

Code of Conduct

Norelco's values-based ethical principles form the foundation for all Norelco practices and guidelines. Our values are important because they guide our attitudes, behaviours and decision-making.

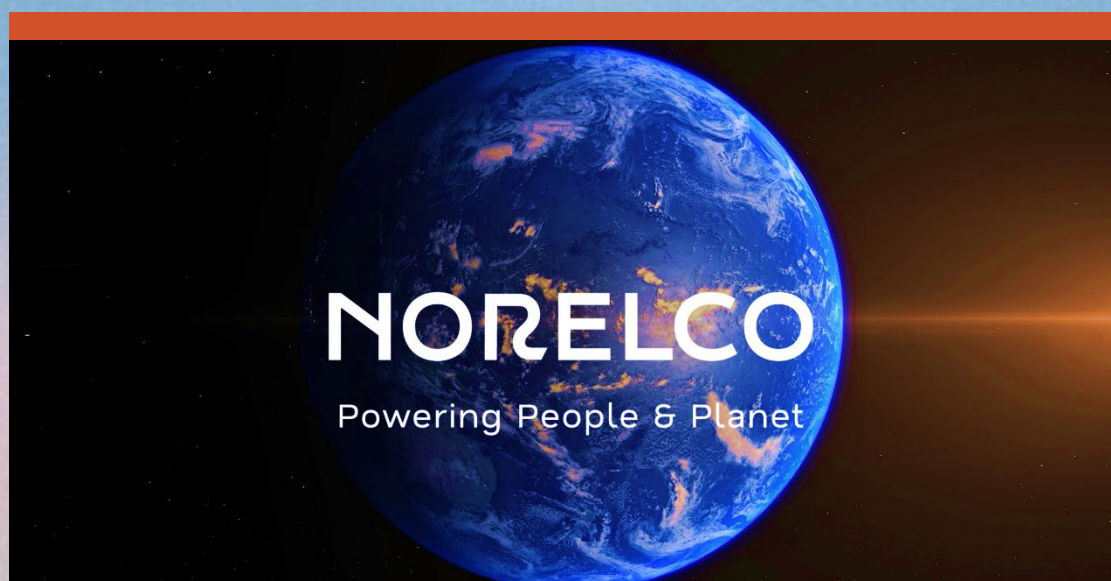
The Code of Conduct guides us to make the right decisions and act responsibly every day. It describes how we are expected to behave at work and when interacting with one another and with our stakeholders.

We take the Code of Conduct seriously because we care about our employees and our company, and because breaches can have serious consequences. Violations of the Code may damage our reputation and weaken the trust that our employees, customers, suppliers and other stakeholders place in us. Therefore, we always investigate suspected breaches and respond appropriately.

The Code of Conduct also applies to part-time employees, trainees and agency workers. Management and supervisors have a particular responsibility to act in accordance with the Code. Please remember that you may also be seen as representing Norelco as a private individual outside of work, for example at trade fairs and on social media.

However, no code of conduct can cover every possible situation or explain in detail how to act in every circumstance. You should therefore use your own judgement and seek guidance when needed.

If you observe unethical behaviour, you should intervene where possible and report any suspected breaches to your line manager or to company management.





We genuinely care about our employees

Norelco's success is built on a genuine commitment to caring for its employees. We believe that employee satisfaction enhances customer satisfaction and, in turn, business performance. We maintain a strong family business culture in which people are treated as individuals and high employee morale is valued.

Our goal is to ensure long-term employee commitment by encouraging our people to develop their skills and to apply for more challenging roles within the company when opportunities arise.

We place great importance on the wellbeing and safety of our employees and share responsibility for them together. Our goal is zero workplace accidents, and we continuously develop our safety practices to achieve this. We report any unsafe working methods, incidents and conditions we observe to our supervisors.

We treat each other with respect

We treat each other equally, courteously and with dignity and respect, regardless of gender, age, native language, ethnic origin, religion, disability, sexual orientation or position within the company.

We do not tolerate any form of discrimination, bullying or belittling. Physical or psychological violence, including threats, harassment or similar behaviour, is not accepted. Together, we create a positive working environment where it is psychologically safe to work. We act appropriately in all situations in accordance with workplace rules and standards. Norelco supervisors will take immediate action if they observe behaviour that is not tolerated.

We are open and honest

We discuss any concerns with our supervisors appropriately, openly and honestly when they arise. We aim to focus on the positive in our working environment, as unnecessary negativity weakens the workplace atmosphere. We make realistic commitments and keep them. If fulfilling a commitment becomes impossible, we communicate this without delay.

We provide high-quality products and services

The quality of the products, services and solutions we offer is an essential part of our business and a matter of pride. Quality is a core element of our daily operations, and we value feedback from our customers as it enables us to improve. Each of us is responsible for delivering a high-quality customer experience through our own work.

We are a reliable partner

Trust is the foundation of everything we do, and it must be earned every day. We build trust by always keeping our promises. This applies to the quality, features and pricing of our products, as well as our level of service. We do not discuss prices or pricing principles with competitors.



We safeguard data protection

We respect the privacy of our stakeholders and do not disclose confidential information entrusted to us. All Norelco employees must treat information relating to customers or Norelco as confidential unless they are authorised to disclose it. We expect our employees to comply with this requirement even after their employment has ended.

Employees must respect the privacy of their colleagues and customers when processing personal data. Anyone with access to customer or Norelco personal data must handle such information with care and in accordance with Norelco's GDPR policies.

We take responsibility for the environment

It is natural for us to consider environmental matters in everything we do. We strive to find ways to save energy, reduce waste and inefficiencies in our operations, and provide sustainable products and services. At Norelco, everyone is responsible for working in an environmentally sustainable way. If we observe environmentally hazardous situations, we report them to our supervisor.

Avoiding conflicts of interest

A conflict of interest refers to a situation where personal interests may conflict with the interests of the company or call into question your impartiality or professional judgement. This may relate to ownership interests, board memberships or management positions, or to family or personal relationships.

We must avoid situations that could give rise to conflicts of interest, as decisions affecting Norelco must always be made in the best interests of the company. You must inform HR if you are aware of family members or close associates working for Norelco's suppliers or competitors.

You must never engage in business activities that compete with Norelco's operations. Secondary employment and external assignments (such as board memberships) must be reported to HR in writing.

We comply with laws and regulations

We are committed to complying with all applicable laws and regulations wherever we operate. Key areas include occupational health and safety, employment, privacy, anti-bribery, competition, marketing, environmental protection, product safety, sanctions and anti-money laundering.

Employees are expected to be familiar with and follow the laws, regulations and company policies relevant to their work. We do not tolerate bribery or corruption. We do not offer, give, request or accept bribes or any other improper benefits under any circumstances.

We respect employees' rights

At Norelco, we respect nationally and internationally recognised human rights in all our operations. We do not accept violations of human rights or labour laws in any part of our supply chain.