



Corporate Social Responsibility (CSR) Policy

1. Introduction

At Pure Communications Group, we recognize the importance of Corporate Social Responsibility (CSR) as an integral part of our business operations. We are committed to conducting our business ethically, sustainably, and responsibly, contributing to the well-being of society and the environment.

2. Commitment to Ethical Business Practices

We are dedicated to maintaining the highest standards of ethics in all aspects of our business operations. This includes but is not limited to honest and transparent communication, fair business practices, and the promotion of a positive corporate culture.

3. Environmental Stewardship

Pure Communications Group is committed to minimizing its environmental impact. We will implement practices that reduce waste, conserve resources, and promote sustainable business operations. This includes efforts to reduce energy consumption, implement recycling programs, and explore eco-friendly alternatives.

4. Social Impact

We will actively engage in activities that contribute to the social well-being of the communities in which we operate. This may include supporting local charities, educational initiatives, and community development projects. We will prioritize partnerships that align with our values and positively impact society. All employees will be encouraged to spend some working time in each financial year volunteering or working on a community project that is meaningful to them.

5. Employee Well-being

We value our employees and are committed to providing a safe, diverse, and inclusive workplace. We will invest in employee development, prioritize health and safety, and foster a culture of respect and equality. Pure Communications Group will also support employee volunteerism and community engagement.

6. Supply Chain Responsibility

We will encourage ethical behaviour throughout our supply chain. This includes working with suppliers who share our commitment to social and environmental responsibility. We will conduct due diligence to ensure that our supply chain partners adhere to ethical business practices through supplier take on procedures.



7. Client Relations

We are committed to providing our clients with products and services that meet high ethical and quality standards. We will communicate transparently about our business practices, respond to client feedback, and address any concerns promptly and responsibly.

8. Continuous Improvement

We will regularly review and update our CSR initiatives to ensure they remain relevant and effective. Feedback from employees, clients, and the community will be valued and considered in our ongoing efforts to improve our social and environmental impact.

10. Compliance with Laws and Standards

Pure Communications Group will comply with all applicable laws and regulations related to CSR and will strive to exceed minimum requirements whenever possible. We will also adhere to relevant international standards and guidelines.

10. Communication

Pure Communications Group will communicate this policy to all employees, contractors, and relevant stakeholders. The policy will be accessible on our company website and included in the Pure Bible.

11. Review and Revision

This policy will be reviewed annually and updated as necessary to reflect changes in the business environment, legal requirements, and best practices.

Date of last review: February 2024