



Verkkokauppa.com's Personnel Policy

Our personnel play a crucial role in our company's success. Personnel practices at Verkkokauppa.com are human-centric, which means that we promote good employee experience and meaningful working life throughout the employment relationship, starting from the applicant experience. We want to ensure that Verkkokauppa.com's personnel can serve our customers in accordance with our business goals and strategy. Our personnel practices are also sustainable, promote well-being at work and are based on the requirements of labor legislation and the collective agreement for the retail sector.

The purpose of this Personnel Policy is to define principles and practices that promote a safe and fair work community and support employee well-being, competence development, effective leadership and motivating rewards. This Personnel Policy complements and further defines Verkkokauppa.com's Code of Conduct.

Personnel play a key role in Verkkokauppa.com's sustainability work

Sustainability themes related to personnel have been identified in accordance with the company's risk management principles through a so-called double materiality assessment by analyzing the impacts, risks and opportunities of sustainability issues from the perspective of both personnel and the company's business. The views of the personnel have also been considered in the assessment. We identify, prevent and mitigate potential and actual adverse impacts and take them into account in our operations. We strive for continuous improvement. We report on our personnel practices, targets and work progress.

Verkkokauppa.com is committed to respecting and complying with internationally recognized human rights in all its operations in accordance with the company's Code of Conduct. Human rights and the company's Code of Conduct also apply to the company's human resources management and cover themes such as non-discrimination and equality, safety and well-being of working conditions, fair pay and working conditions, freedom from harassment, and the prohibition of forced labor, human trafficking and child labor. The majority of Verkkokauppa.com's employees work in Finland, where the legal requirements for working conditions are strict.

1. WE BUILD OUR STORY TOGETHER

Our values, defined together with our personnel – courage, transparency, agility and community – provide guidelines for everything we do, including personnel practices. We want to be a work community where everyone has the opportunity to influence our operations and express constructive ideas. We promote empowerment by providing channels and means for sharing ideas and by fostering a culture of low hierarchy. Each of us has a role to play in creating a good team spirit and renewing our ways of working. We value each other and act fairly. We strive for friendly, constructive and respectful interaction in accordance with our Code of Ethics for Work Community Communications. We also have common tribal rules, according to which we treat each other with respect and care.



2. WE VALUE EACH OTHER'S DIFFERENCES, WE DO NOT TOLERATE DISCRIMINATION

We want to be a workplace where everyone feels accepted and belonging. We respect diversity and boldly utilize expertise from different backgrounds. We want all our employees to be treated equally. In our personnel practices, we do not tolerate discrimination or unequal treatment of people on the basis of race or ethnic origin, color, gender, sexual orientation, gender identity, gender expression, disability, age, religion or outlook on life, political opinions, trade union activity, national or social origin, educational background, nationality, language, economic status, health, appearance, family relationships, family responsibilities or any other personal reason.

Each year, we draw up a work community development plan that describes the goals and measures for developing and maintaining equality and non-discrimination. The company uses a job grade structure that supports gender equality and non-discrimination.

We do not allow discrimination in recruitment, and we make sure that every applicant is treated equally and fairly. Recruitment is also guided by the work community development plan and its practices related to equality and non-discrimination. We instruct supervisors on topics related to the person's background, characteristics and situation, which may not be inquired about in recruitment situations.

The company has a DEIB Community that aims to promote diversity, equity, inclusion and a sense of belonging, primarily by increasing employee awareness of diversity.

3. WE DO NOT ALLOW HARASSMENT

We do not tolerate harassment or bullying of any kind. We have in use a model for intervening harassment and inappropriate treatment, and our personnel are instructed to bring up possible cases. Cases are addressed as soon as they come to light and all reports are dealt with fairly, impartially and confidentially.

The company applies the principles of safer space to ensure that everyone can feel mentally and physically safe without fear of discrimination or harassment.

4. WE DEVELOP LEADERSHIP

The supervisor plays a major role in job satisfaction. We develop leadership systematically as part of the company's strategy. We commit supervisors to our cornerstones of good leadership and support them in their work, for example, by offering coaching, training, employment counselling and support for everyday leadership. We encourage our supervisors to network with each other and share best practices. We give supervisors space to lead their team in their own personal way.

We invest in open communication at the company level and see communication as an important part of good leadership.

Supervisors have regular discussions with their team members to ensure well-being and competence development. We use the annual employee satisfaction survey as the most important tool for measuring the results of leadership practices.



