
BULLITT MOBILE LIMITED

**STRATEGIC REPORT (CONTINUED)
FOR THE YEAR ENDED 31 DECEMBER 2020**

Section 172(1) of the Companies Act 2006

The directors of the Bullitt Group, as those of all UK companies, must act in accordance with a set of general duties. These duties are detailed in section 172 ("s172") of the UK Companies Act 2006 which is summarised as follows:

A director of a company must act in the way they consider, in good faith, would be most likely to promote the success of the company for the benefit of its shareholders as a whole and, in doing so, have regards (amongst other matters) to:

- the likely consequences of any decision in the long term,
- the interests of the company's employees,
- the need to foster the company's business relationships with suppliers, customers and others,
- the impact of the company's operations on the community and the environment,
- the desirability of the company maintaining a reputation for high standards of business conduct, and
- the need to act fairly as between members of the company.

The s172 statement focuses on matter of strategic importance to the Bullitt Group, and the level of information disclosed is consistent with the size and complexity of its business. The following paragraphs summarise how the directors fulfil their duties in respect of s172.

Risk management and the long term consequences of decisions

The Bullitt Group, through its Board, management team and quality assurance systems operates an established and proven methodology for effectively identifying, evaluating, managing and mitigating the key risks it faces. More detail is provided within the "principal risks and uncertainties" section of this strategic report.

Employees

The ongoing success of the Bullitt Group depends on attracting, retaining and motivating highly skilled employees.

The Bullitt Group seeks to be an excellent employer and regularly monitors the engagement of its employees, as well as ensuring that remuneration packages are competitive. This is evidenced by the very high level of staff retention across the company.

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Business relationships

The Bullitt Group values all of its external partners and stakeholders. It has fostered strong and often very long-standing relationships with its key customers, suppliers, brand and other operational partners, and at all times communicates openly and honestly in order to protect and build upon these relationships.

Community and environment

The Bullitt Group takes its environmental, social and corporate governance (ESG) responsibilities very seriously.

Its ESG committee, comprising of senior management and other subject matter experts, meets regularly throughout the year to monitor, plan and carry out ongoing compliance with all relevant accreditations, regulations and laws.

The Bullitt Group's Corporate Social Responsibility Annual Report is available from its website and has been established in order to inform its stakeholders about Bullitt's commitment to ongoing ESG improvements within the Bullitt Group itself as well as its wider supply chain.

Business conduct and shareholders

All the shareholders of the Bullitt Group are represented on the Board which ensures fair treatment across this stakeholder group.

This includes Bullitt's Founders, with each having proven and long-standing credentials in both the rugged mobile devices sector as well as the wider mobile and consumer electronics industries.

This enables the Bullitt Group to benefit from the knowledge and experience of this group, which it uses to positively influence its ongoing success.

This report was approved by the board and signed on its behalf.

Colin Batt

C Batt
Director

Date: 1/9/2021