



PRODUCT RESPONSIBILITY POLICY

McBride plc is committed to achieving long-term sustainability in line with our vision of becoming the most successful private label company in the world. Our vision for Sustainable Development is to manage our operations and develop and sell products which enable all people throughout the world to satisfy their basic needs and to enjoy a better quality of life, without compromising the ability of future generations to meet their own needs.

McBride plc is committed to the highest standards of product safety. Every product will be developed, manufactured and supplied to meet all legal standards and be safe for its intended use and for circumstances of reasonably foreseeable misuse.

This commitment is achieved by;

- Evaluation of the human and environmental safety of each product type through assessments of hazards associated with the raw materials (substances), their interaction in products (mixtures) and the potential exposure of consumers to the finished good.
Evaluations will be made without resorting to animal tests, but will use published and historical data, human volunteer and in vitro testing where appropriate. Our animal testing policy is published on the company web site – www.mcbride.co.uk
- Ensuring that every product is correctly labelled with all information required by legislation and industry codes of practice
- Monitoring, identifying and implementing changes to legislative requirements affecting substances/mixtures/finished goods.
- Ensuring that mixtures are correctly packaged to combine product integrity and consumer safety with environmental considerations.
- Representing the company on industry and government committees and working groups to help guide and positively influence opinion formers on future policies affecting the industry.
- Providing a centre of expertise and advice on all matters relating to the health and safety of McBride products (mixtures) and raw materials (substances), for both consumers and employees
- Understanding the expectations of consumers via analysis of consumer complaints in order to minimise opportunities for misuse and providing information and guidance to consumers as needed.
- Informing customers of safety and regulatory issues and providing product and raw material information as needed
- Increasing the level of awareness of product safety issues amongst R&D and Commercial staff through regular information update.

- Having plans in place for responding to undesirable events or product safety problems should they arise
- Providing a learning environment where product safety staff can acquire the necessary skills and knowledge to provide the company with a well qualified and experienced product safety team
- Regular assessment and review of opportunities for improvements and changes in accordance with the key goal of Continuous Improvement.

RESPONSIBILITIES

The Chief Executive Officer and Executive Leadership Team are ultimately responsible for ensuring that the Group operates in accordance with this policy. Responsibility is delegated to the relevant member of the executive team for implementing the principles and taking measures to achieve the targets.

REVIEW

This policy, along with other related policies, sits within the remit of group Business Sustainability Policy, all of which are published on the Company web site (www.mcbride.co.uk). Policies are reviewed annually by the Executive Leadership Team.

This policy was reviewed and approved by the ELT on 15 June 2016 and is signed on its behalf by:

Rik de Vos
Chief Executive Officer

Chris Smith
Chief Finance Officer

Carole Barnet
Company Secretary

Matthias Kreysel
Chief R&D Officer