING
- PRODUCT QUALITY & SAFETY
- SUSTAINABLE & ETHICAL SUPPLY CHAIN
- VEGAN & CRUELTY FREE PRODUCTS

SUSTAINABILITY COMMITMENTS

With our top 22 sustainability topics as our focus, we have identified a range of targets and commitments for 2023 - 2030 and beyond, which will ensure our focus is on the most material sustainability areas for us.

PLANET

FIGHTING THE CLIMATE CRISIS

Committed to reducing our direct greenhouse gas emissions and working with suppliers on indirect emissions reduction.

MORE SUSTAINABLE STORES

Building a strong sustainability culture and practice in the way that we design, construct, maintain and operate our estate.

REDUCE, REUSE, RECYCLE

Focused on reducing the waste we produce, reaching a 95% recycling rate and harnessing a circular economy approach by 2030.

PEOPLE

DIVERSITY, EQUITY & INCLUSION

Promoting a diverse and inclusive workplace that reflects the UK retail population and where everyone can thrive.

CHAMPIONING OUR PEOPLE

Supporting all aspects of our team's wellbeing; financial, social, mental, and physical. Committed to developing all our team members and to supporting youth career development. To uphold human rights in our company and supply chains.

SUPPORTING OUR COMMUNITIES

Passionate about social progress through our work supporting local, national and international communities. We aim to raise £1million a year for Marie Curie, helping to deliver 43,000 hours of nursing care.

PRODUCTS

SUPPORTING SUSTAINABLE PURCHASING

Encourage customers to make more sustainable lifestyle choices through product ranges online and offline, education, innovation, supplier collaboration, and clear communication on sustainable credentials.

GREAT VALUE & GREAT VALUES

All Made By Superdrug products will bring great value and our great values together.

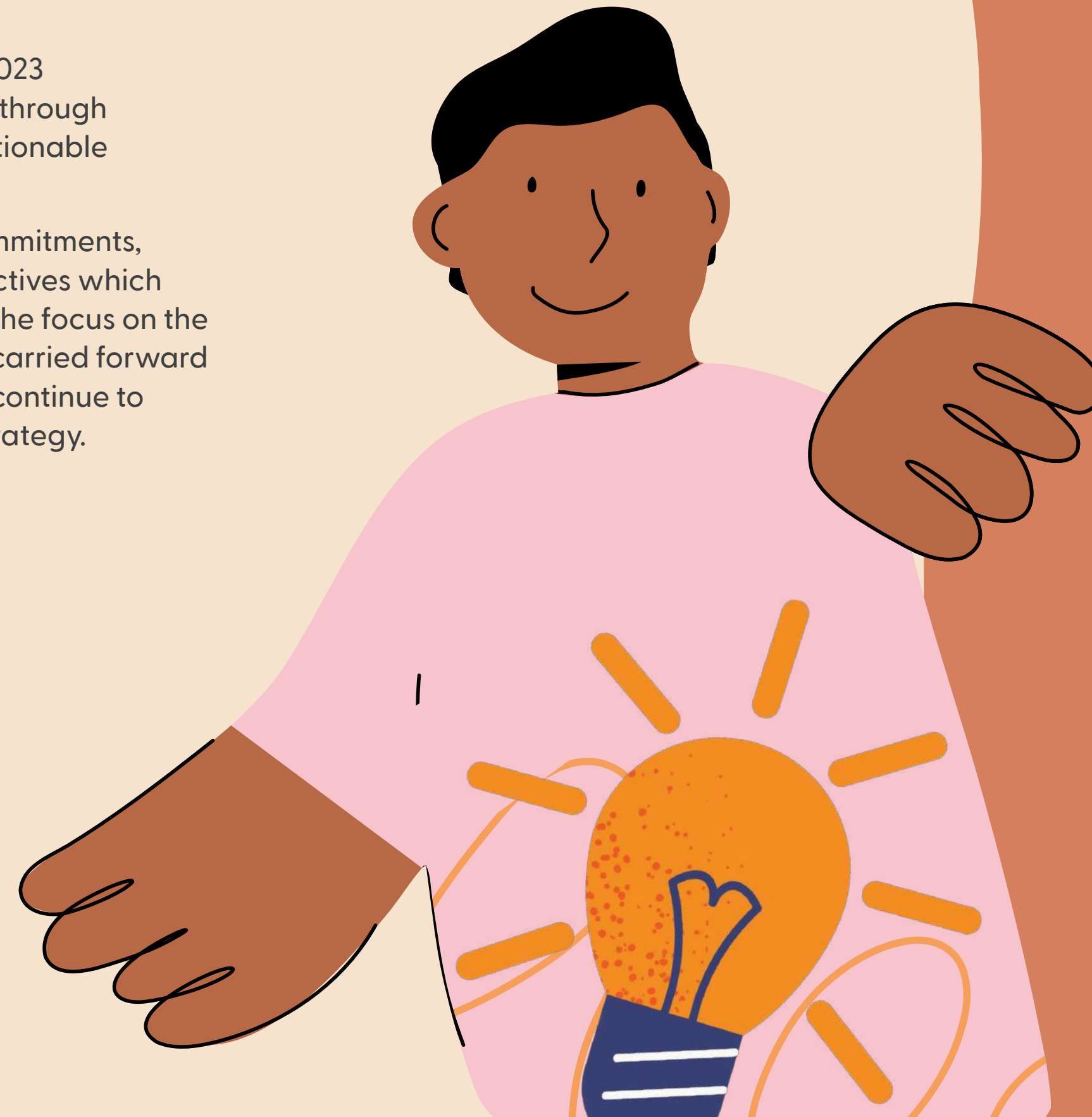
PROMOTING A CIRCULAR ECONOMY

Working on less and better materials across Made By Superdrug ranges, by 2025 our aim is for 100% of plastic packaging to be reusable, recyclable or compostable.

TURNING WORDS INTO ACTIONS: SUPERDRUG'S SUSTAINABLE SEVEN

There is so much we want to do. Our 2023 sustainability achievements occurred through hard work and a focus on tailored, actionable and trackable sustainability targets.

Leading on from our sustainability commitments, we've focussed on our seven key objectives which we've named the Sustainable Seven. The focus on the **Superdrug Sustainable Seven** will be carried forward into 2024 and beyond, enabling us to continue to deliver our Doing Good Feels Super strategy.



WE DO THE RIGHT THING FOR OUR PLANET

1. 95% of our operational waste will be reused, recycled or composted by 2030
2. We are committed to reducing our direct greenhouse gas emissions by 50.4% by 2030*



WE PUT PEOPLE FIRST

3. We want our workforce to represent the diverse UK retail population by 2030**
4. We aim to deliver 5000 apprenticeships or equivalent by 2025***
5. We aim to raise £1 million a year for our key charity partner Marie Curie which equates to 43,000 hours of nursing care



WE RISE TO THE CHALLENGE

6. By 2025 Our Made By Superdrug products will be 100% cruelty free, vegan and where used, contain sustainable palm oil derivatives****
7. Our aim is by 2025 100% of Made By Superdrug plastic packaging will be reusable, recyclable, or compostable and paper packaging contain 100% sustainably sourced paper ****

*Scope 1 and 2 emissions vs 2018

**based on Ethnicity, Gender, Disability, LGBTQ+ individuals, Social-economic status & Age

***since 2007

****excluding Healthcare

LED BY A PASSIONATE TEAM OF SUSTAINABILITY CHAMPIONS

To guide us to where we want to be, we have a Doing Good Feels Super Steering Group. Our committee is composed of passionate sustainability team members, including senior members of the business that have already led us to impressive results.

The committee meets monthly to discuss the collective progress of our three-pillared strategy, as well as any new arising initiatives that will aid towards our sustainability goals. Throughout the next year there will be a range of projects that the committee will lead on and deliver in collaboration with team members from across the entire business.

As the world changes around us we recognise that sustainability priorities have the possibility for change. Therefore, we are committed to an annual review through our Doing Good Feels Super steering group.



WE WILL HOLD OURSELVES TO THE HIGHEST STANDARDS

In 2015, all United Nations member states adopted the 2030 Agenda for Sustainable Development. At its core are the Sustainable Development Goals (SDGs). The SDGs are 17 Goals that bring together all countries in a global partnership. Supporting the 17 Goals are 169 targets to be achieved by 2030.

“The Sustainable Development Goals are the blueprint to achieve a better and more sustainable future for all. They address the global challenges we face, including those related to poverty, inequality, climate change, environmental degradation, and peace and justice. The 17 Goals are all interconnected, and in order to leave no one behind, it is important that we achieve them all by 2030.”

AS STATED BY THE UNITED NATIONS

Although the SDGs were created for countries and governments, they have become the common language for managing and measuring sustainability.

To benchmark our sustainability strategy with best practice, we are aligned with the United Nations Sustainable Development Goals and have identified 14 of the 17 Goals that we can support through our activities.

We will always try and hold ourselves to the highest, most transparent standards and this gives us a format to benchmark ourselves against.

PLANET

- FIGHTING THE CLIMATE CRISIS
- MORE SUSTAINABLE STORES
- REDUCE, REUSE, RECYCLE

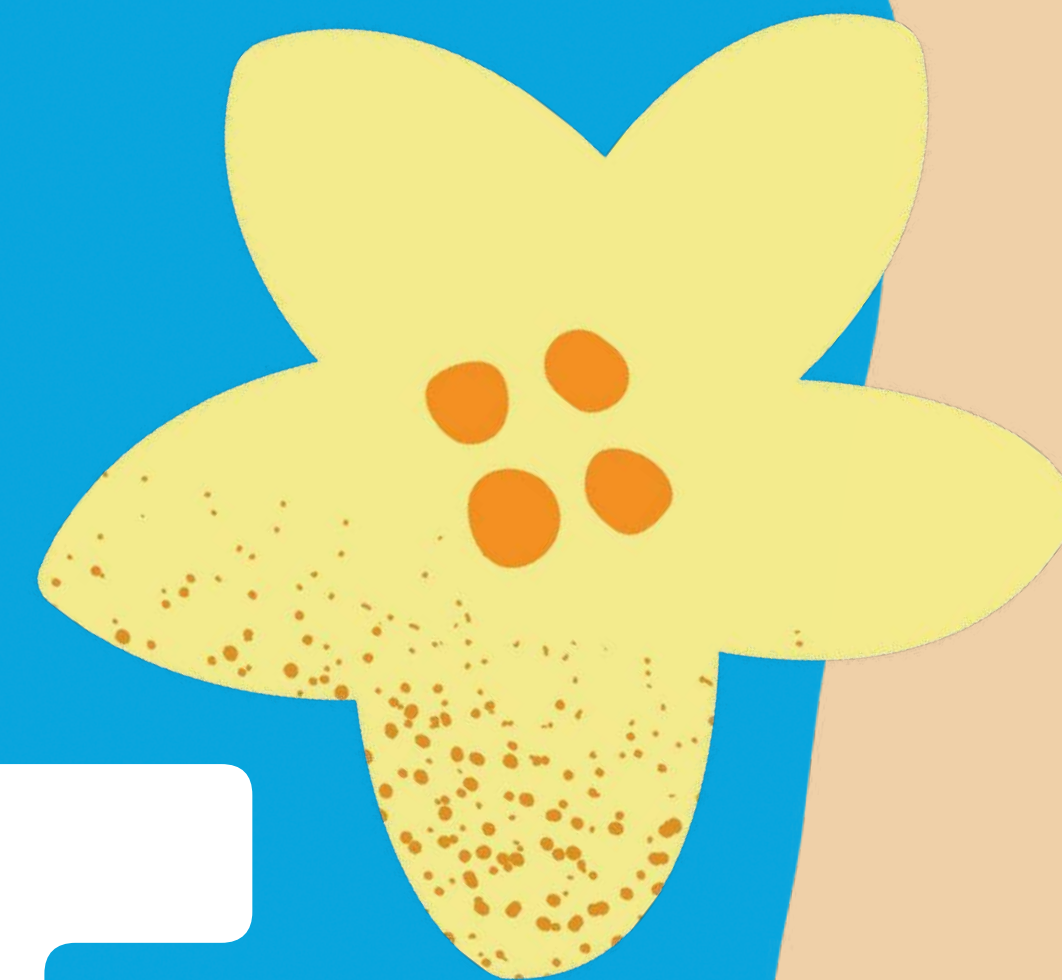
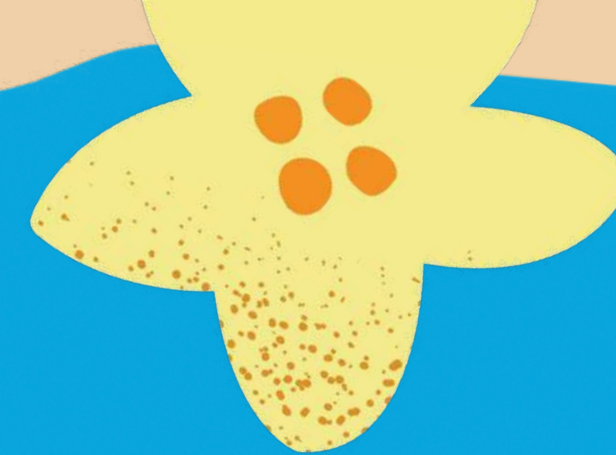
PEOPLE

- DIVERSITY, EQUITY AND INCLUSION
- CHAMPIONING OUR PEOPLE
- SUPPORTING OUR COMMUNITIES

PRODUCTS

- SUPPORTING SUSTAINABLE PURCHASING
- GREAT VALUES AND GREAT VALUE
- CIRCULAR ECONOMY

PLANET



A VISION FOR THE FUTURE

Our Planet pillar is all about cherishing the amazing world we live in. It is our way of ensuring that actions we take today helps shape a better tomorrow. Whether it is through innovative solutions or everyday choices, we are committed to reducing our impact on the environment as much as possible, both now and in the years to come.

The path ahead is full of promise, and together we will continue to make meaningful strides toward a more sustainable future.

2023-2030 COMMITMENTS

FIGHTING THE CLIMATE CRISIS

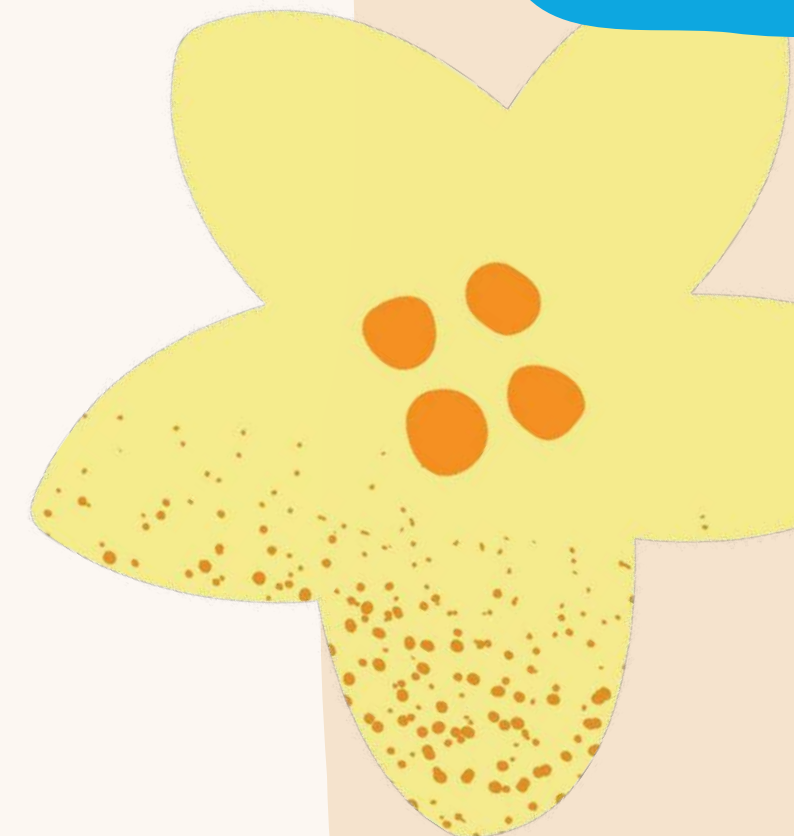
Committed to reducing our direct greenhouse gas emissions and working with suppliers on indirect emissions reduction.

MORE SUSTAINABLE STORES

Building a strong sustainability culture and practice in the way that we design, construct, maintain and operate our estate.

REDUCE, REUSE, RECYCLE

Focused on reducing the waste we produce, reaching a 95% recycling rate and harnessing a circular economy approach by 2030.



2023 HIGHLIGHTS

2023 has truly been a standout year for our Planet commitments, and it has been amazing to see everyone come together to make a difference. We have poured our hearts into cutting our carbon emissions, making our stores more sustainable than ever before and increasing our recycling rates, we believe that every little action counts.

It has been a year of progress and passion, and it is clear that our collective effort is turning our goals into real, impactful results, but we know we need to do more. As we continue to progress, we are locked in on key milestones to help support our targets. It will not be easy – we will face challenges and changes in our business along the way. But as team we will continue to deliver great work and make decisions to prioritise our Planet where we can.

LET'S TAKE A MOMENT TO SHINE A LIGHT ON THE FANTASTIC MILESTONES WE HIT IN 2023

53% REDUCTION IN ENERGY SINCE 2010 AND 6.7% SINCE 2022

Energy includes electricity and natural gas for stores, distribution centres and our head office.

Where we are responsible for purchasing electricity

WE BUY 100% RENEWABLE ELECTRICITY

for our stores, head office and distribution centres.

82.9% OF OPERATIONAL WASTE RECYCLED

MORE SUSTAINABLE STORE PROGRAM

We are designing, building and running stores that look to reduce down their environmental impact as part of our more sustainable store program.

STARTED ROLLING OUT ELECTRONIC TILL RECEIPTS

SCOPE 2 EMISSIONS REDUCED BY 98% IN 5 YEARS WHICH IS AHEAD OF OUR 50.4% TARGET

WE WON A SILVER POPAI AWARD

in the sustainability category for our cosmetic rebalancing project, whereby we created a new display solution that reduced metal parts by 75% and reduced the need to ship 1600 displays across stores.

