



Modern Slavery Act Statement

February 2025 - January 2026

Introduction

Modern slavery is a serious abuse of human rights. At JoJo, our focus is on people - both those who work within our business and those in our supply chain. We are committed to protecting workers, treating everyone with dignity and respect, and creating positive, lasting impact through the way we operate.

As our business grows and our supply chains become more complex, we know that addressing risks of exploitation requires openness, collaboration, and a genuine commitment to improvement.

In 2024, JoJo became a foundation member of the Ethical Trading Initiative (ETI), reflecting our purpose to better understand our impact, strengthen ethical practices, and support the people and communities connected to our products.

This membership has encouraged us to reflect on how we work and how we can do better: supporting suppliers, empowering workers, and embedding respect for human rights at every level of our operations. Guided by the UN Guiding Principles on Business and Human Rights and our B Corp values, we aim to build a supply chain where people are safe, valued, and treated fairly.

This is JoJo's eleventh statement under the Modern Slavery Act 2015 and covers the 2025/26 financial year. It sets out what we have done, what we have learned, and the steps we will take next, all to ensure that our purpose and values translate into real, positive outcomes for people. It has been approved by the Board of Directors.

We know this is a journey that requires constant effort and attention. Our commitment is to keep learning, improving, and doing the right thing - not just because it is required, but because people and purpose guide everything we do.

Mark
Wingard



Hello we're JoJo!

At JoJo Maman Bébé (or JoJo to our friends), we design practical and adorable children's clothing, stylish maternity wear, nursery essentials and imaginative toys. Since 1993, families have trusted JoJo for beautifully made, functional products that support every stage of parenthood.

As a proud **Certified B Corp** and member of the **Ethical Trading Initiative (ETI)**, we are committed to sustainable and ethical sourcing – driving meaningful change across our supply chains and creating **long-term positive impact for people and the planet.**

We are a multichannel brand, selling our own-label collections both online and in store. Our website also features carefully selected third-party brands that complement our range and offer customers greater choice. Beyond JoJo, our products are available through many trusted UK high street retailers. Online, we operate dedicated websites for the UK and USA, and our collections are also sold through the Next website in the UK and internationally.

JoJo employs around 440 people: 64% are store-based, 28% work in office roles, and 8% work remotely. Our Studio and Head Office teams are based in Battersea, London, which serves as the hub of our operations.

We have 38 stores across the UK and two in Ireland, while our remote teams come together monthly at a shared workspace in Newport, Wales.

As of 2022, JoJo Maman Bébé Ltd has been jointly owned by Foxford Capital and Next Plc.



Commitment & Governance

Commitment

At JoJo, we are committed to respecting and protecting the human rights of all individuals directly and indirectly affected by our operations, including those in our wider communities and supply chain.

Individuals who work closely with suppliers receive training on human rights topics to build awareness and support the protection of labour rights across our supply chain.

Governance

Governance for human rights is owned by our Board of Directors, with key areas playing defined roles in managing risks and promoting ethical practices throughout our operations and supply chain.

- **Board of Directors** – Responsible for overseeing JoJo’s approach to managing modern slavery risks and for approving the annual Modern Slavery Statement.
- **Head of Quality & Responsible Sourcing** – Responsible for human rights due diligence across the supply chain, driving continuous improvement toward social compliance targets, communicating policies and the Code of Conduct, and overseeing remediation processes.
- **Head of People** – Responsible for ensuring fair employment practices within our own operations and compliance with UK and EU employment law.
- **Product Teams** – Ensure our approach to supplier relationships reflects and supports the company’s commitments.

Changes during the reporting period

During the reporting period, there were changes to our senior leadership team. Our former Buying & Design Director and CFO left the business and their roles were directly replaced.

This report covers JoJo Maman Bébé Ltd, also referred to as JoJo, and outlines our approach to due diligence, supplier engagement related to human rights in our supply chain. It covers the period February 2025 – January 2026 and is our eleventh statement.

