

Code of Business Conduct

Versuni

We dare with purpose and stand up for what's right

I apply the highest quality and integrity standards to my work.

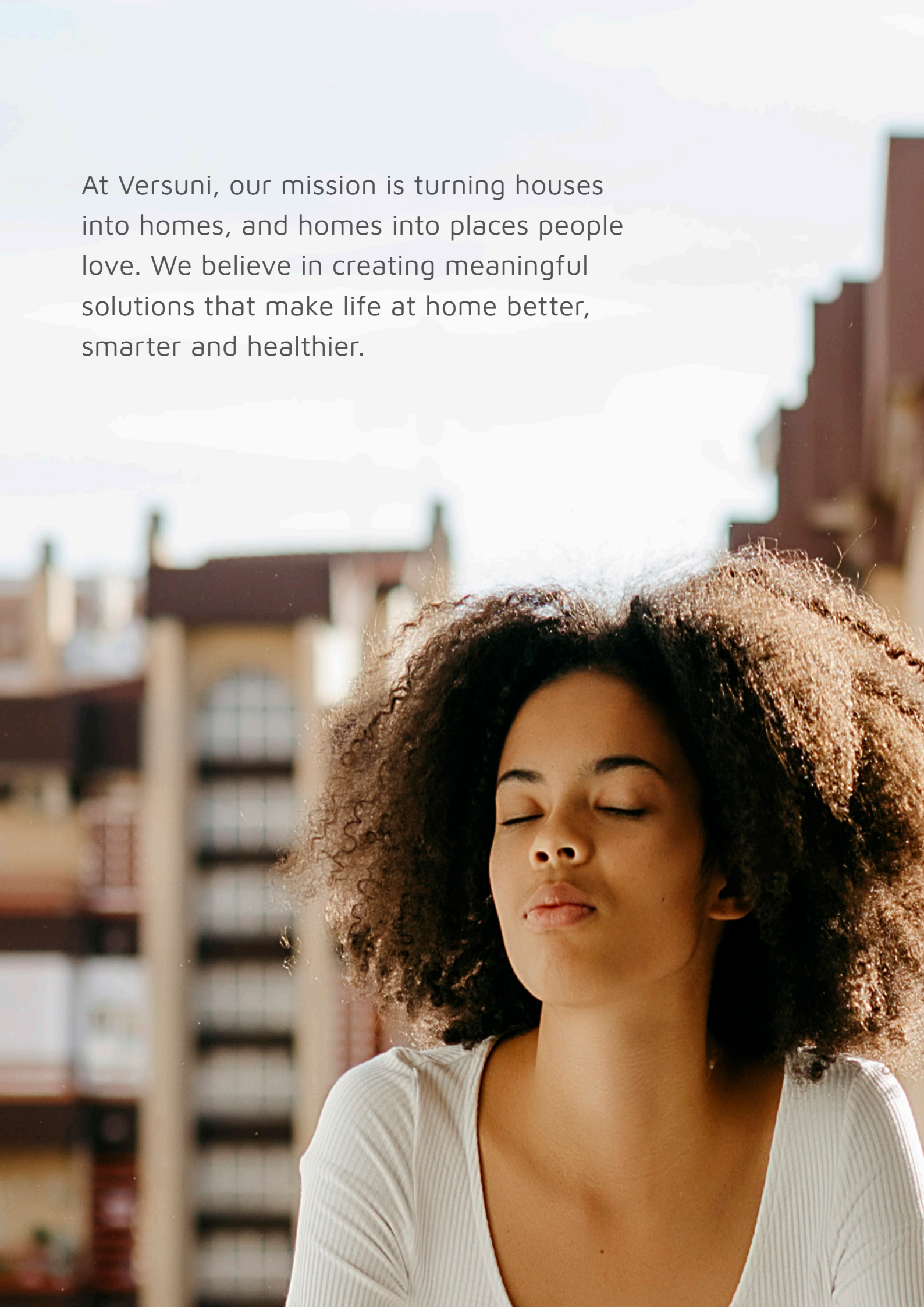
I always act in compliance with laws and regulations and I adhere to the Versuni Way of Working.

When quality issues arise, I take action to improve.

I speak up when I observe non-compliance by others.

I have a role in protecting our planet and pledge my continuous commitment to sustainability.

At Versuni, our mission is turning houses into homes, and homes into places people love. We believe in creating meaningful solutions that make life at home better, smarter and healthier.



Our consumers and customers are at the heart of our strategy. We aim to improve the lives of people at home through meaningful innovations, with the goal of making Versuni the partner of choice. We apply the Versuni Way of Working to ensure we deliver with speed, quality and integrity. In essence, our performance is determined by our culture, and our culture is defined by our behaviors: We grow with happy customers, We work together with joy and We dare with purpose.

Our standard of integrity

Our Code of Business Conduct provides the solid foundation that enables us to establish and secure our trustworthiness as an employer, supplier, business partner and partner in society. It sets the standard for acting with integrity at Versuni. It governs all our decisions and actions throughout the world and applies equally to our group actions and to our conduct as individuals.