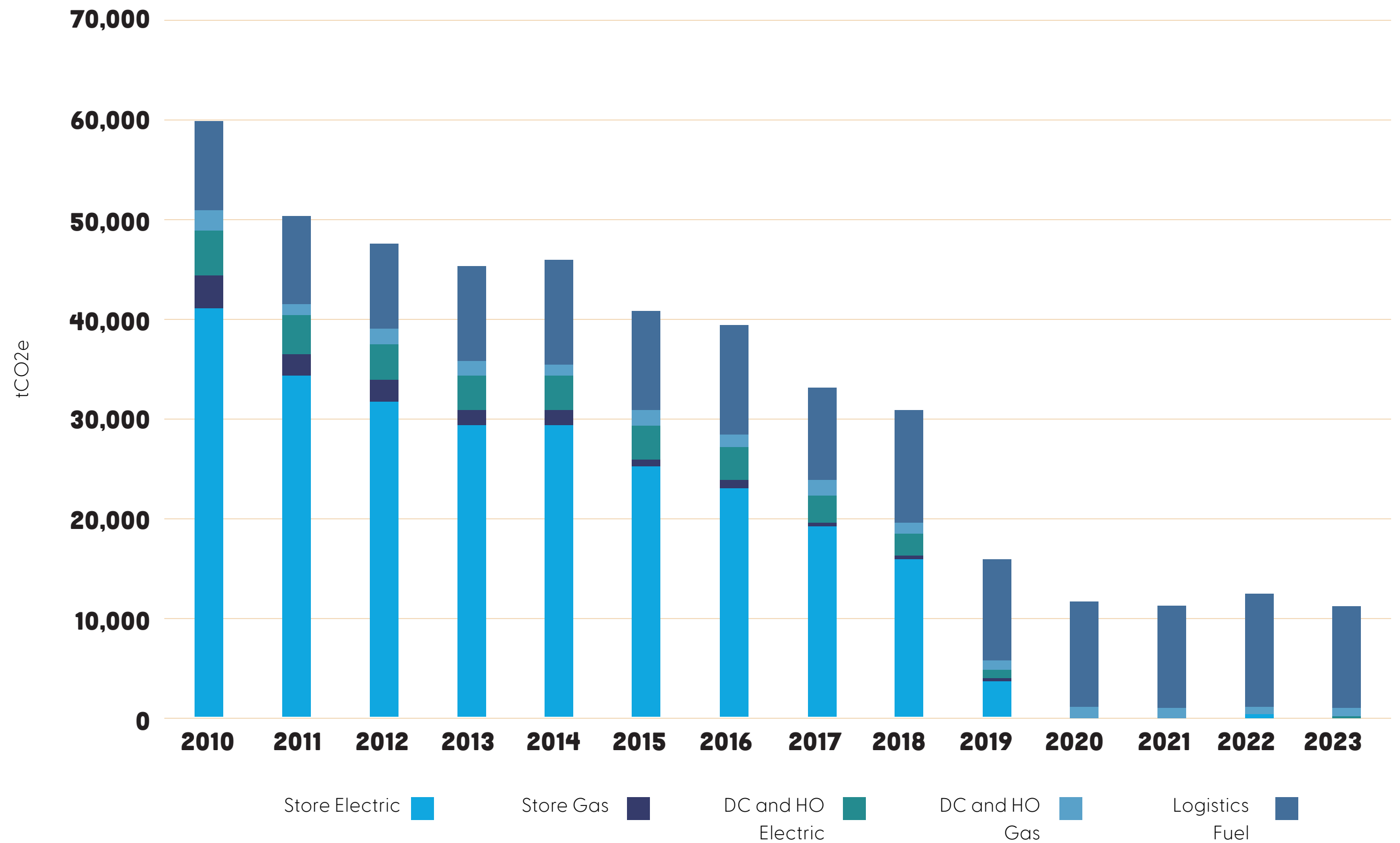
0% OF WASTE SENT TO LANDFILL SINCE 2013

FIGHTING THE CLIMATE CRISIS

We are on a mission to shrink our carbon footprint and cut emissions across every corner of our business. Since 2019, where we procure the electricity ourselves we have powered our operations with 100% renewable electricity which we are extremely proud of, a major leap forward in slashing our Scope 2 emissions.

To keep things transparent and impactful, we use the Greenhouse Gas Protocol corporate standard to measure our progress. This ensures our data is not only accurate but also reflects our genuine efforts to make a difference.

SCOPE 1 & 2 EMISSIONS FROM ENERGY AND OPERATED LOGISTICS



ADOPTING SCIENCE BASED TARGETS

We are excited to be in sync with the AS Watson Group's science-based targets* for cutting greenhouse gas (GHG) emissions, aligning with the goals of the Paris Agreement.

Here's the AS Watson game plan:

SCOPE 1 & 2 EMISSIONS

Aiming for a **50.4% reduction in our Scope 1 and 2 GHG emissions by 2030**, using 2018 levels as our baseline.

SCOPE 3 EMISSIONS

Working towards a **58% reduction in Scope 3 GHG emissions**. This covers purchased goods, upstream transportation and the use of sold products all based on the value added per Hong Kong dollar by 2030.

SUPPLIER ENGAGEMENT

By 2027, pledging that **33% of our suppliers – based on their Scope 3 emissions** – will have set their own science-based targets and report their GHG emissions to us annually.

AS Watson GHG Data: The GHG data in relation to the AS Watson Group Science Based Targets outlined here is externally verified by The Hong Kong Quality Assurance Agency ("HKQAA"). HKQAA is commissioned to conduct an independent verification of the GHG data in accordance with the requirements of GHG Protocol with reference to ISO 14064-1:2018.

As part of the AS Watson Group, we are wholeheartedly committed to achieving these targets.

BY 2030, OUR SUPERDRUG GOAL IS TO CUT BOTH OUR SCOPE 1 AND 2 EMISSIONS BY 50.4%.

We are also reaching out to our suppliers, encouraging them to also adopt science-based targets and report their GHG emissions to us annually.

AS WATSON SCIENCE BASED TARGETS



SCOPE 1

Emissions from:

- Refrigerants
- Fleet Vehicles we own or lease but not 3rd party logistics
- Natural Gas usage e.g. gas boilers

SCOPE 2

Emissions from **ELECTRICITY** used across the business

SCOPE 3

Emissions from:

- Purchased goods from suppliers
- Upstream transport & distribution of products distributed by our suppliers
- Use of sold products by our customers

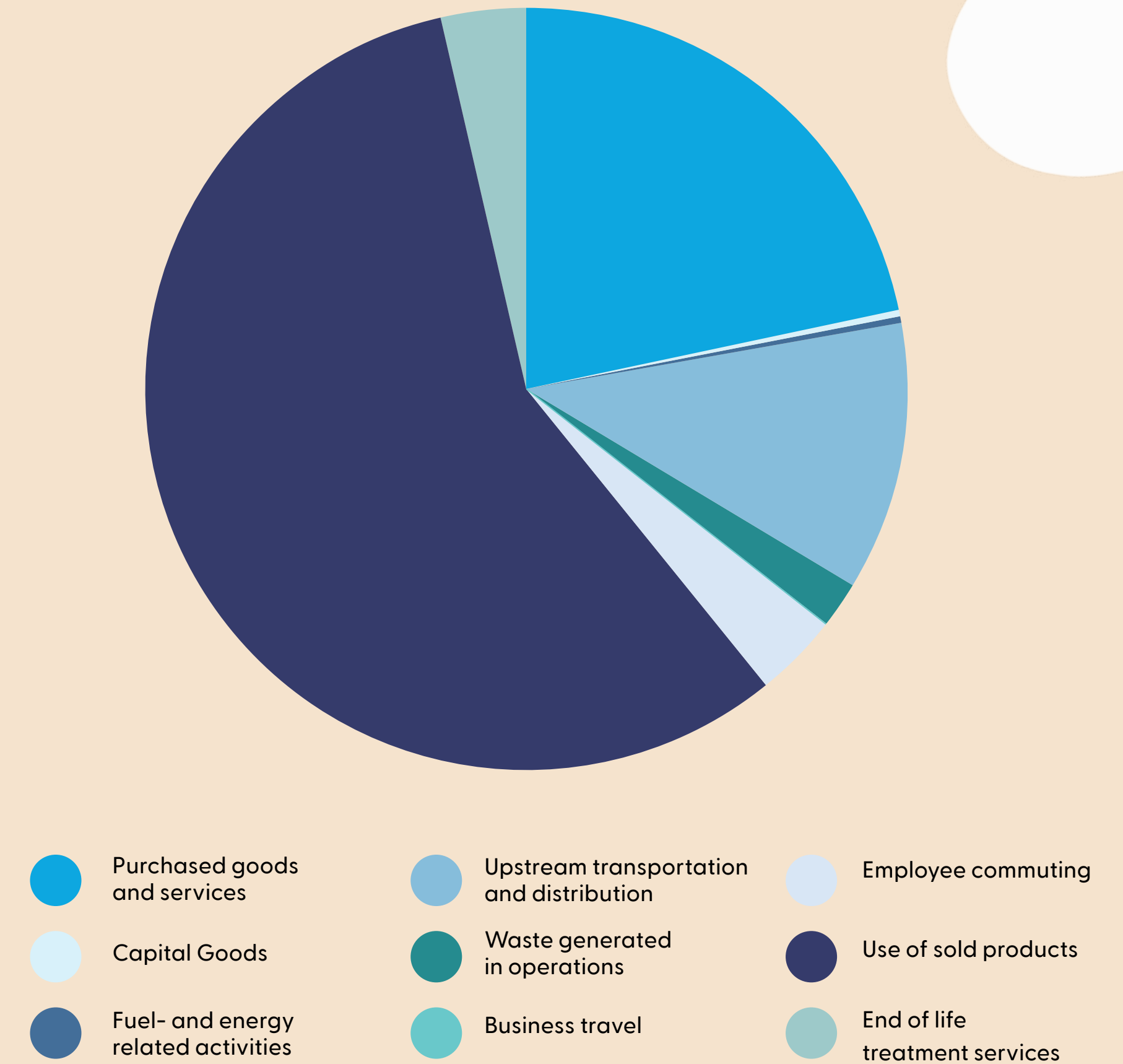
The reduction of AS Watson's GHG scope 3 emissions is directly linked to the reduction of our suppliers' own GHG scopes 1, 2 and 3 emissions.

*AS Watson Business Unit targets cover scopes 1 and 2 only and are expressed as an absolute reduction percentage by 2030 versus a 2018 base year; these targets are calculated using the same SBTi tool and methodology as the broader AS Watson targets.

HOW WE'RE DOING

	2018 (TCO2E)	2022 (TCO2E)	2023 (TCO2E)	% VAR 2023 VS 2018
SCOPE 1	12,504	12,270	10,647	-15%
SCOPE 2	18,068	207	335	-98%
SCOPE 3 BY CATEGORY				
PURCHASED GOODS AND SERVICES	157,042	187,047	164,814	5%
CAPITAL GOODS	3,394	4,989	2,767	-18%
FUEL- AND ENERGY-RELATED ACTIVITIES	7,610	5,473	2,979	-61%
UPSTREAM TRANSPORTATION AND DISTRIBUTION	116,460	134,196	86,159	-26%
WASTE GENERATED IN OPERATIONS	11,057	12,337	13,133	19%
BUSINESS TRAVEL	755	957	1,010	34%
EMPLOYEE COMMUTING	19,975	22,912	27,478	38%
USE OF SOLD PRODUCTS	269,325	324,068	434,545	61%
END OF LIFE TREATMENT	24,224	29,575	25,865	7%
SCOPE 3 TOTAL	609,842	721,553	758,751	24%

SCOPE 3 EMISSIONS BREAKDOWN 2023



Over time, as we collect more primary data, we should gain a better understanding of our scope 3 emissions. Our goal is to improve the accuracy of our scope 3 emissions calculation through supplier and industry engagement projects.

SCOPE 1 PROGRESS

Achieving our Scope 1 emissions reduction target involves a multifaceted strategy, with good progress made in 2023. Here is how we are driving down our emissions:

Total emissions from the logistics network is 10,229 tCO2e which is a -10.7% vs 2022. We recognise that Scope 1 logistic emissions are amongst the more challenging to reduce. We are working alongside our logistic suppliers to ensure we remain up to date with the latest industry developments.

FLEET PERFORMANCE

Our new fleet, introduced in week 30 of 2023 at our Northern Distribution Centre, has shown impressive improvements in fuel efficiency. This boost in KPL (kilometers per litre) performance will be looking forward to seeing how it translates in our full 2024 numbers.

YEAR	KMS PER LITRE
2022	3.73
2023	3.72

IDLING REDUCTION

We have launched a targeted driver behaviour training programme focusing on reducing engine idling. Over a 5 month period this initiative has led to a 25% reduction in diesel usage from idling, translating to fewer emissions and cost savings.

ENHANCED EFFICIENCY

By improving year on year trailer fill rates (+0.3%), increasing double-decker truck usage (+24%), and raising cage loads (+1%), we have cut down on the number of journeys needed.

DEDICATED DRIVERS

Onboarding more of our own drivers has been a game-changer. This move has led to more consistent driving practices, fewer repeat deliveries, and overall better efficiency compared to agency drivers.

OPTIMISED ROUTES

We are continually refining our delivery routes to boost efficiency. Our Phase 3 Energy Savings Opportunity Scheme (ESOS) compliance for 2023 included a third-party transport audit, which confirmed our fuel efficiency goals are on track with telematics and manufacturing partners. Our route planning tool now ensures we are making the most of our vehicle capacity while minimising unnecessary miles.

NEW DISTRIBUTION CENTRE

In 2024, we will open our third distribution centre in partnership with Savers. This new facility will reduce the volume of journeys between our current distribution centres, streamlining operations and cutting down on emissions.

BOILER PHASE-OUT

We currently have a small number of gas boilers across our estate, consuming 2,309,250kWh of energy and generating 418 tonnes of CO2e in 2023. Our goal is to phase out the gas boilers from our retail stores over the next six years.





SCOPE 2 PROGRESS

We are making great strides in cutting our Scope 2 emissions with a focus on renewable energy!

RENEWABLE ELECTRICITY

We are proud to say that we purchase 100% renewable electricity for our stores, head office and distribution centres. This commitment has already led to a remarkable 98% reduction in Scope 2 emissions in 2023 compared to 2018.

ONGOING TRANSITION

We are not stopping there. We continue to work diligently on transitioning new premises to renewable energy from day one of their contracts. This ensures that every new site contributes to our emissions reduction goals from the get-go.

SCOPE 3 PROGRESS

We have been starting the work on tackling Scope 3 emissions and are excited about the results.

SUPPLIER DATA COLLECTION

AS Watson has been collecting primary data from key value chain partners via a third party platform. This data represents 80% or more of AS Watson's total Scope 3 emissions. At Superdrug, we are supporting this initiative by encouraging selected suppliers to input their data into the reporting platform.

ELECTRIC & HYBRID VEHICLE USE

In 2023, 27% of our employee business mileage was in electric or hybrid cars. We are currently reviewing our company car options to enhance our support for sustainable commuting. Our offerings include a variety of electric and hybrid models to make planet conscious choices more accessible for our team members.

ALTERNATIVE FUELS

In 2023, one of our third-party logistics providers switched to HVO (hydrotreated vegetable oil) as an alternative to diesel. This change is a significant step towards reducing emissions in our logistics operations and we are excited to see how this develops.

REDUCING ENERGY USE

We are thrilled to share the efforts we have made in reducing energy use across our stores! Our investment in LED lighting has really paid off, resulting in an impressive average energy reduction of over 20% per store. It is fantastic to see these lights not only brighten our spaces but also cut down on energy consumption.

In 2023, we focused on reducing the number of drink chillers in our estate to support our energy reduction targets.

We removed 24% of the chillers, resulting in an estimated average annual reduction of 5800 KWh per chiller in electricity usage. Additionally, about 52% of our remaining chillers have doors, further enhancing their efficiency.

Absolute energy consumption* reduced from 122,000 MWh in 2010 to 57,000 MWh at the end of 2023. This 65,000 MWh consumption reduction equates to 53% reduction against the 2010 baseline.

* electricity and gas for Stores, DCs and head office

Over the past few years, we have rolled out smart meters extensively to better monitor and manage our energy consumption. Currently, around 80% of our stores are equipped with smart meters. We are exploring opportunities to install these meters, or equivalent solutions, in landlord sites, Northern Ireland, the Republic of Ireland and other locations where physical limitations have been challenging.

Automated controls for air conditioning, lighting and more have been a cornerstone of our energy reduction journey since 2010. Our current control strategy includes trade and non-trade settings, last-person-out switches, occupancy controls and a centralised heating and cooling strategy.

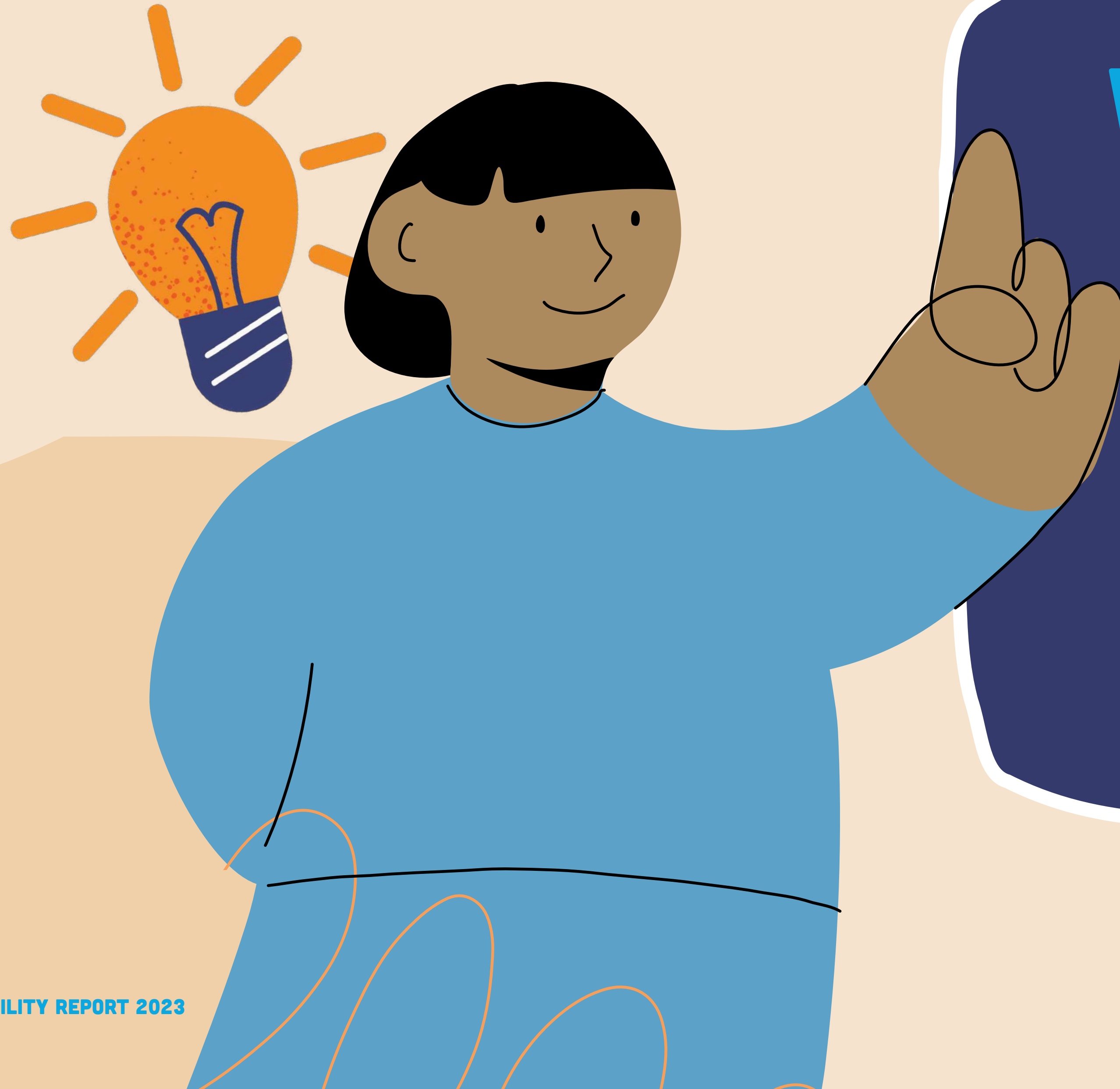
In 2023, we gained approval to trial voltage optimisation units across various sites, which are estimated to save around 10% of energy usage per viable location. We are eagerly waiting to see how this trial progresses in 2024.

