

# Our stakeholders

## Employees

We have an experienced, diverse and dedicated workforce which we recognise as a key asset of our business. Therefore, it is important that we continue to create the right environment to encourage and create opportunities for individuals and teams to realise their full potential.

### Their material issues

- Opportunities for development and progression
- Agile working patterns
- Opportunity to share ideas and make a difference
- Diversity and inclusion

### How we engage

REED openly engages with its employees, called Co-Members, seeking regular feedback and offering

many opportunities for development. This includes a Career Development Framework, professional qualification funding, mentoring and buddying schemes, personal development funds, and REED's own Business School in the Cotswolds.

### 19/20 highlights

- Able Futures initiative launched
- BAME targets were exceeded against plan
- LGBT+ inclusivity targets were exceeded against plan
- Women in Leadership roles increased on the previous year
- Employees voted REED a great place to work - 4.1 stars on Glassdoor making REED the number 1 recruitment company and 28th overall
- James Reed has been voted one of the top CEOs for the second year running

## Local Communities

Since Alec Reed opened the first REED office in Hounslow, West London on Saturday 7th May 1960, his ethos of active engagement in charitable and social causes has been integral to the Company's vision and values. Today, REED sets out to be a good global citizen. The REED Foundation, which owns 18% of the company, aims to aid charitable causes promoting education and the relief of poverty, sickness and suffering. REED has a social commitment to lead and create positive social change. In over 60 years in business REED has been a force for change, a force for good and a force for individual betterment. REED has had a revolutionary impact on the recruitment sector. REED was the first recruiter to specialise, the first recruiter to go online and the first recruiter to tackle welfare-to-work.

### Their material issues

- Local disruption
- Impact on the local economy
- REED being a responsible neighbour

### How we engage

We engage with the local community through the environmental strategy, the REED Foundation, and providing services to businesses of all sizes, including small local businesses.

### 19/20 highlights

- 684 charities benefited from REED's match funding
- The Big Give raised a total of £21.6m
- This included £1.3m raised to support grassroots charities fighting the impact of COVID-19

## Suppliers

We operate a third-party supplier framework for our recruitment businesses as well as outsourcing some services to suppliers and providers. As a result, it is crucial that we develop strong working relationships with our suppliers, so we can enhance the efficiency of our business and create value.

### Their material issues

- Long-term partnerships
- Collaborative approach
- Open terms of business
- Fair payment terms

## Clients

Reed Online provides recruitment services to clients across the UK. The clientbase includes both Direct Employers (from SMEs to Corporate companies) and recruitment agencies, allowing them to post job advertisements or search CVs in order to find candidates for their own or their clients' vacancies. Reed Online transacts with over 20,000 clients per year, primarily through a sales team but also through an eCommerce platform.

### Their material issues

- Value for money
- High quality service
- Meaningful and trusted relationships
- Recruitment expertise
- Advice and assistance

### How we engage

Reed Online has a sales team who engage with clients both over the telephone and face-to-face, served

### How we engage

Through effective collaboration, we aim to build long-term relationships with our suppliers. We are signatories to the CICM Prompt Payment Code and are clear about our payment practices. We expect our suppliers to adopt similar practices throughout their supply chains to ensure fair and prompt treatment of all creditors.

### 19/20 highlights

- 28 day average payment
- Received confirmation that our key suppliers were compliant with our Modern Slavery approach

via offices in London and Manchester. In addition, further support is provided by Customer Success and Customer Experience teams who aim to provide solutions to client issues, from complex problems (e.g. data and analytics) to basic problems (e.g. password resets). Our largest Direct Employer and recruitment agency clients have dedicated Account Managers and Customer Success Managers who meet with clients to assess needs and ensure services provided maximise customers' return on investment.

### 19/20 highlights

- Continued retention of clients, including some of the UK's most recognisable Direct Employers and recruitment agencies
- Implementation of a Customer Success team to maximise clients' return on investment
- Creation of a customer feedback process to gather insight upon which the business can act and improve services

## Outsourced Development Partners

Reed Online works with outsourced development partners in order to aid capacity in Product, Engineering and Delivery departments, primarily to provide ongoing improvements to services provided by the reed.co.uk website. These partners are often based overseas.

### Their material issues

- Developing products and services used by clients and users
- Working with internal teams to deliver successful outcomes for internal and external stakeholders
- Ensuring fair pay and working conditions for outsourced teams

### How we engage

Reed Online works with a select group of Outsourced

Development Partners. Prior to commissioning work, Reed Online carries out extensive provider due diligence, including reviews to make certain that the provider complies with the Modern Slavery Act 2015. Statements of work are created to ensure an understanding of the scope of work needed and to monitor performance. Internal reed.co.uk teams manage relationships with these partners to ensure timely and effective delivery of services. Teams work in a hybridised fashion.

### 19/20 highlights

- Delivery of both new and improved services to clients and users in collaboration with internal Product, Engineering and Delivery teams

## Users

Reed Online provides services to millions of jobseekers per month, offering access to a range of job opportunities, primarily in the UK. The service allows users to apply for vacancies directly to the advertiser, typically direct employers or recruitment agencies. Reed Online also provides access to thousands of online courses per year. Finally, users are offered free careers advice articles to help provide insights to users in finding their next job or progressing their career.

### Their material issues

- Finding suitable employment
- Finding online training
- Searching for career advice

### How we engage

Reed Online engages with users through interactions with the reed.co.uk website and by utilising external channels such as email or paid search engine advertising.

### 19/20 highlights

- Homepage changes in response to the COVID-19 pandemic to provide users with easy-access to health emergency roles

## Reed Family

REED was founded in 1960 by Sir Alec Reed and the current Chairman is the second generation of the family, James Reed. Reed is privately owned by the Reed family, as shareholders and as providers of loan note finance.

### Their material issues

- Longevity and sustainability of the business
- Dividend returns

## Reed Foundation

The Reed Foundation was set up by Alec Reed in 1985 and has owned 18% of the REED group for over 30 years. The funds directed to the foundation are at the heart of the company's charitable giving.

### Their material issues

- Receipt of funds
- Charitable giving

### How we engage

James Reed as the Chairman of REED is actively engaged in the day to day running of the business. Sir Alec Reed as the Founder of REED is also physically present in the business. Annual Family Meetings are held to review business strategy and results with family members.

### 19/20 highlights

- Cash management and sustained profitability across a challenging year with the COVID pandemic

### How we engage

Sir Alec Reed's main mission now is encouraging philanthropy via the Reed Foundation as a major shareholder of REED.

### 19/20 highlights

- Christmas Big Give 2019 scheme
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- A large, decorative graphic in the bottom right corner of the page. It consists of several overlapping, curved shapes in a light blue color, creating a sense of movement and depth. The shapes are reminiscent of a stylized 'R' or a series of connected loops.

