

A misty, mountainous landscape with dense evergreen forests. The scene is shrouded in low-hanging clouds and fog, creating a serene and atmospheric setting. The trees are dark green, and the mist is a soft, greyish-white.

Brand ID Oy Ethical Code of Conduct





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1 CEO's greeting

Everyone's actions and thinking are guided by values, which are the basis for our everyday decisions and choices. As a company, our responsibility and ability to influence are significant in how we implement thinking and actions that are consistent with our values. Even though we are responsible, we can always improve and make sure that we do a little better tomorrow.

Responsible and ethical operations are part of our daily way of treating colleagues, customers and partners. I personally and our company are fully committed to this, and we hope that you are, too!

This Code of Conduct provides us with guidance on how we treat each other as colleagues, and how we interact with customers, vendors, partners, communities, and authorities. Together with our strategy, this Code of Conduct unites us across our different locations and cultures.

I hope that each of us acts in a way that we can always be open and honest about. Our operations are extensive, and therefore we must remember to act responsibly in all our operations with different stakeholders. Despite good guidance, it is impossible to cover all situations in one guideline. One wrong choice can cause significant reputational risk for any company, and leave a long-lasting negative impact. Therefore, I ask that you carefully read and adopt our Ethical Code of Conduct.

Also discuss with your colleagues how the Code of Conduct can be taken into account in your daily work. Remember to speak up if you believe our Code of Conduct, procedures, or regulations are being violated.

When we act together in accordance with our high ethical standards, we build a world where people, businesses and nature thrive together. Thank you for acting responsibly.



2 Our operating procedure

The Ethical Code of Conduct describes the basic ethical requirements that we always adhere to.

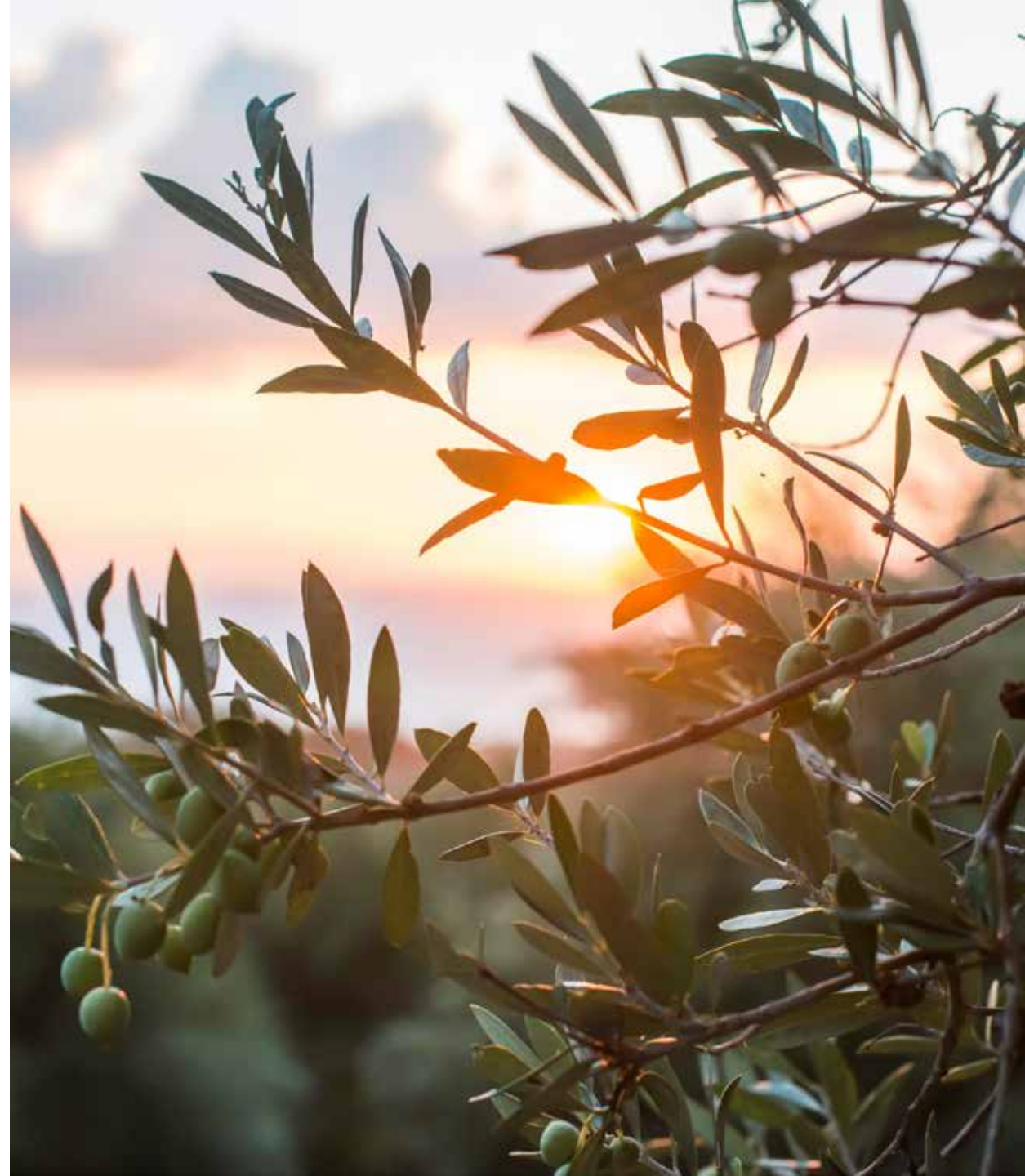
Brand ID Oy is committed to national and international laws and regulations in all its operations. In addition to complying with the law, we adhere to the highest ethical business principles.

