

## Director's Statement of compliance with the requirements of s172 of the Companies Act 2006

### Directors' statement of compliance with duty to promote the success of the Group

The directors have complied with the requirements of s172 of the Companies Act 2006.

The overarching Values and Commitment strategy within Arrow is to develop a long term, sustainable business that delivers value for all its stakeholders including employees, clients, suppliers, business partners, and the wider community. By managing the business responsibly, the directors intend to support the creation of a financially stable organisation and deliver value for all stakeholders.

The Arrow Group is owned by its management team and employees, together with investment partner, MML. As noted elsewhere in this report, all employees are regularly consulted with and fully understand the strategic direction in both the short and longer-term, as well as the current trading performance of the business. This ownership model and consultative approach fosters a strong culture and high levels of employee satisfaction and retention, whilst also ensuring that all employees are treated fairly and consistently. There is a dedicated Employee Engagement team within the business that focuses on continually improving this key area within the business.

Customer relationships are the heartbeat of the business with customer retention being a key performance indicator. Monthly Net Promoter Score surveys provide valuable feedback on customer satisfaction and engagement within Arrow and achieving high levels of service excellence is a core element of the Company's philosophy. Many experienced customer account managers are employed to ensure customers are well supported strong levels of service excellence can be provided.

As a business that uses global suppliers, the directors fully acknowledge a duty to trade responsibly. Arrow has an OFCOM approved Code of Practice and participates in the approved dispute resolutions scheme managed by the Ombudsman Service. Business is conducted in line with Arrow's Code of Conduct and several other internal policies and procedures that are designed to ensure the Company maintains the highest reputation possible for standards of conduct. The Company has a dedicated commercial team with responsibility for maintaining regular engagement with suppliers and ensuring that they are kept well abreast of the Company's performance and strategic objectives in both the short and longer-term.

The Company has a Corporate Social Responsibility Policy to ensure that the interests of all stakeholders, including those based in the wider community, are acknowledged, and protected. Arrow is committed to identifying, managing, and minimising the environmental impact of business operations and it maintains an Environmental Policy to manage this and ensure compliance with all applicable environmental legislation and to strive to use pollution prevention and environmental best practices in all areas. With regards to impact on the community, Arrow engages with the local communities in which it works, is committed to making a positive social and economic impact and understanding and managing any negative impacts of its business operations. In addition, the Company seeks to make a positive social contribution through the services we provide to clients. Programmes are in place to support employee volunteering and fundraising as well as local community and charity support.

### Arrow Business Communications Ltd.

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