

Kneipp

KNEIPP CODE OF CONDUCT

SHARED VALUES AS GUIDELINES
FOR OUR ACTIONS



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Kneipp Code of Conduct

OUR VALUES – AND HOW THEY GUIDE OUR ACTIONS

At Kneipp, we have set a central corporate purpose as a guiding principle for our actions:

Inspired by nature, we empower people to enjoy a happy and healthy life.

We, the colleagues of the Kneipp Group, are continuing the life's work of Sebastian Kneipp in Europe, Asia and North America. The combination of nature and health, which is reflected in the five pillars of Kneipp's teachings, has shaped our actions for over 130 years.

Appreciation and respect for people and nature are therefore at the heart of our shared understanding of values. This includes a corporate culture in which openness and transparency are practiced, in which we see diversity as a strength and in which mutual trust is strengthened through commitment.

This attitude is firmly established in our Code of Conduct. It summarizes what the Kneipp Group expects from its employees, suppliers and other business partners – and what can be expected in return from Kneipp as a company. Our Code of Conduct is therefore the basis of our joint actions and the foundation of our daily cooperation.

Be part of our commitment to shared values! We rely on your support and solidarity in the spirit of this Code of Conduct.

For questions on the topic "Compliance" issues – however trivial they may seem at first – you should seek advice and help.

Employees can contact their line manager or their Local Compliance Officer at any time, business partners can contact their known business contacts or the management.

You can find further contact options in our Code of Conduct on page 10.

We are Kneipp:

COMPANY AND EMPLOYEES

KNEIPP

- around **700** colleagues worldwide
- a team of unique people from more than **35** nations of origin
- for the brands Kneipp and Cattier Paris
- with close partners in Europe, Asia and the USA
- a 100% subsidiary of Paul Hartmann Group

Creativity, commitment and expertise of the Kneipp team are among our most important assets. They are the driving force behind our high-quality products and provide the foundation for our customers' satisfaction.

A positive working environment is the basis for successful cooperation. Trustful relations, openness and fairness as well as mutual respect form the guidelines of our corporate culture and characterize the way we treat each other as colleagues.

The aspiration to offer all employees a safe and healthy working environment is firmly anchored in our corporate strategy. Accordingly, we promote the skills and expertise of our employees and support their professional development.

Kneipp Corporate Values:

RESPONSIBILITY FOR THE ENVIRONMENT AND CLIMATE

The connection to nature has been rooted in our company since the very beginning of the Kneipp® brand. Even our founder Sebastian Kneipp said: "Everything we need to stay healthy has been abundantly given to us by nature."

For Sebastian Kneipp, life in balance with nature took center stage. As a company inheriting the name Kneipp, our aim is to respect this balance and focus on sustainable practices. Because we believe: Healthy people and a healthy environment are inseparable.

The Kneipp strategy is therefore based on the questions "What effect do our actions have on the environment?" and "How do changing environmental conditions affect people and our company?"

Based on these questions, we have defined four areas of action for Kneipp: Product, Process, Planet and People. The associated objectives guide us every day in driving forward our CSR commitment.

Substantial progress can only be achieved when we all work together. Our colleagues are called on to integrate the Kneipp sustainability goals into their daily work processes. We also expect suppliers and other business partners to make a significant commitment to sustainability as part of their business activities.

OUR FOCUS TOPICS

- Commitment to combating climate change
- Environmentally soundly ingredients and packaging
- Respect for animal welfare and preservation of biodiversity
- Promoting diversity and equal opportunities

The Kneipp website provides a comprehensive insight into our goals and what we are doing to achieve them:

kneipp.world/sustainability

Kneipp Corporate Values:

HUMANITY AND SOCIAL RESPONSIBILITY

At Kneipp, we firmly believe that all people are of equal value and have equal rights – regardless of their ethnic origin and nationality, age, gender identity, sexual orientation, physical and mental abilities, religion and belief, and social background.

We are publicly committed to these principles – as a signatory to the "Charta der Vielfalt" (Diversity Charter), as a participant in the UN Global Compact and in accordance with the guidelines of the Organization for Economic Cooperation and Development (OECD) for multinational enterprises. We also require our suppliers and other business partners to comply with these standards.

In contact with customers, suppliers and authorities, we attach great importance to comprehensive transparency and integrity as well as ethically impeccable conduct. Our actions are governed by international law as well as local and national laws in the markets in which the Kneipp Group is active.

As a manufacturer and supplier of pharmaceuticals, cosmetic products and related services, our vision and purpose is to inspire people to "live a happy and healthy life". We make this contribution to greater well-being in the form of safe and high-quality products. In addition to the individual well-being of our customers, we also see it as our duty to contribute to the common good. We support charitable initiatives and organizations that work to protect the environment, help people in need and victims of crises or pursue other charitable goals – and thus contribute to social stability and social cohesion.

- We respect the rights and individuality of our employees.
- We promote and appreciate the value of diversity in the workplace and beyond.
- We do not tolerate hate speech, harassment and discrimination.
- We stand up for equal opportunities.
- We ensure fair remuneration and do not allow a gender pay gap.

OUR PRINCIPLES

Kneipp Corporate Values:

RESPONSIBILITY FOR DEMOCRACY AND SOCIETY

Diversity is the engine for further development. Diversity strengthens a society. This conviction is reflected in our understanding of values as a company: for us, diversity also means freedom, mutual respect, humanity and, above all, togetherness.

