



**RESPONSIBILITY –
SHARING IT TOGETHER?**
WE SIMPLY DO THAT.

BERENDSOHN





VALUES GUIDE US.

In the BERENDSOHN family, responsibility, integrity and a value-oriented management culture are among our cornerstones. Each of us bears responsibility not only for ourselves, but for the entire team.

Compliance is our top priority, because only together with our employees can we ensure that we always stay on the right course. Respect, trust and value-oriented cooperation characterise our relationships - whether among colleagues, business partners or managers.

Our guiding principle is clear: we do not tolerate violations of the law, harassment or discrimination. Instead, we rely on standards, clear rules and open cooperation. Every employee should feel confident to address problematic issues and find solutions together.

Together, we can achieve great things! Each individual is called upon to take responsibility and actively live our values. Only in this way can we create a culture of respect and integrity that makes our actions successful and guarantees harmonious cooperation.

Astrid Schulte
Chairwoman of the Executive Board

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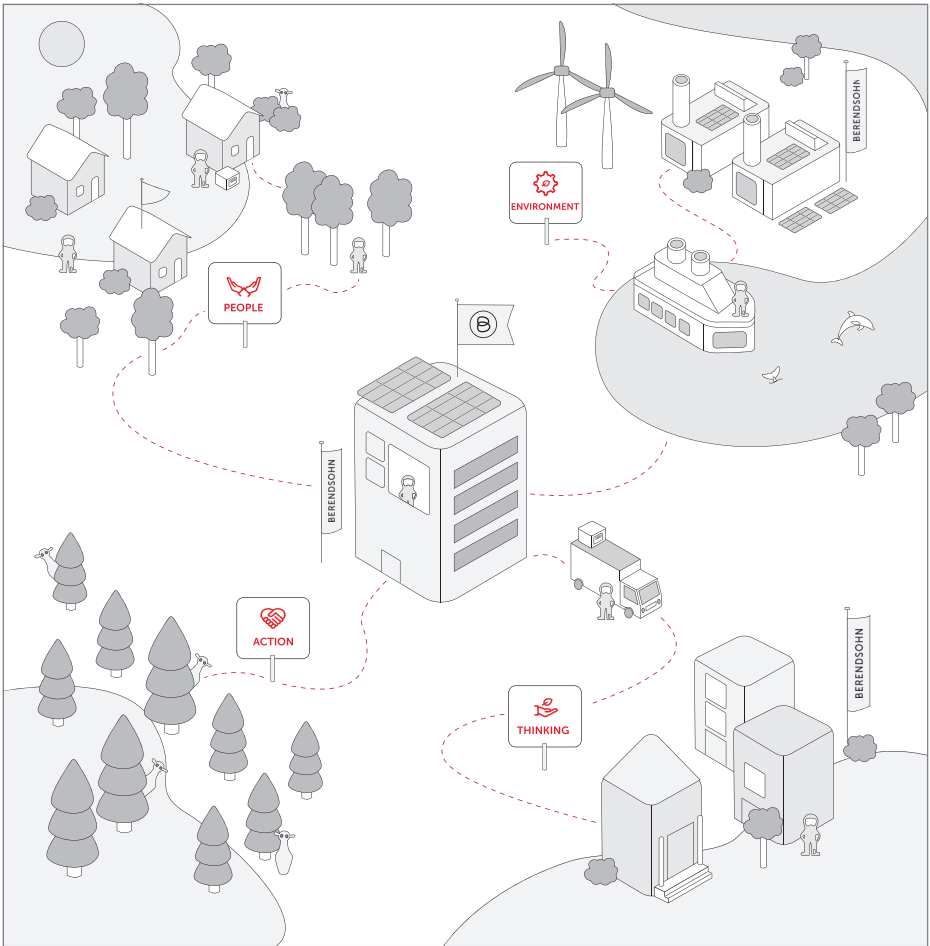
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LIVING RESPONSIBILITY

OVERVIEW OF VALUES

As a company, we bear a great responsibility – not only for our own success, but also for the people and the environment around us. A culture of respect and integrity forms the foundation of our actions and enables us to be successful. These standards are deeply rooted in our corporate philosophy and have a decisive influence on our internal processes and standards. We are proud to contribute to a better world and are committed to sustainable and responsible action.

