



WATCHES OF SWITZERLAND GROUP PLC

BOARD DIVERSITY & INCLUSION POLICY

THE WATCHES OF SWITZERLAND GROUP

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PURPOSE AND SCOPE

The Watches of Switzerland Group PLC board of directors (the “Board, We, Us”) recognises the importance of diversity and inclusion both in the boardroom, within the leadership team and throughout the organisation. We aim to have a workforce which reflects the diverse communities that our business serves.

We are fully committed to providing opportunities for all to promote an inclusive culture and diverse workforce. We believe that our culture should promote integrity and openness, value diversity and be responsive to the views of all our stakeholders. Ensuring a culture of fairness and equal opportunities underpins all decisions, actions and behaviours.

We believe diversity amongst directors, contributes towards a high performing and effective board.

Our Board Diversity & Inclusion Policy (the “Policy”) sets out the approach we take to ensure diversity and inclusion on the Board and in leadership roles. Although this Policy covers the importance of diversity at every level throughout our organisation, diversity in relation to the wider workforce is covered by our colleague-facing Diversity, Equality and Inclusion Policy.

POLICY STATEMENT

We believe that it is critical that our Board’s membership includes a diverse mixture of skills, professional and industry backgrounds, geographical experience and expertise, gender, tenure, ethnicity,

cultural and social backgrounds, and diversity of thought.

We understand that a diverse Board with a range of views and insights will be more intuitive and offer wider perspectives, and that this can lead to effective discussions and better decision-making and will be of benefit to our all our stakeholders.

We understand that a culture of inclusion and diversity is cultivated through clear tone from the top, with the Board, senior leadership and senior management championing diversity and inclusion in support of our values.

Our Nomination Committee (the “Committee”), on behalf of the Board, is responsible for the development of a diverse pipeline for succession to our Board and ensures proper assessment as to the values and behaviours expected on the Board forms part of the recruitment process.

The Committee has responsibility for keeping the composition and balance of the Board under review and recommends the appointment of new directors. In reviewing Board composition, the Committee considers the benefits of all aspects of diversity to maintain an appropriate range and balance of skills, experience and background on our Board.

All appointments to our Board are based on merit, and the Committee considers candidates against objective criteria, with due regard for the benefits of diversity. As well as experience and track record, Board appointments are made taking due account of other criteria, such as curiosity, insights, engagement, cultural contribution, personal identity, and the differentiation that they could bring to the collective make-up of the Board. The Committee also oversees the conduct of the annual review of Board effectiveness and annual skills assessment.

Diversity is considered as part of the annual performance evaluation of the effectiveness of the Board. We seek to ensure that our Board and Committees' composition, is appropriate to discharge their respective duties effectively and to manage succession issues.

We also support workforce initiatives that promote a culture of diversity, equity and inclusion.

We place strong emphasis on ensuring the progression of diversity in leadership roles within the Group. Our Board and Committees support management and monitor the development of internal high calibre colleagues, including considering all aspects of diversity, to help develop a robust talent pipeline and plans for succession with leadership and Board level.

We recognise the importance of reviewing and enhancing recruitment practices by eliminating bias and creating progression opportunities for all, including underrepresented groups and sustaining strong leadership pipelines.

We also recognise the importance of sponsorship, mentorship, and structured training in developing leadership.

MEASURABLE OBJECTIVES

The Committee reviews all measurable objectives for achieving diversity on the Board and recommends any changes or any new objectives to the Board annually.

We aim to ensure that on an ongoing basis:

1. The Board composition is sufficiently diverse and reflects an appropriate balance of skills, knowledge, independence and experience to enable it to meet its responsibilities and duties and strategic objectives effectively.
2. Both appointments and succession plans are based on merit and objective criteria and, within

this context promote diversity of gender, social and ethnic backgrounds, cognitive and personal strengths.

3. In line with the recommendations of the FTSE Womens Leaders Review, the Board maintains
 - 3.1 both Board and Senior Leadership representation of a minimum of 40% women[±].
 - 3.2 at least one woman in one of the four key roles on the Board: the Chair; the Senior Independent Director; the CEO; or Chief Financial Officer.
4. In line with the recommendations of the Parker Review, the Board maintains at least one ethnic minority director on the Board.

We also aim to ensure that all leadership teams throughout the business (including senior leadership) are representative of the race/ethnic mix of the markets in which they are based.

MONITORING AND REPORTING

Our Policy and objectives set out within are reviewed by the Committee and approved by the Board annually.

We are committed to being open and transparent about our progress. We therefore report on our Policy and progress made each year in our Annual Report and Accounts.

Additionally, we report on the gender and ethnic diversity at both Board and Executive Management level, each year in line with the requirements set out in the Listing Rules

We will also encourage reporting on actions taken to promote diversity and inclusion in relation to senior leadership and the wider workforce as well as board appointments, succession planning and Board Performance Reviews.

Our Company Secretary & General Counsel is responsible for maintaining this Policy.

The Policy was approved by the Watches of Switzerland Group PLC Board on 13 May 2026.

[±]The FTSE WLR measures the representation of women in a company's executive committee. The Watches of Switzerland Group does not operate with a defined executive committee and in line with guidance defines this as the CEO and his direct reports (excluding administration)