We take a stand against hatred, hate speech, exclusion and racism – and do our part in preserving our democracy.

As a company, we see ourselves as part of the democratic culture. We are just as responsible for its preservation as every individual. Democracy thrives on participation. Passivity and neutrality are not an option. Because companies are never neutral. Their actions influence this world just as much as their inaction.

OUR ACTIONS ARE GUIDED IN PARTICULAR BY THE FOLLOWING REGULATIONS:

- Universal Declaration of Human Rights by the United Nations (UN)
- UN Convention on the Rights of the Child
- Fundamental Conventions by ILO (Core Conventions)
- International Labour Organization (ILO) Declaration on Fundamental Principles and Rights at Work

This applies to our attitude towards the outside world just as much as it does to everyday life within the company. A wide variety of people with different opinions and backgrounds come together here. That is why the workplace is an important social space for discourse, for building community and for upholding basic democratic values.

Discrimination and anti-democratic activities are contrary to our values – which is why we do not tolerate them neither within our company nor in our cooperation with suppliers and other business partners.

In doing so, we are taking responsibility for the society in which we live and work, for the future of our business center and for the people who shape their present and future here.

Compliance with Legal Standards and Good Practice:

PRIVACY AND DATA PROTECTION

The aim of data protection is to protect personal data. In the context of our business activities, customers also entrust us with particularly sensitive data, e.g. health data.

Careless handling of personal data can violate the rights of data subjects and result in reputational damage and sanctions. When processing personal data, we always ensure that we comply with the legal basis.

The handling of data must be based on the following principles:

- The data subjects affected by the processing are informed transparently.
- Personal data is accurate, up-to-date and only collected to the extent necessary to achieve the business purpose.
- Personal data is processed for a specific purpose and in accordance with the law.
- Sufficient technical and organisational security measures must be taken to prevent unauthorized use, loss or damage.
- Information shall only be kept as long as it is relevant and permitted for the purpose of processing and permitted by law.

HANDLING OF DATA

INFORMATION SECURITY

Kneipp maintains an Information Security Management System (ISMS) and has implemented appropriate technical and organizational security measures – based on international standards – to ensure the confidentiality, integrity and availability of information and data within the Kneipp Group at all times.

We handle all information and data according to their information classification and ensure that information, data and documents classified as confidential and strictly confidential are always protected effectively from unauthorized access.

The principles of information security that apply to Kneipp are set out in the information security processes.

Compliance with Legal Standards and Good Practice:

CONFLICTS OF INTEREST

When professional and private interests intermingle, objective decision-making can quickly be impaired. To prevent adverse effects on our company, all conflicts of interest must be made transparent. The compliance organisation is the right contact for this.

FAIR COMPETITION

Anti-competitive agreements, conducts or practices will not be tolerated at Kneipp. We respect the provisions of competition law and comply with them.

ANTI-CORRUPTION LAWS AND ETHICAL STANDARDS

Bribery and corruption of any kind are not tolerated at Kneipp. We comply with all applicable anti-corruption laws and ethical standards domestically and abroad, such as the provisions of the German Criminal Code or the UK Bribery Act. We also expect our business partners, such as distributors, suppliers, sales representatives or intermediaries, etc. to comply with applicable anti-corruption laws and our ethical standards.

Shared Understanding of Values:

RELATIONS WITH BUSINESS PARTNERS

We aim to work with our business partners in a cooperative and collaborative manner. We always treat our business partners as equals – regardless of their origin, size and share in our business success. We expect the same behavior towards ourselves and our employees.

Our business partners are selected according to defined, transparent criteria such as quality, delivery service, sustainability, reputation and price. In addition, the ethical behavior of our business partners is also highly relevant to us. We cannot accept violations of our ethical principles and the guidelines described in this Code of Conduct from our business partners.

CONSEQUENCES OF MISCONDUCT

All employees and business partners of the Kneipp Group are committed to our high standards of integrity and ethics. A violation of our standards can have serious consequences for Kneipp or individual employees, e.g. reputational damage, fines or even imprisonment. Kneipp therefore does not tolerate any violations of the Code of Conduct and applicable laws or regulations. We sanction violations consistently and, if necessary, take measures to prevent recurrences.

My Contribution:

RAISING COMPLIANCE CONCERNS

The Kneipp Code of Conduct is binding for all employees of the Kneipp Group. All employees are responsible for preventing possible violations, to draw attention to them and to react accordingly. Whether you are aware of discriminatory behavior, environmental pollution, data breaches, compliance violations or other actions that are contrary to this Code of Conduct, please have the courage to speak up.

If you become aware of a situation that may constitute a violation to this Code of Conduct or applicable laws or regulations, report your concerns in person and/or – anonymously if you wish – by e-mail, letter, telephone or via the Kneipp Integrity Channel to the following persons:

Your local Compliance Officer, the Chief Compliance Officer or the Ombudsperson of the respective country (if appointed).

Both the identity of the whistleblower (if provided) and the identities of the other persons named in the report will be treated with strict confidentiality. In addition, whistleblowers are protected from reprisals in connection with the report or disclosure (e.g. termination of employment, warning, demotion, etc.). This also applies to the threat and attempt of reprisals.

REPORT CONCERNS

CHIEF COMPLIANCE OFFICER
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**KNEIPP
INTEGRITY
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