

At WHSmith we believe in putting the customer first which means we have to maintain and improve the high standards our customers have come to expect. This is not only important for delivering customer satisfaction but also makes good business sense.

This policy reflects our commitment to deliver quality products and services to our customers.

WHSmith will:

- i. Pursue a commitment to constantly improve the design, quality and safety of all our products to ensure suitability for customer use and market position.
- ii. Comply fully with the minimum standards required by law for every product line we sell.
- iii. Take appropriate actions on the feedback we receive from our customers to continually improve our overall product offer.
- iv. Pursue a commitment to reduce avoidable costs associated with product quality and safety.

This policy will be 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 policy and ensuring that suitable support is available to the businesses.