5. WE TAKE CARE OF WELL-BEING AT WORK

We invest in occupational safety, well-being and comfort. We offer occupational health care to each of our employees from the beginning of the employment relationship, regardless of the nature and duration of the employment relationship. We aim to prevent challenges related to coping and motivation through good leadership, an early support model and various solutions for promoting mental well-being. The company's occupational Health and Safety Committee meets regularly to discuss plans related to both physical and mental work ability. The work ability steering group also has regular meetings.

We ensure a safe working environment by investing in accident prevention. Together across the company we identify and aim to avoid dangerous accidents and nearly missed accidents.

We want to enable work in different life situations and offer flexibility in different forms to reconcile work and other aspects of life.

Taking care of well-being at work is part of sustainable human resource management. We regularly monitor the development of sickness absences and work ability as well as the personnel's experience of physical and mental work ability through employee surveys, and we take measures based on the results. In addition to the employee survey, we continuously monitor the discussion related to well-being at work on our communication channels and, if necessary, quickly address development points.

6. AIMING FOR MEANINGFUL WORK AND THE OPPORTUNITY TO GROW AS A PROFESSIONAL

We want every person at Verkkokauppa.com to feel that their work is meaningful and important in the realization of Verkkokauppa.com's purpose and strategy. The annual work community development plan discusses the necessary measures to maintain and develop competence.

Supervisors are responsible for developing their team's competence in the manner that the skills and capabilities support our strategy and the implementation of our long-term plans. We encourage everyone to maintain and develop their own competence through learning at work and to share their own skills further in our work community.

We enable professional growth within the company and create development opportunities also through internal career paths. Regular performance and development discussions deal with work-related goals, competence development and career paths.

All new employees are familiarized with their own duties as well as Company's Code of Conduct, occupational safety and information security guidelines. Verkkokauppa.com is the first job for many young employees, and we want to ensure that they have a positive experience of working life and provide them with a good basis for their future careers.



7. WE AIM TO MAKE SALARIES, REWARDS AND BENEFITS VALUED BY OUR PERSONNEL

We comply with legislation applicable to salaries and remuneration, the collective agreement for the commerce sector and local agreements. The salary is based on the collective agreement for the commerce sector or personal salary, which is determined based on the complexity and effectiveness of the task, as well as the person's work experience, competence, education and performance. The employee's gender or other personal characteristics must not affect the salary. We monitor the development of pay equality and take the necessary measures accordingly to promote pay equality. The company uses a job grade structure, which contributes to gender equality and non-discrimination in pay.

Our goal is to inspire and encourage our personnel to succeed in their work. We reward good work performance, for example, by acknowledging everyday successes with quick rewards, selecting employee of the month and celebrating work anniversaries.

We also invest in comprehensive employee benefits, with which we want to maintain comfort and well-being as well as motivate long-term work to achieve the company's goals.

8. WE NEGOTIATE AND AGREE TOGETHER

At Verkkokauppa.com, we involve our personnel in the planning and development of operations. The company has employee representatives in each location.

The company complies with legislation on co-operation and the collective agreement for the commerce sector and engages in active and transparent dialogue with the personnel and their representatives with the aim of achieving good cooperation to achieve common goals. Informative co-operation negotiations are used in a goal-oriented manner. Employee representatives and representatives of the management team meet quarterly in continuous dialogue meetings in accordance with the Act on Co-operation within Undertakings.

9. VIEWS, IDEAS AND CONCERNS MAY BE EXPRESSED

Transparency is one of our values. We encourage our personnel to bring up their own thoughts and ideas, for example, on the idea channel or in employee surveys conducted several times a year. We use employee surveys to monitor, for example, employee satisfaction, engagement, diversity and inclusion, work ability and well-being, and the Leadership Index. Several HR indicators are part of our sustainability program. We process the results at both company and department level and take feedback by agreeing on concrete measures together.

We encourage employees to share their concerns and seek advice in unclear situations. Possible cases can be raised primarily by contacting the supervisor. If necessary, you can contact an employee representative, HR department or the company's management. In addition, employees can report concerns or suspected misconduct through the reporting channel, also anonymously, if necessary, to compliance@verkkokauppa.com.



Responsible parties and changes

The Personnel Policy and its updating are the responsibility of Verkkokauppa.com's Chief Human Resources Officer. This policy has been approved by Verkkokauppa.com's management team on 3.12.2024 and it replaces the version approved on 26.1.2021.