We should all be aware of the importance of delivering high-quality products and services. In doing so, increasingly, we are leveraging digitization. Protecting information, whether it concerns our own information or data entrusted to us, is a crucial aspect for our future success.

Our people need trust to succeed. Trust starts with a fair working environment, and that in turn lays the basis for high-value, long-term relationships with business partners and other stakeholders.

Our shared responsibility

I expect everyone at Versuni to engage in open dialogue, dare to question and stand up for what's right. We not only need to know and understand our Code of Business Conduct, we need to live it every day – and speak up or seek guidance when we are in doubt. Daily pressures should never stop us from acting with integrity or holding each other accountable when we feel that we are not acting in line with the Code of Business Conduct. Failure to act in line with the Code of Business Conduct can have very serious consequences for Versuni and individuals involved.

I am counting on you to put the Code of Business Conduct at the heart of our business. Only then will we be able to grow Versuni responsibly and sustainably and improve the lives of people at home through meaningful and sustainable solutions, of which we can all be proud.

Henk Siebren de Jong
Chief Executive Officer

Our commitment is to always do what is right. While pursuing our business objectives, we aim to be a responsible partner in society, acting with integrity towards our consumers, employees, business partners and investors, as well as the wider community in which we operate.

To our consumers

We are committed to improving people's lives through meaningful innovation. This means fulfilling our consumers' unmet needs and expectations through an unrelenting focus on quality and sustainability. We seek to maintain an ongoing dialogue with our consumers. We are committed to listening to and learning from them, so that we can design and deliver the solutions consumers really want and need with speed, quality and integrity.

To our employees

People are our greatest asset. We value our employees and we encourage them to further their own personal development and make full use of their talents. We foster a healthy, safe and productive work environment and an open and inclusive atmosphere in which fair employment practices extend to every member of the diverse Versuni community. We hold each other accountable to always do what is right.

To our business partners

We pursue mutually beneficial long-term relationships with our business partners. We award business to partners who are committed to acting fairly and with integrity and who observe applicable laws.

To our investors

We are committed to conducting our business in accordance with internationally accepted standards of good corporate governance and to providing, if and when required, timely, regular and reliable information about our activities, financial position and performance.

To the wider community in which we operate

We support and respect human rights and strive to prevent our activities causing or contributing to the destruction of any of these rights. Consistent with our commitment to sustainable development, we do all that is reasonable and practicable to minimize any adverse effects of our activities on the environment.

Integrity at work



1.1 Fair employment practices

We believe a diverse workforce and an inclusive work environment are essential to a thriving innovative business. We strive to attract employees from a wide range of backgrounds. We do not discriminate on the basis of race, color, age, gender, gender identity or expression, sexual orientation, language, religion, political or other opinions, disability, national or social origin or birth.

We promote a workplace that is free from physical and verbal harassment. We do not tolerate any conduct that creates, encourages or permits an offensive, humiliating or intimidating work environment.

We do not make use of child labor or forced labor.

We recognize and respect the freedom of our employees to associate with employee organizations of their own choosing under local law without fear of reprisal. Where employees are represented by a legally recognized union, we establish a constructive dialogue with their freely chosen representatives.

We aim to maintain a healthy, safe and productive work environment.

1.2 Protection of assets and intellectual property

We protect our assets and resources against illegal, unauthorized or irresponsible use.

We safeguard Versuni's proprietary information – including our patents, trademarks, industrial designs, copyrights, trade secrets and other forms of intellectual property – against potential loss, damage, destruction, theft, unauthorized use or improper disclosure.

We classify and secure Versuni's proprietary information in accordance with appropriate security requirements.

We treat third-party assets which are in our possession and confidential information disclosed to us by a third party with the same level of care.

Integrity at work



1.3 Privacy and data protection

We respect the privacy of our consumers, customers, employees, business partners and other relevant individuals, and we protect their personally identifiable information from abuse.

We process the personal data of individuals only where there is a legitimate business purpose. Any processing of personal data shall be relevant to such business purpose and it shall be fair, accurate, and transparent.

We safeguard the confidentiality, integrity and availability of all personal data gathered, received, maintained, or processed.

1.4 Accurate business and financial records and reports

We record and report information accurately, completely and honestly. We do not make misrepresentations or false statements.

We keep records of transactions in a transparent, accurate, complete and timely manner in accordance with our accounting principles. We record all payments properly and fairly in appropriate books of account. We have no unrecorded funds or assets, nor do we have 'off the books' or secret accounts.

Integrity in the market



2.1 Consumer safety and well-being

We attach prime importance to our consumers' safety and well-being. We design, produce and supply high-quality products and services with a focus on their effectiveness, security, and safety, in compliance with applicable standards and regulations.

2.2 Fair and vigorous competition

We are committed to competing vigorously and fairly in a free market to give consumers the widest possible choice of solutions at competitive prices.

We avoid contact with competitors, unless there is a clear justification for such contact and such contact complies with competition law.