OVERVIEW:



OUR

CONDUCT GUIDELINES

- We strictly adhere to applicable laws and are committed to treating each other with respect, trust and appreciation. Harassment, insults or discrimination will not be tolerated.
- Respect for human rights is of central importance to us, and we expect the same from our employees and business partners.
- We manage our company in a value- and strength-oriented manner, as well as transparently, with a clear focus on the personal development and solidarity of our employees.
- We act responsibly when dealing with company property and the resources made available to us.
- Health and safety at work and fair working conditions are firmly anchored in our corporate culture.
- Personal data is handled carefully and confidentially in accordance with legal requirements.
- Protecting the environment and acting sustainably are essential components of our corporate responsibility.
- Our products are developed, produced and sold in accordance with strict safety criteria ACT.



»WE STAND
FOR **INTEGRITY**
AND HONESTY IN
ALL OUR ACTION.«





SECURING THE FUTURE

THE FOUNDATION OF OUR SUCCESS

Our VISION



Value-driven for a strong future.

We understand the challenges and needs of small businesses and the self-employed, because as a family business, we have been working alongside our customers for 190 years and share their values. Against a backdrop of growing technological and social change, we support you in your transformation to ensure your long-term success and thus strengthen the economic backbone of our society.

Our MISSION



As the best partner committed to our customers.

We have made it our mission to actively be the best partner in all matters relating to analogue and digital visibility. Our passion is to solve challenges effectively and individually.

Our VALUES



What drives us? The power of our values.

We are proud of our values, which determine our behaviour and secure the foundation of our success. We are also always open to new ideas and see ourselves as one of the leading providers in our industry. Thanks to our many years of experience and adaptability, we can always respond to the changing needs of our customers.



Our

VALUES



CONSTANT IMPROVERS CUSTOMER-CENTRIC

We are not only there when our customers need us – we are there much earlier!

Successful entrepreneurs are faster or better than everyone else. At BERENDSOHN, we help with both! By being well prepared, always proactive and damn good listeners. This enables us to deliver individually tailored solutions – and simply very good marketing.

INNOVATION SCOUTS-EXCEPTIONAL

Those who wait for trends are already lagging behind.

BERENDSOHN is always proactively on the lookout for innovations, trendsetters and what our customers really need and solves customer problems. So that a good idea rides the wave instead of lagging behind. Our credo: Stand out positively, be first, stay in mind.

PROMISE KEEPERS RELIABLE

Trust is good ... period.

Call back, listen, be reliable. Be personally interested in the success of your customers; inspire them with ideas and tips without being asked. Stand by what you say. For many, these may be added values. Not for BERENDSOHN. For us, this is simply normal.

STRENGTH ENABLERS EXPERIENCED

„Experience is the best teacher“

The history of BERENDSOHN goes back over 190 years. Anyone who has been around for that long knows how to adapt. Knows crises. Knows how to learn. And knows the opportunities that come with it. This wealth of experience has made us alert, adaptable and far-sighted! We know better than anyone else what works and how. And we are only too happy to share this knowledge with our customers.

PASSION FOR LIFE SUSTAINABLE

Reaching hearts and supporting people with our products and services in the long term is our mission.

That's why our products, just like their materials, our service and our customer loyalty, are simply sustainable! We care about the environment and sustainability in all aspects. And to ensure that this remains the case, we address each of these points with the aim of creating added value that everyone simply loves and keeps.

OPEN-MINDED CURIOS BY NATURE

One thing we can say with certainty: Everyone who works here is chronically curious!

This curiosity not only ensures a constant stream of new and innovative products and measures but also processes and ideas that go beyond the existing. This is linked to the courage to implement them. Only in this way can we be sure that we will remain strong and successful in the future.

»At **BERENDSOHN**,
we value strong team
connections and
collective commitment.«



EQUAL OPPORTUNITIES

THE BERENDSOHN CODE OF CONDUCT

OUR RESPONSIBILITY TOWARDS PEOPLE

We unconditionally stand for the freedom and equality of all people. Diversity and variety are essential components of our corporate culture. Through diversity, we promote human coexistence, innovative strength and the economic success of our company. Equal opportunities, mutual trust, respect, recognition and cohesion characterise our culture and values. We consistently and decisively prevent discrimination of any kind.