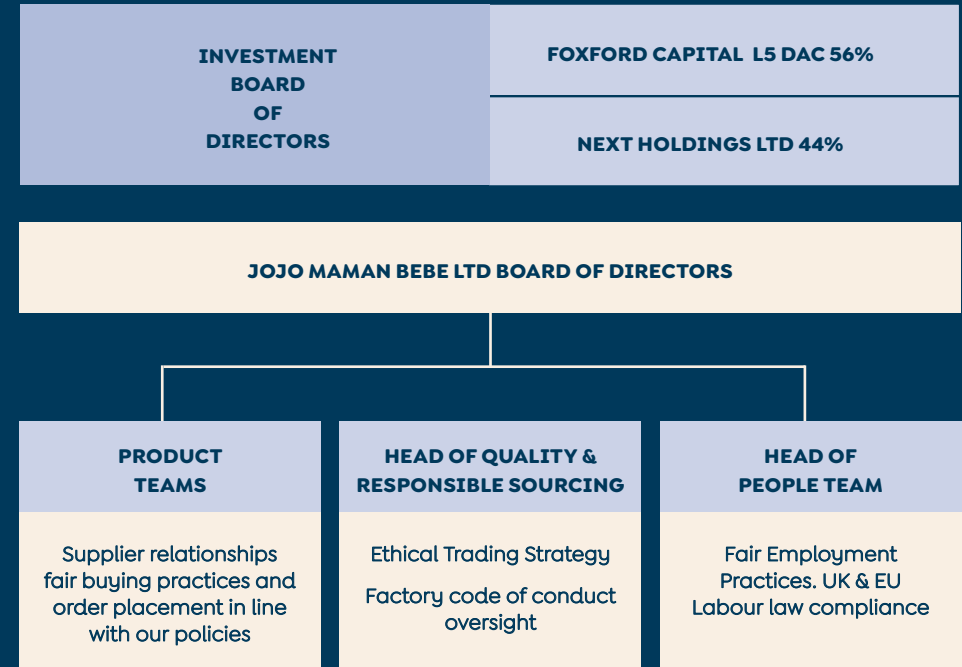


Table shows business ownership structure and teams relevant to this report

Supply Chain Policies

We believe companies have a responsibility to respect human rights through robust policies and processes that identify, prevent and remediate risks.

Our Human Rights Due Diligence (HRDD) approach with suppliers begins at the point of onboarding, when our expectations and policies are communicated. This approach is supported by our **Responsible Sourcing Handbook**, which provides practical guidance on implementation and further resources.

We work with the Next Code of Practice team who audit our factories against the Code of Conduct. Factories are audited before production commences and where appropriate we work with suppliers to build Corrective Action Plans for non-compliances raised.

Our aim is to work with factories that meet our Code of Conduct. We believe in continuous improvement where risks are identified through effective monitoring and engagement; however, where sufficient progress is not made within a reasonable timeframe and with appropriate support, this may lead to a pause in orders or disengagement.

Our suppliers can expect clear guidance on our approach, transparency in expectations, and ongoing support to address issues with constructive engagement.

We recognise the role our own practices play in supporting responsible working conditions. Our purchasing practices, which include **fair pricing, realistic lead times, clear communication and responsible order management**, are designed to support suppliers in meeting our expectations.

Purchasing teams receive training on our policies and responsible sourcing approach through dedicated online training.

Code of Conduct

Our Code of Conduct aligned with the Ethical Trading Initiative (ETI) Base Code which is grounded in the principles of the International Labour Organisation (ILO) and the United Nations Guiding Principles on Business and Human Rights.

- **No forced labour or modern slavery – employment is freely chosen**
- **Freedom of association and the right to collective bargaining**
- **Safe and healthy working conditions**
- **No child labour**
- **Fair wages and benefits**
- **Lawful working hours**
- **No discrimination practiced**
- **Employment security**
- **Respectful treatment of employees**

A simple version of it is available on our website [here](#).

This is **supported by other key policies** which are made available to our suppliers in our Responsible Sourcing Handbook and include:

- **Modern Slavery Policy**
- **Human Rights Policy**
- **Migrant & Agency Labour Policies**
- **Child Labour Policy**
- **Cotton Sourcing Policy** – this prohibits the use of cotton originating from the XUAR.

