



## Ethical product offering policy

### Introduction

TOP-TOY builds on strong values and is committed to operating a responsible business. For this reason, we strive to maintain a good understanding of the potential implications of products in our range. We act in good faith and comply with applicable laws and regulations.

Families are our core customers. Customers should see us as a responsible and transparent company, and we want our products to support this perception. When doing business with us, customers should feel confident that children will not be exposed to certain products.

Our definition of ethical product offering acknowledges cultural differences and interpretations. Clearly children have differing needs. For this reason, parents should play an active role in determining what their children play with.

### Our commitment

Children are vulnerable and easy to impress. For this reason, we strive to avoid products that may affect them negatively, for example by sending inappropriate signals or causing a child emotional or physical harm. This applies to our BR and TOYS”R”US stores and websites and all marketing material produced by TOP-TOY. Even if a product has high commercial potential, we will discontinue sales in our stores if the product violates our ethical product offering policy.

The aim of our policy and supporting activities is to respect and support Principle 5 (ensuring that products and services are safe) and Principle 6 (marketing and advertising) of the Children’s Rights and Business Principles.

### Our priority areas

- We do not offer toy weapons that are realistic copies of modern firearms and can be associated with modern war, terror or street crime. We acknowledge that most children are, at some time, interested in role-play where ‘the good’ are against ‘the bad’. For this reason, we do offer toy weapons for use in role-play, for example cowboy guns, medieval weapons, space weapons and shields, and toy guns similar to those carried by police officers. We also have action figures with small copies of realistic weapons in our assortment.
- We do not offer products that can be perceived as promoting the use of tobacco or alcohol. As far as possible, this also applies to the reproduction of related logos on, for example, football trading cards and model-scale vehicles.
- We do not offer products that have the sole purpose of encouraging children to gamble for money or other valuables, for example poker chips and casino items.
- We ensure that all relevant products come with an appropriate age recommendation to ensure children of all ages can enjoy a good, safe playing experience. We do not accept



adjusting the age recommendation to make a product 'legal'.

- We do our best to screen the digital universes that we link to from our own websites or which are promoted on our products. Through these measures, we aim to protect children from accessing harmful or inappropriate content on third-party sites.
- We promote products in a way that gives children the right impression of product features. This avoids disappointing the children.
- We want children to be children. For this reason, we strive not to offer or market products that promote sexualisation. We also make special efforts to avoid stereotyping by promoting our products in a gender-neutral way.
- We do not wish to offer products that discriminate against religious, cultural or political beliefs. But we do offer products that can be associated with a religion, for example, Noah's ark and Christmas products.
- We offer personal protection equipment along with products such as bikes, skateboards and roller skates, for example. We also make sure that the use of relevant personal protection equipment is shown when promoting these products.
- We do not offer fireworks or other products that encourage children to play with fire.
- We do not offer products that have the sole purpose of harming animals. Products serving an educational purpose may be offered – for example fishing nets – but we will not promote their use for killing animals.

Our policy on ethical product offerings complements our commitment to product safety and responsible product sourcing and manufacturing.

### **Raising a concern and request for further information**

Every employee has the right and duty to address any concerns related to our ethical product policy. They should do so using the escalation ladder defined in our Code of Conduct.

External parties who wish to raise a concern or complain can do so by:

- Using our customer service channels
- Sending an e-mail to [com@top-toy.com](mailto:com@top-toy.com)

### **Scope**

The ethical product policy applies to all employees at TOP-TOY, including employees working on short-term contracts or part-time.



The Communications & Sustainability team will regularly review and if necessary update this policy in dialogue with the Category Management team.