

We take the responsibility for the products we sell seriously and we are committed to listening to our customers. Our Marketing Code of Practice sets out the standards we will follow in our promotional activity, marketing and advertising.

Our central aim at WHSmith is to offer our customers choice, whilst also respecting customer views. Customers often have strongly differing views about the products we sell, so we aim to strike the right balance to meet the needs of all our customers. As part of our commitment to promote and retail all products in a responsible manner, we will:

1. Be honest and fair in our dealings with our customers.
2. Provide and promote a range of products responsive to customer needs that provide choice and value for money.
3. Sell products that are safe, fit for purpose, meet legal standards and are never described in a misleading manner.
4. Always take into account the level of knowledge, sophistication and maturity of the people we are marketing to, particularly children.
5. Investigate any customer complaints about our products and react according to the findings of our investigation.
6. Provide a readily accessible source of advice and guidance regarding our products and services.

These principles inform the design and development of products as well as the way that we retail and market products. This includes the way a product is positioned and promoted in store.

This Marketing Code of Practice provides the basis for internal guidelines that specify how our buying and marketing teams should implement the Code in the course of their work.

This Code is reviewed on an annual basis and its implementation is the responsibility of the Managing Director & Commercial Director (High Street), Stephen Clarke. Group Chief Executive Kate Swann is specifically tasked with keeping the Board advised on compliance with the Code and ensuring that suitable support is available to the businesses.

Approved by the Board of WH Smith PLC
September 2009