Our People Team Policies

At JoJo, we maintain HR policies that adhere to UK and EU law. These policies are inclusive of hiring practices to ensure right to work, regular compliance training, and methods to report suspected links to forced labour or exploitation.

The below policies and procedures are relevant to ensuring our teams mitigate the risk within our own business and are available in our Employee Handbook which is available to our team on our internal Intranet pages.

- **Recruitment Procedure**
- **Prevention of Illegal Working Policy**
- **Speak Up Policy**

Our managers undergo training on our **Recruitment Procedure** to ensure new team members are effectively onboarded in line with our policies and ensuring company compliance with UK and EU Law.

We maintain a **Prevention of Illegal Working Policy**, which outlines our approach to verifying an individual's identity and legal right to work at the point of contract. Pre-employment checks are carried out for all new employees and we provide comprehensive recruitment training to support compliance in hiring practices. We have invested in a platform for conducting right to work checks, ensuring that managers can verify eligibility to work in a safe and efficient manner within GDPR guidelines.

Our **Speak Up Policy** encourages employees to raise any concerns, including potential indicators of forced labour or unethical behaviour. From day one, we actively encourage our employees to speak up.

Our People Policies apply to our full and part time team members, contractors and agency workers. These policies are available on our internal intranet and are introduced as part of our formal induction for all new starters.



Salient Risks

We identify and prioritise modern slavery and human rights risks primarily based on their severity, considering scale, scope, and irremediability. We also take likelihood into account, in line with the UN Guiding Principles on Business and Human Rights.

Within our operations, we consider the highest risks to sit within our own-brand supply chain, particularly in regions where there is an increased risk to freedom of movement and a greater prevalence of forced labour and child labour.

We draw on a range of resources and guidance to continually strengthen our understanding of human rights risks and improve our approach to managing them. Our risk assessment is informed by country-level and sector-specific data from external sources, including guidance from the Ethical Trading Initiative (ETI), Walk Free's Global Slavery Index, and industry research shared through Stronger Together.

We also recognise the growing intersection between climate change and modern slavery risk. Environmental stressors such as extreme heat and climate-related disruption may drive migration, which can increase individuals' vulnerability to exploitation.

Modern Slavery & Human Rights Risks

- **Freedom of association and collective bargaining**
- **Health and safety**
- **Children's rights**
- **Modern slavery (including wage retention)**
- **Wage levels**
- **Harassment and discrimination**
- **Water, sanitation and health**
- **Working hours**

Risks to specific countries

China

Risk of forced labour linked to state-imposed labour transfer programmes, restrictions on freedom of movement and association, excessive working hours, and limited access to independent grievance mechanisms. We continue to closely monitor developments in relation to allegations of forced labour in the Xinjiang Autonomous Region (XUAR) of Western China.

India

Reliance on temporary, agency, or migrant labour can increase vulnerability to exploitation where recruitment practices are not adequately controlled. Risk of bonded and forced labour affecting migrant and informal workers, driven by recruitment-related exploitation, wage non-compliance, excessive working hours, and gender-based discrimination.

Women, particularly those from marginalised communities, may face heightened risks of exploitation, discrimination, unequal pay, and gender-based violence. We recognise that a gender-neutral approach may not adequately address these risks.

Poland

Risk associated with migrant and agency labour, including deceptive recruitment practices, excessive working hours, wage deductions, and limited access to grievance mechanisms.

Sri Lanka

Risk of excessive working hours, low wages, restrictions on freedom of association, and gender-based violence and harassment, particularly in garment manufacturing.

Turkey

Risk of exploitation of migrant and refugee workers, including informal employment, underpayment of wages, excessive working hours, unauthorised subcontracting, and child labour in certain regions.

Due Diligence & Risk Assessment

Supplier Due Diligence

Within our own branded supply chain, a key concern is manufacture in unapproved factories. This undermines transparency and increases the risk of exploitation, as such we do not permit any orders to commence in sites that have not been audited against the Code of Conduct.

