

# Product safety policy

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## Purpose

We want our customers to have fun, inspiring and safe experiences when using our product. Across all our product categories, product safety and quality is key for us. We are committed to meeting or exceeding product safety requirements and regulations – physical and chemical – in the EU and other relevant markets.

To meet our commitment, we work systematically to integrate safety throughout the product lifecycle. We have designed a stringent safety process that all products have to go through. And we monitor feedback from our stakeholders, including our customers, to continuously improve our products and processes.

This Safety Policy outlines the key phases of our safety process.

## SAFETY PROCESS

### Phase one: From idea to product approval

We do not produce our own products, but source them from our global supplier base. Engagement and close collaboration with these on quality and safety requirements is of paramount importance. This phase contains four steps:

1. **Initial risk assessment:** assessment of product sample(s), checking quality, function, functionality and requirements vis-à-vis product category, and past performance of supplier.
2. **Selection of product and technical assessment:** technical assessment according to product category requirements; e.g. toy, electronics and cosmetics and specification of requirements to suppliers.
3. **BOM (Bill of Material) approval:** engagement with supplier and approval of all materials in the product. Requirements are based on external legislation complemented by internal requirements.
4. **Third-party testing of product:** Verification by third-party test laboratories to ensure that our requirements are met.

### Phase two: Production and factory inspection

During production, we conduct third-party quality checks and inspections at supplier factories. We do this to ensure compliance in case changes have been made to the material and to ensure that products do not carry any defects. We take a risk-based approach, focusing on high risk products, such as electronics and toys.



### **Phase three: sale and claims handling**

While products are on the market, we continuously monitor their safety and quality. We do this by randomly checking and testing from the stores, collecting feedback from our customers and engaging with authorities.

All the product claims are analyzed and the results are fed into future product design. In case we recall a product, we have established high standards to ensure fast reaction and notification to costumers. Our ambition is to have zero recalls and we continuously review and improve our safety and quality control process.