Brand ID's Code of Ethics is based on various international agreements and defines the principles by which we conduct business and treat each other.

The Code of Conduct defines the ethical principles that all Brand ID employees, board members, representatives, affiliates and suppliers are expected to follow.

Brand ID employees must comply with laws and official regulations related to, for example, employment, competition law, anti-bribery measures, environmental protection, and occupational health and safety.

Failure to comply with laws and regulations has serious consequences, both legally and for our reputation.





3 Human rights and working conditions

We are constantly developing our operations, one step at a time. Every member of our team is valuable, and together we take care of each other.

We act fairly, respecting human rights and the rights of our employees. We do not accept discrimination, oppression, child labor, or forced labor.

We comply with all applicable national and international laws regarding freedom of association, union-related activities, working hours, wages and payment of wages.

3.1 Human rights

We value every employee, and every team member is an important part of our organization. We are all responsible for ensuring that Brand ID's work culture is positive and respectful.

Diversity, equality and inclusion are our core values. We promote these principles to ensure fair treatment and equal opportunities in recruitment, remuneration, development and career advancement.

We value diversity and adhere to equal treatment regardless of race, religion, political belief, gender, age, social or ethnic origin, native language, gender identity, marital status, disability, physical characteristics or any other factor.

We do not tolerate harassment, bullying, oppression, abuse, sexual harassment, corporal punishment, exploitation, mental coercion, physical coercion, harmful or threatening treatment directed at third parties or Brand ID personnel. Threatening such treatment is also strictly prohibited.

3.2 Labor rights

We respect the rights and freedoms of our employees to organize and bargain collectively.

Brand ID does not use or tolerate child labor under any circumstances. We do not cooperate or enter into contracts with suppliers or subcontractors that use child labor.

We comply with regulations regarding the protection of minors.

Brand ID does not use or tolerate forced labor under any circumstances. We do not cooperate or contract with suppliers or subcontractors that use forced labor. In addition to forced labor, slave labor, debt bondage, and involuntary labor by prisoners are prohibited.

All employment relationships are voluntary and the employee always has the right to terminate the employment contract with a reasonable period of notice.

3.3 Occupational health and safety

Our work environment is healthy and safe for employees. The employee is not exposed to conditions at the workplace that may pose a risk to his or her physical or mental health. Brand ID ensures that the employee is properly protected against such circumstances. Brand ID also protects employees from occupational health risks caused by hazards independent of physical factors.

