



# Stakeholder Engagement

Fix Price engages with various stakeholders and is committed to keeping an ongoing open dialogue with them built on transparency. Our key stakeholders include customers, employees, suppliers, local communities, government authorities, investors and shareholders, and the media.

## Stakeholders



### Customers

## Key Engagement Topics

- Product range, prices and on-shelf availability
- Product quality and safety
- Healthy products
- Loyalty programme
- Consumer data privacy

## Interaction Channels

- Offline communications (hand-out materials, price tags, direct in-store communications, etc.)
- Hotline
- Email
- Publications on the Company's website (including feedback forms)
- Social media
- Surveys
- Regular target audience research
- Loyalty programme
- Mobile app



### Employees (full-time and contractors)

- Fair pay and incentives
- Safe working conditions and well-being
- Opportunities for professional and personal growth and education
- Diversity and inclusion
- Compliance, business ethics and anti-corruption

- Direct communication with employees
- Intranet
- Email
- The Company's internal policies, instructions and documents
- The Company's training portal and courses
- Hotline and Ethics and Compliance Committee
- Social media



### Investors and shareholders

- The Company's performance
- Strategic development and expansion plans
- Protection of shareholder rights
- Sustainability issues, e.g.:
  - product quality and safety
  - motivation and employee incentives
  - climate impact
  - business ethics and compliance
  - corporate governance

- Direct communication with investors
- Regulatory disclosures and publications on the Company's website
- General Meetings of Shareholders



## Stakeholders



### Suppliers

## Key Engagement Topics

- Product development and supply
- Product quality and safety
- Business ethics and compliance
- Transparent and sustainable supply chain

## Interaction Channels

- Direct communication with suppliers
- Audits and tests
- Hotline
- Publications on the Company's website



### Media

- Company performance and strategy
- Sustainability issues
- Business ethics and compliance

- Direct communication with the media
- Publications on the Company's website



### Government authorities

- Business ethics and compliance
- Product quality and safety
- Applicable laws and regulations
- Opportunities for local suppliers

- Regulatory compliance
- Publications on the Company's website
- Industry associations and federal- and regional-level working groups



### Local communities

- Economic contribution to our regions of operation
- Charitable and social programmes
- Affordable and high-quality products
- Local employment opportunities
- Promotion of sport

- Direct communication with customers and employees
- Publications on the Company's website
- Social media