

BMW (UK) Limited

Stakeholder Engagement Statement

Financial Year Ended 31 December 2024

Stakeholder engagement is important to the company and the BMW Group as a whole. The BMW Group operates in a highly connected environment. Our products and services are used extensively throughout the UK, and we attract interest from, and are interested in, a diverse group of stakeholders. The views, decisions and actions of our stakeholders have a considerable impact on our business. Our Stakeholder Engagement Policy can be read at <https://www.bmwgroup.com/en/company/dialogue.html> on the BMW Group website.

Customers

The company's customers are BMW, MINI and BMW Motorrad franchised retailers, corporate customers, fleet businesses, government as well as both direct and indirect consumers. The company recognises that the fair treatment of customers is central to its strategy and the continuing success of its business.

The company operates with a franchised retailer network in the UK (the Retailer Network). The Retailer Network are key customers of the company and engagement with the network is vital to the success of the company. The company engages with the National Franchise Board, the body that represents the Retailer Network in the UK. There are periodic meetings between the main investors of Retailer partners and the Directors of the company to assist investors to understand the strategic direction of the company. A key part of communication with the Retailer Network is through what is known as the "Retailer HUB Portal", which is a communication platform used by the company to communicate with the Retailer Network.

Customers

The company's strategy is based on sustainable business relationships with our customers. The company seeks to re-invest for growth and innovation. The company is committed to continuous development of its processes to improve the overall customer experience and loyalty. For example, the company has a retailer incentive programme known as the 'Voice of the Customer' which focusses on delivering customer needs. Additionally, an e-Retail selling platform has been developed to allow customers to transact the entire vehicle purchase online. The company aims to become the natural choice for customers by providing personalised products and services. Emphasis is placed on developing the right customer service skills and attitudes, which are monitored and supported through training and via a cultural change programme. The company measures customer satisfaction continually and reports on it to the Customer Committee.

Employees

Our employees are the foundation of our success. Their professional qualifications and commitment are outstanding. In return, we offer attractive jobs, comprehensive opportunities for personal development and the opportunity to gain further qualifications.

Further details on how the company engages with its workforce are contained in the Employee Engagement Statement in the Directors' Report.

Suppliers

The company and the BMW Group as a whole, perceive our global supplier network as a major contribution to value creation, quality, and innovation, and hence to our success. Our collaboration with our suppliers is based on a mutual understanding of product and production quality, security of supplies, competitive prices, and innovation, as well as the continuous integration of our sustainability requirements. The BMW Group Policy "Antitrust Compliance", which establishes binding rules of conduct for all employees across the BMW Group aims to prevent unlawful restriction of competition.

Suppliers have a significant impact on our sustainability performance and the sustainable development of society. It is therefore essential that our partners fulfil the BMW Group Supplier Sustainability Standard, which requires compliance with internationally recognised human rights, as well as labour and social standards.

Further details on how the company engages with its suppliers can be found at <https://www.bmwgroup.com/en/sustainability/supply-chain.html> on the BMW Group website.

Government, Regulators and trade bodies

The company engages in regular exchange with HM Government and its various departments, UK and international NGOs, trade bodies and industry associations as well as universities and other stakeholders in academia. In dialogue with these stakeholders, the company wishes to build trust, understand positions, identify trends as well as build on and consolidate partnerships. The company engages with its regulators both at an industry level through trade associations for example the Society of Motor Manufacturers and Traders (“SMMT”) and at an operational level.

The company engages through the SMMT at a group level, as well as through subject-matter experts on individual topics, such as trade, vehicle regulation and harmonisation, and National Government topics such as the ZEV mandate, to put forward the BMW Group position.