We prevent, monitor and report the occurrence of work-related accidents, incidents, health hazards and illnesses.

Employees are encouraged to report accidents and illnesses, incidents, health hazards, and potential hazards.

The goal of safety operations is to protect people, property and the environment from accidents and damage, and to ensure smooth operations.

The level of occupational safety is assessed as part of safety rounds and internal audits.

Safety risks to operations are assessed and monitored regularly, and our working environment complies with safety requirements.

We are committed to ensuring the safety and well-being of our personnel by investing in maintaining and promoting work capacity, occupational health care, and the functioning of the work community. We report and investigate incidents and accidents, and learn from them.



4 Our business principles

We operate openly, honestly and ethically.

We value transparency in all business transactions and compete fairly. We are committed to transparent and responsible business practices.

We comply with the legislation applicable to our operations and require the same from all our business partners.

4.1 Conflicts of interest

It is important for all employees to act in the best interests of the organization. This means that we must not promote the interests of competitors or other parties that may conflict with Brand ID's interests.

A conflict of interest may arise if an employee prioritizes personal interests in a way that threatens the credibility of Brand ID or the prerequisites of the business. For example, prioritizing family, friendships, or financial benefits can impair an employee's decision-making ability or performance in recruitment, procurement, or bidding processes.

4.2 Corruption

Our operations at an international level bring with them the risk of exposure to criminal practices that may affect or exploit our business. We expect our employees to be vigilant against all forms of criminal activity, especially fraud and money laundering attempts.

Brand ID employees must report any incidents that may indicate crimes or criminal schemes.

Such cases include, for example:

- Fraud
- Misrepresentation of financial statements
- Abuse of power
- Offering, giving, promising or receiving improper benefits
- Making payments to expedite administrative procedures, including using a third party to obtain personal benefits

We strive to prevent these situations and ensure that everyone is aware of our guidelines.

We expect all our employees to participate in required training and act in accordance with instructions.

4.3 Bribery

Brand ID does not directly or indirectly offer any payment or other compensation to anyone in order to obtain or retain business, or gain an undue advantage in its operations.

Brand ID does not directly or indirectly request or accept any payment or other compensation from a third party that could affect the objectivity of the supplier's business decisions.

We never accept or offer gifts that could be considered inappropriate or that could damage our reputation or undermine trust in our company, our employees or our business partners.

We do not accept or offer gifts that exceed what is considered reasonable in business. Monetary gifts, such as cash or securities, are strictly prohibited. These rules also apply to the provision and reception of hospitality.