Every employee is treated equally, regardless of gender, age, skin colour, national, social or ethnic origin, sexual identity, physical integrity, religion or world view. We expect all employees to respect the dignity, privacy and personal rights of each individual at all times. Managers and senior staff are aware of their special role as role models. We strictly reject and punish any form of abuse of power.

Specifically, we understand problematic behaviour to mean:

Discrimination occurs when someone is devalued, disadvantaged or belittled on the basis of gender, gender identity, physical or mental impairment, racist motives, external cultural characteristics, name, origin, nationality, religion or worldview, social background, age, physicality, sexual orientation or identity, or political convictions. Discriminatory behaviour can occur verbally or in writing or through other actions and can take place both in the presence and in the absence of the person concerned.

Sexual harassment according to the AGG occurs when one-sided sexually determined behaviour is unwanted. This harassment can be verbal, non-verbal, physical, online or offline and directed at any person.

Specifically, harassment includes the following behaviours:

- Non-consensual physical contact
- Suggestive and sexualised comments, jokes or gestures
- Derogatory comments about the body, sexuality or sexual orientation
- Demands for sexual attention
- Promising advantages in exchange for sexual favours or directly/indirectly threatening disadvantages for refusing sexual favours
- Displaying and distributing pornography
- Forcing or attempting to force sexual acts by means of violence or threats of violence.

Bullying occurs when those affected are treated with hostility, harassed or discriminated against by team members or superiors.

Abuse of power occurs when delegated responsibility is not exercised conscientiously, attentively and ethically.



Racism occurs when people are discriminated against, treated unequally, excluded, restricted, or their supposed or attributed ethnic, national or religious origin or affiliation, and/or this unequal treatment has the aim or consequence of degrading or stigmatising people. Racism is not only a matter of individual behaviour, but also a matter of social structures and systems.

We are committed to complying with the Code of Conduct:

All employees of the company are required and obliged to actively promote the implementation of the principles of our Code of Conduct. Individuals who feel affected by violations of these principles have the right to contact various points of contact. These include their supervisor, the works council, the human resources department and the executive board. Victims of discrimination or sexual harassment also have the option of contacting another confidant of their choice. Employees who witness violations of the principles of equal treatment can also lodge a complaint with the appropriate authorities without fear of reprisals. Violations of the Code of Conduct may result in sanctions being imposed in accordance with the works agreement after thorough investigation.