We are committed to continuously improving our energy efficiency and sustainability efforts, ensuring we make a positive impact on the environment while delivering the best for our customers.

“I am the ESG Manager and I have been working on Sustainability at Superdrug since 2010. In 2010, energy consumption was identified as one of the most material areas of environmental impact and energy reduction has been a focus since then. The journey began with the installation of smart meters and the opportunity to reduce energy consumption became apparent. Over this period, we have focused on reducing the most material elements of energy consumption including controls, lighting, HVAC and chillers. We continue to look to improve energy efficiency through the procurement of equipment for Superdrug, the 2023 LED project built upon a previous programme where all lighting was replaced with T5 fluorescent lighting. Whilst we have made significant reductions since 2010, and moved to renewable electricity in 2019, we will continue to focus on delivering the energy reductions required to meet our 2030 targets.”

Steve Woods
ESG Manager, Superdrug





WHAT'S NEXT?

We are gearing up to extend our successful LED roll-out across all our stores, ensuring that each location benefits from the significant energy savings and environmental improvements that LED lighting offers.

Following a voltage optimisation trial, we will be looking at an assessment of voltage optimisation units across viable sites. These units will optimise the voltage supplied to our equipment, enhancing operational efficiency and helping us hit our energy reduction targets. We are continuously looking at ways to make our stores more energy efficient so we will continue to explore opportunities such as building management systems.

Additionally, we are set to further embrace renewable energy with the installation of solar panels at select locations. Our first solar panel installation in Birmingham is slated for 2024.

INTRODUCING MORE SUSTAINABLE STORES

We are on a mission to design, build and run stores that minimise their environmental impact – from the materials we choose, to how we build and operate our stores, right through to their end-of-life disposal.

This is all part of the AS Watson Greener Store Framework, which fosters a culture of sustainability in our everyday operations.

“I am extremely proud of the work we have done to improve the environmental impact of our stores; we have been on this journey for over 10 years but recently have pulled this together into our More Sustainable Store Programme which encompasses all areas of sustainability relating to our estate portfolio from all departments across our business.”



Nigel Duxbury
AS Watson H&B UK
Property Director

As part of the More Sustainable Store programme, to support our Planet pillar, we are working on:

- **DESIGNING AND CONSTRUCTING STORES WITH ENVIRONMENTAL CONSIDERATIONS BEING TAKEN INTO ACCOUNT**
- **SUPPORTING CUSTOMERS TO MAKE MORE SUSTAINABLE PURCHASES**
- **RUNNING OUR STORES WITH INCREASED ENERGY EFFICIENCY**
- **INCREASING OUR USE OF RENEWABLE ENERGY AND RESPONSIBLE MATERIALS**

If we can achieve our goals together, we can create a more sustainable future, one store at a time.

GIVING OUR GREAT STORES A MAKEOVER

We are thrilled to share our dedication to sustainability through our new store and refit program. Every time we open or refresh a store, we prioritise using recycled fixtures and fittings as much as possible.

We are committed to ensuring that equipment from closed stores is assessed, repaired and given a new lease of life within our network. Since 2014, we have partnered with a third-party warehouse to handle the reuse of our store fixtures. In 2023 alone, we reused over £625k worth of equipment, a fantastic 65% increase from the previous year! This facility also helps us recycle end-of-life equipment.

In 2023, we recycled 1,566 pieces of electrical equipment, with 47% being repurposed and reused and 53% recycled according to WEEE regulations. That is a total of 2,079kg of IT equipment kept out of landfill.

AS WATSON GREENER STORES GLOBAL FRAMEWORK



RESPONSIBLE MATERIALS



ENERGY EFFICIENCY



SUSTAINABLE ENGAGEMENT



SUSTAINABLE CHOICES



RENEWABLE ENERGY



WASTE DIVERSION



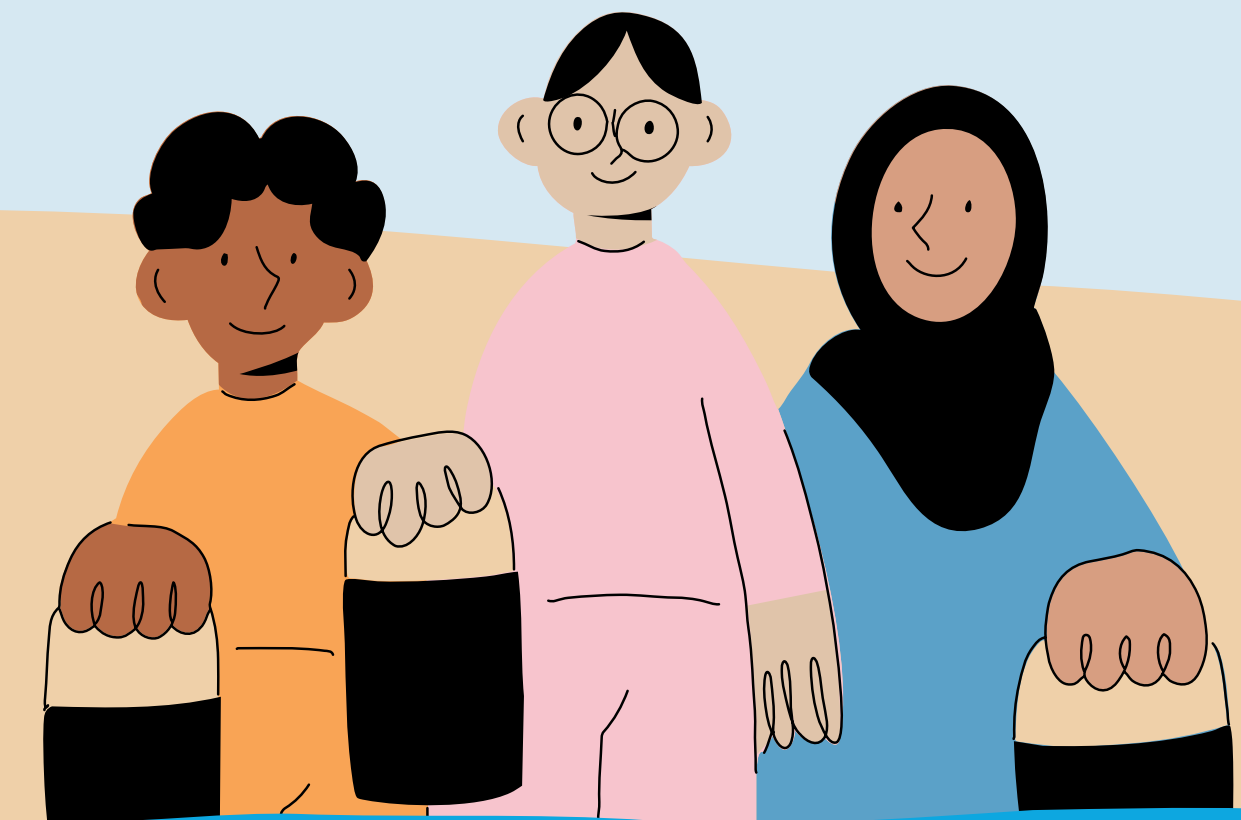
CUSTOMER ENGAGEMENT



WELLBEING

Water usage in Superdrug stores is relatively low, thanks to our longstanding use of water-saving measures like low-flow taps, which have been part of our national fit out specification for many years. In 2023, we took a further step by partnering with a national water supplier for England and Scotland. This move enhances our ability to quickly identify and address any issues that lead to high water consumption, including leaks within our stores, ensuring we continue to conserve this vital resource.

WE'RE PROUD OF THE STRIDES WE'RE MAKING AND REMAIN COMMITTED TO ENHANCING OUR SUSTAINABILITY EFFORTS.



SOME OF THE HIGHLIGHTS

In 2021 we opened our first 'More Sustainable Store' in Peterborough. We wanted to create a store design that focused our More Sustainable Store actions and methodology, to see what could work and be rolled out to more stores.

THE RESULTS OF WHICH WERE REMARKABLE

So much so that we were able to roll out the learnings to the 15 newly opened Superdrug stores in 2023 and we will continue to push forward with more innovation in this area year on year.

In 2023, we teamed up with a third party to kick off a carbon footprint project. This initiative helps us map the carbon impact of a new store from construction and operation to end of life. This long-term project will enable us to make informed, data-driven decisions for building sustainable stores, ensuring we minimise our environmental footprint every step of the way.

PETERBOROUGH RESULTS

STORE EQUIPMENT

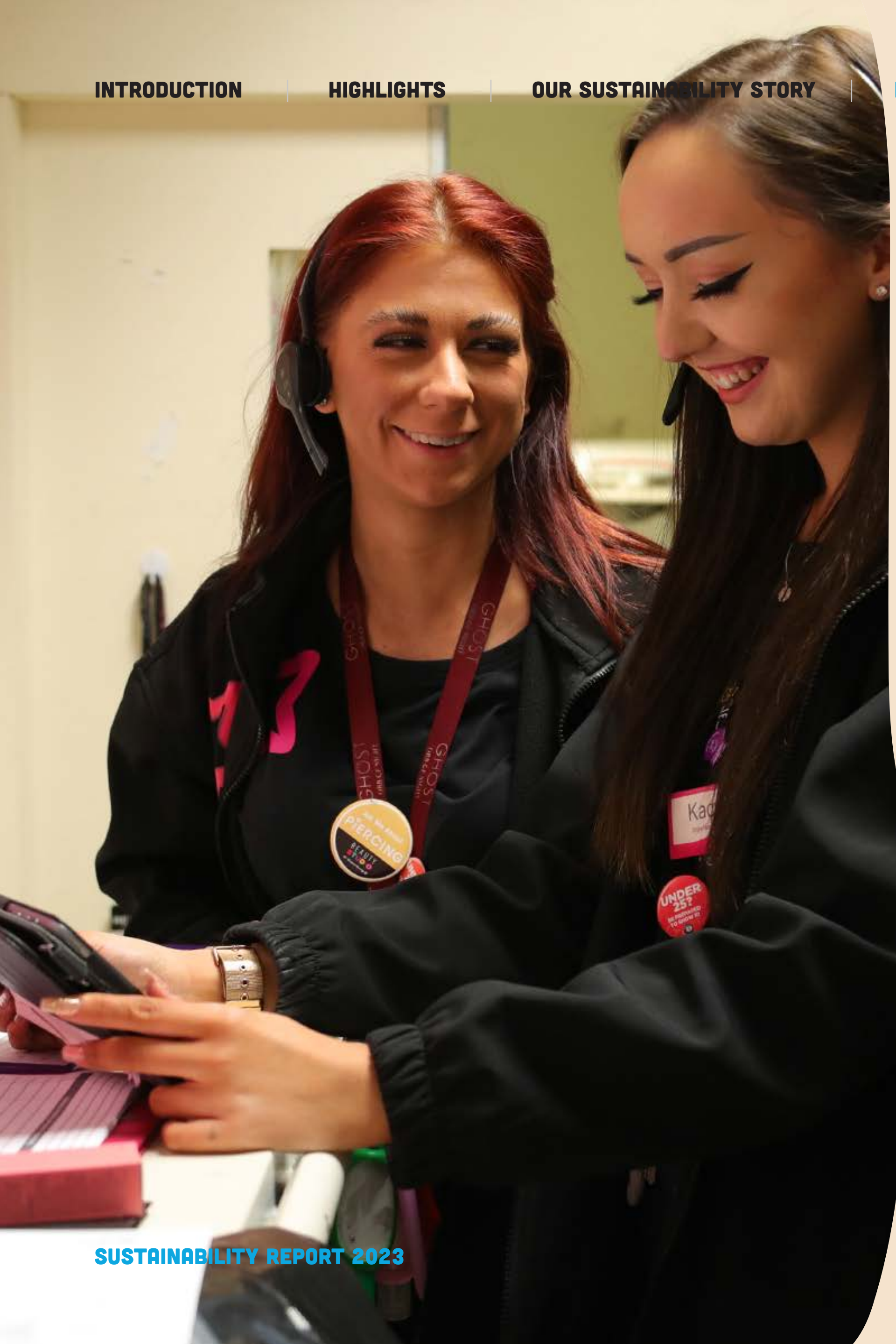
- Signage made from recycled yarn and plastic bottles
- Ceiling tiles made from bio-soluble mineral wool, clay and starch
- Equipment recycling via fixtures distribution centre
- 61% increase in sustainable materials
- 7% reduction in materials

CONTRACTORS

- 95% of project waste recycled
- ISO14001 accreditation met

ENERGY & MAINTENANCE

- Energy audit completed
- 37% reduction in light fittings
- 5,800 annual KWh reduction



EASYSTORE – THE POWER OF PAPERLESS!

Over the past few years, we have been running our easyStore programme, designed to streamline administrative tasks and back-of-house duties for our store team members.

This initiative allows our dedicated teams to focus more on providing exceptional service to our customers. A key part of easyStore is to use technology to enhance workplace efficiency and reduce operational waste. For instance, in the last 12 months we transitioned from paper to electronic signing-in sheets for team members,

In 2023, we launched a trial of electronic shelf edge labels in our Greenford store. This initiative supports our sustainable store goals by saving 350 pieces of paper each promotional cycle, ensuring correct and up-to-date pricing for customers and freeing up our team members to, once again, focus on our customers. We plan to roll out this technology to a second store in the first half of 2024.

Additionally, in 2023, we trialled e-receipts for our Health and Beauty card customers in a small number of stores. This allows customers to keep an electronic record of their receipts on their Superdrug.com account. During the trial, we have seen 26,000 e-receipts sent out weekly, and we plan to expand this initiative to all stores by the end of 2024.

We are constantly reviewing processes to move from paper to electronic, powering up our paperless future.

SAVING AN ESTIMATED

900,000

PIECES OF PAPER!

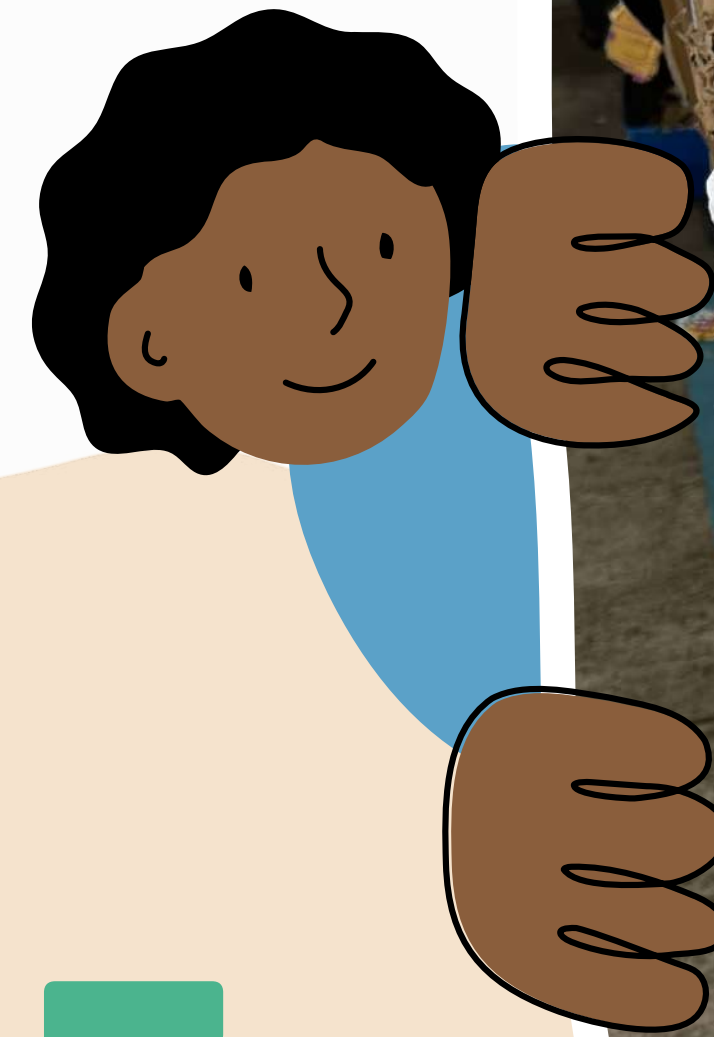
REDUCE, REUSE, RECYCLE

Ah yes, those three memorable little words. Though they are little, our commitment is anything but. We are absolutely honed in on ensuring that all the waste produced in our operations is disposed of responsibly and in line with regulations. Since 2013, we have sent zero waste to landfill and have set clear recycling rate targets and tracking systems.

Our operational waste, both hazardous and non-hazardous, comes from our head office, two distribution centres and nearly 800 stores into our two inhouse recycling sites.

We believe that processing our own waste enables us to have greater visibility and control over it. Allowing us to find ways to firstly remove excess waste from our operations and then reuse or recycle the remainder. We are working hard to find innovative solutions for our waste so that it can be reused again and again.

We are working with suppliers to reduce the packaging in which we receive products and to enhance our ability to recycle that packaging. Our commitment to responsible waste management ensures we continue to make significant strides toward sustainability and environmental responsibility.



“Here in the distribution centre, all waste is a recycling opportunity. Myself and the team take great care in segregating the material passing through the recycling facility to ensure each piece of material is recycled in the best way possible. Recycle yesterday, reclaim today, and reuse tomorrow”



Jenna Pampel
Operations Team Leader at
Recycling Centre in SRDC

RECYCLING ROCKSTARS TO TOKSTARS!

Great news! In 2023, we reached an all time high in our recycling performance with **82.9% of operational waste being recycled**. We are well on our way to our goal of 95% of operational waste being recycled, reused or composted by 2030.