At the start of a supplier relationship, we induct new suppliers on our ways of working, policies, responsible sourcing approach and what they can expect from us.

New factories complete a Self Assessment Questionnaire designed to identify risk, this is reviewed by the local auditor who will then arrange a pre-audit meeting for transparency on the audit process.

All factories complete an unannounced audit against our Code of Conduct, conducted by the local Next Code of Practice audit team who are highly skilled in factory assessment, speak the local language and understand local laws and context.

Based on audit findings, factories are assigned a rating on a scale from 1 - 6, with 1 being the lowest risk. The rating outcome will determine the date of their next audit.

A large number of non-compliances and higher risk ratings require immediate attention and may result in enhanced monitoring or a hold on new orders until issues are resolved through the implementation of a robust corrective action plan.

We expect our suppliers to operate in a transparent and responsible manner and to engage constructively. Persistent failure to address identified risks may lead to a review of the ongoing business relationship.

Key risks and root causes

The root cause of issues identified through audit can often be traced back to insufficient management systems such as lack of awareness of labour standards at factory level, poor record-keeping, ineffective grievance mechanisms, or inadequate health and safety management. Through engagement and willingness to improve, we can make progress in these areas.

Some issues can be linked to broader systemic and commercial pressures within supply chains. For example, excessive working hours may be driven by low wage levels, labour shortages, or short production lead times.

Certain risks - including forced labour indicators, sexual harassment, intimidation, discrimination, or recruitment-related exploitation - can be harder to detect through traditional audits, particularly where workers are reluctant to speak up. We aim to partner with suppliers who share our Code of Conduct and implement it within their operational structure and have effective grievance mechanisms and policies to detect and prevent risk in their workplace.

Freedom of Association

We recognise freedom of association and the right to collective bargaining as fundamental human rights and expect suppliers to respect these where permitted by law.

Where trade unions are not present, suppliers should support worker representation through elected committees or equivalent. Our audits show 36% of Tier 1 manufacturers have formal workers' committees, the highest in Turkey and Poland. Understanding this will be a target in 2026.

At JoJo, engagement with trade unions and worker organisations is currently indirect - mainly through our membership of the Ethical Trading Initiative (ETI).

Incident response and remediation

While no confirmed cases of modern slavery were identified within our operations or supply chain during the reporting period, we recognise the importance of having clear and effective processes in place should such a case arise.

If indicators of modern slavery or forced labour are identified, we will prioritise the safety and wellbeing of affected workers. Our response would include:

- Immediate escalation to senior leadership and our Board.
- Engagement with the Senior Next Code of Practice team.
- Engagement with the supplier to secure protection for affected workers and prevent retaliation.
- Development and implementation of a timebound corrective action plan focused on remediation rather than termination.
- Engagement with the ETI where appropriate to support effective remediation.
- Review of purchasing practices or business relationships where these are identified as contributing factors.

Termination of a supplier relationship would only be considered only where remediation is not possible or where the supplier fails to engage meaningfully in corrective actions.

Our Suppliers

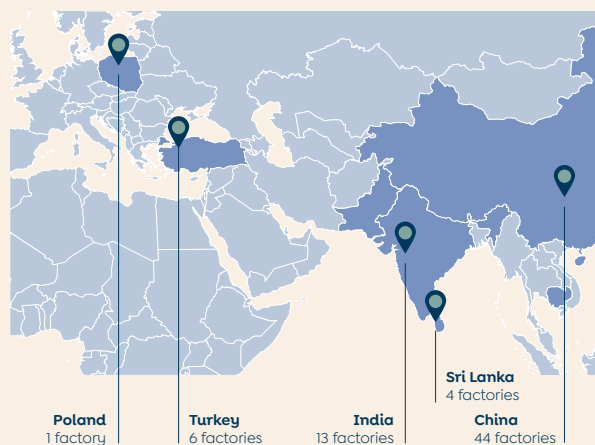
As of the end of the financial year, we have 73 approved Tier 1 factories across five countries: China, India, Sri Lanka, Turkey, and Poland. Our factory split by product type is as follows;

- **52% clothing (baby, children's and maternity)**
- **22% footwear and accessories**
- **14% toys (including wood, paper and soft toys)**
- **12% nursery items**

We remain committed to the transparency of our factory list which is maintained both on our [website](#) and the [Open Supply Hub](#) - a public platform for supply chain data.

