

## **Directors' Duties under section 172 of the Companies Act**

The directors who served during the year have acted in good faith and intended to promote the long-term success of the Company. The directors have considered the interest of the Company's employees, the interest of the Company's stakeholders, the consequences of any long-term decision made and the maintaining of business relationships with suppliers, customers and others whilst undertaking their activities during the year. In doing this the directors have had regard to the matters set out in s172(1)(a-f) of the Companies Act. The following paragraphs describe how the directors fulfill their duties:

### *Risk management and long term decision making*

The Company utilises compliance and governance mechanisms to minimise risk. The Company's policies and processes effectively identify, evaluate, manage and mitigate the risks it is facing, and it continues to iterate and evolve its approach to risk management.

### *Our people*

The Company is recharged employee costs by another group entity

### *Business relationships*

As is normal for companies of our size, authority for operational decision making is delegated to management on a day-to-day basis. Over the course of the year the directors review relevant information, agreements and compliance matters.

### *Stakeholders*

Given the number of stakeholders and the size of the wider Alphabet Group, stakeholder engagement takes place at both an operational and Alphabet Group level. The decisions made by the Company during the year ended 31 December 2023 have been made in accordance with our vision, key stakeholder engagement and with our business strategy at the core of what we do.

### *Reputation, community and environment*

The Company's role is the distribution of connected health and fitness devices. It also participates in the group's initiatives to promote community engagement, environmental sustainability and ethical corporate conduct.