We achieved a significant milestone by recycling over 11,000 tonnes of waste, including more than 9,000 tonnes of cardboard. This phenomenal effort was made possible through a range of initiatives that engaged everyone across the company.

We also celebrated Recycling Week in a big way with numerous activities across our business.

- **LAUNCHING THE DOING GOOD FEELS SUPER MULTI-CHANNEL RECYCLING COMMUNICATIONS CAMPAIGN**
- **HOSTING OUR WASTE CONTRACTOR AT HEAD OFFICE TO EDUCATE TEAM MEMBERS ON 'WISH-CYCLING' WITH COMPETITIONS AND GIVEAWAYS**
- **UPDATING STORE TEAM MEMBERS WITH RECYCLING HINTS AND TIPS AT WORK AND HOME**

“Visiting the Recycling Centre at the Warehouse was a massive eye-opener for us. Creating the video for store use, made us realise how much work is happening behind the scenes for Superdrug to achieve our recycling targets. Stores have a massive part to play in achieving these targets too. We are learning and doing our bit for the planet. Win, win!”

Jess
Superdrug Portchester, Store Manager

The impact of these campaigns was evident in our recycling rates' increase after Recycling Week. Some of our team members have shown such enthusiasm, even jumping on TikTok to bring our recycling journey to life. Several team members even visited our recycling centres and their TikTok videos have been such a fun and effective way to bring the waste journey to life and enhance the quality of waste being returned from our stores.

SUSTAINABILITY IN THE BAG

We have come a long way when it comes to customer packaging and store bags.

All of our plastic bags available for purchase instore are reusable and those made from plastic now contain at least 30% recycled content. In 2023, we upgraded the specifications with the supplier to move to 80% recycled content, which will cut down on virgin plastic use by 42 tonnes each year.

We have been encouraging customers to choose paper bags over plastic and it is having an impact – plastic bag sales have actually dropped compared to 2022! We also rolled out a new, smaller Studio Cosmetic Bag across all stores, perfect for those smaller cosmetic purchases and reducing bag sizes by around 50%.

Overall, bag usage per transaction has decreased by 1.2% compared to 2022, indicating a shift towards more sustainable shopping habits in our customer. We are so pleased to see more customers opting for our paper bags, tote bags and bringing their own to store and are committed to continuing this positive trend.



SUPERDRUG.COM

Our e-commerce cardboard delivery boxes are made from recycled content and are fully recyclable. We avoid plastic space fillers and instead use sustainably sourced crushed paper to keep our customers' precious items safe and secure.

Getting the right-sized box is crucial, we work hard to make sure the right size is used for each order to minimise waste. We also use water-soluble ink on our boxes to reduce environmental impact.

We are always reviewing our packaging to find new ways to enhance its sustainability while ensuring our customers' purchases arrive in perfect condition.



PEOPLE



WHERE YOU CAN BE YOU

Part of our People pillar looks at creating a sense of belonging for all, celebrating difference and creating a workplace where everyone feels valued. We take great pride in the wellbeing and development of all of our team members, engaging with them constantly to ensure everyone is happy, empowered and safe.

When it comes to inclusion, our goal is to be a force for good in every market we operate in. We are committed to championing diversity, equity and inclusion, and supporting all aspects of wellbeing; financial, social, mental and physical.

In this report please note that all people statistics are representative of Superdrug and Savers combined unless otherwise stated.

2023-2030 COMMITMENTS

DIVERSITY, EQUITY & INCLUSION

Promoting a diverse workplace that reflects the UK retail population and where everyone can thrive.

CHAMPIONING OUR PEOPLE

Supporting all aspects of our team's wellbeing; financial, social, mental, and physical. Committed to developing all our team members and to supporting youth career development. Uphold Human Rights in our company and supply chains.

SUPPORTING OUR COMMUNITIES

Passionate about social progress through our work supporting local, national and international communities. We aim to raise £1million a year for Marie Curie, helping to deliver 43,000 hours of nursing care.



2023 HIGHLIGHTS

This past year, everyone has embraced the spirit of togetherness and inclusivity. Our goal is to have a diverse and supportive working environment, where everyone feels welcomed, valued and able to be their unique self.

From championing our people to making a positive impact in our communities, we have shown that our strength lies in our unity. Diversity, equity, and inclusion are not just words to us – they are the foundation of our thriving workplace.

WINNING THREE CORPORATE ENGAGEMENT AWARDS FOR OUR PARTNERSHIP WITH MARIE CURIE

CORPORATE ENGAGEMENT AWARDS 2023 WINNER

206 APPRENTICES QUALIFIED

ASSESSED NEARLY 50,000 CUSTOMERS BLOOD PRESSURE

SIGNED THE CARE LEAVERS COVENANT PLEDGE

After working with Drive Forward in Croydon for over 5 years, in 2023 we signed the Care Leavers Covenant pledge, to expand our commitment to supporting young care experienced people across the UK.

SUPPORTED OVER 20,000 PEOPLE MANAGE THEIR MEDICINES THROUGH OUR PHARMACY APP

45,673 HOURS OF TEAM MEMBER TRAINING COMPLETED

We launched our **RELIGIOUS HOLIDAYS POLICY** allowing team members to trade some bank holidays for time off for other religious festivals.

OUR ONGOING SUPPORT TO THE LGBTQ+ COMMUNITY HAS SEEN DONATIONS TO LGBTQ+ CHARITIES OF OVER £45K

GAVE NEARLY 56,000 FLU VACCINATIONS

DIVERSE REPRESENTATION

Internal data shows positive indicators versus retail and/or Census data including over 10% of our workforce identifying as LGBTQ+ and 12% having a disability or long-term health condition.

We also know that at a high-level ethnicity group, 15% of our workforce identify as Asian/Asian British, above the UK average, and 4% identify as Black/Black British which is in line with census data.

LAUNCHED MENTAL HEALTH TRAINING

Signed up to the **STONEWALL WORKPLACE DIVERSITY CHAMPIONS PROGRAMME.**

STONEWALL DIVERSITY CHAMPIONS

Committed to creating the most welcoming, diverse and inclusive space for LGBTQ+ employees.

LAUNCHED REASONABLE ADJUSTMENT PASSPORT

To support team members with a disability or long-term health condition to thrive in work.

RAISED 786K FOR MARIE CURIE

EVERYONE MATTERS



We want to create a truly inclusive workplace where diversity, equity and inclusion (D,E&I) are at the heart of everything we do. We are focused on understanding and celebrating the unique identities of our team members.

Our D,E&I strategy, Everyone Matters, has 6 focuses: Age, Social Mobility, Disability, Gender Equality, LGBTQ+ and Race & Ethnicity.

We have Employee Networks to create safe spaces for communities and members to discuss issues, share experiences, and provide support. We also have an Everyone Matters Steering Group. This includes Peter Macnab (CEO), our network leads and executive sponsors.

We want our team members to have a voice, shape our culture, and support us on our journey to creating a truly inclusive workplace where you can be you.

Senior leaders, managers, and our recruitment teams have attended inclusive leadership training, and we run regular upskilling sessions.

We introduced balanced shortlisting for senior roles and working with external expertise, regularly review our recruitment and selection processes to spot barriers to entry. Inclusion is part of every new employee's induction with us, and part of our development programmes.

All employees have access to learning resources, webinars, and workshops on a range of inclusion subjects.

Our Self-ID campaign encourages all our team members to confidentially share how they identify. Based on our 6 inclusion pillars, this information helps us recognise the progress we are making and identify opportunities to break down any barriers.

To ensure we are supporting all our team members, we have partnered with Stonewall, the Care Leavers Covenant and other leading organisations to help us ensure our policies and processes are inclusive and accessible to all.

We know this is a journey that will never be completed but we are committed to making Superdrug an inclusive workplace where every individual feels valued, respected, supported and heard.

UNLEARN

In 2024 we are launching our first ever D,E&I film, Unlearn. The film is designed to celebrate everything we have achieved so far, and how we all have a responsibility to educate ourselves and unlearn the stereotypes and biases we have learnt. We are very proud of this film and everything it stands for.

NETWORKS:

AGE 

ACCESS ALL AREAS 

GENDER EQUALITY 

HARMONY 

PRIDE 

DISABILITY 

AGE IS JUST A NUMBER

In 2023, we established a new network focused on understanding the needs and expectations of our youngest and older workers. We commissioned an external consultant to conduct listening groups and surveys, which provided valuable insights directly from our teams. This feedback has been instrumental in helping us to form our strategy and plans, including enhancing retirement options, wellbeing initiatives and financial support for our team members at different life stages.



ACCESS ALL AREAS

Access All Areas is about creating opportunities and supporting those who need it most. We have worked with a Croydon based charity, Drive Forward, for over 5 years, offering paid work placements, skills training such as interview and CV skills workshops, and mentoring to care-experienced young people. In 2023, we have expanded our commitment to care-experienced young people by signing the Care Leavers Covenant pledge, making a national impact through our dedication to social mobility.

In 2023, we began our partnership with HMP Bronzefield. Individuals receive beauty qualifications, and upon release, we help them find suitable permanent roles. At the end of 2023, we successfully offered our first role and we hope to do even more.

Our Ofsted rated Good apprenticeship programme is another cornerstone of our Access All Areas strategy, providing young people with valuable qualifications and permanent roles. In 2023, 206 team members completed their apprenticeships with us, further strengthening our commitment to social mobility. We are extremely proud of our expanded Life Skills Programme, originally launched in 2022 for apprentices, and to all team members in 2023. This programme, which was graded Outstanding by OFSTED during our latest inspection, is designed to equip our team with essential skills for everyday life, both in and out of the workplace. It covers everything from digital literacy and career exploration to money management, physical and mental wellbeing, and more, helping our team members thrive in their careers and beyond.



GENDER EQUALITY



SUSTAINABILITY REPORT 2023

Gender Equality is a key focus, not just for our business but for our society. That is why we are dedicated to creating a fair, supportive and flexible workplace for people of all genders.

Women make up 78% of our workforce, with 84% of apprentices and 75% of delegates in management and development programmes identifying as female.

Recent initiatives have included breaking taboos and discussing topics such as menopause, domestic abuse, fertility and pregnancy and baby loss.

In 2023, we launched a new policy and toolkit centred around conversations and support on pregnancy and baby loss, and we updated our fertility policy, shaped by direct feedback from our teams. In 2023, we held a panel discussion where team members courageously shared their experiences with fertility and pregnancy loss, fostering an environment of understanding and support.

We also continued our work on menopause, expanding beyond a policy to offer toolkits and manager guidance, more resources, educational panels, events and a special episode of our People Edit podcast for World Menopause Day.



Click here for:
➤ [People Edit Podcast](#)

Our Safe Spaces work, includes a policy and toolkit designed to support anyone experiencing domestic abuse and in 2024 will expand to also include sexual harassment both in and out of work.

We proudly participated in the Women of the World Festival, bringing together women from all areas of our business to celebrate and learn from one another. Additionally, we focused on men’s mental health by hosting speaker Danny Grey and collaborating with Andy’s Man Club, ensuring that everyone feels supported and heard.

Finally, we continue to work on addressing the gender pay gap with goals and actions agreed at Board level.

These initiatives are part of our broader commitment to creating an inclusive workplace where gender equality is actively promoted, and everyone has the resources they need to thrive.

To read more about our work and our Gender Pay Gap, click here:
➤ [Gender Pay Gap Report](#)

HARMONY

Our Harmony initiative embraces the rich diversity of our team members. We are signatories to the Race at Work Charter, and the Halo Code - ensuring that team members and applicants will not be discriminated due to their hair styles. We worked with our team members to develop our own commitments, to create actionable goals to improve racial equality in the workplace.

We have launched a Religious Holidays policy, allowing staff to swap a Christian bank holiday for a day off that corresponds with their own religious or cultural observances. Events for South Asian Heritage Month and Black History Month have included panel discussions, sharing our stories, food experiences, conversations and education on allyship, and cultural activities like henna painting and sari wrapping.



BUSINESS IN THE COMMUNITY
The Prince's Responsible Business Network
Race at Work Charter signatory

PRIDE

We are proud to be loud in our support of the LGBTQ+ community and the allies that stand alongside. We want team members to know that they can be the real them at work.

As part of our support and affiliation, we have joined the Stonewall Diversity Champions scheme, ensuring our LGBTQ+ team members continue to feel safe and valued at work and empowered to thrive.

In 2023, we were the headline sponsor of Croydon Pride, where we brought our teams together for a mix of meaningful and fun events. Our Pride Network runs regular 'Lunch & Learn' sessions for anyone in the business to attend and also annually supports the Red Run for World Aids Day, raising funds for Switchboard – an organisation close to our hearts, with some of our network members volunteering their time there.

Our Pride group has focused on celebrating and educating on trans and non-binary identities, Our Gender Identity and Expression policy and action plan recognises that we, as individuals, have the right to self-identify and we regularly promote this and encourage feedback from everyone within the LGBTQ+ community.



Stonewall DIVERSITY CHAMPIONS

DISABILITY

Our Disability network focuses on disabilities and long-term health conditions.

We are committed to building awareness and supporting our team members, breaking down stigmas, removing labels attached to disability, and to ensure that we are an inclusive and accessible workplace.

In 2023, Superdrug introduced the Reasonable Adjustments Passport & Toolkit, aimed at facilitating open and supportive dialogues between team members with disabilities or long-term health conditions and their management. This ensures every individual feels heard and supported, enabling them to thrive in their workplace.

We have also enhanced the accessibility of our digital platforms, integrating tools on our careers and main website that help users navigate and access content more easily, ensuring a welcoming experience for all visitors.

Our recruitment website relaunched in July 2023, boasting a Lighthouse accessibility score of 95%. It complies with online accessibility standards and includes an accessibility widget to support candidates with various needs:

STOP ANIMATIONS

- Instantly freeze all animations, gifs, to support individuals with photosensitivity

CONTRAST SETTING

- Enhance the content's foreground to help with some vision impairments

READING MODE

- Displays a webpage as text only, to support with some cognitive disorders

QUICK NAVIGATION

- Enables users to reach any page with a single keyboard selection to support with some motor impairments

➤ [Careers home page](#)



CHAMPIONING OUR PEOPLE

We deeply value the feedback of our team members and actively seek their thoughts to continue to shape our workplace culture.

Our 2023 colleague engagement survey score stood at an impressive 75%, with our head office team leading the way with an 81% engagement rate.

We also examined our engagement scores through the lens of protected characteristics. Most scores remained consistent regardless of gender, LGBTQ+, ethnicity and socio-economic background.

For areas where we observed minor declines, we have engaged with our colleague networks to understand the causes and implement actions for improvement.

Regardless of the numbers, there is always room for improvement.



79%

OF OUR TEAM MEMBERS FEEL THEY CAN BE THEMSELVES AT WORK

81%

AGREEING THAT "THE PEOPLE I WORK WITH ARE KIND AND HELPFUL"

80%

NOTING THAT "I HAVE LEARNED SOMETHING NEW IN THE PAST 12 MONTHS."



OUR PEOPLE ARE AT THE HEART OF EVERYTHING WE DO

Everyone at Superdrug has a Doing Good Feels Super annual objective. This encourages all our dedicated teams to support our sustainability and inclusion goals.

We have already received some amazing examples of how incredibly committed teams and talented individuals can look at their role through a sustainability or inclusion lens and come up with ideas on how to support our mission.

We have continued to invest in our recognition programmes, celebrating achievements and promoting behaviours that reflect our core values.

We want to cultivate a culture of appreciation and drive a positive impact across the board.

As we look forward, we remain dedicated to supporting our people and enhancing their experiences with us.

In 2023, we took strides to support and uplift our team members, ensuring their wellbeing and creating a positive, inclusive work environment. Here is a look at how we have made a difference and what is on the horizon.

SUPPORTING WELLBEING:
PHYSICAL & MENTAL
FINANCIAL
SOCIAL



QUOTES FROM OUR CONFIDENTIAL EMPLOYEE ENGAGEMENT SURVEY

“I personally love working at Superdrug and would go so far as to say it is the best company I have worked for in my career so far.”

“I absolutely love working at Superdrug because of how fun it is as well as remaining professional and being customer first. The workplace is so diverse and inclusive, and I can be myself.”

“I absolutely love working for Superdrug. Working for Superdrug has helped me learn so much and gain invaluable skills for the future.”

PHYSICAL & MENTAL

AVIVA DIGICARE

OUR PEOPLE'S HEALTH IS OUR PRIORITY

In 2023, we shook things up with the launch of the Digicare App, bringing a little extra magic to our team's health and wellbeing. This nifty tool allows for quick access to digital GP services, mental health support, nutritional advice, second opinions and even annual health checks. We want to make it easier for our teams to stay on top of their health but have fun doing it. We are thrilled that more of our team members have embraced the app.

This year, 14% of our teams were actively using the app, with our head office team leading the way at 42% and we are looking actively to increase engagement during 2024.

MENOPAUSE POLICY & TOOLKIT

SUPPORTING EVERY STAGE

We want to create and maintain a supportive environment for everyone, including those navigating menopause. Our new policy and toolkit are designed to open up conversations and provide the necessary support. We want every team member to feel comfortable discussing symptoms and adjustments, ensuring a respectful and understanding workplace where everyone can thrive.