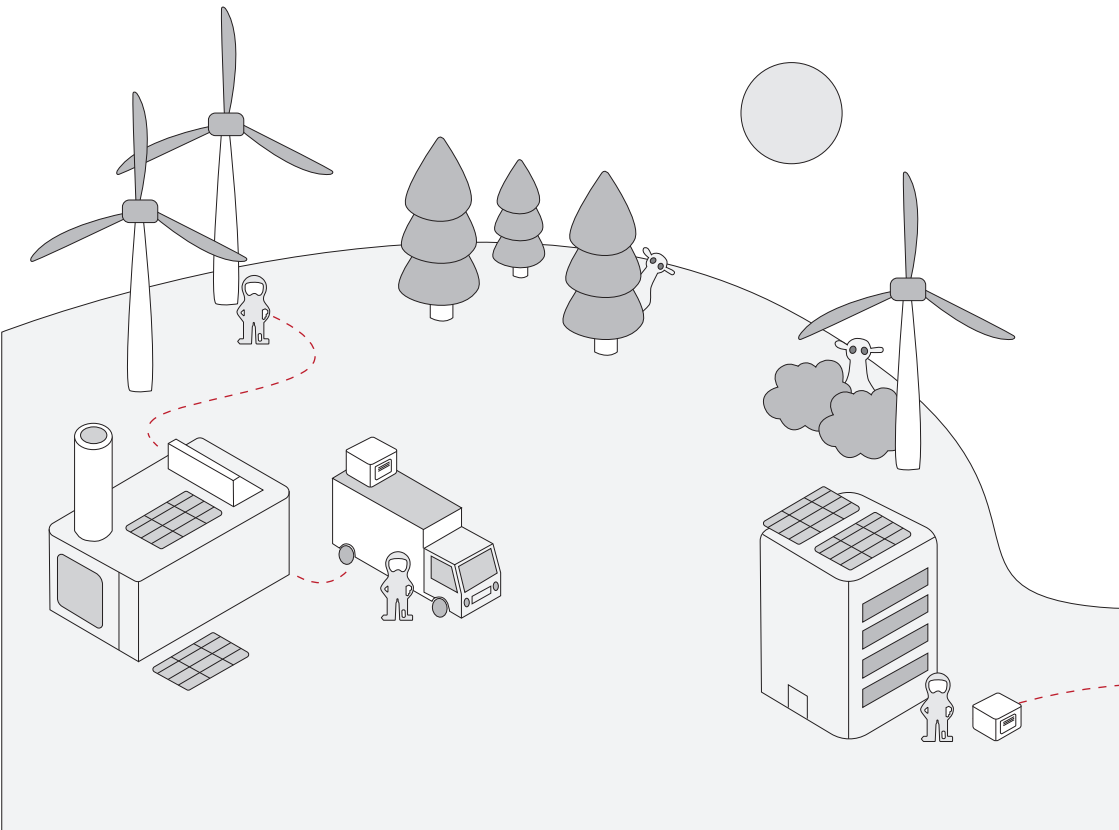
OUR RESPONSIBILITY TO THE ENVIRONMENT

We firmly believe that shaping the future requires the commitment of us all. From the very beginning, we at BERENDSOHN have placed a high priority on sustainability for ourselves and our products. For us, sustainability means longevity, appreciation and transparency – values that must shape both our business activities and our interaction with our natural and social environment.

We have defined clear goals to implement this strategy. These include converting our product range to 50% sustainable products by 2025 and 60% by 2027. We have introduced strict criteria and processes to review and evaluate the sustainability of each of our products.

Sustainability means creativity right from the start.

When developing new products, we take into account all factors that influence sustainability. This includes aspects such as the durability of a product, the possibility of multiple use, the use of renewable or recyclable materials, the reduction of packaging material, and the optimisation of transport routes and means from the manufacturers to BERENDSOHN.



We also measure ourselves against energy saving and resource conservation in our own production and manufacturing processes. That is why we believe that the best packaging is the kind that is not needed in the first place. At BERENDSOHN, we therefore avoid unnecessary packaging material wherever possible. And if packaging is unavoidable, it should ideally be reusable multiple times. We also use ecological packaging materials such as biofilm, which is 100% organic. Grass paper shipping boxes also contribute to a better ecological balance, from which we all benefit. Our suppliers at BERENDSOHN are also part of this commitment to a more sustainable future.

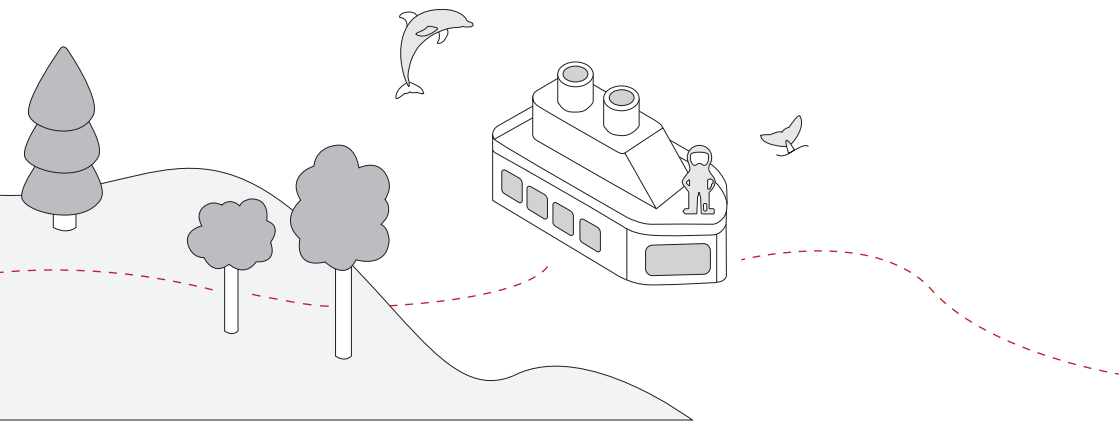
Sustainability means wanting a little more every day.

