



**ADDO
PLAY**
LTD

Dear all,

At Addo Play, we are proud of who we are and what we do, with children at the heart of everything. We live everyday through our core values and are focused on acting with **Fairness, Integrity, Respect, Support & Trust**, which we believe underpins our successes. As a business we are relentless in our drive to create thoughtfully designed, safe, trustworthy toys but as parents we also want to work in ways that have a positive impact for the global communities we touch. Helping build a safer, healthier world for generations of children to come.

Climate change, the loss of biodiversity and pollution are huge problems that we must face as a modern society. Many people are rightly concerned about the environmental effects of consumer products and we both recognise that as Co-Founders and CEOs of Addo Play we have an important leadership role to play in finding innovative and more sustainable ways to make our toys.

The more we learn about sustainability, the more we understand the sheer complexity of the issues facing us. It sometimes feels like a daunting task, but we firmly believe that as responsible business leaders we must play our small part in helping find sustainable solutions.

We are working hard to make sustainable thinking second nature in our business. Modern toys rely on the ability to manufacture and transport products over vast distances and we are keenly aware that the decisions we make must not cause unintended consequences or environmental harm elsewhere. Good design today means that our toys must deliver benefits throughout the whole life cycle of the product. So, in addition to play patterns; child learning and development; and product safety the Addo Play team now incorporates sustainability as a 4th dimension in our thoughtfully and caring design criteria.

In conclusion, we're not perfect but we are ambitious to do the right thing. We will strive to make progress, play an active role in the development of the emerging 'circular economy'; reducing waste, extending product life, and facilitating the recovery of recycled materials.

Thank you for reading.

Mary Price
David Martin

Mary Price and Dave Martin

Co-founders and CEOs of Addo Play

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