MENTAL HEALTH TRAINING

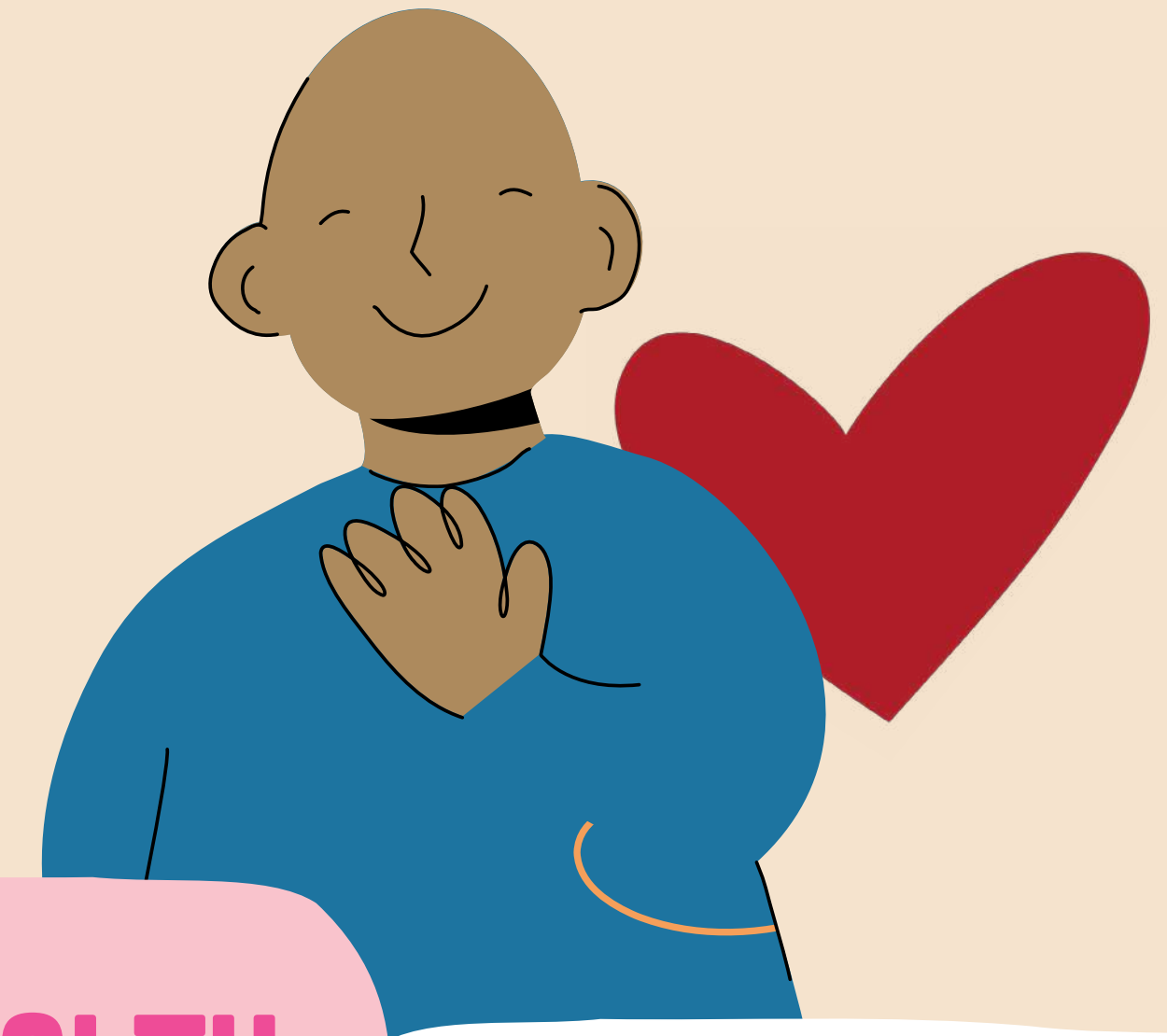
We partnered with specialist mental health trainers to deliver face-to-face training for managers to equip them to recognise changes in behaviour, have productive conversations and signpost support.

At the end of 2023, we were at 18% completion and the goal is to reach 96% by the end of 2024. Additionally, this training has been incorporated into the induction process for all new managers.

PREGNANCY LOSS POLICY

COMPASSION & SUPPORT

We know that pregnancy loss can be a devastating and a difficult experience for everyone impacted. We have introduced a comprehensive policy and tool kit to guide our teams through this painful and challenging time. Our focus is on providing compassionate support, from flexible working arrangements to sensitive conversations, helping our people navigate this personal journey with care and dignity.



FINANCIAL

WAGESTREAM

FLEXIBILITY AND FINANCIAL WELLBEING FOR ALL

Our partnership with Wagestream is to ensure we are supporting people to be able to access money they have earned at a time that best suits them. With features like tracking earnings, accessing part of pay before payday, and automatic savings with a 5% monthly interest incentive, Wagestream is a powerful tool for financial wellbeing.

During 2023, 48% of our teams were engaging with the app, with retail and distribution teams particularly active. It is there to offer flexibility and support when it is needed most. Here are some of the exciting things they can do:

- **Track earnings by allowing team members to see the shifts worked and how much they earned during the month. This is a great tool for budgeting and planning ahead!**
- **Save earnings automatically.**
- **Automatically entered into a prize draw savings incentive each month.**
- **5% monthly interest back on savings!**
- **Build confidence and knowledge by giving access to a great range of resources and tools.**
- **Access up to 40% of the pay earned before payday to help with emergencies, when those unplanned bills happen or to just give some flexibility.**

SUPERDRUG DISCOUNTS

We know managing the cost of living is a real challenge, we boosted our staff discounts to help out. In 2023 we held an additional extra discount period for team members,

Where our team enjoyed a fantastic 40% off Superdrug products and 20% off branded products.

Afterall, looking and feeling great should not break the bank! Friends and family were also able to join in on the savings with a 30% off Superdrug products and 10% off branded products.



FREE PERIOD PRODUCTS

FOR WHENEVER THEY'RE NEEDED

As a retailer which strives to be the very best in accessible beauty and health. We are strong believers that everyone who needs them should have easy access to period products when they are at work, without worry. That is why we have launched free period products across all our sites. Whether in stores, head office or distribution centres, we want to make sure that period products are readily available for those who need them.



WORKPLACE PENSION

SECURING THE FUTURE

We understand the importance of planning for the future. That is why we offer a workplace pension with employer contributions. It is our way of helping our team members build a solid foundation for their future, ensuring they are supported and prepared for when they finish working with us. Their financial wellbeing is a priority and we are here to make sure they have the tools and support they need.

SOCIAL

MARIE CURIE

Our team members are so passionate about our Marie Curie partnership. Their hard work is paying off, Superdrug won three Corporate Engagement Awards for the partnership with Marie Curie. It was a fantastic night of recognition and celebration for charities and retailers across the UK and we were honoured to take home, one gold and two bronze awards.

GOLD

for 'Best engagement of an internal audience in a sponsorship programme'

BRONZE

for 'Most effective long-term commitment'

BRONZE

for 'Best charity, NGO or NFP programme'

CORPORATE
ENGAGEMENT
AWARDS 2023
WINNER



We have a number of initiatives to help our people feel better connected inside and outside of work to help build a sense of belonging.

SOCIAL COMMITTEE

Alongside our Everyone Matters employee networks, we introduced a social committee who are working hard to bring our diverse teams together, establishing engaging and inclusive activities that create a strong sense of community.

PAYROLL GIVING

We are proud to offer Payroll Giving through our partnership with Hands On, enabling our team members to support charities they care about in a tax-efficient way.

RECOGNITION

We believe a culture of kindness and appreciation goes a long way in supporting our teams to feel socially connected and valued. We encourage recognition every day and to inspire our teams further, we have a companywide Heroes programme aimed at recognising individuals who have gone above and beyond and a Loyalty Club programme to celebrate long service milestones.

LIFETIME LEARNING AT SUPERDRUG



In 2023, we focused on enriching our team’s skills and wellbeing through a series of impactful initiatives.

We also refined our induction process to reflect our core values and launched a new e-learning module aimed at boosting service quality. Here is a look at how these efforts are shaping our journey.

BE KIND, BE HELPFUL, BE YOU

We rolled out a new mandatory e-learning module filled with real-life examples of our service values. This fun and interactive training has already boosted our service scores, showing just how dedicated we are to delivering top-notch customer care.

FRAGRANCE MASTERCLASS

We kicked off our Fragrance Masterclass with a dynamic session led by Nicky Pattinson, setting the stage for a day of insightful learning. The focus was on enhancing customer experience and exploring authentic ways to engage with customers.

CRITICAL SKILL DEVELOPMENT

We have a variety of skill development courses available to all our team members.

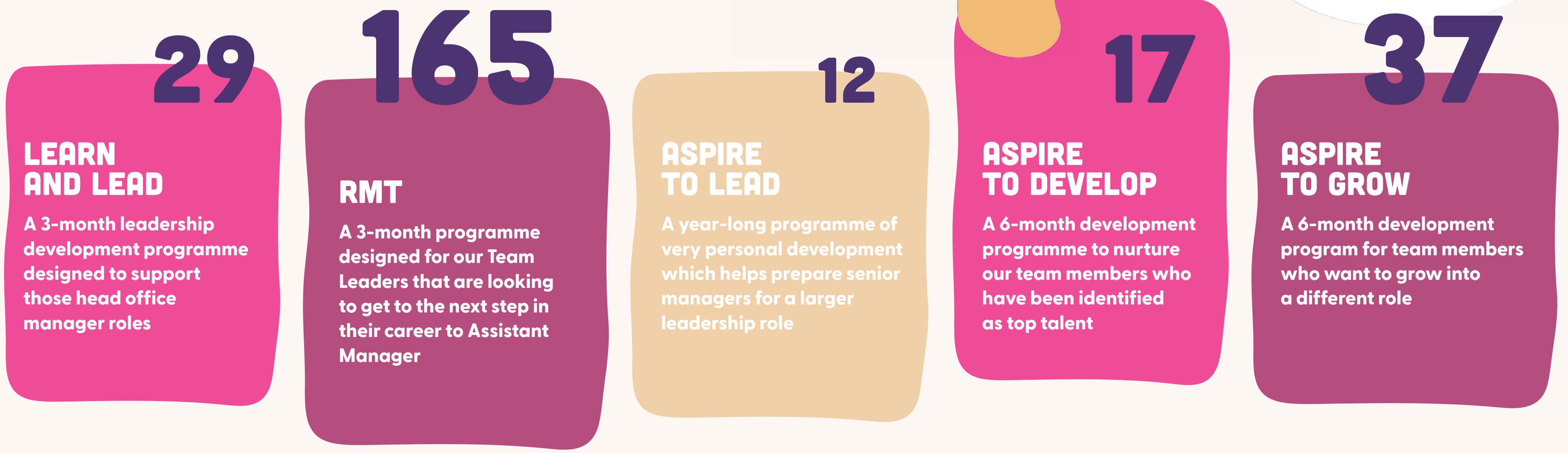
	LEARNING HOURS	DELEGATES	TOTAL TRAINING HOURS
COGNITIVE	58.5	172	4,478
INTERPERSONAL	28	144	1,840
SELF-LEADERSHIP	20	101	2,020
DIGITAL	131	285	37,335
TOTAL	237.5	702	45,673

COURSES AVAILABLE TO OUR TEAM MEMBERS:

TOTAL COURSES - **802**



2023 DELEGATES



EMPOWERING THE NEXT GENERATION

Our apprenticeship campaign is proudly fronted by **Tommy Mallet**, a TV star, former apprentice and successful business owner,

“I am so proud that Superdrug asked me to be part of this campaign as this is an area that is close to my heart. With my ADHD and dyslexia, I didn’t have an easy ride at school and left at 16 with no qualifications, before going on to try three different apprenticeships - so I really do have first-hand experience of how a supportive apprenticeship can lead you to the right path. It’s worrying to think that on receiving their GCSE results, many young people might be confused and unsure about what to do with their future, and left feeling like they may never be able to achieve their career aspirations.

An apprenticeship can give you such a solid start and a clear route for progression in a career. We need to make sure we’re putting these options in front of young people, bringing in as many apprentices as possible and providing the ongoing support for success within programmes.”



RISE UP. LEARN, LEVEL-UP, LEAD ON.

The apprenticeship programme from Superdrug, is one of our Superdrug Sustainable Seven.

We were excited to launch our Rise Up campaign, aimed at making a real difference in apprenticeship employment across the UK. In 2023, we welcomed over 450 new apprentices into our team, with plans to double this number over the next three years.

Amy Davies, People Director, AS Watson Health and Beauty UK, explained:

“Our apprenticeship programmes are specifically designed to help, support and train every apprentice whilst they earn, to rapidly get where they want to in their careers and to cultivate and nurture the next generation of leaders in retail. Apprenticeships are such a great choice for young people as they leave school and statistics show they are needed now more than ever – so as a business that stands for equality and accessibility, we remain committed to doing what we can to increase our intake and improve our scheme.”

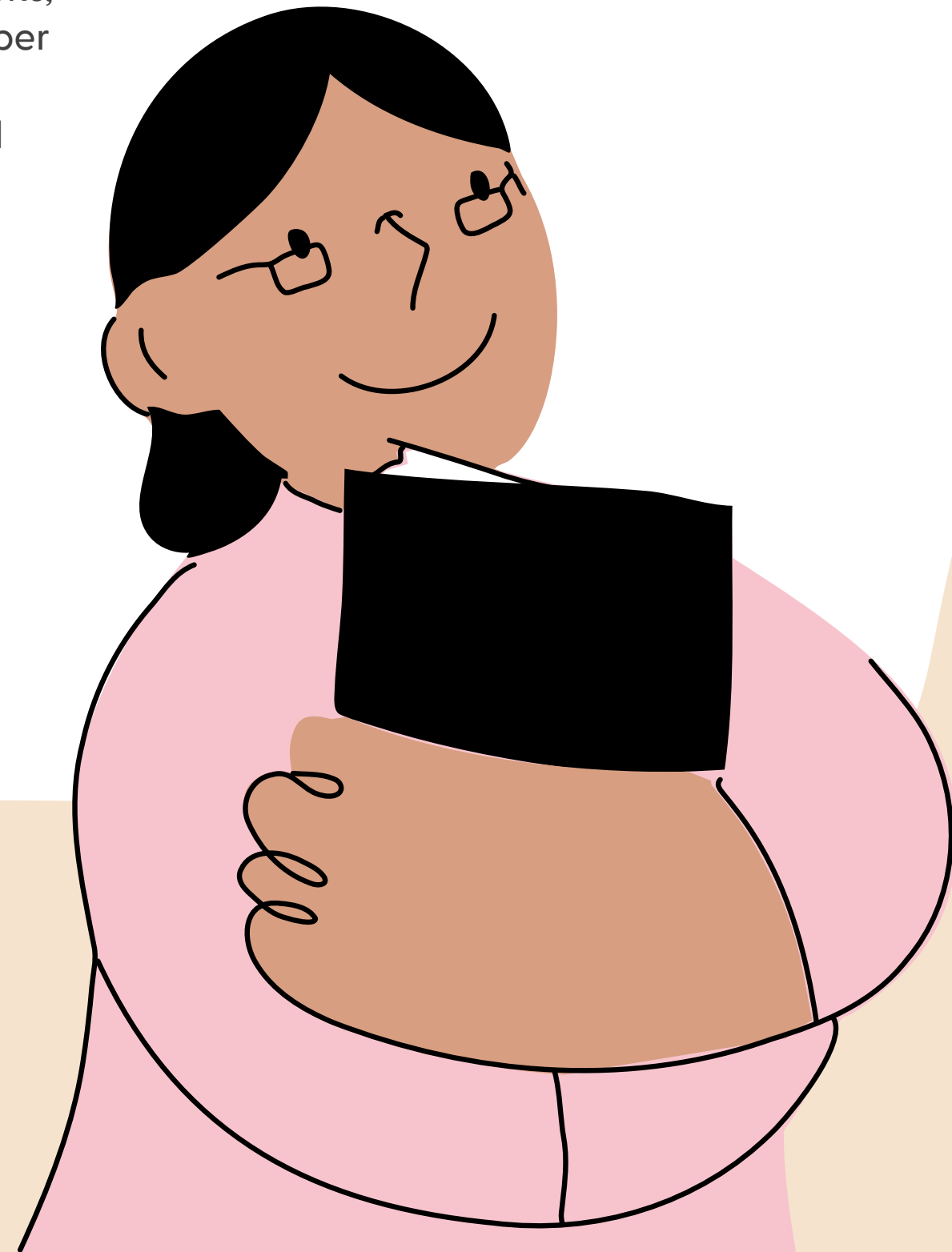
The initiative also aligns with the British Retail Consortium’s push for changes to the UK Apprenticeship Levy, advocating for broader access and support.

Since launching our first apprenticeship scheme in 2007, over 4,000 people have achieved qualifications, with 30% of them continuing their journey with us. Our new campaign targets areas with high youth unemployment and low apprenticeship uptake, including London, Norfolk, Suffolk, Essex and the South Coast.

We offer a diverse range of roles through our programme, from sales advisors and team leaders to positions in legal, finance, AI digital, marketing, HR, data analysis and pharmacy. In response to feedback, we have also enhanced our course with a life skills component, covering practical tasks like opening a bank account – small steps that can have a huge impact.

HEAR FROM SOME OF OUR APPRENTICES

We are incredibly proud of our recent achievements, including being rated Good by OFSTED in November 2023, with our Life Skills programme earning an Outstanding grade. Even though we have offered apprenticeships for a while now, it feels like we are only getting started in developing talent and supporting the next generation of retail stars!



“The apprenticeship has been an amazing learning opportunity so far! My assessor has been a great support as has my team and I have loved it. It’s a great way to learn both hands-on and through your own research and knowledge - it’s a fantastic experience for anyone!”



“I saw an advert for the Superdrug apprenticeship scheme and just went for it - it sounded like the perfect fit for me. The rest is history - it has changed my life for the better and given me a career that I love.”



“Working day to day in the DC, I learn the reality of retail and it’s great for me to experience something new. I get the opportunity learn on the job whilst being supported by a great mentor team and I get to meet people from various backgrounds.”



PRIORITISING HEALTH & SAFETY

**ENSURING
THE HEALTH &
SAFETY OF OUR
WORKFORCE AND
CUSTOMERS IS OUR
TOP PRIORITY.**

We have a dedicated Health and Safety (H&S) team with years of hands-on experience, working tirelessly to create a safe and supportive environment for everyone. Their expertise helps us stay ahead of potential risks and ensures that we are always ready to respond to any challenges that come our way.

Inspired by the important H&S work at AS Watson, we are dedicated to fostering a positive health and safety culture that is supported by a range of key factors. Strong leadership and clear direction, coupled with a firm commitment from the Superdrug Executive Team, form the foundation of our safety culture.

Our organisational values play a crucial role in shaping and guiding this culture, ensuring that health and safety are integral to our everyday operations.

We have a comprehensive group H&S policy that reflects our commitment to maintaining a safe work environment. This updated policy sets the framework for preventing accidents and ill health, and is supported by a range of policies, procedures, and safe systems of work accessible to all team members. We have a dedicated H&S champion at Board level overseeing all aspects of health and safety. The executive committee regularly reviews H&S as a key agenda item during their monthly meetings.

To further demonstrate our commitment, we have established Primary Authority Partnership agreements with Slough Borough Council Health & Safety (and Food) and Merseyside Fire and Rescue Service for fire safety. These partnerships help ensure that we are upholding the highest standards of safety across our operations.

We are now in the third year of utilising the AS Watson Management Safety Simplified course, which helps senior management understand and address H&S issues specific to our workplace. This course empowers our management teams to effectively influence, control, and monitor risk.

Every colleague undergoes a corporate induction that includes H&S training. In 2023, we made significant strides by incorporating H&S responsibilities into every role, regardless of the employee's function or career band. Each career band, whether working in goods in, on our website, or elsewhere, has specific health and safety responsibilities and accountabilities.

Additional training for our team members includes digital Standard Operating Procedures (SOPs) tailored to their roles, and briefings on supply chain H&S rules. Emergency response training is also a key component, with fire marshal training ensuring that team leaders are prepared to support shift managers in emergency situations.