We do not restrict our customers' freedom to set their resale prices if this would violate competition law.

2.3 Business intelligence

We obtain information about our competitors in a fair manner. If we suspect that a third party is violating an obligation of competition law or confidentiality by disclosing confidential information to us, we will not make use of that information.

2.4 Conducting business with honesty and integrity

We are open, honest, and ethical in all our dealings and operations, and do not employ corrupt practices or commit acts of bribery. We do not give or receive, either directly or indirectly, anything of value (including any payment, benefit, gift or hospitality) in order to obtain or retain business, influence business decisions, or secure an improper advantage in the conduct of our business.

We do not offer or accept gifts or hospitality that may influence a business decision, lead to a relationship of dependency, or create the appearance of an impropriety. We may, however, offer and accept gifts and hospitality when reasonable, proportionate and intended to strengthen or build legitimate business relationships.

We do not engage in the practice of facilitation payments to speed up or secure the performance of a routine government action.

Integrity in the market



2.5 Dealing fairly with business partners

We strive to select and award business to business partners who are committed to, and demonstrate, responsible business conduct.

Any commission payment to a business partner must be justified by clear and demonstrable services rendered by that business partner to Versuni. We do not make cash payments.

2.6 No contributions to political parties or politicians

We do not make contributions, in money or in kind, to political parties or organizations, or to individuals engaged in politics.

2.7 Prevention of money laundering

We do not engage in money laundering, which is the process by which persons or groups try to conceal the proceeds of illegal activities or try to make the sources of their illegal funds appear legitimate.

2.8 Export controls and sanctions regulations

We transfer, sell and purchase products, software, technologies and services in compliance with applicable export controls and sanction laws and regulations.

We classify our products, software, technologies and services in order to identify potential export restrictions

2.9 Environmental protection

We do all that is reasonable and practicable to minimize any adverse effects of our activities on the environment and we act responsibly towards our planet in line with UN Sustainable Development Goals 12 'Ensure sustainable consumption and production patterns' and 13 'Take urgent action to combat climate change and its impacts'.

2.10 Advertising

We ensure that all advertising, packaging, promotional materials and messaging are fact-based, not misleading, and in compliance with applicable laws.

Integrity outside work



3.1 Avoiding conflict of interests

We avoid potential conflict of interests between professional and personal affairs. In case of doubt, we proactively discuss any potential situation that could give rise to a conflict of interests with our manager or a Versuni legal counsel in order to address the concern.

We use company assets solely to pursue and achieve business goals and not for personal gain.

3.2 Social media

If we promote or review our products on social media, we identify ourselves as Versuni employees and we are respectful to our audience. We remain professional in our conduct, do not publish other parties' content without their permission, and do not use offensive or demeaning language. We do not comment on or discuss confidential information, such as our financial information, our intellectual property, business plans or information about employees or upcoming product-related announcements.

Living the Code



Be accountable

We have a culture that recognizes and values ethical conduct by all employees, and in which we hold each other accountable. In our decision-making, we always prioritize responsible business conduct over short-term gain.

Consider your actions, seek support

We all have an obligation to uphold the Code of Business Conduct. If you are ever in doubt about a course of action, ask yourself the following questions:

- Is it consistent with the Code of Business Conduct?
- Is it ethical?
- Is it legal?
- Will it reflect well on Versuni and myself?
- Would I want to be treated this way?
- Would I want to read about this in the newspaper or online?

If the answer to any of these questions is 'no', do not take this course of action. If you are still uncertain, discuss the matter with your colleagues or seek guidance from either your manager or a Versuni legal counsel.

Raise concerns

If you suspect a violation of the Code of Business Conduct, we urge you to report your concerns to your local HR manager or Versuni legal counsel, or via the SpeakUp portal. Doing so will allow us to address and resolve the concern, ideally before it becomes a violation of law or a risk to health, security or safety.

Sanctions

Failure to act in line with the Code of Business Conduct can have serious consequences for Versuni and the individuals involved. Violations of the Code of Business Conduct may result in disciplinary action such as suspension or dismissal, or even lead to fines and imprisonment for the individuals concerned.

Scope and deployment



The Code of Business Conduct (“CBC”) applies to all employees of such companies in which Versuni Holding B.V. holds more than 50% of the shares or voting rights, as well as to employees of Versuni Group B.V.

The CBC is not all-encompassing, but rather, it formulates minimum standards of behavior. The underlying policies form an integral part of the CBC. Function, business and country management are free to specify further rules of business conduct.

The CBC has been adopted by Versuni’s executive leadership team.

The Ethics & Compliance Committee has been appointed by the executive leadership team to promote a culture of compliance and ethical conduct within our organisation and to implement and maintain adequate procedures to help ensure compliance with the CBC.

A worldwide training program, including mandatory sign-off on the CBC, has been put in place to increase and intensify our employees’ awareness of the need to conduct our business in compliance with the CBC.

Each of us has a responsibility to comply with the laws of the countries in which we operate. Where there is a difference between a legal requirement and our Code of Business Conduct, we apply the stricter standard.

