

marimekko

Maricode

MARIMEKKO'S CODE OF CONDUCT

Tiina's greetings



Dear Marimekko people,

Marimekko's Code of Conduct, Maricode, is one of the most important documents in our company. It describes what we stand for in essence and what really matters to us. It includes guiding principles on how we conduct business as a company but also as individuals, teams and departments.

Maricode is based on our core values, the Marimekko Spirit. It is an excellent tool for us to become a truly value-driven company that is committed to not only complying with applicable laws and regulations but also striving to act according to highest ethical standards. Together with our values it creates a strong bond between all of us, and that bond is decisive in how we perform and behave.

Now it is up to you to familiarize yourself with Maricode and follow it with pride in your daily work. Thank you for your commitment to our Maricode!

Tiina Alahuhta-Karho

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Purpose of Maricode

The purpose of our Code of Conduct, Maricode, is to emphasize Marimekko's core values and reaffirm our commitment to responsible business practices guided by ethical, social and ecological principles. It is in line with the Ten Principles of the United Nations (UN) Global Compact, and applies to everyone at Marimekko.

Maricode includes the guiding principles on how we conduct our business. As a starting point, we comply with applicable laws and regulations wherever we operate, and we expect the same from our partners. In addition, we strive to go beyond the requirements of applicable laws and regulations. We are committed to acting according to highest ethical standards and operate openly and honestly in everything we do.

Maricode's guiding principles concern the status of employees, occupational health & safety, product safety, anti-bribery and anti-corruption, intellectual property rights, competition, marketing, consumer protection, data protection and security, as well as sustainability. As a listed company, Marimekko is also bound by the laws and regulations relating to the securities market.

Maricode is approved by Marimekko's Board of Directors. If you have any questions or comments on Maricode, the Legal team is happy to help you.



2. Fair workplace and occupational health & safety

Fair workplace

We are committed to equality and fairness towards everyone and everything. The significance of the Marimekko Spirit – our core values – is particularly emphasized from the fair workplace perspective. Our cooperation is based on mutual respect, trust, openness and equality as well as valuing diversity, inclusion and fairness. All Marimekko staff – both managers and employees – have a responsibility for open dialogue and the continuous development of operations and the workplace.

We look after our employees' well-being with genuine care and respect for people as individuals. We do not tolerate any form of discrimination, harassment or other inappropriate treatment.

Both direct and indirect discrimination are prohibited regardless of whether they are based on a fact or assumption concerning the person themselves or someone else. Our operations are guided by the diversity and equality plans that are updated annually.

Managers and supervisors are responsible for the thorough induction of every new Marimekko employee as well as employees who change jobs internally or return to work from parental leave, for example. This covers familiarizing them with their duties and our responsible operating practices.

Occupational health & safety

The health, safety and well-being of our employees are our highest priority. We ensure the safety of the working environment as well as ergonomics and appropriate tools and protective equipment.

It is the responsibility of every Marimekko employee to follow safety instructions. In addition to our general safety instructions, we observe the local safety instructions for each property in which we operate, such as fire and rescue instructions.

In Marimekko stores, special attention is paid to the safe handling of cash as well as information security and safety arrangements, taking the local conditions and guidelines into account. Everyone at Marimekko has an obligation to report any safety-related problems or deficiencies. Together, we protect our co-workers, the company's property, our customers and the environment.



3. Sustainability

Sustainability

We are committed to sustainable development and responsibility in our operations. We want to create timeless, durable and functional products that bring people joy for a long time and are manufactured in accordance with our values, with respect for people and the environment. We consider social and environmental aspects in all of our activities, and we continuously develop our products and operations to respond to, and provide solutions to, the challenges of sustainable development now and in the future, in line with best practices.

In our supply chain, we manage our social and environmental responsibilities in collaboration with our suppliers. The principles concerning and binding our suppliers are laid out in more detail in our purchasing agreements and Supplier Code of Conduct.

The detailed sustainability targets for our operations and value chain are described in Marimekko's sustainability strategy.

Human rights

We respect human rights in accordance with the International Bill of Human Rights by the UN, and we are committed to the UN Guiding Principles on Business and Human Rights. We also require our suppliers to respect the human rights of their employees.

We do not tolerate any discrimination or any other type of misconduct based on gender, gender identity, gender expression, age, origin, nationality, language, religion, conviction, opinion, political activity, trade union activity, family relations, health, disability, sexual orientation or any other personal characteristic. Both direct and indirect discrimination are prohibited regardless of whether they are based on a fact or assumption concerning the person themselves or someone else.

We respect all employees' freedom of association and right to collective bargaining, the International Labour Organization (ILO) Conventions and national regulations concerning working hours.

We respect children's rights and we do not tolerate the use of child labor or forced labor in our own operations or in our supply chain.

Environment

We comply with applicable environmental laws and regulations. We assess the environmental impacts of our operations and take action to reduce and prevent potential adverse impacts.

We work to reduce our greenhouse gas emissions intensity throughout the value chain for example by textile material choices, optimizing logistics and increasing the share of renewable energy. According to our material strategy, we are shifting to materials that are, for example, less emission intensive and use less water, chemicals, and fossil resources.

We contribute to circular economy through new processes and services to minimize waste, recycle and upcycle materials.

We strive to reduce our climate impact and use natural resources efficiently also in our own operations, including the printing mill, our offices, and stores.

We measure and report our progress annually.



4. Ethical business conduct

Dealing with third parties

We operate professionally and responsibly regarding our customers, suppliers and other stakeholders. We are a reliable business partner, and we observe ethical business practices in all circumstances.

We always act in the best interests of our company, but we never engage in activities that restrict fair competition. All activities that are not in line with competition laws are prohibited.