THE FOLLOWING HIGHLIGHTS OUR COMMITMENT, RIGOUR AND REWARD IN THE FIELD

WE CHAIR THE ORIS SAFETY FORUM – THIS REPRESENTS OVER 40 NATIONAL RETAILERS, TOTALLING OVER 400 BILLION IN ANNUAL SALES

- We are part of the Primary Authority User Group at Westminster supporting the UK approach to safety
- We are represented on other UK safety partnerships such as the Retail Construction H&S Groups & the UK Safety Directors Forum
- We were rewarded a RoSPA President’s Award for 11 consecutive golds in retail
- We were rewarded a RoSPA President’s Award for 10 consecutive golds in supply chains



RIDDOR REPORTABLE INCIDENTS

	2020	2021	2022	2023
DISTRIBUTION CENTRES RIDDOR REPORTABLE	7	8	10	12
RETAIL RIDDOR REPORTABLE	12	18	20	21

We also have three Rospa Ambassadors within AS Watson that speak at national events and support other businesses in terms of their ROSPA submissions.

TACKLING VIOLENCE & AGGRESSION IN STORES

Recent years have seen a troubling rise in incidents of violence and aggression towards retail workers, including our own team members. It is utterly unacceptable. Everyone deserves to feel safe and respected at work.

The following shows the steps we're taking to help protect our people:

BODY WORN CAMERAS

We have invested in body worn cameras for team members in a significant number of our stores. This tool helps protect our staff and deter potential incidents.

TRAINING

Our 'Be Safe Be Vigilant' online training programme was rolled out in 2023, with a commendable completion rate of 92%. This training equips our teams with crucial skills to manage and de-escalate situations effectively.

SPECIALISED TRAINING

Store managers in higher risk locations received specialised conflict management and de-escalation training. This external training provides them with advanced skills to handle challenging and aggressive behaviour appropriately.

SECURITY SUPPORT

We have a dedicated team of Security Managers available to support team members during serious incidents. They offer guidance, advice, and assistance to ensure proper handling and follow-up.

COLLABORATIONS

We are working closely with the police and leveraging technology to identify repeat offenders and prevent incidents before they occur. This proactive approach helps us support our team members and maintain a safer working environment.

WE WILL CONTINUE TO MONITOR THE ISSUE ACROSS THE UK IN ALL OF OUR STORES AND LOOK TO EMPLOY NEW METHODS OF DETERRENCE AND PREVENTION TO KEEP OUR TEAM MEMBERS AND STORES SAFE.



COMBATING MODERN SLAVERY

We are mindful that as a leading UK and ROI beauty and health retailer with a worldwide value chain that we must always act ethically and engage with our suppliers and contractors to ensure that we are aligned on our Anti-Modern Slavery values and ambitions. Modern Slavery is a global human rights issue that affects millions of people worldwide, including in the UK and ROI and requires a coordinated effort from governments, businesses and individuals to stop.

In 2023, we took significant steps to strengthen our commitment to combat Modern Slavery:

SUPERDRUG UK MODERN SLAVERY POLICY

We introduced our first UK Modern Slavery Policy, setting clear standards and expectations for ethical practices across our operations.

UNSEEN MODERN SLAVERY HELPLINE

We rolled out the independent Unseen Modern Slavery Helpline to all team members and UK contractors, providing a confidential resource for reporting and addressing concerns.

MODERN SLAVERY TRAINING

Our team members completed online Anti-Modern Slavery Training, with additional specialist training for those in higher-risk roles, equipping them to identify and manage potential situations effectively.

For more details on our efforts and progress, click here:

➤ [Modern Slavery Statement.](#)

WE ARE DEDICATED TO CREATING A FAIR AND ETHICAL SUPPLY CHAIN AND WILL CONTINUE TO WORK TOWARDS A WORLD FREE FROM SLAVERY.



OUR PRIORITY IS OUR CUSTOMER

We are proud to serve millions of our wonderful customers up and down the UK and ROI every single day. In each and every store, office and distribution centre across the nation, we work hard to go beyond their expectations, providing them with the best products and offering the very best in customer service. We strive to set the bar higher for safe, fair, ethical and responsible business practices.

Understanding our customers' needs and adapting to them helps us to grow as the world around us changes. With over 16 million registered Health & Beautycard customers we are able to gather valuable feedback on a regular basis to find out what matters most to them.

The insights we gather from Health & Beautycard transactions shape the heart of our business. They help us put our customers front and centre.

Whether it is enhancing our service, fine-tuning how our customers shop our ranges, shaping our marketing, or guiding our business strategies, this data drives us to deliver better experiences and value.

We take our customers' privacy very seriously and offer all Health & Beautycard holders a choice when it comes to how we use their personal data, ensuring it is in line with data protection laws.

We continually reach out to customers to gather feedback to measure our customer satisfaction levels and to see where they think we can improve. Their view helps us to continue to move our business forward, for them.

We do this through two customer metrics' indicators and we are proud to have gained an increase in both measures, year on year! This not only shows how friendly, helpful and approachable our great team members are but it shows that, big or small,

WHAT WE DO MATTERS.

CUSTOMER METRICS	2022	2023
CUSTOMER LOVE SCORE <small>Our internal customer feedback measurement.</small>	88	89
NET PROMOTER SCORE <small>An industry wide measure used to gauge customer loyalty, satisfaction, and enthusiasm with a company based on one question.</small>	63	64

“Customers care greatly about what we do, not only for them but on their behalf. We promise our customers that we will always do more, wherever we can.”

Peter Macnab
Chief Executive Officer
AS Watson Health and Beauty UK



DATA PRIVACY & PROTECTION



WE TREAT THE SAFEGUARDING OF DATA, ONLINE AND OFFLINE, WITH THE UPMOST RESPECT AND DILIGENCE.

Protecting data privacy is paramount for how we care for people, internally with our team members and externally with our suppliers and customers. We understand how important it is to keep personal information secure and we strive to uphold the highest standards of data privacy.

We have established a robust system for recording and managing our personal data processing activities. Through the use of Data Privacy Assessment Tools (PATs) and Data Privacy Impact Assessments (DPIAs), we ensure that all data processing is carried out in line with our legal obligations.

Our efforts in data protection extends to our team members as well. All staff undergo regular mandatory data protection training, with additional specialist training provided to teams handling extensive or sensitive data. This approach ensures that everyone is equipped with the knowledge and skills needed to safeguard personal data effectively.

For our Privacy Policy, click here:

➤ [Privacy Policy | Superdrug](#)

OUR 5 PRIVACY PRINCIPLES

- 1. ALWAYS USE YOUR PERSONAL DATA IN LINE WITH DATA PROTECTION LAW.**
- 2. ALWAYS TELL YOU WHAT INFORMATION WE COLLECT, WHAT WE DO WITH IT, WHO WE SHARE IT WITH AND WHO TO CONTACT IF YOU HAVE ANY CONCERNS.**
- 3. ALWAYS PROVIDE AN OPTION TO SAY 'STOP' IF YOU DON'T WANT MARKETING COMMUNICATIONS.**
- 4. ALWAYS RESPOND TO QUESTIONS ABOUT YOUR PERSONAL DATA WITHOUT DELAY.**
- 5. ALWAYS TAKE STEPS TO PROTECT YOUR INFORMATION AND MAKE SURE NO UNAUTHORISED PERSON ACCESSES IT.**

MARIE CURIE & SUPERDRUG PARTNERSHIP

Since 2013, along with our sister company, Savers, we have partnered with Marie Curie, to raise over £11.4 million. We are so incredibly proud to help the vital work the charity does in supporting people with terminal illnesses and their families and loved ones. Our ambition is to help them reach more families and enhance the care they provide.

Our joint goal with Savers, is to reach the £1 million fundraising total every year for Marie Curie. In 2023 we hit just shy at £920k and we are sure that in 2024 the plans we are putting in place will smash our target.

From nationwide Great Daffodil Appeal collections and sponsored events to store fundraising weekends and commercial product campaigns, our workforce across head office, distribution centres and 800+ stores have been at the forefront of raising vital funds.

“It is incredible to see our partnership with Superdrug and Savers has raised over £11 million to date to support Marie Curie’s work.

We are hugely grateful to their staff, suppliers, and their customers who have put so much energy into their fundraising efforts. We know everyone at Superdrug and Savers is hugely passionate about supporting people living with terminal illness and this fantastic support means more families across the UK can receive the high quality, expert care they need at the end of life.”

Matthew Reed
Chief Executive Officer at Marie Curie

2023 TOTALS

SUPERDRUG
£786,815

SAVERS
£133,534

PARTNERSHIP
£920,350



PARTNERSHIP HIGHLIGHTS SINCE 2013

AWARENESS

We have enhanced awareness of both Marie Curie on the high street and online.

1.5M RAISED INSTORE

Our amazing team members have raised over £1.5 million through instore fundraising efforts.

49K RAISED FOR THE DAFFODIL APPEAL

We are a key partner, hosting collections in all 800+ UK stores during the annual Great Daffodil Appeal and in 2023 raised over £49k.

SUPPLIERS RAISED 900K

Collaborations with our suppliers have generated over £900,000 in support, through initiatives like purchase for nurses where 2p for every cosmetic product sold was donated to Marie Curie.

DONATED 15% OF EACH PRODUCT SOLD

Selected Made By Superdrug products have contributed over £390,000 to Marie Curie, where we donate 15% of each purchase.

CHARITY BALLS

Our bi-annual Charity Balls have raised over £720,000.

LGBTQ+ CARE

We have jointly produced a report on LGBTQ+ perspectives on palliative and end-of-life care.



BUT THERE'S MORE TO COME!

Our latest campaign,

#LOVETHEMALLTHINGS

is an initiative that celebrates the small but significant comforts that make a difference during challenging times – like a cup of tea with a friend or a relaxing bath. We will be launching new activities in our stores to encourage team members and customers to care for themselves, seek help when needed and cherish the small things that bring comfort during loss and grief.

In 2024 we are really excited for the plans we are putting in place now, including launching Pennies across our stores, to enable customers to easily donate to Marie Curie.

Thank you to everyone, customers and team members alike, who have supported this vital cause. Let's keep pushing forward for Marie Curie together, making a real difference for families in need.



“I love leading a Superdrug team to give something back. Marie Curie nurses do so much more for end-of-life care than we could so fundraising to support them is our way of doing our part.”

Darren Grummitt
Superdrug Area Manager
led his team to help raise £45,717.

SUPPORTING SWITCHBOARD

A PROUD LGBTQ+ PARTNERSHIP

As an advocate for our team members and customers in the LGBTQ+ community, Pride is a key celebration for us. We are thrilled to continue our strong support, celebrating the sixth year of our partnership with Unilever to back the charity Switchboard, a crucial helpline for the LGBTQ+ community.

In 2023, our joint efforts resulted in donations surpassing £85,000. These contributions play an important role in funding Switchboard's essential support services, which provide invaluable help to individuals in the LGBTQ+ community.

Our commitment goes beyond financial support. We have actively promoted Switchboard across our stores and online platforms, helping them reach those who need assistance, especially in remote areas where local Superdrug stores serve as positive sources of information.

This outreach contributed to a significant increase in support conversations, from just over 13,000 in 2022 to more than 14,700 in 2023. Additionally, in March 2023, Switchboard launched a freephone number, enhancing accessibility to their services.



Switchboard
LGBTQ+ helpline

We introduced a Pride edition made by Superdrug range for the second year, featuring six products adorned with the Switchboard charity logo and information, with Superdrug donating £10,000 from sales from this collection.





PARTNERING WITH BEAUTY BANKS TO COMBAT HYGIENE POVERTY

We are passionate about being able to collaborate with Beauty Banks, a charity focused on alleviating hygiene poverty throughout the UK. This partnership is a vital part of our commitment to social responsibility, and together we are ensuring that those in need have access to essential personal care products.

Through this collaboration, we are giving donations of personal care products and are helping to make a real difference in the lives of individuals and families struggling with financial difficulties. Our goal is to tackle hygiene poverty head-on, ensuring that everyone can maintain their personal care and dignity.

Beyond product donations, we are also engaging our customers and communities through instore and online campaigns. We have a Beauty Bank in all major cities across the UK which also allows customers to donate to their local community. By raising awareness and encouraging participation, we aim to amplify the impact of Beauty Banks' important work.

This partnership not only highlights our dedication to supporting those in need but also shows a love and compassion for the communities in which we serve. Together with Beauty Banks, we are proud to contribute to a cause that brings both confidence and essential care to those who need it.

WHEN IT COMES TO HELPING OUR COMMUNITY, WE GET STUCK IN!

CROYDON PRIDE

We sponsored Croydon Pride for the second consecutive year. Held on July 15th in Wandle Park, the event featured performances by Heather Small and Danny Beard. We offered piercing and nail services throughout the day with all proceeds from these services and hourly raffles donated to the LGBTQ+ charity Switchboard.



CROYDON STANDS TALL - GIRAFFES TRANSFORM THE TOWN

Croydon Stands Tall was an inspiring open-air art gallery took over Croydon Town Centre. The 10-week art trail featured 30 stunning eight-foot giraffe sculptures, each uniquely designed by local artists and placed around the town's cultural landmarks. Superdrug's sponsored giraffe, created by artist Hannah Sykes, was displayed outside our head office, located in the town, reflecting both the vibrant spirit of Croydon and our signature 'hot pink' branding. In addition to sponsoring a giraffe, we supported the trail with a dedicated app and map, and helped end the event with a grand exhibition and auction to benefit Crisis, a charity working to end homelessness.

PARTNERING WITH CHLOE CARMICHAEL TO PROMOTE SUMMER SAVINGS

We started a new partnership in 2023 with 'deals' expert and TV presenter Chloe Carmichael, who has served as our Cost-of-Living Ambassador from July to September. Chloe, known for her influential online community Chloe's Deal Club, created a mini-series of social media content highlighting exceptional summer savings and value-for-money products in key categories such as suncare, allergy relief and skincare. This collaboration was part of our ongoing cost-of-living campaign, aimed at helping our customers to access the best deals and maintain affordability on essential products during the current economic climate.

MILK HONEY BEES COLLABORATION TO COMBAT HYGIENE POVERTY

In collaboration with Milk Honey Bees, we helped to make an impact on hygiene poverty by donating £3,000 worth of health and beauty products to facilities supporting young black women and girls in London. This donation included over 150 personal care items such as haircare, dental, and body care essentials. The initiative targeted communities severely affected by hygiene poverty, which affects an estimated 3.1 million adults in the UK, with ethnic minority backgrounds disproportionately impacted. The support was aimed at ensuring that young women and girls in disadvantaged circumstances have access to essential hygiene products, which is crucial for their confidence and opportunities.

SUPPORTING CROYDON IN BECOMING BEAUTY INDUSTRY CAPITAL OF THE UK

The south London borough of Croydon was named the beauty capital of the UK. One in 32 people work in the beauty industry where our HQ is based. This is more than four times the national average of one in 150. Of the 203,000 people working in Croydon, more than 6,200 of them have jobs in the beauty industry. Our team members work tirelessly in our head office and Croydon stores in helping Croydon to be given this glorious moniker. Give it up for those giving it their all in beauty!



YOU BEFORE YES CAMPAIGN

COMBATING NON-CONSENSUAL SEXUAL BEHAVIOUR

We launched the “You Before Yes” campaign, the UK’s most comprehensive initiative to address non-consensual sexual behaviours and promote understanding of consent, particularly among 18-21 year-olds.

Partnering with leading charities Brook, Fumble, UK Says No More and Switchboard, the campaign features ambassador Georgia Harrison, who has created impactful videos to clarify what consent means. The campaign is driven by new research revealing concerning statistics: over a third of young adults have engaged in unwanted sex due to fear and two-thirds have received explicit content without consent.

- The “**You Before Yes**” campaign provides essential consent education through a dedicated website, featuring videos and blogs on various consent-related topics. Additionally, we include consent-warning messages on our Made By Superdrug condom packaging, and offer instore and online educational resources. The campaign aims to initiate informed conversations about consent and empower individuals to assert their boundaries.

ASK FOR ANI

All our pharmacies participated in the governments ‘Ask for Ani’ code word scheme. It means that anyone experiencing domestic abuse can use the code word “ANI” at any of our high street pharmacies across the UK.

When someone asks for ANI, our trained staff will escort them to a private area within the store, where they can safely access specialised domestic abuse support services without the risk of being overheard or questioned.

SPREADING JOY & SUPPORT THROUGH OPERATION SMILE

RAISED IN 2023: £25,425

With the purpose of putting a smile on customers' faces, AS Watson Group launched its first-ever global signature CSR programme "Give a Smile" in 2018. Partnered with Operation Smile. "Give a Smile" campaign has funded surgery for over 4,000 children with cleft palate or cleft lip, giving them new smiles and fresh hope. The Group target is to restore 10,000 perfect smiles by providing free surgeries to kids with cleft lips and palates by 2030. Superdrug, as one of the AS Watson retail brands supports this campaign, enabling children with cleft palate or cleft lip to smile for the first time.

ABOUT OPERATION SMILE

Operation Smile revolutionised cleft surgery globally in 1982. As one of the largest surgical volunteer-based nonprofits, Operation Smile has improved the health and dignity of patients with cleft conditions, helping them to better breathe, eat, speak and live lives of greater quality and confidence by providing them life-changing surgeries.

In partnership with P&G here at Superdrug we raised over £25k in 2023 and sponsored two of our team members to go and volunteer for Operation Smile.

"In October 2023, the AS Watson Next Gen Sustainability Team volunteered with Operation Smile in the city of Clark in the Philippines, where we helped to deliver 60 surgeries to children affected by cleft lips/palates."

Saif Rehman

Senior Healthcare Services Manager



"Last year I had the opportunity to meet the Operation Smile team in Milan along with a group of comms and PR team members from our European business units.

It was such a privilege to be able to learn more about the work Operation Smile does, hearing stories and experiences from the medical volunteers. Taking part in the teams' Virtual Patient workshop really brought home the impact this incredible charity delivers.

The support we give to Operation Smile allows the charity to change people's lives, and it's important to bring this to life for our teams and our customers."

Caitlyn Fleming

Internal Communications Manager



PUTTING THE CARE IN HEALTH

We are unwavering in providing high-quality healthcare across the UK through a robust network of 192 pharmacies, over 60 health clinics and an online pharmacy service, including an online doctors' platform. Our Pharmacy App supports over 20,000 patients who regularly use it to manage their prescriptions, making it easier to access essential medicines. All our pharmacies in England are designated Health Living Pharmacies, dedicated to promoting healthy lifestyles and tailored support for both team members and customers at a local level.

