



Alexander Advertising International Ltd

Corporate Social Responsibility Policy

Our principles

We recognise that we must integrate our business values and operations to meet the expectations of our stakeholders. They include customers, employees, investors, suppliers, the community and the environment.

We recognise that our social, economic and environmental responsibilities to these stakeholders are integral to our business.

We aim to demonstrate these responsibilities through our actions and within our corporate policies.

We take all feedback received from our stakeholders seriously and, where possible, maintain open dialogue to ensure that we fulfil the requirements outlined within this policy.

We shall be open and honest in communicating our strategies, targets, performance and governance to our stakeholders in our continual commitment to sustainable development.

James Alexander is responsible for the implement of this policy and will make the necessary resources available to realise our corporate responsibilities. The responsibility for our performance to this policy rests with every employees throughout the company.

Our partnership focus

We shall strive to improve our environmental performance through the implementation of our Sustainable Development and Environmental policies.

We shall ensure a high level of business performance while minimising and effectively managing risk.

We will register and resolve customer complaints in accordance with our published standards of service.

We shall support and encourage our employees to help local community organisations and activities in our region.

We shall operate an equal opportunities policy for all present and potential future employees.

We shall offer our employees clear and fair terms of employment and provide resources to enable their continual development.

We shall provide safeguards to ensure that all employees are treated with respect and without discrimination or harassment.

We shall provide, and strive to maintain, a clean, healthy and safe working environment.

We shall uphold the values of honesty, partnership and fairness in our relationships with stakeholders.

Our contracts will clearly set out the agreed terms, conditions and the basis of our relationship.

We will operate in a way that safeguards against unfair business practices.

We shall encourage suppliers and contractors to adopt responsible business policies and practices for mutual benefit.