

marimekko

# Maricode

MARIMEKKO'S CODE OF CONDUCT

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A collection of colorful, patterned ceramic dishes and a vase with a red carnation flower on a patterned tablecloth. The tablecloth features large, abstract shapes in blue, yellow, and white. The dishes include several white bowls with blue floral patterns, a red flower-shaped dish, a pink flower-shaped dish, a red and white striped cup on a saucer, and several small plates with various patterns like blue flowers, stripes, and red flowers. A glass vase holds a single red carnation flower. There are also some small blue glass bottles and a piece of ginger root on the table.

# 1. Purpose of Maricode

# 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 business partners. In addition, we strive to go beyond the requirements of applicable laws and regulations. We are committed to acting according to high ethical standards and operating 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.

A still life composition featuring a white ceramic jar, a blue and white striped towel, and a branch with yellow-green blossoms. The text "2. Fair workplace and occupational health & safety" is overlaid in white on the image.

## 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 company values – is particularly emphasized from the fair workplace perspective. Our daily work 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 to promote open dialogue and to continuously develop our operations as well as 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, harassment or other inappropriate treatment 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 ensuring a thorough onboarding of every new Marimekko employee as well as an employee who changes jobs internally or returns to work from parental leave, for example. This covers their duties and the familiarization of our responsible operating practices, among others.

# 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.

We hold regular trainings for Marimekko employees regarding occupational safety and ensure that our employees have the appropriate expertise to perform their duties.

We regularly carry out risk assessments in Marimekko stores, printing mill and office premises and combine this data with data collected from workplace surveys. As preventive measures for occupational safety, we identify and assess work-related hazards and risks, and based on them, we take the necessary corrective measures.

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 each other, the company's property, our customers and the environment.

### 3. Sustainability

A photograph of a window with various patterned curtains and a potted plant on the sill. The text '3. Sustainability' is overlaid in the center. The window has a wooden frame and a view of a wooden fence. The curtains include a green and white pattern, a red and white pattern, and a white pattern with small colorful motifs. A potted plant with green leaves and small flowers sits on the windowsill.

# Sustainability

Marimekko's design philosophy and operations have always been based on a sustainable approach: we want to provide our customers with timeless, functional and high-quality products that, during their lifetime, bring joy to many different consumers. In our operations, we take both social and environmental aspects into account and continuously develop our products and ways of working in line with best practices. We also emphasize a proactive approach to addressing sustainability related challenges.

We follow responsible sourcing principles and manage the social and environmental aspects in the supply chain in collaboration with our suppliers.

The principles binding our suppliers are defined in more detail in our purchasing agreements and in the Marimekko Supplier Code of Conduct, as well as in related policies and guidelines. Our more detailed sustainability targets related to our operations and value chain are described in Marimekko's sustainability strategy.

# Human rights

We respect internationally recognized human rights as set out in the International Bill of Human Rights and are committed to the UN Guiding Principles on Business and Human Rights. We expect the same commitment from our supplier partners.

We do not tolerate any form of discrimination or inappropriate treatment. This applies, for example, to discrimination based on gender, gender identity or expression, age, origin, nationality, language, religion, belief, opinion, political activity, trade union membership, family relationships, health status, disability or sexual orientation. Both direct and indirect discrimination, as well as any other inappropriate treatment, are prohibited regardless of whether they are based on facts or assumptions.

We respect employees' freedom of association and the right to collective bargaining, comply with the conventions of the International Labour Organization (ILO), and follow applicable national working time regulations. We respect the rights of children and do not accept the use of child labor or forced labor in our own operations or in our supply chain.

# Environment

We comply with applicable environmental legislation and regulations. We assess the environmental impacts of our operations and take action to reduce and prevent potential adverse impacts. We measure and report on our progress annually.

We aim to reduce the climate and environmental footprint of our value chain, for example through textile material choices and by transitioning to lower emission alternatives that use less water, chemicals and fossil natural resources. Through these actions, we also contribute to safeguarding biodiversity.

We promote circularity through new processes and services that minimize waste and enable the recycling and reuse of materials. In our own operations – such as textile printing, offices and retail stores – we strive to use natural resources more efficiently, improve material efficiency and sort waste generated by our operations as effectively as possible to support recycling.



## 4. Ethical business conduct

## Dealing with third parties

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

We always act in the best interests of Marimekko, 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 instructions regarding 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 connections with business partners to influence our decisions.

We do not tolerate bribery in any form. We do not provide or accept gifts or hospitality with an intent to influence the recipient or that create such an impression. We follow our Gifts & Hospitality Guideline and seek advice from our managers or the Legal team if necessary. 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.

Monetary donations to charity are determined by the President and CEO. Product donations are decided by the Communications & Investor Relations team or Marketing 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 does not accept money laundering in any form and complies with applicable anti-money laundering legislation 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 agreements.

Marimekko complies with all applicable laws, regulations and orders imposed by the European Union, the United States Department of the Treasury's Office of Foreign Assets Control, the United Nations Security Council or any other authority that prohibit or otherwise restrict trade with any 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 brand and reputation 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 information and intellectual property are important assets that we value in our operations.

We must protect company assets from fraudulent use, theft or misuse. Company assets can only be used for company business purposes and may never be used for illegal purposes.



# 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. We process and protect personal data and other information appropriately and in compliance with applicable legislation. Personal data is collected, processed and stored only for justified purposes and with respect to the rights of data subjects. Data protection and confidentiality are ensured by appropriate technical and organizational protection.

Employees are required to ensure 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 Guideline 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 and document the design process with the designers to ensure the originality of the print, product or design.

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 IPR strategy.



# Confidentiality and inside information

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

In general, all information that is not public should be considered confidential. Examples include unpublished financial information, 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 inside information. When we possess inside information, we do not share it or trade with Marimekko shares. More detailed information on inside information is provided in Marimekko'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) Advertising and Marketing Communications 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 a table setting. On the left, a white plate with a black and white pattern holds a dessert topped with white cream and red berries. In the center, a small green dish contains several square cookies. To the right, a clear glass dish with a scalloped edge is empty. The table is covered with a light green placemat and a white tablecloth. The text "6. Reporting misconduct" is overlaid in the center of the image.

## 6. Reporting misconduct

# Reporting misconduct

We all have an important role in fostering high ethical standards in Marimekko. If you suspect any misconduct, it is important that you report it immediately. Misconduct can be anything that is not in line with applicable laws, our values, Maricode, or other policies.

You can report your concern by contacting your manager, Chief People Officer or General Counsel. We also have an online whistleblowing channel, where you can report anonymously if you wish. The reporting channel is available here:

<https://report.whistleb.com/marimekko>.

All suspected incidents of misconduct are appropriately and confidentially investigated using pre-determined processes. Employees who report misconduct in good faith will not be subject to any adverse consequences.

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