Marimekko's competition law guideline includes more detailed instructions regarding legally compliant operations with our customers and towards our competitors.



Conflicts of interest, anti-bribery and anti-corruption

We recognize situations where a conflict may exist between our personal interest and the company's interest. We do not allow personal or close relationships with partners to influence our decisions.

We do not tolerate bribery in any form. We may only accept or give personal gifts and hospitality of reasonable value, which do not impose any open or disguised obligations on the recipient. When in doubt, the employee should seek advice from their manager.

During negotiations with suppliers of goods or services, we do not accept even small gifts or anything beyond normal hospitality.

We do not promise or pay bribes or make illegal payments to government officials or policymakers in order to promote or safeguard our business.

We abide by all international laws, treaties and regulations that forbid bribery and corruption to ensure that business is conducted honestly, and without the use of corrupt practices or acts of bribery to obtain an unfair advantage.

Annual monetary donations to charity are determined by the President and CEO. Other monetary donations are not made. Any significant product donations are decided by the Communications & Investor Relations team on a case-by-case basis, focusing on causes that support our brand.

As a company, we are not involved in political or religious activities, we do not make financial donations to political parties, and we do not engage in political or religious activities during working hours or at the workplace.

Anti-money laundering and sanctions

Marimekko is firmly opposed to all forms of money laundering and complies with all applicable anti-money laundering laws and takes steps to prevent our financial transactions from being used by others to launder money. Marimekko ensures that business partners are legally established and conducting law-abiding business before entering into any agreements.

Marimekko complies with all applicable laws, regulations and orders imposed by the United States Department of the Treasury's Office of Foreign Assets Control, the European Union or any other relevant authority that prohibit operating in certain countries or territories, or doing business with a sanctioned individual, entity or jurisdiction (including financial sanctions, trade embargoes and export controls).



Safeguarding Marimekko's assets and preventing frauds

We are responsible for protecting company assets and using them appropriately. We recognize that Marimekko's good name, reputation, and brand are among the most valuable assets that we all share. We are all involved in ensuring that Marimekko's image and reputation remain positive with the people and communities we serve. Tangible and intangible assets such as physical property, confidential and proprietary materials, such as intellectual property, are important assets that we value in our operations.

We must protect company assets from fraudulent use, theft or misuse. Company assets and funds should be used only for company business purposes and may never be used for illegal purposes. If you become aware of any potential or actual misuse of assets, you should immediately report misconduct.

Data protection and information security

The purpose of data protection and information security is to protect our customers, employees, suppliers and other stakeholders, their personal data and other confidential information. Information is processed and protected appropriately and in compliance with applicable legislation. Personal data is collected, processed and stored only for legally valid pre-defined purposes and in compliance with the rights of data subjects. Data protection and confidentiality are ensured by appropriate technical and organizational protection.

Employees are required to ensure the appropriate and secure use of the equipment and software in their possession to prevent personal data and other confidential information from being compromised.

Our data protection and information security practices are defined in more detail in Marimekko's data protection policy and information security instructions.

Intellectual property rights

Intellectual property rights are essential for Marimekko, and we take them into account in everything we do.

We respect intellectual property rights in all circumstances. Marimekko's designers and freelance designers are responsible for the originality of their work. Our responsibility is to closely monitor the design process with the designers to ensure the originality.

We protect our intellectual property rights comprehensively. We assess potential intellectual property rights infringements on a case-by-case basis and will take action to defend our rights if necessary.

The principles and operating practices pertaining to Marimekko's intellectual property rights are laid out in our intellectual property strategy.

Confidentiality and inside information

Everyone at Marimekko is responsible for maintaining the confidentiality of information regarding the company's operations, employees, customers and partners. Managers and supervisors are responsible for familiarizing employees with how to identify confidential information.

In general, all information that is not public should be considered confidential. Examples of particularly confidential information include contracts, information on customers and suppliers, business performance, future projects and matters related to security arrangements.

As a listed company, Marimekko is also bound by the regulations governing insider information. More detailed information on these obligations is provided in the company's insider policy.



5. Communications

Communications

We are committed to open, truthful and timely communications.

In our communications, we adhere for example to the Finnish Companies Act, the Securities Market Act, the Corporate Governance Code for listed companies, the Act on Cooperation within Undertakings and laws governing marketing communications.

In marketing, we comply with the International Chamber of Commerce (ICC) Marketing Code, which includes provisions concerning digital marketing, social media and responsible environmental claims. We do not use misleading expressions in our marketing.

When using social media, we also comply with the same confidentiality principles as in all other communications. Every Marimekko employee represents Marimekko through their own social media activities, and each employee should carefully consider whether the views they express publicly can be associated with Marimekko.

Satisfied customers are a prerequisite for Marimekko's success. We take the customer perspective into account in all our decisions. In customer service, we remember to smile and be friendly and cheerful.

A photograph of three mugs on a teal table. The mugs are white with different patterns: one with blue vertical stripes, one with black polka dots, and one with a yellow band. In the background, a chair with black and white stripes is visible. The text "6. Reporting misconduct" is overlaid in white on the teal table.

6. Reporting misconduct

Reporting misconduct

If you suspect or observe violations of laws, regulations or Maricode, you should immediately contact your manager, HR or the Legal team. All suspected incidents of misconduct are appropriately and confidentially investigated. Employees who report misconduct in good faith will not be subject to any adverse consequences.

We also have a fully anonymous channel for reporting suspected misconduct. The reporting channel is available here: <https://report.whistleb.com/marimekko>.

Incidents involving non-compliance with Maricode or violations of laws and regulations are investigated using pre-determined processes and the consequences of such violations are planned with due consideration for the seriousness of the activities in question.