Seasonality

Approximately 60% of our suppliers receive business through the year and 30% are seasonal due to the type of product they manufacture - e.g. outerwear, swimwear and knitwear.



Factory audit risk status

Audit status by risk grade is monitored throughout the year and varies as new audits are conducted.

A snap shot of the status for all active factories is as follows:

- **100% of our active factories have been audited against our Code of Conduct.**
- **85% were rated category 1-3.**
- **15% were rated Category 4-6.**
- **57% of non-compliances were for Health and Safety.**
- **29% of non-compliances related to working hours.**
- **No cases of child labour, discrimination modern slavery were identified within our operations during the reporting period.**

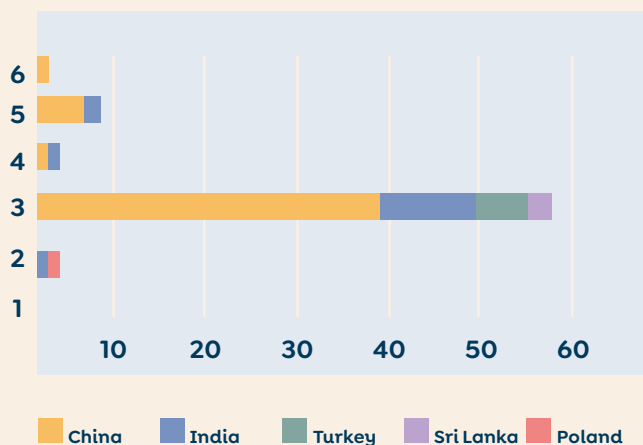


Table shows audit outcome by country - y axis gives category rating, and x axis by country.

Supply chain mapping

Understanding our supply chain beyond Tier 1 is an important step in improving transparency and identifying potential areas of risk. During the reporting period, we mapped 274 Tier 2 & 3 suppliers, primarily in packaging, trims, printing, embroidery, fabric production, and spinning. Countries of origin were China, India, Turkey, & Thailand.

Whilst this represents progress, we have some way to go.

We have data gaps in tier 2 & 3 and this remains a largely manual process. Longer term, we need to identify ways to collate supply chain data linked to order placement and increase visibility to Tier 4-5.

Our mapping does not currently extend to Goods Not For Resale (GNFR) or packaging suppliers.

Over the next reporting period we intend to expand supply chain mapping to capture information on a bigger group of Tier 2 & 3 suppliers, while identifying priority Tier 4 routes.

TIER	PRODUCTION GROUP	TYPE OF WORK	NUMBER OF SUPPLIERS IDENTIFIED
1	Factories	Cutting, sewing, assembly finishing, inspection	
2	Subcontractors	Laundries, printers, embroiders, packaging, labels, trims	159
3	Fabric & Yarn	Spinners, weavers, knitters, dyers, printers, finishers, tanneries	115
4	Fibre Processors	Ginners, filament, staple fibre supplier	2
5	Raw Sourcing	Farm and Forest	10

Table shows description of work by factory tier grouping.

Our Suppliers

Demographics

Collectively, the factories we work with employ approx. 16,879 people, 54% of people employed are women.

Within the factories we work with, women make up most of the permanent workforce in Poland, Sri Lanka, Turkey, and China, with particularly high representation in Poland (89%) and Sri Lanka (75%). In India, women are 41% of permanent workers and 39% of the total workforce.

We predominantly partner with small to medium-sized manufacturing facilities with 60% employing 150 people or less.

While smaller factories can support closer engagement and oversight, they may also have more limited formal systems and resources to manage labour standards risks. This is where our auditing programme is key as it's not only a gauge on standards, but also to support improvements.

Based on audit findings, the use of temporary and agency labour was identified in China, India and Turkey, with a notable majority in India.

Temporary labour can increase risks related to recruitment practices, wage compliance, working hours and access to grievance mechanisms.