In 2023, our healthcare teams have achieved significant milestones, underscoring our commitment to accessible and inclusive healthcare. We ensure compliance with the Equality Act by offering bespoke support to all patients, including providing dosette boxes free of charge to those who need them. This approach aligns with our mission to offer personalised and effective healthcare solutions to every individual who visits our pharmacies.



ASSESSED OVER 50,000 CUSTOMERS BLOOD PRESSURE CHECKS

1.1M CUSTOMERS BOUGHT VITAMINS FROM US

SUPPORTED MILLIONS OF PATIENTS BY DISPENSING 8.5 MILLION NHS PRESCRIPTIONS

WE HELPED OVER 16,000 CUSTOMERS IN OUR HEALTH CLINICS

PROTECTED 56,000 CUSTOMERS AGAINST FLU

664,000 PATIENTS SUPPORTED BY OUR ONLINE DOCTOR LAST YEAR

VACCINATED 5,900 CHILDREN AGAINST CHICKENPOX

OVER 20,000 PATIENTS REGULARLY MANAGE THEIR MEDICINES EASILY THROUGH OUR APP

HEALTH APPOINTMENTS ON OUR LOCAL HIGH STREETS

NOW AT OVER 60 SUPERDRUG STORES NATIONWIDE

We are driving healthcare accessibility forward with over 60 clinics now available across our stores nationwide. Our Health Clinics, integrated within the Superdrug Health Hub, provide a broad range of services designed to fit seamlessly into our customers' busy life. From paediatric vaccinations and sexual health testing to flu vaccinations and occupational health services, our clinics ensure customers can manage their health needs conveniently while on their daily commute or during their weekly shopping trip.

Our clinics are specialised travel clinics, dedicated to offering precisely the vaccinations our customers need.

ALL OUR HEALTHCARE PROFESSIONALS ARE TRAINED IN SAFEGUARDING TO ENSURE WE CAN RECOGNISE AND SUPPORT THOSE WHO NEED HELP.

During their appointment, a nurse or pharmacist will assess their requirements and recommend only the necessary vaccines, ensuring they are not offered anything they do not need.

All our staff are registered with the General Pharmaceutical Council (GPhC) or the Nursing and Midwifery Council (NMC) and receive ongoing training to deliver exceptional service. All our nurses and pharmacists who run our health clinics are trained to spot the signs of Female Genital Mutilation (FGM). We understand that this can be a complex situation and often undertaken with support of immediate or extended family. We always put the patients at the front of our decision making and if we have any concerns about the safety of a child our teams will refer to the appropriate authorities to ensure they are protected from harm.



26 Apr 2023

Absolutely brilliant service

Absolutely brilliant service at the Superdrug in Broadway Bradford. Jane was highly professional and extremely friendly. She put my 1 year old at ease. I would definitely recommend her.

Date of experience: 25 April 2023



22 Nov 2023

Excellent, professional service

Diane, the clinical nurse advisor at Superdrug Leeds Merrion Centre, was brilliant and put me at ease (I'm not great with needles). Everything was handled in a smooth, friendly manner and we have confidence that we've got the vaccinations we need. Very pleased.

Date of experience: 17 November 2023



10 Dec 2023

First Class Service

Steve at Birmingham The Fort was highly professional and informative and gave me great advice regarding my upcoming trip to Brazil. Steve was thorough and discussed the vaccinations that were appropriate for my holiday ensuring I was travelling safely and fully covered. Steve went way above and beyond in delivering a fantastic service. Thank you Steve!

Date of experience: 09 December 2023

OUR HEALTHCARE TEAM



SUPPORTING YOUTH CAREER DEVELOPMENT

With over 800 student pharmacist placements and 61 new Foundation Pharmacists in our trainee pharmacist program, we are continually investing in our healthcare professionals to maintain high standards of care and fast track brilliant young people, regardless of background.

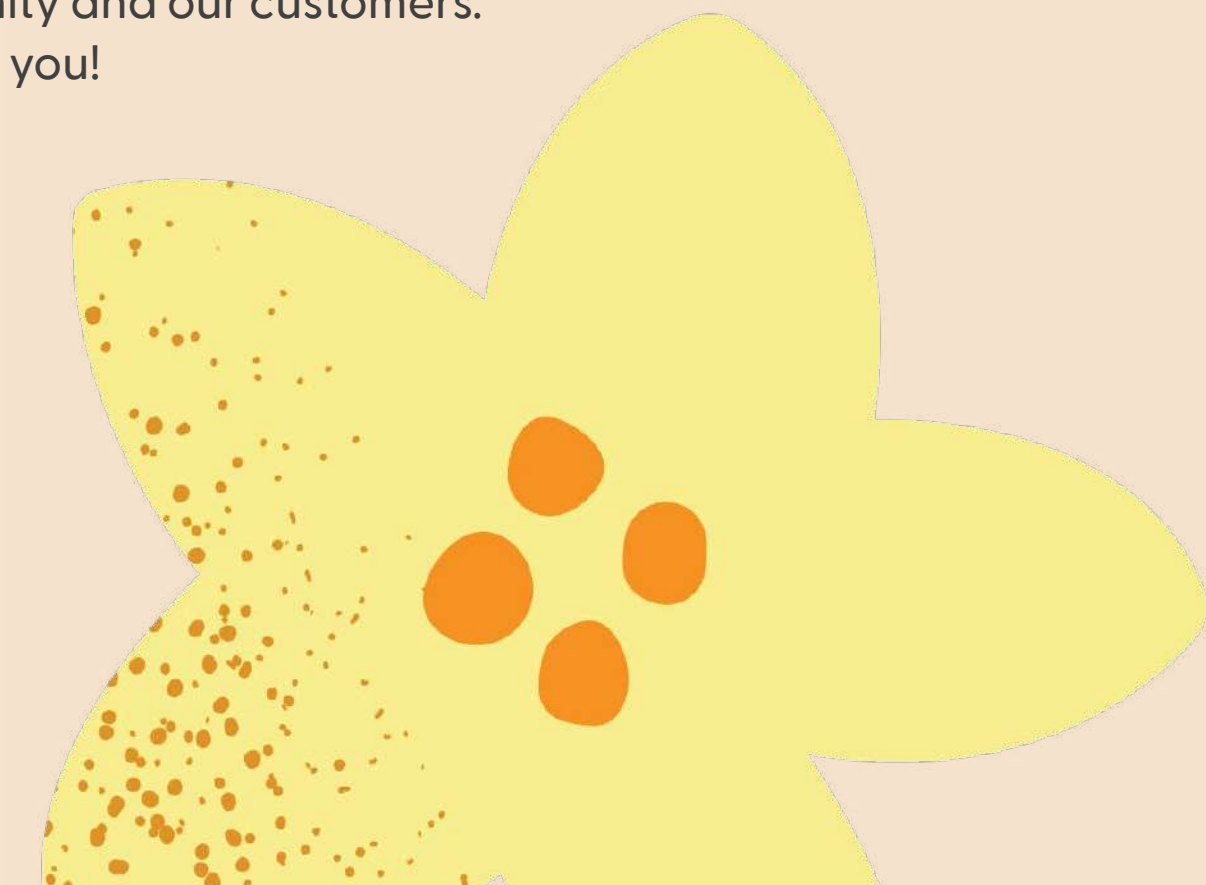


SAROUEN ING - NOMINATED IN THE C+D AWARDS FOR 'MANAGER OF THE YEAR' AND 'ABOVE AND BEYOND' CATEGORY

Saroeun is dedicated to exceptional patient care, performing blood pressure checks that have led to life-saving interventions. On multiple occasions, he has identified patients with high blood pressure, subsequently arranging ABPM checks to confirm their readings. This has often resulted in patients being prescribed medication to manage their condition effectively.

One notable instance involved a patient over 60 years old who was initially hesitant about having their blood pressure checked. Saroeun took the time to explain the importance and potential benefits of the service, emphasising how managing high blood pressure could significantly impact their health. The patient, appreciative of Saroeun's thorough explanation and care, ultimately benefited from the intervention.

We applaud Saroeun, not only for his nomination, but for his dedication and dexterity in helping to support his community and our customers. We are super proud of you!





PRODUCTS

MAKING IT COUNT

We are excited to continue our journey towards offering products that embody our commitment to doing good. Our focus is on sustainable purchasing, promoting a circular economy and ensuring our products reflect our dedication to quality and responsibility.

By leading the way in product innovation, we will give our customers the power to make informed and responsible choices. So, let's crack on! Let's set new standards and shape a future where purchases at Superdrug can make a positive impact.

Each year, across April and May, we host our **Doing Good Feels Super** customer event both in stores and online. This event provides an opportunity to highlight and celebrate products that feature various sustainable credentials – essentially everything in this report. There is a lot to celebrate and a lot to feel good about.

SUPPORTING SUSTAINABLE PURCHASING

Encourage customer to make more sustainable lifestyle choices through product ranges online and offline, education, innovation, supplier collaboration, and clear communication on sustainable credentials.

2023-2030 COMMITMENTS

PROMOTING A CIRCULAR ECONOMY

Working on less and better materials across Made By Superdrug ranges, our aim by 2025 is for 100% of plastic packaging to be reusable, recyclable or compostable.

DOING GOOD FEELS SUPER

GREAT VALUE & GREAT VALUES

All Made By Superdrug products will bring great value and our great values together.



2023 HIGHLIGHTS

Throughout 2023, we have delivered products that reflect our commitment to sustainability and ethical values.

We also try to show that sustainability doesn't have to cost the earth, with our "Great Value and Great Values" Made By Superdrug ranges.

Our dedication to providing high-quality products mean our customers can shop with confidence, knowing we have made positive and responsible choices where we can.



REDESIGNED OUR NATURALLY RADIANT RANGE CUTTING AN ESTIMATED **4.3** TONNES OF VIRGIN PLASTIC EACH YEAR

ALL SUPERDRUG PROCARE TOOTHPASTE TUBES ARE NOW **RECYCLABLE**

91% OF ALL THE PAPER AND CARD PACKAGING WE USE IS CERTIFIED SUSTAINABLE

100% OF OUR FORMULATED MADE BY SUPERDRUG RANGES ARE CERTIFIED CRUELTY FREE

MAKE UP RECYCLING BOXES IN **400 STORES**

ALL OF OUR SUPERDRUG WIPES ARE **BIODEGRADABLE**

97% OF OUR MADE BY SUPERDRUG RANGES CURRENTLY CONTAIN **RSPO PALM OIL**

WE PROACTIVELY STOPPED SELLING SINGLE-USE VAPES DUE TO THEIR ENVIRONMENTAL AND SOCIAL IMPACT



GREAT PRODUCTS, LESS UNNECESSARY PACKAGING

AS Watson has been a signatory of the New Plastic Economy (NPE) Global Commitment since 2020. At Superdrug, we are behind this commitment 100% and have pledged to reduce the overall impact of our Made By Superdrug product packaging through various actions:

ELIMINATING PROBLEMATIC OR UNNECESSARY PLASTIC

Wherever possible we are reducing our use of plastic packaging. Where we are still using it, we are increasing the amount of recycled plastic used wherever we can.

PROMOTING RECYCLABLE OR REUSABLE PACKAGING

Our goal is to ensure all plastic packaging is 100% recyclable, reusable or compostable.



INCREASING POST-CONSUMER RECYCLED CONTENT

We are enhancing the amount of recycled material, look out for our recycled plastic logo on packaging.

REDUCING VIRGIN PLASTIC USE

We aim to achieve a 5% reduction in virgin plastic by 2025, based on our 2020 levels.

These initiatives are part of our broader commitment to reducing environmental impact and supporting global sustainability goals.

A KEY GOAL FOR OUR
**MADE BY
SUPERDRUG**
PRODUCTS IS TO SIGNIFICANTLY
REDUCE PACKAGING WASTE



BY 2025, ANY PLASTIC PACKAGING WE CAN'T ELIMINATE WE ARE WORKING TOWARDS BEING

REUSABLE, RECYCLABLE OR COMPOSTABLE

79%

WE'RE MAKING NOTABLE PROGRESS TOWARDS THIS AMBITIOUS TARGET, HAVING ALREADY ACHIEVED AROUND 79% OF OUR GOAL.

21%

WE KNOW THAT THE LAST 21% WILL BE A CHALLENGE, THE TEAMS ARE WORKING HARD TO SEE HOW WE CAN REACH THIS.

In our efforts to cut down on plastic waste, we have transitioned our facial cleansing wipes packaging to a recyclable film, preventing

11.5 TONNES

of plastic from ending up potentially in landfill in 2023.

WE ALSO...

relaunched our Naturally Radiant range in 2023 with packaging containing a minimum of 30% recycled content, which will save

4.3 TONNES

of virgin plastic each year.

FURTHERMORE...

we have removed the plastic film from all Artisan fragrances, which has saved

0.7 TONNES

of plastic annually.



INSTORE RECYCLING SCHEMES

COSMETIC RECYCLING

Since its launch in September 2020, the Superdrug x Maybelline recycling partnership has collected **20.5 tonnes** of makeup. This scheme operates in approximately **400** of our stores nationwide.

Customers are encouraged to return their makeup containers, regardless of brand, to designated drop-off boxes instore for recycling. It is important we keep doing so to make sure we can keep raising the bar in recycling cosmetics.



PENCYCLE

Since launching the PenCycle scheme, we have facilitated the return of **1,728** used pre-filled Novo Nordisk pens. This initiative demonstrates impact, as the plastic from 120 used pens is required to make one chair.

Therefore, the **1,728** pens collected can contribute to the creation of approximately **14 chairs**. Additionally, the glass from an estimated **60** used pens is needed to produce one lamp, meaning that the returned pens could be used to manufacture around **28 lamps**.



BLISTER RECYCLING

In 2023, we recycled **58 tonnes** of blister packs, which is equivalent to approximately **26 million** units. Since the inception of our instore recycling program, we have collected and recycled over **174 tonnes** of blister packs, translating to around **80 million units**.

We partner with TerraCycle, whose advanced domestic recycling solution processes these packs by first shredding and separating the plastic and aluminium components. The aluminium is then smelted and repurposed into products like nuts and bolts, while the recycled plastics are blended with other recycled materials to create advanced polymer blends used in products such as pipes and window frames.

Currently, recycling units are available in 200 Superdrug pharmacy stores across the UK.

GREAT VALUE & GREAT VALUES

In 2020 our Made By Superdrug buying and technical teams set out clear goals to enhance the sustainability of our sourcing, product development and packaging practices. Since then, we have made significant progress in all areas. However, we recognise that sustainability is an evolving field and we remain committed to adapting and improving continuously.

At Superdrug, we are renowned for delivering great value, and our challenge is to uphold this while aligning with what our customers expect. We listen to our customers and understand that reflecting their values is crucial in their shopping choices. Pursuing our sustainability goals presents both challenges and exciting opportunities. Sustainability is a dynamic field, with new possibilities constantly emerging. To support our journey, we offer a money-back guarantee on our more sustainable products, allowing customers to shop confidently within our Made By Superdrug ranges.

We are committed to inclusivity in our initiatives. For instance, we proudly offer the largest range of coils, curls and waves haircare products. We are proud of the products we make, and conduct extensive user trials on categories like skincare, so we are confident in their performance.

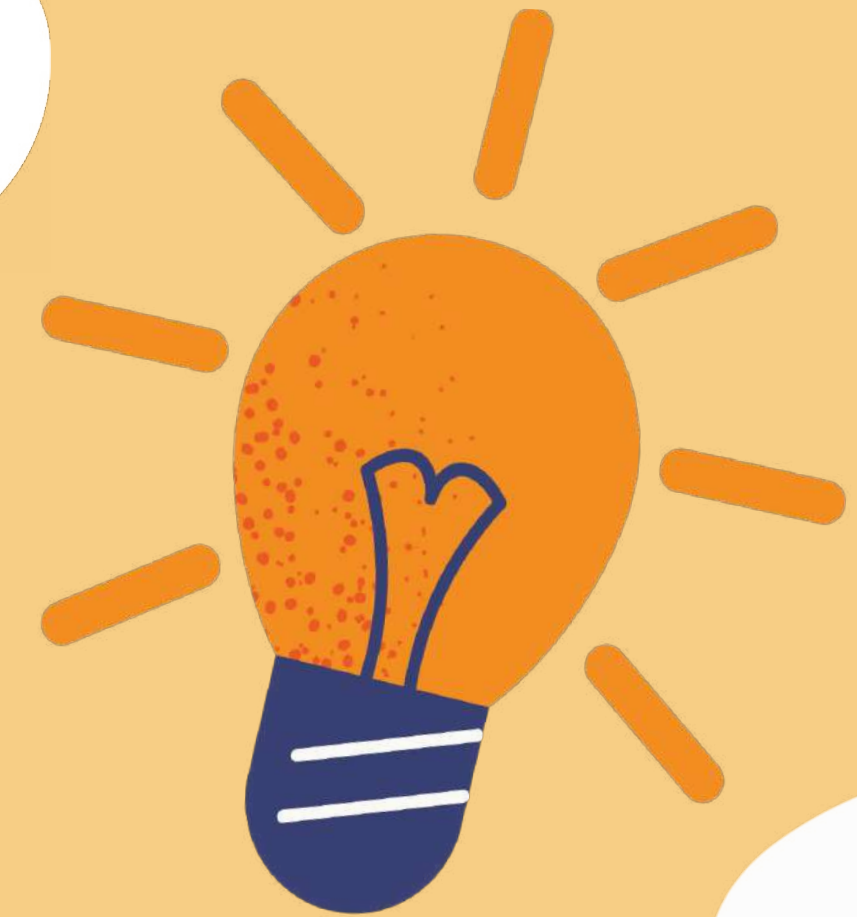
We are constantly looking for new opportunities to respond to our customers needs, a great example of this is our recent focus on products related to Menopause.

We have been campaigning against animal testing for nearly 30 years. All our formulated Made By Superdrug beauty products meet Cruelty Free International Standards, ensuring that our ingredients come from suppliers who do not test on animals. Look for the Leaping Bunny logo as a mark of our dedication.

We provide clear communication of our sustainability efforts on packaging. This includes highlighting features such as vegan, cruelty-free certification, use of recycled plastic content, and recyclability to help our customers make informed choices.

Did you know 1,500 products are vegan which is 98% of our total Made By Superdrug range? Additionally for 2023, our Solait range features a price reduction to help customers protect themselves from sun damage affordably.

By the end of 2024, we are on track to have all our formulated beauty products vegan, a significant achievement for our extensive product range and one we are particularly proud of.



“I am proud of the achievements that we have already made, and there are still so many opportunities to think differently about how we develop our products in the future. I am passionate about us making the best choices we can on the ingredients and materials we use, how we package them and what happens to that packaging after you’ve finished your favourites.”



Sarah Jenkins

Head of Own Brand, Quality, Technical and Design.