5 The environment

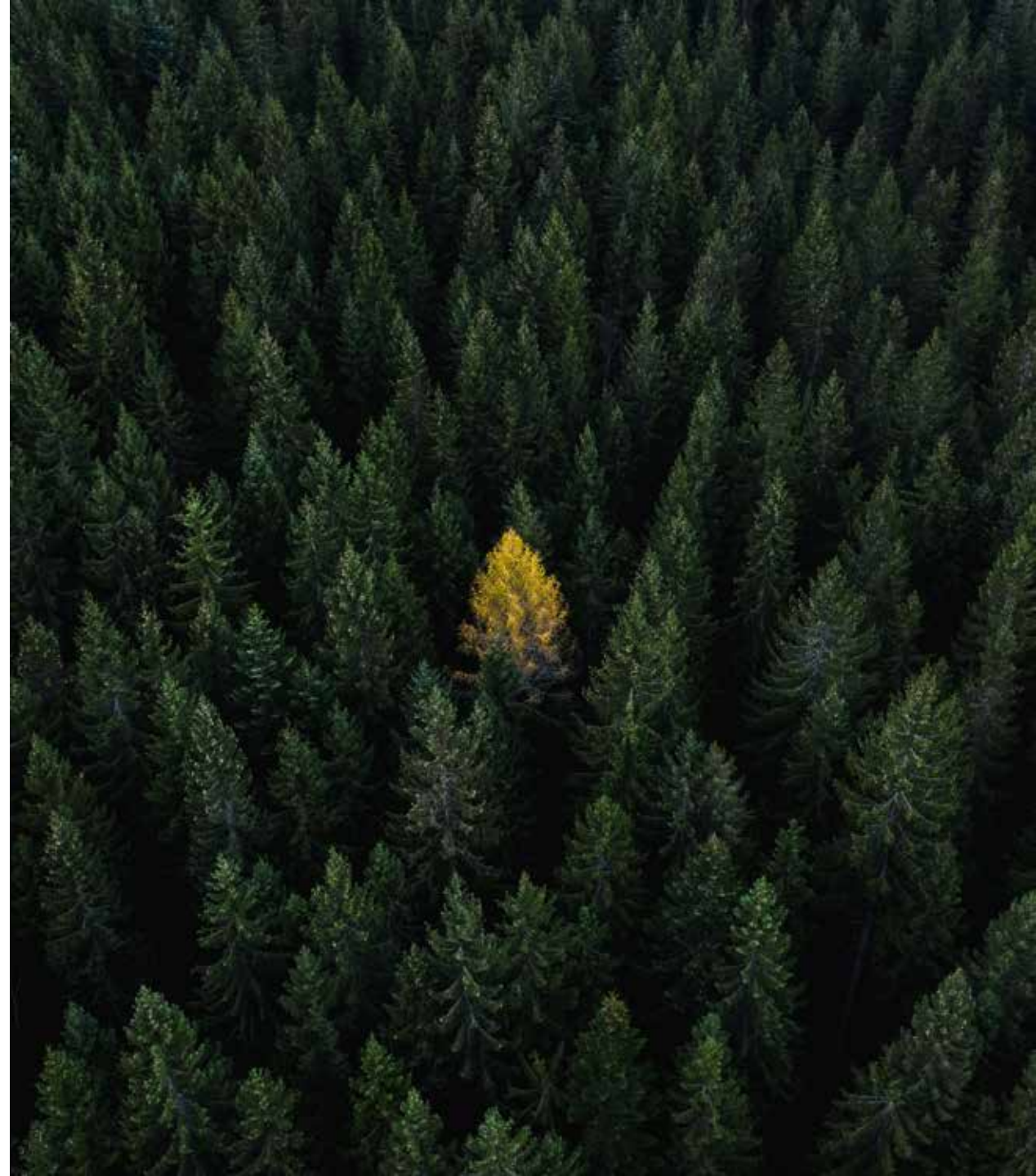
We strive to follow environmentally friendly business practices and want to reduce the environmental impact of our operations.

We want to minimize our environmental impact, reduce our emissions and consume less in relation to the amount we produce.

We strive to do things right the first time because we believe this approach is the key to a more sustainable future. Doing it right the first time reduces material waste and energy consumption, which is vital for conserving natural resources.

We train, guide and encourage our entire staff to develop the working environment and to act in an environmentally responsible manner. We comply with the environmental obligations that are binding for our operations.

Brand ID obtains and maintains all environmental permits and registrations necessary for its operations and complies with their requirements.



6 Reporting violations

We support each other and raise concerns if we observe inappropriate practices in our company.

Actions that are not in line with Brand ID's Code of Conduct can cause significant reputational damage and undermine stakeholder trust in our company.

Failure to comply with our ethical principles can lead to business risks, such as financial losses, deterioration of customer relationships, and possible legal consequences.

Additionally, inappropriate behavior can affect employee motivation and well-being, which in turn weakens the unity and effectiveness of our team.

It is the responsibility of each business partner and network member to report any concerns regarding our operations or potential ethical violations to their Brand ID contact person.

We also have an ethical reporting channel, through which Brand ID employees and partners can safely report suspected abuse or other unethical behavior.

Open communication and collaboration are key factors in maintaining an ethical culture. Every report of violations or suspicions is an important step towards better business practices.

Together, we want to build an environment where ethics and trust flourish, which in turn promotes the sustainable success of Brand ID and all of our stakeholders.



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2025 | FI

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WE MAKE YOUR BRAND VISIBLE