Tracking temporary labour also presents challenges, as it is typically engaged during peak production periods which fluctuate. To address this, we look at workforce composition as part of the audit process with particular attention to recruitment practices, benefit entitlement and the treatment of temporary and agency workers.

		CHINA	INDIA	TURKEY	SRI LANKA	POLAND
PERMANENT	WOMEN	4,237	2,852	966	840	91
	MEN	2,385	4,091	523	285	11
	TOTAL	6,622	6,943	1,489	1,125	102
TEMPORARY & AGENCY	WOMEN	35	66	1		
	MEN	38	455	3		
	TOTAL	73	521	4		
% OF PERMANENT WORKERS		98.9%	93.0%	99.7%		
TOTAL	WOMEN	4,272	2,918	967	840	91
	%	64%	39%	65%	75%	89%
	MEN	2,423	4,546	526	285	11
	%	36%	61%	35%	25%	11%

Table shows mapping of workers by country, gender and type of employment.

Grievance Mechanisms

Grievance mechanisms are formal processes that allow workers to raise concerns about working conditions or treatment in a safe and confidential manner. They are essential for protecting human rights, addressing potential violations, and preventing harm, particularly in relation to modern slavery risks.

At JoJo, we are exploring ways to better understand and implement effective grievance mechanisms within our factories, aiming to build trust and encourage transparency.

Following a successful rollout of the TIMBY (This Is My Backyard) system at Next, we have engaged 5 suppliers in India to implement the platform, ensuring workers have a reliable and accessible way to raise concerns.

TIMBY provides an anonymous worker voice mechanism, enabling workers to raise concerns via a mobile app accessed through QR codes displayed throughout factory sites and reports submitted through the platform are independently reviewed by the Code of Practice team at Next.

We work collaboratively with participating suppliers to support effective implementation of the programme and to ensure that awareness of the tool, its purpose, and how to access it is clearly communicated to workers as part of onboarding and ongoing engagement.

In 2026 we are aiming for 100% roll out of TIMBY in India.

Freedom of Association

Freedom of association is a key indicator in assessing modern slavery risk because it enables workers to organise, speak collectively, and challenge negative practice without fear of retaliation. Where workers are unable to form or join unions, elect independent worker committees, or access safe channels to raise concerns, risks such as forced labour, excessive overtime, withheld wages, and intimidation are more likely to go undetected and unaddressed.

Audit data is continuing to improve and gives us more insight into the presence and effectiveness of committees at the factories we work with.

In 2026 we aim to improve our understanding in this area, through desktop research, supplier engagement within key suppliers we will seek to understand more about regional and industry norms, supplier status, and barriers to effective worker committees. This will support a longer-term effort to share best practice and support efficacy of implementation within our supply chain.

Training and Collaboration

During the reporting period, 32 JoJo colleagues in buying and technical completed our in-house Ethical Trading Training, covering key areas including human rights, responsible sourcing, and modern slavery risks. This training supports consistent understanding and implementation of our ethical trading expectations across teams.

Over the next reporting period, we intend to expand training modules to include further learning on recruitment practices, working hours, and what good factory visits look like. We will assess effectiveness through post-training evaluations and evidence of improved risk identification and escalation.

During the year we continued to collaborate with industry peers and partners to strengthen our approach through regular engagement, shared learning, and open dialogue:

- **Total Platform third-party partner brand forums:** Our quarterly meetings provide a platform to discuss responsible sourcing, share learnings, and review progress, with a focus on continuous improvement and alignment of ethical trading expectations.
- **Ethical Trading Initiative (ETI) :** We continue to participate in ETI progression events - in-person and virtual sessions focused on priority human rights topics.

Over the next reporting period, we are focused on strengthening transparency, accountability, and worker voice across our supply chain. Our approach centres on deepening visibility beyond Tier 1 suppliers, reinforcing systems that support collective representation and effective grievance mechanisms, and building the internal capability needed to identify, escalate, and address risks responsibly.

Together, these actions aim to drive meaningful improvements in labour standards while embedding responsible purchasing practices across our business.





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