SUSTAINABLE SOURCING & DEFORESTATION

We are working with our manufacturers to commit to only using sustainable palm oil derivatives in our products. You will see the RSPO logo on our packaging, which indicates that the palm oil used is sustainably sourced. Currently 97% of our Made By Superdrug ranges incorporates sustainably sourced palm oil, including the entire B skincare range, which contains RSPO palm oil.

In terms of paper and card usage in our products 92% of the paper or pulp paper we use comes from sustainable sources.

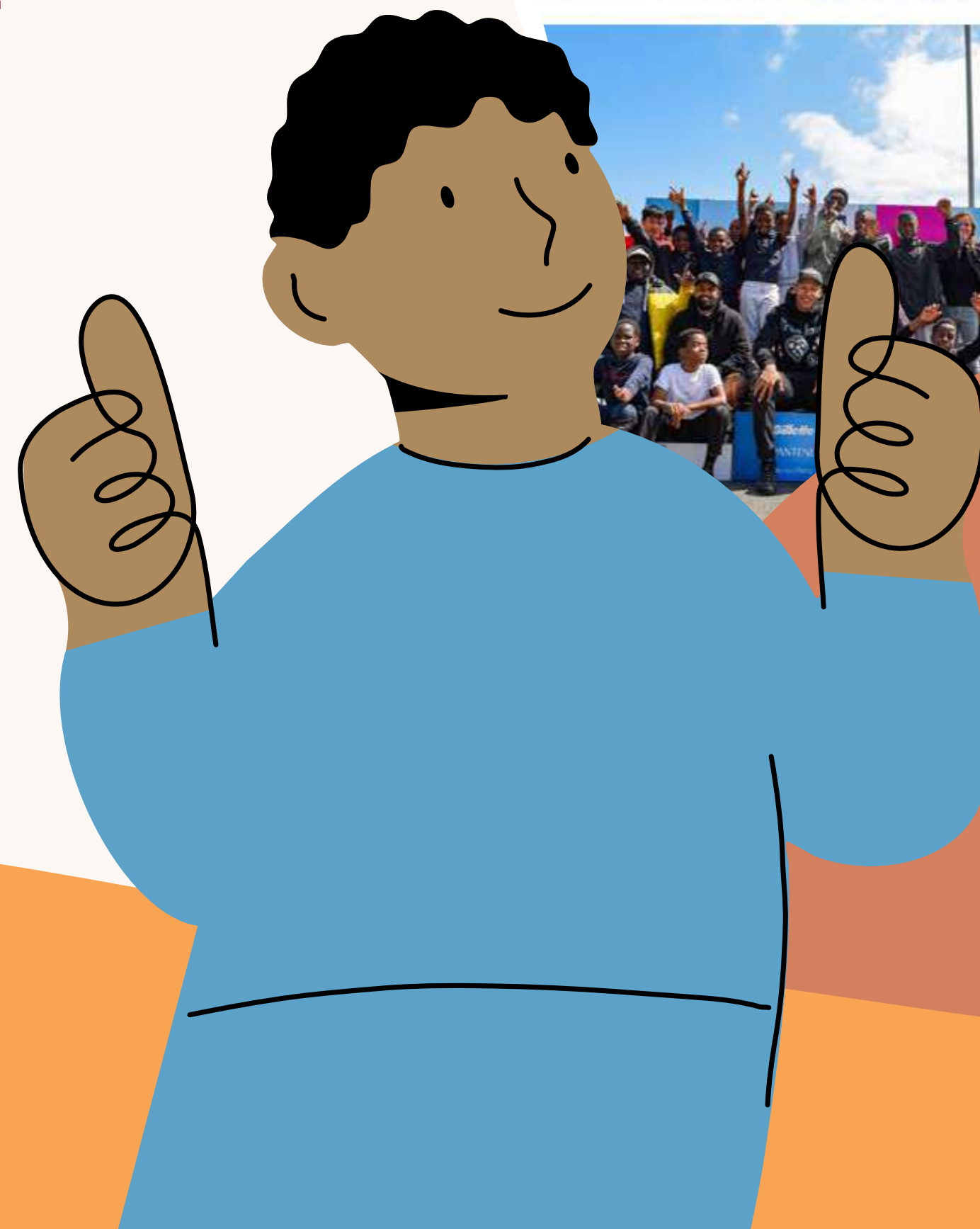
WE ARE DILIGENTLY WORKING TO TRANSITION THE REMAINING 8% TO SUSTAINABLE PAPER OR PULP TO FURTHER REDUCE OUR ENVIRONMENTAL IMPACT.



JOINING FORCES

OUR COMMITMENT TO ENVIRONMENTAL, SOCIAL AND GOVERNANCE GOALS IS REFLECTED IN OUR PROACTIVE SUPPLIER COLLABORATIONS.

By partnering with forward-thinking suppliers, we are driving progress in sustainability and ethical practices across our product ranges and our business.



TOGETHER, WE ARE WORKING TOWARDS A MORE SUSTAINABLE FUTURE.



RISING STARS WITH P&G

Our collaboration with P&G seeks to support grassroots sports clubs in local communities – aiming to make sport accessible to the next generation of young athletes. The Rising Stars campaign is designed to have a lasting impact over the coming years, aligning with both Superdrug and P&G’s commitment to deliver meaningful impact in local communities.

THE INITIATIVE AIMS TO MAKE SPORTS ACCESSIBLE TO THE NEXT GENERATION OF YOUNG ATHLETES WHO ARE AT RISK OF BEING EXCLUDED FROM LOCAL SPORTS GROUPS AND ORGANISATIONS.

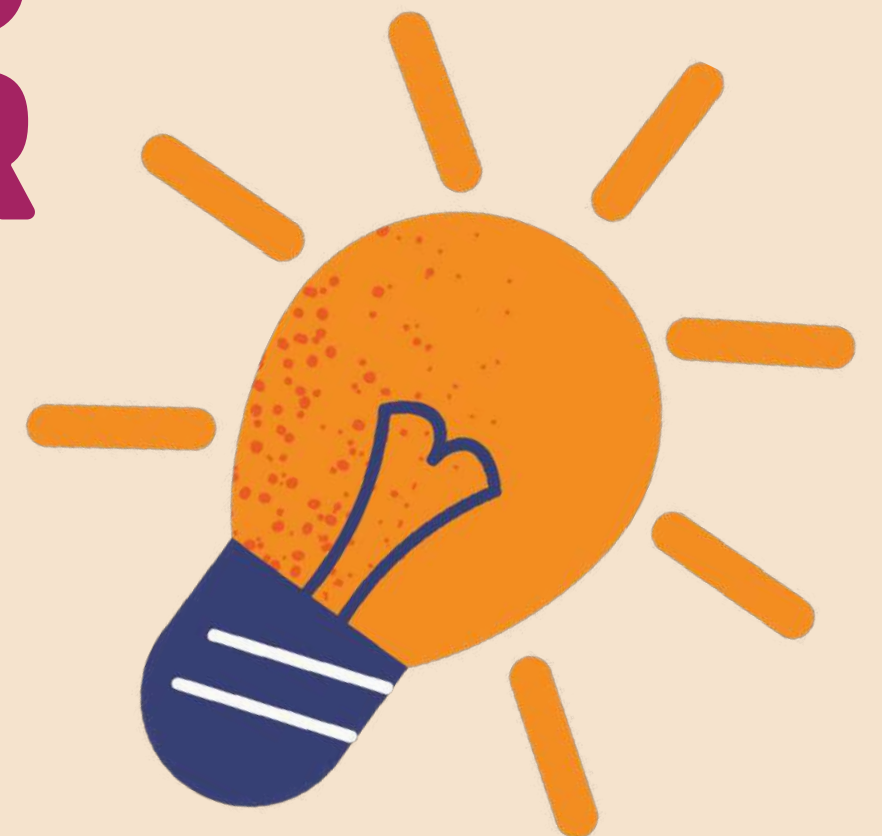
The campaign will work with Sported, a charity that supports nearly 3,000 community sports and youth groups, to identify and support ‘Rising Stars’ in local communities.



BEAUTY BANKS WITH UNILEVER

WE UNITED WITH UNILEVER AND BEAUTY BANKS...

... to address hygiene poverty in the UK with a partnership aimed at supporting those in need.



THIS INITIATIVE INVOLVED UNILEVER DONATING ONE DOVE PRODUCT TO BEAUTY BANKS FOR EVERY TWO SELECTED DOVE PRODUCTS PURCHASED AT SUPERDRUG STORES OR ONLINE.

This collaboration was to combat the increasing number of people struggling to afford basic hygiene items such as soap and toothpaste, a situation exacerbated by rising living costs.

OUR AWARDS!



CORPORATE ENGAGEMENT AWARDS

We won 3 awards for our partnership with Marie Curie:

- 1. Gold for 'Best engagement of an internal audience in a sponsorship programme'
- 2. Bronze for 'Most effective long-term commitment'
- 3. Bronze for 'Best charity, NGO or NFP programme'.



H&S AWARDS

- 1. Retail - a RoSPA Presidents Award for 11 consecutive golds.
- 2. Supply chain - a RoSPA Presidents Award for 10 consecutive golds.



PURE BEAUTY AWARDS 2023

Retailer of the Year – Silver Award



RETAIL WEEK'S 50 BEST PLACES TO WORK IN RETAIL

Superdrug ranked 5th



WOMEN & HOME BEAUTY AWARDS 2023

Solait SPF30 Sun Lotion and Studio London Bronzing Drops



RETAIL GAZETTE GAME CHANGER AWARDS

Game Changing Team – Own Brand Team

“This award, in association with Inploi, recognises a team within a retailer that has used innovative and collaborative approaches to over-achieve and help drive commercial success or customer satisfaction.”



2023 UK CONTENT AWARDS WINNER

Won Video Content Campaign of the Year for content partnership with The River Group. These awards celebrate the excellence in content marketing within agencies, in-house teams and individuals creating innovative exceptional content.



SILVER POPIA AWARD

In the sustainability category for our cosmetic rebalancing project

COMMITMENTS WE HAVE SIGNED



WELLBEING OF WOMEN: WORKPLACE MENOPAUSE PLEDGE



THE HALO CODE



RACE AT WORK CHARTER



CARE LEAVERS COVENANT PLEDGE



DISABILITY CONFIDENT (LEVEL 1)



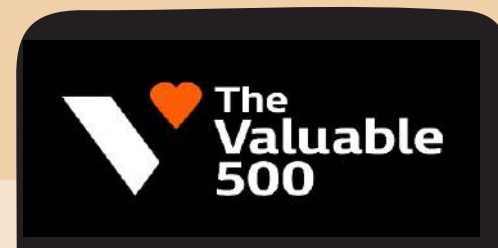
BRC D&I CHARTER



STONEWALL WORKPLACE DIVERSITY CHAMPIONS



RPS INCLUSION & WELLBEING PLEDGE



VALUABLE 500

LOOKING TOWARDS 2024-2030 AND BEYOND

Looking Forward. We are focused on our 2023-2030 roadmap and the Superdrug Sustainable Seven. We know there is a lot of work to be done, we are hopeful that by working together with our customers, colleagues, suppliers and wider industry we can achieve our goals and help make a more sustainable world.

We are extremely proud of the 2023 Sustainability Report content and all the hard work our team members have shown in delivering on our Doing Good Feels Super ambitions. Whilst all forward looking statements we have included have been chosen with care and represent genuine aspirations for Superdrug, these should not be treated or construed as absolute commitments as Superdrug's ability to meet them will be dependant out factors outside of their control.

APPENDIX

PILLAR

SUSTAINABILITY
TOPIC METRICS'

2022

2023

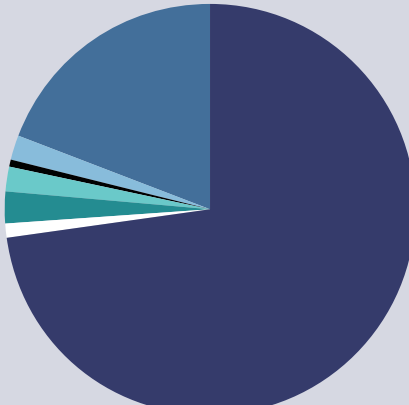
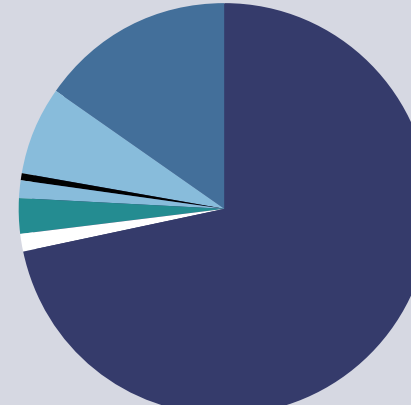
PLANET

Scope 1 Emissions	-50.4% by 2030 vs 2018	-1.87%	-14.85%
Scope 2 Emissions	-50.4% by 2030 vs 2018	-99%	-98%
Logistics Emission	-32.5% by 2030 vs 2018	+4.7%	-6.4%

The scopes 1 and 2 target are expressed as an absolute reduction percentage by 2030 versus a 2018 base year; these targets are calculated using the same SBTi tool and methodology as the broader AS Watson targets.

Energy Consumption	-60% by 2030 vs 2010	-50%	-53%
Renewable Electricity	100% Renewable Electricity	98%	97%
Gas Usage KWh	Removal of Gas from Superdrug stores by 2030	4,504,466 KWh	2,309,250 KWh

100% of energy procured by Superdrug is from renewable sources since April 2019.
The non-renewable energy come from new stores for the period whilst they are moved from incumbent supplier and from some landlords who provide energy to Superdrug.

Landfill Rate	No waste to landfill	0%	0%	
Operational Waste Recycling	95% of Operational Waste is recycled by 2030	80.9%	82.9%	The waste and recycling volumes stated related to the operational waste collected for our Southern Regional Distribution Centre includes Superdrug, Savers and The Perfume Shop and in our Northern Distribution Centre includes Superdrug and Savers. From 2024, we aim the report to include Superdrug direct store collections and Superdrug head office (from April 2023–December 2023 these locations accounted for 0.7% of the total waste volume).
Waste Report	Full breakdown of 2023 waste volumes	Cardboard: 73 Plastic: 1.1 Mixed Recycling: 2.5 Metal: 1.9 Confidential Paper: 0.4 Hazardous/other: 2.1 General Waste: 19	Cardboard: 71.7 Plastic: 1.6 Mixed Recycling: 2.7 Metal: 1.4 Confidential Paper: 0.6 Hazardous/other*: 6.9 General Waste: 15.1	<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>2022</p>  </div> <div style="text-align: center;"> <p>2023</p>  </div> </div>

*we recycled a percentage of this waste via a donation scheme in 2023

PEOPLE

PILLAR

SUSTAINABILITY METRICS'
TOPIC

2022

2023

Employee Inclusion
Profile80% of colleagues have
completed their inclusion
profile

NA

40%

Voluntary self Identification by colleagues for our inclusion profile.
Launched in the last quarter of 2022.*all our colleague % inclusion numbers are based on combined
Superdrug and Savers employees.Our workforce is to represent
the diverse UK retail population
for Gender Demographic*79% Female
21% Male78% Female
22% MaleWe recognise that not everyone identifies as female or male and
are asking gender identity in our Inclusion Profiles. We hope to have
enough data to report on this in 2024.Employee promotions
based on gender78% of promotions
were for individuals
who identify as female78% of promotions
were for individuals
who identify as femaleReduce our Gender Pay Gap
by 5% YoY for both Mean and
Median*Mean 21.4%
Median: 6.7%Mean 20.6%
Median 11.4%For further information, click here: [Gender Pay Gap Report.](#)Our workforce is to represent
the diverse UK retail population
for Age Demographic*Under 18 years: 8%
18-29 years - 37%
30-49 years - 40%
50-59 years - 10%
60+ years - 5%Under 18 years: 10%
18-29 years - 45%
30 -49years - 29%
50-59 years - 10%
60+ years - 6%Our workforce is to represent
the diverse UK retail population
for LGBTQ+ individuals*11% of workforce
identify as part of the
LGBTQ+ community10% of workforce
identify as part of the
LGBTQ+ communityOur workforce is to represent
the diverse UK retail population
for Socio-economic Status*

NA - didn't collect data

2% of the workforce
are from a care leavers
background

Employee Wellbeing	100% of team members have access to a nutrition program	NA	100%	
	All managers received Mental Health training by 2025	0%	18%	Employee development program started end of 2023.
	Be Safe and Be Vigilant training to be at 90%	NA	92%	Internal training for our retail colleagues on how to deal with Violence and Aggression in stores.
Health and Safety	Reportable incidents under RIDDOR	30	33	
Employee Development	Deliver 5000 apprenticeships or equivalent by 2025 since 2007	4025	4273	

Human Rights	100% of Own Brand product Suppliers from High Risk Countries have a social and ethical audit undertaken by independent external agency	100%	100%	
	Anti- Modern Slavery Training rates for team members	74%	87%	More information can be found in our Modern Slavery Statement 2023 .
Data Privacy	Data Privacy training team members	98%	95%	Every 2 years all colleagues are required to complete the Code of Conduct training which includes Data Privacy and Protection.

<p>Charity Partnership</p>	<p>Raise £1m for Marie Curie annually</p>	<p>£1,104,573 (Superdrug raised: £969,416) £10.5 million total since start of partnership</p>	<p>£920,350 (Superdrug raised £786,815) £11.4 million total since start of partnership</p>	<p>This is a combined ambition with our sister company Savers. Partnership has been in place since 2013.</p>
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<p>Customer</p>	<p>Store Customer Love Score above 90%</p>	<p>88</p>	<p>89</p>	<p>Internal customer satisfaction level as measured December 2023.</p>
	<p>Store Net Promotor Score to increase YoY</p>	<p>63</p>	<p>64</p>	<p>Net promoter score (NPS) is a market research metric that is based on a single survey question asking respondents to rate the likelihood that they would recommend a company, product, or a service to a friend or colleague.</p>

PILLAR

SUSTAINABILITY
TOPIC

METRICS'

2022

2023

PRODUCT

Packaging

100% of Made By Superdrug plastic packaging to be reusable, recyclable or compostable by 2025

NA

79%

Minimum 30% recycled content in Made By Superdrug plastic packaging (excel health)

7%

13%

% of sales by weight which is PCR.

5% reduction in virgin plastic packaging in Made by Superdrug products vs 2020

-10%

-6%

100% of Made By Superdrug paper packaging contain certified sustainable paper/ pulp (excel health)

92%

91%

Made By Superdrug

100% of Made By Superdrug products contain RSPO certified sustainable palm oil derivatives (excel health)

72%

97%

100% of Made By Superdrug products are Vegan (excel health)

92%

98%

100% of Made By Superdrug products are Cruelty Free (excel health)

100%

100%