

Corporate Social Responsibility Roadmap



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At Merchr, we are determined to have a positive impact on the environment and society and have developed a Corporate Social Responsibility plan and roadmap to ensure we do our best in all aspects of our business. We want to do what's right but we also want to do what is good and go above and beyond for our employees, the environment and our extended Merchr community including customers, consumers, suppliers, and all other stakeholders.

Founder's Say

"In 30 years, the merchandise industry hasn't really changed much and we have worked hard on disrupting the customisable Merch industry. The two key drivers we have focused on are being nimble at reacting to trends, and producing the least amount of waste possible to ensure our company sustainability goals are being achieved. The most exciting outcome is Merchr, a creative and innovative single platform that enables anyone to design, publish and profit from Merch without risk, waste or hassle. We wanted to give people more control of their own merchandise"



Martin Varley

Founder

Vision, Mission & Goals



Vision

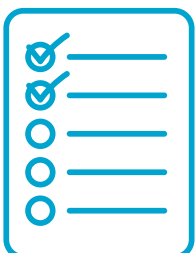
To continuously work toward being a sustainable industry leader and expanding eco-friendly merchandise that positively impacts society.

Mission

Merchr's objective is to be the world industry leader for merchandise. From brands to early entrepreneurs, Merchr wants to be an inclusive community hub for all, allowing everybody to have the power and freedom to create, control and sell their own customisable merchandise whilst creating less waste for the planet.



Goals



- To create the ultimate one-stop hub for all merchandising needs
- To disrupt the merchandising industry, providing merch opportunities and solutions
- To make everyone a Merchr

Merchr's Roadmap



Corporate Social Responsibility

Employees

We pride ourselves on looking after our employees and creating a safe and positive workplace for all. We continuously look to better ourselves to improve the workplace culture and provide opportunities for our employees and ensure positive employee well-being.

Community

Merchr is an inclusive hub for all and we aim to positively collaborate with all our customers, consumers, users and more. Establishing and maintaining good relationships with our wider Merchr community enables us to continue working toward our brand vision whilst positively affecting our internal and external stakeholders.

Environment

We have developed goals and objectives to aid us in our direction of working toward becoming a more sustainable and eco-friendly business. We want to do our part for the planet and are on a mission to succeed in our 10-year roadmap.

Merchr +

As part of our CSR, we are looking to make a positive impact to charities and charitable causes and are working toward a feasible way in which we can contribute our products and services to make a difference to those in need.

Employees

At Merchr we believe our true value is in the happiness of our employees. We pride ourselves on these company values: loyalty, satisfaction, diversity, culture and equality. With the help of our qualifying bodies being a Good Place to Work is the top of our priority by doing so we know we have met the standard. The work does not stop there as there is always room for improvement. We want to have a healthy and balanced environment where our employees feel free to share their views.

By being certified as a Great Place to Work and having our employees satisfied and sharing their experience with Merchr we are then able to attract top talent as we grow.

Merchr offers a hybrid work setting (office and WFH), hybrid working is the new electric vehicle to satisfaction with statistics showing a significant shift of flexibility to the individual need of an employee.

We have created policies i.e. gender pay gap, maternity/paternity etc. to use as our governing body at Merchr.



Community



The Merchr community is inclusive of customers, consumers, e-tailers, beneficiaries, and other stakeholders.

Customers of Merchr, those that use the Merchr hub to enable them to sell their own merchandise collection.

Consumers of Merchr, those that are the end users of merchandise that have been bought from the customers of Merchr.



At Merchr, we aim to work collaboratively with our wider community of Merchr users so we can create a sharing environment for us, merchr users and merch consumers to share and contribute ideas creating a crowdsourcing platform.

