

# SOCIAL RESPONSIBILITY AND COMMUNITY ENGAGEMENT POLICY

JANUARY 2026

POLICY NUMBER: TMG-SEC-010

APPROVAL AUTHORITY: BOARD OF DIRECTORS



THE MAZI GROUP

## 1. PURPOSE

This Social Responsibility and Community Engagement Policy establishes The Mazi Group's commitment to being a responsible corporate citizen and making positive contributions to the communities where we operate. We believe that business success and social impact go hand in hand, and we are dedicated to creating shared value for our stakeholders across all our brands: Mazi Beauty, Glam Switch, On The Go Mists, and Upvendo.

## 2. SCOPE

This policy applies to:

- All operations of The Mazi Group and its subsidiaries
- All brands and business units
- All employees, contractors, and business partners
- All geographic markets: United States, Canada, European Union, and Latin America
- Corporate giving, volunteering, and community programs
- Stakeholder engagement activities

## 3. SOCIAL RESPONSIBILITY PRINCIPLES

The Mazi Group is guided by the following principles:

- **Respect for Human Rights:** Uphold human rights in all our operations and value chain
- **Inclusive Growth:** Create opportunities for diverse communities to thrive
- **Community Partnership:** Engage authentically with communities as partners, not just beneficiaries
- **Transparency:** Be open about our social impact and challenges
- **Long-term Commitment:** Focus on sustainable, lasting impact rather than short-term initiatives

## 4. FOCUS AREAS

### 4.1 Education and Skills Development

- Support STEM education, particularly for underrepresented groups
- Provide scholarships and educational grants
- Offer internship and apprenticeship programs

- Partner with vocational training programs
- Support beauty and cosmetology education (aligned with Mazi Beauty, Glam Switch)
- Promote technology literacy and digital skills

## **4.2 Economic Empowerment**

- Support small business development and entrepreneurship
- Prioritize diverse suppliers in procurement
- Provide mentorship for entrepreneurs
- Support financial literacy programs
- Create employment opportunities in underserved communities

## **4.3 Health and Wellness**

- Support public health initiatives
- Promote hygiene and sanitation education (aligned with On The Go Mists)
- Contribute to healthcare access in underserved communities
- Support mental health awareness
- Promote healthy lifestyles

## **4.4 Environmental Stewardship**

- Support environmental conservation and restoration
- Engage in community clean-up initiatives
- Promote environmental education
- Support sustainable agriculture and food security
- Partner with environmental organizations

## **4.5 Diversity, Equity, and Inclusion**

- Support organizations advancing DEI
- Promote representation in beauty and technology industries
- Fund programs for underrepresented communities
- Support LGBTQ+ rights and inclusion
- Advance gender equality

## **5. CORPORATE GIVING**

### **5.1 Financial Contributions**

- Allocate a percentage of annual profits to charitable giving
- Provide grants to nonprofit organizations aligned with focus areas
- Support disaster relief and emergency response
- Match employee charitable donations
- Sponsor community events and programs

### **5.2 Product Donations**

- Donate products to those in need
- Partner with organizations for product distribution
- Ensure donated products meet quality standards
- Support hygiene product access (On The Go Mists)

### **5.3 In-Kind Support**

- Provide pro bono professional services
- Offer technology and equipment donations
- Share facilities for community use
- Provide marketing and communications support to nonprofits

### **5.4 Giving Guidelines**

- Support registered 501(c)(3) or equivalent organizations
- Avoid contributions to political campaigns or lobbying
- Ensure contributions align with company values
- Conduct due diligence on recipient organizations
- Document all contributions for transparency
- Comply with anti-corruption requirements (see TMG-SEC-004)

## **6. EMPLOYEE VOLUNTEERING**

### **6.1 Volunteer Time Off**

- Provide paid volunteer time off (VTO) for employees
- Minimum 16 hours VTO per employee per year
- Support both individual and team volunteering
- Track and report volunteer hours

### **6.2 Skills-Based Volunteering**

- Encourage employees to share professional skills
- Match employee skills with nonprofit needs
- Support board service for nonprofits
- Provide mentorship opportunities

### **6.3 Company-Sponsored Volunteer Events**

- Organize team volunteer days
- Participate in community service events
- Support employee-led volunteer initiatives
- Recognize and celebrate volunteer contributions

## **7. COMMUNITY PARTNERSHIPS**

### **7.1 Partnership Approach**

- Build long-term relationships with community organizations
- Listen to community needs and priorities
- Co-create programs with community partners
- Respect community knowledge and leadership
- Measure and share impact together

