

JEDI Commitment Statement

At MyPup, we are committed to advancing **Justice, Equity, Diversity, and Inclusion (JEDI)** as a core component of our purpose and operations. As a purpose-driven organisation, we believe that building a more inclusive and equitable economy is essential to creating long-term value for all stakeholders.

Our Commitment

We are committed to actively fostering a culture where all individuals, regardless of race, ethnicity, gender identity or expression, sexual orientation, age, disability, religion, socioeconomic background, or any other identity, are respected, valued, and empowered to thrive.

We recognise that systemic inequities exist and that businesses have both the responsibility and opportunity to drive meaningful change. That is why we embed JEDI principles into our governance, policies, products and partnerships, and continuously assess how our actions align with this commitment.

The JEDI Principles

Justice

We work to identify and dismantle systemic barriers and inequities within our organisation and broader ecosystem. We aim to support fair and ethical practices in the way we operate and collaborate, contributing to a more just society.

Equity

We ensure fair access to opportunities, resources, and advancement by recognising and addressing structural disadvantages. Equity guides our hiring, compensation, development, and decision-making processes.

Diversity

We actively build a workforce, leadership team, and partner network that reflects diverse perspectives and lived experiences. We see diversity as a driver of innovation, resilience, and better outcomes.

Inclusion

We create a working environment where everyone feels safe, heard and able to contribute fully. Inclusion means actively fostering a sense of belonging and ensuring that everyone's input is heard and genuinely taken into account in decision-making.

Application Across Our Operations, Customers, and Community

Our commitment to Justice, Equity, Diversity, and Inclusion extends beyond our

workforce and is embedded throughout our business activities. Within our operations, we strive to create equitable policies, fair working conditions, and inclusive decision-making processes. We do this by regularly updating our personnel handbook and following the Dutch law to ensure fair working conditions. In our relationships with customers and end users, we work to ensure our services are accessible, respectful, and responsive to the diverse needs of the communities we serve. By conducting a user survey twice every year, we aim to find out what users need and implement changes based on this. We also seek to contribute positively to the wider community by engaging with stakeholders, supporting responsible partnerships, and considering the social impact of our business decisions. We have several ongoing initiatives to support our local communities, for example by collecting all of our uncollected parcels and donating them to charity, or by collecting second-hand products from users and donating these to charity. Through continuous learning, stakeholder engagement, and accountability, we aim to strengthen the positive impact of our JEDI commitments across all areas of our organisation. We have started this process by training our management team on JEDI principles and how to work with this, as well as researching among our employees what their JEDI needs are.

To learn more about our JEDI commitments, we invite you to read our first ever impact report!