

OUR

# ETHICAL

# FRAMEWORK

→ WE EXIST TO MAKE A POSITIVE DIFFERENCE IN PEOPLE'S LIVES. ←

OUR PURPOSE

EVER BETTER

PERSONAL LEADERSHIP

PEOPLE FIRST

KEEPING IT REAL

FUN

INTEGRITY

OUR VALUES

WHAT WE BELIEVE

OUR GOVERNING PRINCIPLES

- 'Doing Good' (The Good) in society is as much a measure of our long term success as our commercial outcomes
- Robust discussion, authentic relationships and critical thinking drives ever-better results
- Our culture empowers our people to exercise good judgement and encourages freedom within the framework
  - Respecting all cultures and diversity within them is important to our success
- If we develop our people, we'll grow our business

- We operate within the global laws, regulations, agreements, commitments and codes that bind us
- We are responsible for protecting the wellbeing and safety of our people, customers and communities
  - We have a responsibility to participate in stopping the exploitation and sexualization of people
- We actively promote fairness, inclusivity, diversity and equality
  - We pursue real solutions that protect human rights across the supply chain
- We act as a force for change in the industry on ethics and social responsibility
- We have a duty to improve sustainability and minimise ecological harm