Sustainable Social Contribution & The Environment



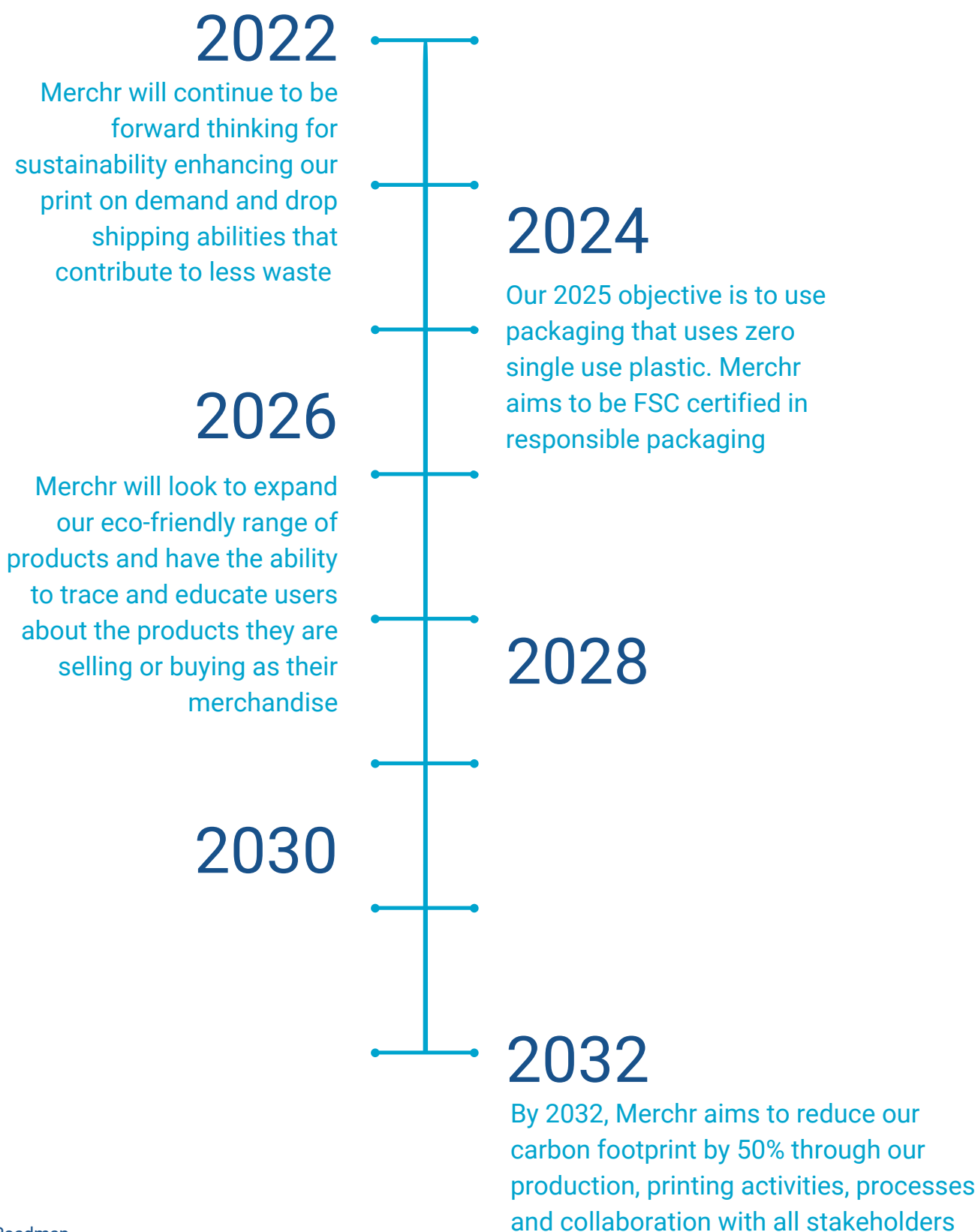
The Physical and Social Environment

Here at Merchr, we pride ourselves on our environmentally conscious decisions and offer eco-friendly and sustainable products for you to pick for your store. We need to do our best for the environment therefore we are constantly working toward becoming a more eco-friendly business. In order to work toward our brand vision of 'continuously working toward being a sustainable industry leader and expanding our eco-friendly merchandise that positively impacts society', we have established a Merchr roadmap and goals to outline the proactive steps we are taking as a company to fulfil our promise.

We have set goals and objectives such as becoming certified for responsible packaging and reducing our carbon footprint. We continue to play our part of being a socially-conscious company and enabling our print-on-demand and drop shipping services to be widely available has ensured we can disrupt the merchandise industry and make it a more socially sustainable one.

We look to involve ourselves in the education of sustainability, eco-friendly product production, and to extend our knowledge and pass it along to our Merchr community.

Merchr's Sustainability Timeline





2022 Roadmap

Merchr Brand Values

Transparency

Passion

Integrity

Inclusivity

Innovation

Collaborative



Website

www.merchr.com