

# United Kingdom Tax Strategy and Approach

## 1. Introduction

Health and Happiness (H&H) International Holdings Limited and its subsidiaries (the **Group**) are principally involved in the sale and distribution of premium paediatric nutritional and baby care products and adult nutrition supplements and skincare products.

The Group is committed to the highest standards of corporate tax governance by ensuring clear and demonstrable compliance with the relevant tax laws and regulations, constructive relationships with tax authorities, and the mitigation of tax risks. The Group considers this commitment is essential to its ability to create and deliver value to shareholders.

The following document sets out the Group's tax strategy and approach relating to the United Kingdom (UK Tax Policy), and in particular its United Kingdom subsidiary, Health & Happiness (H&H) UK Limited (formerly known as Swisse Wellness (UK) Limited).

The Group intends this document to satisfy any statutory responsibilities it may have in the United Kingdom to publish a tax strategy related to the United Kingdom.

## 2. Governance

In operating our tax risk management and governance processes, the Group has a formal tax risk management policy which defines levels of acceptable tax risks.

It is the responsibility of the Chief Financial Officer to keep the Board informed of all material developments relating to the Group's taxation position, especially financial or reputational risks that may arise. The Group Corporate Finance Director owns and implements our approach to tax and is responsible for ensuring that policies and procedures that support the approach are in place, maintained and used consistently around the world, and that the global tax team has the skills and experience to implement the approach appropriately. The Group tax team maintains oversight of compliance activities across the Group.

## 3. Tax planning and tax risk

The Group pursues a tax strategy with a proactive rather than reactive approach. This is governed by the following 4 principles:

- a. Absolute compliance with tax obligations;
- b. Enhancing shareholder value within the context of the business commercial operations whilst being compliant with relevant tax laws and regulations;
- c. Business partnering to optimise opportunities; and
- d. Controlling, mitigating and managing tax risks.

These parameters are consistent with the OECD recommendations for responsible business conduct in a global context.

The Group controls, mitigates or manages tax risk through:

- a. Strong compliance;
- b. Certainty of tax positions; and

**c. Sustaining good relations with jurisdictional revenue authorities.**

The Group will balance optimised tax planning with appropriate tax risk management by adopting valid and supportable positions. The Group will adhere to the OECD arm's length principle in transfer pricing matters to ensure the taxes paid in each jurisdiction reflect the economic reality of the Group's operations in that jurisdiction. Furthermore, any tax planning will be undertaken in the context of the commercial requirements of the Group as the commercial rationale is considered paramount in all transactions. Due consideration will also be had to the Group's reputation and brand and its directors legal and fiduciary responsibilities when considering tax initiatives. The UK Tax Policy is consistent with the principles under the Group global tax risk management policy.

#### **4. Relationship with Her Majesty's Revenue & Customs**

The Group is committed to working with Her Majesty's Revenue & Customs (HMRC) with the objective of establishing and sustaining positive relationships through cooperation, transparency and active engagement where appropriate. This is to enable an efficient and collaborative hearing of tax issues relating to the United Kingdom on a real time basis so as to minimise tax risks.

#### **5. Further information**

This tax strategy will be reviewed and updated annually and as required.