

Marimekko Code of Conduct

1. COMPLIANCE WITH LAWS AND REGULATIONS

We comply with local laws and regulations wherever we operate and we expect the same from our partners.

The main laws concerning Marimekko's operations include laws on the status of employees, occupational safety, product safety, bribery and corruption, intellectual property rights, competition, marketing, privacy and consumer protection, and the environment. As a listed company, Marimekko is also bound by the laws and regulations relating to the securities market.

2. FAIR WORKPLACE

Our cooperation is based on mutual respect, trust, openness, equality, and justice. All Marimekko staff – both managers and other employees – have a responsibility for open dialogue and 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 or harassment.

Managers and supervisors are responsible for a thorough induction of every new Marimekko employee into their duties and our responsible practices.

3. CONFLICTS OF INTEREST

We recognise the situations where our own personal interest may conflict with the interests of the company. We do not let personal or close relations with partners affect our decision-making.

We do not participate in any activities harming fair competition.

As a company we are not involved in political or religious activities and we do not support such activities financially. We do not engage in party politics during working hours or in the workplace.

4. CONFIDENTIALITY

It is the responsibility of each employee to keep confidential information obtained through their work regarding the company's operations, personnel, customers and partners secret. Managers are responsible for familiarising employees with how to identify confidential information.

Information to be kept confidential includes, for example, upcoming collections and projects and matters related to security arrangements.

Employees need to ensure careful use of the tools and software available to them so that confidential or important information does not end up in the hands of external users.

5. INTELLECTUAL PROPERTY RIGHTS

We respect intellectual property rights in all circumstances. Marimekko's designers are responsible for the originality of new patterns and models. Our responsibility is to go over the design process thoroughly with the designer to ensure the originality of the pattern or model.

We do not accept any violation of our intellectual property rights. We assess potential intellectual property rights infringements on a case-by-case basis and will take action to defend our intellectual property rights if necessary.

6. BRIBERY AND CORRUPTION

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

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

Annual monetary donations to charity are determined by the president. Other monetary donations are not made. Any significant product donations are decided by the public relations and communications team on a case-by-case basis, focusing on causes that support the brand.

We do not make financial donations to political parties.

7. OCCUPATIONAL HEALTH AND SAFETY

We offer our employees a healthy and safe working environment. We pay attention to ergonomics and provide appropriate tools and protective equipment.

It is the responsibility of every Marimekko employee to follow safety instructions. Together, we protect our co-workers, the company's property, and the environment. Everyone at Marimekko has an obligation to report any safety deficiencies. In the stores, special attention is paid to the safe handling of cash and to information security arrangements.

8. SUSTAINABLE DEVELOPMENT

We are committed to sustainable development by creating products that bring people joy for a long time and cause as little harm to the environment as possible. We consider environmental aspects in all our activities and we are constantly developing our products and operations to respond and provide solutions to the challenges of sustainable development now and in the future.

In our supply chain, we manage our social and environmental responsibilities in collaboration with our suppliers.

9. HUMAN RIGHTS

We respect human rights consistent with the Universal Declaration of Human Rights by the United Nations and we are committed to the UN Guiding Principles on Business and Human Rights. We also expect our contract manufacturers to respect the human rights of their employees.

We do not tolerate any discrimination based on race, nationality, gender, sexual orientation, religion, age, or some other personal characteristic.

We respect all employees' freedom of association.

We do not accept child labour or forced labour in our own operations nor in our supply chain.

10. COMMUNICATIONS

We are committed to open, truthful and timely communications.

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

In marketing, we also comply with the International Chamber of Commerce (ICC) marketing codes. We do not use misleading expressions in our marketing communications.

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

Satisfied customers are a prerequisite for Marimekko's success. In customer service, we remember to smile and be friendly and cheerful.

This Code of Conduct was approved by Marimekko's Management Group on 30 September 2015 and by Marimekko's Board of Directors on 17 December 2015.