



## **Code of conduct - dmcgroup**

Successful companies are characterized not only by outstanding products and services. A good service alone is not enough to be successful in the long term and influence customer purchasing decisions. A bad reputation or lack of reputation can jeopardize a company's success.

Therefore, sustainable business success requires more: lawful and compliant behaviour from executives, managers, leaders, and all employees. These behaviours build trust, credibility, reliability, and a strong reputation.

Integrity and personal responsibility for one's actions are also decisive factors. Together, these values form the value-based compliance culture of our company, which is a fundamental basis for our success. Business success does not stand above the law, and it does not stand above morality and integrity. How the dmcgroup achieves its successes is just as important as the success itself.

The Code of Conduct serves as a guide and combines the adherence to law and regulations with high standards of righteous behaviour.

In our cooperation with all our partners, we are united behind the following values:

### **Design intelligently**

We go all in. By fully tapping into the potential of creativity, technology, and emotion, we create unforgettable brand experiences for both large international brands and smaller ones that aspire to grow.

### **Move people**

We want to win hearts with our ideas. And through our work, create a positive impact in the lives of our customers and society as a whole. We know: Only those who touch people can move markets. That is why we want to excite, astonish, and surprise again and again.

### **Care deeply**

We build long-term relationships with our customers and employees and are happy to take responsibility for all dimensions of our business activities. We care. And we want to grow together, both personally and professionally.



## **dmcgroup – Code of Conduct**

Based on our brand values, we work according to the following principles and behavioral rules for cooperation within the company:

### **1. Respect and fairness**

All employees should treat each other with respect and fairness, regardless of gender, age, ethnicity, religion, sexual orientation, or other personal characteristics.

### **2. Communication and transparency**

Open and transparent communication is encouraged. Information should be shared honestly and completely to avoid misunderstandings and strengthen trust.

### **3. Integrity and honesty**

Employees should act honestly and with integrity in all business and work processes. Unethical behavior such as bribery, corruption, or fraud will not be tolerated.

### **4. Responsibility and sustainability**

Everyone is encouraged to act responsibly and support sustainable practices to protect the environment and conserve resources.

### **5. Collaboration and teamwork**

Collaboration and teamwork are encouraged. Employees should support each other to achieve common goals and create a positive working environment.

### **6. Protection of business secrets and confidential information**

Employees must protect the company's business secrets and confidential information. These should not be shared with third parties or used for personal purposes without proper authorization.

### **7. Data protection and confidentiality**

The protection of personal data of employees, customers, and partners is a top priority. Employees should adhere to all applicable data protection laws and company policies and ensure that confidential data is securely stored and processed.

### **8. Avoidance of conflicts of interest**



Employees should disclose and avoid any personal or financial interests that could conflict with the interests of the company. Decisions should always be made in the best interest of the company.

9. IT security and protection against cyber threats

All employees are required to follow the company's IT security guidelines, which include using strong passwords, regularly updating software, and reporting suspicious activities to the IT department. Access to company data must be protected, and unauthorized access must be prevented.

10. Use of company resources

Company resources, including IT systems, email, and the internet, should be used exclusively for business purposes. Personal use should be minimal and must not violate company policies under any circumstances.

11. Reporting violations

Employees should promptly report any known or suspected violations of the Code of Conduct, including security incidents and data breaches, to the security contact person.

12. Training and awareness:

The company will regularly conduct training and awareness programs on data protection, IT security, and ethical behavior to ensure that all employees are well-informed and can comply with the guidelines.

## **Criteria for selecting suppliers and external cooperation**

1. Ethical business practices:

Suppliers must demonstrate ethical business practices, including compliance with anti-corruption laws and the avoidance of conflicts of interest.

2. Environmental protection:

Suppliers should apply environmentally friendly practices and strive to minimize their environmental impact, e.g., by reducing emissions, waste management, and resource efficiency.

3. Working conditions:

Suppliers must provide fair and safe working conditions, including compliance with labor laws, avoidance of child and forced labor, and promotion of equal opportunity and non-discrimination.



4. Product quality and safety

Suppliers must adhere to high standards of product quality and safety and strive for continuous improvement.

5. Legal compliance

Suppliers must comply with all relevant laws, regulations, and standards that apply to their business and products.

6. Sustainability practices

Suppliers should implement sustainable business practices and demonstrate continuous improvement to minimize social and environmental impacts.

7. Transparency and reporting

Suppliers should be transparent about their business practices, supply chains, and sustainability performance.

8. Willingness to innovate

Suppliers should be willing to develop and implement innovative solutions that contribute to sustainability and efficiency improvements.

9. Local communities

Suppliers should take responsibility for the local communities in which they operate and promote positive social impacts.

10. Reliability and delivery capability:

Suppliers must be reliable and capable of fulfilling their contractual obligations regarding quality, schedule, and quantity.