Good intentions and goals alone are not enough. If you really want to make a difference, you have to put them into action. To achieve our goals, every department, every division and every employee lives our strategy. Sustainability can only be achieved together. And so very single employee contributes to our goal:

- Waste separation
- Daily light/heating/window checks to prevent energy waste
- Water dispenser/sparkling water maker connected to the mains water supply
- Only FSC-certified paper for printing and copying
- 'Double-sided printing' as the default setting on all printers
- Use of public transport subsidised by the company
- Subsidies for e-bikes and brokerage through leasing partners
- No capsule coffee machines
- Central collection point for old batteries and rechargeable batteries
- Use of green electricity

In addition, we have a sustainability specialist who is available as an internal and external contact person and whose task is to bundle and keep track of the individual projects of the departments and details in the interests of the entire company. He is also happy to answer your questions and suggestions.

Detailed information on our sustainability strategy and the specific measures we are taking to achieve our goals can be found online at
Italy: <https://www.berendsohn.it/sostenibilita/>
Netherlands: <https://www.berendsohn.nl/over-ons/duurzaamheid>
Denmark, Norway, Sweden: <https://www.berendsohn.dk/baeredygtighed/>





OUR RESPONSIBILITY TO THE **COMMUNITY**

In addition to economic and environmental aspects, social factors are of particular importance to us at BERENDSOHN. This is because social responsibility is at the heart of sustainability for us. We support social projects and work with workshops where people with special needs refine our products.

We integrate refugees and migrants into our team on a long-term basis, offer jobs and promote relevant projects. Diversity, appreciation and solidarity characterise our corporate culture. Through diversity and the promotion of strengths, we drive innovation and have kept our company successful on the market for 190 years.

Family, health and safety

As a family business, we understand the importance of family and the need to balance family and career. We are proud to have received the Hamburg Family Seal, an award for particularly family-friendly companies that pursue sustainable, family-conscious personnel policies. We enable our employees to flexibly adapt to their respective family needs through flexible working time models and remote work, while at the same time engaging and fulfilling themselves professionally.

Health and safety in the workplace are our top priority. Regular occupational safety checks, in-house health measures such as yoga, massages and vaccinations, as well as fresh fruit and free water and drinks are just as much a part of our offering as an in-house coach who is available as a contact person for the mental health of our employees.

FOR FAIR COOPERATION

RULES AND CONSEQUENCES

In order to bring the Code of Conduct to life, we expect every single employee to behave in accordance with the principles and established rules. Violations or disregard of the rules can have serious consequences for both the individual and the company. At BERENDSOHN, this is not tolerated in any way, regardless of position or reputation. We investigate and punish allegations in accordance with the statutory provisions and the established code of conduct. The code of conduct is available to all employees at any time.

In order to effectively combat abuse or misconduct, BERENDSOHN has commissioned an external service provider to set up a whistleblower hotline. This gives our employees and business partners the opportunity to report discrimination or violations of compliance rules via an anonymous channel. Our whistleblowing system meets all requirements in terms of information security and data protection and ensures that the identity of the whistleblower is protected.

At the same time, we support and encourage all our employees to report violations that they observe or experience as uninvolved persons, provided that this is reasonable for their own well-being. Open and transparent communication is central to BERENDSOHN for the benefit of every employee.

We expect our managers to provide clear, appreciative leadership that focuses on the strengths of our employees, provides regular and supportive feedback, and continuously develops through participation in leadership training and coaching. We require our managers to have a fundamental attitude towards transformation and working in agile structures.

The active participation of all employees is crucial to the implementation of our Code of Conduct. Only by uncovering misconduct can we take the necessary measures to remedy it.

OVERVIEW OF ALL CONTACT POINTS

EXTERNAL:

Anonymous whistleblower hotline: <https://berendsohn.integrityline.com/>
Federal Anti-Discrimination Agency: www.antidiskriminierungsstelle.de

INTERNAL:

Chairwoman of the board Astrid Schulte
Works Council Nicole Schadewald
Human Resources Ruth Dewitz

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