



## Modern Slavery and Human Trafficking Statement

1 September 2025 – 31 August 2026

Freddie's Flowers is committed to acting ethically and with integrity in all our business dealings and relationships. In accordance with Section 54(1) of the Modern Slavery Act 2015, we have a zero-tolerance approach to modern slavery, human trafficking, and forced labour, and we take steps to ensure these practices are not present within our business or supply chains.

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### About Our Business

Freddie's Flowers is a direct-to-consumer flower subscription and gifting service operating in the UK and Germany. In addition to flower subscriptions and gifts, we offer an online shop with selected floriculture products. Our head office is located in Battersea, South West London, and all UK packing operations are carried out in Derby by our third-party provider, Myton. In Germany, our packing operations are managed by our own team just outside Frankfurt.

We source flowers primarily from the UK, the Netherlands, South America and Kenya. Packaging and printwork are sourced from the UK and Europe. Shop products come primarily from the UK and Europe, with the highest volume made in Poland.

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### Our Policies

Freddie's Flowers continually reviews and updates its policies via its People and Culture function, with updates approved by the Board of Directors. We have robust policies in place to prevent modern slavery, providing clear guidelines for employees internally and for suppliers externally.

Our **Whistleblowing ("Speaking Up") Policy** encourages staff to confidentially report any concerns about unethical practices, with the option for anonymous reporting, and provides guidance on what constitutes a legitimate concern. Employees can also raise complaints through our Grievance Procedure, which ensures that all issues are addressed fairly and thoroughly. Disciplinary procedures are applied if grievances relate to employee conduct.

Through our **Equal Opportunities Policy**, we promote diversity, inclusion, and equal treatment in employment and recruitment, while offering guidance on how to escalate concerns about discrimination. All suppliers are required to acknowledge our Supplier Code of Conduct, committing to ethical practices including prohibitions on child and forced labour, fair remuneration and living wages, decent working hours, occupational health and safety, and no discrimination.

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## Supply Chain Due Diligence

We are members of the Floriculture Sustainability Initiative (FSI), which promotes sustainable and ethical practices across the floriculture sector. Kenya is considered a high-risk sourcing country, and all our Kenyan growers hold recognised social and environmental standards or certifications, including MPS-SQ, Fairtrade, or the Kenyan Flower Council Silver Standard. We are expanding our oversight to other high-risk regions, such as South America to ensure responsible sourcing throughout our supply chain. Additionally, we participate in the FSI Living Wage Working Group, developing strategies to close living wage gaps and improve conditions for workers in developing countries.

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## Key Commitments (2025–2027)

- **Fair Payment & Living Wage:** We are committed to only work with suppliers who pay fair wages and are committed to meeting living wage standards, ensuring that all workers in our supply chain are compensated fairly.
  - **Supply Chain Stability:** We aim to confirm 90% of orders six months in advance and maintain timely payments to suppliers, helping to provide long-term stability throughout our supply chain.
  - **Worker Health & Wellbeing:** We are committed to improving conditions for workers, supporting initiatives focused on gender equality, and increasing awareness of employee rights across our supply chains.
  - **Responsible Sourcing:** We avoid sourcing from suppliers who use harmful pesticides and actively support income-generating initiatives for seasonal workers, promoting safer and more sustainable practices.
  - **Training & Awareness:** We are committed to raising awareness of modern slavery risks and reporting procedures, both internally and with our suppliers.
  - **Monitoring & Transparency:** We conduct regular audits through the FSI, which track key performance indicators (KPIs) to monitor supplier compliance, record grievances, and promote continuous improvement in working conditions.
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## Next Steps: Continuous Improvement

We are committed to ongoing progress in combatting modern slavery and promoting ethical practices across our supply chain. This includes expanding risk assessments to cover all high-risk sourcing regions, increasing transparency through measurable reporting of outcomes - such as audits and grievances - and supporting victims of modern slavery through clear escalation and remediation processes. We also actively engage with industry initiatives to drive sustainable and ethical practices across the floriculture sector.

Currently, due to employment law frameworks across Europe, our European growers are considered low risk. We plan to consolidate this assessment by reviewing the social standards of our European growers and working closely with European wholesalers to ensure their procurement processes align with our policies. Additionally, we have developed a Supplier Code of Conduct based on key risk areas within the floral industry. This Code affirms our commitment to combat modern slavery and outlines our suppliers' obligations to do the same. We continue to share this Code with all new suppliers and work with existing suppliers to ensure its effective implementation.

**This statement was reviewed and approved by the Board of Directors on 29<sup>th</sup> January 2026**

**Signed:**

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Edward Bell

CEO