Sustainability Policy

We recognise that long-term business success depends not only on financial performance, but also on our ability to operate responsibly and sustainably. As a group of companies, we are committed to reducing our environmental footprint, promoting ethical practices, and contributing positively to the communities in which we operate.

1. Introduction

At the Pure Group, we recognise that long term business success depends not only on financial performance, but also on our ability to operate responsibly and sustainably. As a group of companies, we are committed to reducing our environmental footprint, promoting ethical practices, and contributing positively to the communities in which we operate.

This Policy outlines our approach to sustainability across all entities within the group, reinforcing our dedication to continuous improvement and responsible stewardship of the resources we use. It serves as a guide for our employees, partners and stakeholders as we work together to create a more sustainable future.

2. Purpose

As a group of companies we are committed to responsible business practices and recognise the importance of minimising our environmental impact and promoting sustainable development across all aspects of our operations.

3. Scope

This Policy applies to all Pure Group employees (including temporary, part time, voluntary, interns, agency workers and agents engaged within the Group), and **every employee at Pure has responsibility and accountability to play a crucial role** in reducing waste, improving efficiency, and sustainability.

This Policy applies to all entities within Pure Cremation Group Limited ("Pure Cremation, "we" or "us" or "our" or "Group") and includes Pure Cremation Limited, Pure Cremation Funeral Planning Limited, and Pure Life Responsibilities.

4. Responsibilities

4.1 The Executive Management team are expected to comply with, and lead by example relating to all policies and procedures of the Pure Group. The Executive Management are also responsible for ensuring that this policyis provided and embedded withinthe Pure Group and made available to all employees.

4.2 Line management are expected to comply with, and lead by example relating to all policies and procedures of the Pure Group. Line management are also responsible for ensuring that their team members comply with, and understand their responsibilities under this policy, and that their team members also understand the potential consequences for non-compliance, and the requirement for them to continue to comply with this policy for the duration of their employment with the Pure Group. It is Line Management's responsibility to take appropriate action if an employee fails to comply with this policy.

4.3 All Pure employees are expected to read and comply with all Pure Group policies and procedures at all times during their employment with the Pure Group. It is the responsibility of the employee to ensure that they have read and understood this Policy, and if the employee is not clear as to what is expected of them under this policy, then it is their responsibility to seek clarity from their line management

5. Our Commitments

We strive to:

- reduce and recycle waste, and improve efficiency, including energy, water and raw materials.
- promote sustainable resourcing by working with suppliers who share our environmental values.
- minimise emissions from transport, logistics and facilities through innovation and efficiency.
- design eco-friendly workplaces adopting greener building standards, to reduce energy consumption and adopt renewable sources of energy supply in order to minimise our carbon footprint
- monitor and report our sustainability performance transparently.
- engage and educate employees on sustainable practices to embed environmental responsibility into our culture.

Specifically with regard to emissions we commit:

- to attaining a Net Zero position by 2045; and
- to setting interim milestones by 2030 in order to drive positive action to develop a credible trajectory to that goal.

6. Governance and Responsibility

We manage our risks properly, use our economic power responsibly, and operate our business in a way that is ethical and legal. Our sustainability efforts and reporting are overseen by our Group operations and commercial, and ultimately by the Board, and reporting is reviewed monthly, and annually.

We will monitor our emissions, waste, water consumption, hazard and other environmental factors through the deployment of Sustrax or other monitoring platforms.

In addition to annual third-party assessments of our carbon footprint, we will regularly monitor specific ESG KPI metrics and targets as mandated by the Board.

7. Economic Success

7.1 Company Economic Prosperity. Through our forward thinking strategic plans, we position our Group to survive and prosper economically by:

- protecting our customer base, by prioritising service quality, regulatory adherence, and engagement.
- improving productivity – streamlining operations, simplifying processes and eliminating inefficiencies.
- diversifying revenue streams – exploring new markets, products or services.
- strengthening supplier relations – collaboration with vendors to ensure continuity, flexibility and shared goals during economic shifts.

7.2 Creating Long Term Prosperity. We create Group long term prosperity by:

- investing in innovation - staying ahead, by adopting new technologies, upgrading systems, and encouraging creative problem solving.
- creating ethical and environmentally conscious practices and reducing long term costs
- building stakeholder value by creating win-win scenarios for employees, customers, suppliers and communities – fostering loyalty and shared success.
- making decisions that benefit the future by thinking impact not just income.

7.3 Community Economic Prosperity. We help our community survive and prosper economically through:

- the use of local suppliers
- our community-focused recruitment practices; creating jobs in the local community
- supporting our local community through charitable donations.

8. Social Responsibility

We are committed to:

- treating our employees fairly, with dignity and respect, and following fair employment practices, and providing market value compensation and benefits, training, and promotion opportunities.
- engaging through open, constructive dialogue.
- providing working conditions that are safe, and provide a work-life balance.
- promoting equality, diversity and inclusion, and using hiring practices that are fair, responsible, non-discriminatory, and non-exploitative for our employees.

- transparency, and being respectful and fair to local populations, investors, suppliers and other stakeholders outside our organisation, who may be affected by our operations. We work collaboratively with our communities.
- honesty, and fairness with our customers; respecting their privacy, and providing them safe and fit for purpose products and services, under the conditions we promise.

9. Environmental Responsibility:

We are committed to:

- conserving our use of natural resources to the extent practicable.
- using of renewable energy sources and technologies where possible and economically viable.
- reducing, where practicable, the quantity and degree of hazard wastes we generate from our operations, and handle them in a safe, legal and responsible way to minimise their environmental effects.
- minimising the risk of spills and other potentially harmful environmental incidents.
- working with others in our supply chain to help assure adverse environmental impacts and risks associated with our products and services are reduced, and properly controlled, and environmental benefits optimised.
- collaborating with Communities to protect and improve the environment.
- collaborating with stakeholders – to improve collective environmental outcomes.

10. Equality and Diversity

The Pure Group is committed to the principles of equality and diversity and will strive to eliminate unlawful discrimination in all its forms.

11. Record Keeping

All forms and related documentswill be appropriately stored in line with the Group's retention of records policy, and regulatory requirements.

12. Monitoring and Review of Policy and Procedure

All of Pure's policies and procedures aim to ensure that employees are aware of, and confident that, the employer is complying with current legislation and regulatory requirements and is protecting the interests of the needs of the business, its employees, and the people who use our services.

The HR Dept or designated Dept lead will monitor the operation of this policy,and it may be appropriate to modify existing policies and/or procedures from time to time to reflect changes as appropriate. This policy will be reviewed as necessary by the Directors and/or as designated to the Dept leads.