

At WHSmith we strive to be an outward-facing, customer-focused, store-responsive organisation that delivers on our promises. Living our four key values is an important part of achieving this aim. These values are as follows:

1. **Customer Focus** – We will keep the customer at the heart of all that we do
2. **Drive for Results** – We will act with tenacity to deliver ambitious and competitive results
3. **Accountability** - We will take responsibility and deliver what we say we will
4. **Value our People** - At WHSmith, our people are respected and valued in an honest, open environment

Reviewed by W H Smith PLC Group Board: April 2015