Signature Flatbreads (UK) Ltd

Strategic Report for the Period Ended 26 July 2025

Directors' Duties
The Directors of the Group, as those of all UK companies, must act in accordance with a set of general duties. These duties are detailed in section 172 of the UK Companies Act 2006 which is summarised as follows:

'A Director of a company must act in the way they consider, in good faith, would be most likely to promote the success of the company for the benefit of its shareholders as a whole and in doing so have regard (amongst other matters) to:

- the likely consequences of any decisions in the long-term;
- the interests of the company's employees;
- the need to foster the company's business relationships with suppliers, customers and others;
- the impact of the company's operations on the community and environment;
- the desirability of the company maintaining a reputation for high standards of business conduct; and
- the need to act fairly as between shareholders of the company.'

The Directors have been briefed on their duties and they can access professional advice on these, if they judge it necessary, from an independent adviser. It is important to recognise that in an organisation such as ours, the Directors fulfil their duties partly through a governance framework that delegates day-to-day decision making to employees of the Group and details of this can be found below.

Risk Management
As we grow, our business and our risk environment become more complex. It is therefore vital that we effectively identify, evaluate, manage and mitigate the risks we face, and that we continue to evolve our approach to risk management. Details of principal risks and uncertainties are detailed elsewhere in this report.

Our intention is to behave responsibly and ensure that management operate the business in a responsible manner, operating within the high standards of business conduct and good governance expected for a business such as ours. Our intention is to behave responsibly toward all our stakeholders and treat them fairly and equally so they too may benefit from the expansion of the Group.

Our People
The Group is committed to being a responsible business. Our behaviour is aligned with the expectations of our people, clients, investors, communities and society as a whole. People are at the heart of our business. For our business to succeed we need to manage our people's performance and develop and bring through talent while ensuring we operate as efficiently as possible. We must also ensure we share common values that inform and guide our behaviour so we achieve our goals in the right way.

We pursue comprehensive safety management procedures, including policy manuals, verification of regulatory compliance, risk assessments, individual site action plans, safety audits, training programmes and formal accident investigations.

Business Relationships
Our strategy prioritises growth to existing clients and bringing in new clients. To achieve this, we need to develop and maintain strong client relationships. We value all of our suppliers and have long term contracts with our key suppliers.

The Directors factor into their decisions the implications on employees, customers and suppliers.

Community and Environment

The Group's approach is to use our position of strength to create positive change for the people and communities with which we interact. We want to leverage our expertise and enable colleagues to support the communities around us. We are constantly striving to improve our practices to ensure our production is as environmentally friendly as possible.

During the period the Group also made several donations to local charities, community sports and activities clubs.

On behalf of the board

Matthew Barry Purnell
Director

Date: 23/10/25