### **7.2 Types of Partners**

- Nonprofit organizations and NGOs
- Educational institutions

- Government agencies
- Industry associations
- Social enterprises
- Community groups and coalitions

### **7.3 Partnership Selection Criteria**

- Alignment with The Mazi Group's values and focus areas
- Demonstrated impact and effectiveness
- Strong governance and financial management
- Commitment to transparency and accountability
- Potential for meaningful collaboration

## **8. HUMAN RIGHTS**

### **8.1 Commitment**

The Mazi Group respects and supports human rights as defined in:

- Universal Declaration of Human Rights
- UN Guiding Principles on Business and Human Rights
- International Labour Organization Core Conventions
- UN Global Compact Principles

### **8.2 Due Diligence**

- Assess human rights risks in our operations and value chain
- Identify and address adverse human rights impacts
- Engage with affected stakeholders
- Track and report on human rights performance

### **8.3 Grievance Mechanisms**

- Provide channels for reporting human rights concerns
- Investigate and address grievances promptly
- Protect those who raise concerns from retaliation
- Provide remedy for adverse impacts

## **9. STAKEHOLDER ENGAGEMENT**

### **9.1 Key Stakeholders**

- Employees and their families
- Customers and consumers
- Suppliers and business partners
- Local communities
- Investors and shareholders
- Government and regulators
- Civil society and NGOs
- Industry peers

### **9.2 Engagement Methods**

- Regular stakeholder surveys and feedback
- Community meetings and forums
- Stakeholder advisory panels
- Partnerships and collaborations
- Transparent reporting and communication

### **9.3 Responsiveness**

- Listen to and consider stakeholder input
- Respond to stakeholder concerns
- Incorporate feedback into decision-making
- Report back on actions taken

## **10. BRAND-SPECIFIC INITIATIVES**

### **10.1 Mazi Beauty**

- Support beauty education and training programs
- Promote diverse representation in beauty
- Partner with organizations empowering women
- Support clean beauty advocacy

## 10.2 Glam Switch

- Support STEM education for underrepresented groups
- Promote technology access and literacy
- Partner with cosmetology schools
- Support AI ethics education

## 10.3 On The Go Mists

- Support hygiene and sanitation programs
- Donate products to communities in need
- Partner with public health organizations
- Promote hygiene education

## 10.4 Upvendo

- Support small business and restaurant development
- Promote technology adoption for small businesses
- Partner with hospitality industry training programs
- Support food security initiatives

# 11. MEASUREMENT AND REPORTING

## 11.1 Impact Metrics

- Total charitable contributions (financial and in-kind)
- Employee volunteer hours
- Number of beneficiaries reached
- Community partnership outcomes
- Stakeholder satisfaction scores

## 11.2 Reporting

- Include social impact in annual sustainability report
- Report on community investments and outcomes
- Share stories of impact
- Participate in ESG ratings and assessments

## **12. GOVERNANCE**

### **12.1 Oversight**

- Board oversight of social responsibility strategy
- Executive sponsor for community engagement
- Cross-functional social responsibility committee

### **12.2 Implementation**

- Dedicated resources for community programs
- Clear roles and responsibilities
- Regular review of program effectiveness
- Continuous improvement based on learnings

## **13. EMPLOYEE ENGAGEMENT**

- Communicate social responsibility initiatives to employees
- Encourage employee participation and ideas
- Recognize employee contributions to community
- Include social responsibility in employee onboarding
- Survey employees on community priorities

## **14. RELATED POLICIES**

This policy should be read in conjunction with:

- TMG-SEC-004: Anti-Corruption and Anti-Bribery Policy
- TMG-SEC-006: Sustainability and Environmental Policy
- TMG-SEC-007: Ethical Sourcing and Supplier Code of Conduct
- TMG-SEC-021: Code of Conduct and Business Ethics
- TMG-SEC-022: Diversity, Equity, and Inclusion (DEI) Policy

## **15. POLICY REVIEW**

This policy shall be:

- Reviewed annually by the Social Responsibility team and executive leadership
- Updated to reflect evolving community needs and company priorities
- Approved by executive leadership after material changes
- Communicated to all employees and stakeholders

## 16. DEFINITIONS

- **Corporate Social Responsibility (CSR):** A company's commitment to managing its social, environmental, and economic impacts responsibly.
- **Stakeholder:** Any individual or group affected by or able to affect the company's activities.
- **In-Kind Donation:** Non-cash contributions such as products, services, or expertise.
- **Volunteer Time Off (VTO):** Paid time off for employees to volunteer.
- **Shared Value:** Business strategies that generate economic value while addressing social needs.

**For questions about this policy, contact:**

Sustainability Department

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