

CODE OF ETHICS



#RetailBeauty
Since 1973

DIAM GROUP

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ACCEPTANCE OF THE CLAUSES OF THE CODE OF CONDUCT 24

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INTRODUCTION



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- ▶ The DIAM Group is a global network of local experts in retail, design, shopfitting, merchandising and packaging solutions for the beauty and luxury goods sectors.
- ▶ DIAM would like to play an integral role as an employer, economic agent and business partner, in the ongoing change towards responsible practices and sustainable products. Our vision is to serve our customers with the same attention to ethical, environmental and social issues as we apply to quality and customer service.



MESSAGE FROM THE CEO

“ For 50 years, DIAM has always strived to be a responsible organisation for its staff, customers and stakeholders, and to provide high-quality products and services.

Françoise RAOUL-DUVAL
CEO DIAM group



Compliance and ethics are not only linked to legal obligations; they are also values that DIAM holds high, through its codes of conduct and in line with its CSR (Corporate Social Responsibility) policy, which has been strongly developed over the last 10 years. Our values and sense of responsibility are an integral part of DIAM's culture, as is our customer focus. Convinced that our strong culture is our strength, we aim to continually strengthen both DIAM's entrepreneurial culture and our ongoing efforts to spread a culture of integrity and business ethics.

The Code of Ethics is our reference document because it covers all the essential subjects required by ethics. It provides general guidance and numerous everyday examples to help us make decisions in accordance with the law and work ethics.

The effective implementation of this Code requires the cooperation of each and every one of us. Thank you for reading this Code carefully and ensuring that everyone complies with it.

Together, we are creating a sustainable and ethical company, where compliance is at the heart of our concerns. ”

Q/A



① TO WHOM DOES THIS CODE OF ETHICS APPLY?

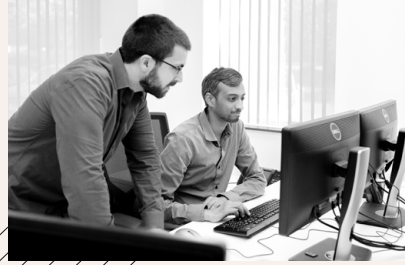
The Code of Ethics applies to all DIAM employees, regardless of your organisation, location, job title and responsibilities. The implementation of the Code of Ethics is compulsory, with no reservations, in every subsidiary and joint venture in which DIAM exercises control.

② WHY DOES DIAM APPLY THIS CODE OF ETHICS?

The implementation of the Code of Ethics serves as a tool to help DIAM to conduct its business lawfully and ethically and to promote its core values across the Group. It enables employees to gain a thorough understanding of their responsibilities and to distinguish unacceptable behaviour from good practices by applying honesty and integrity in their day-to-day work activities.

With full and effective implementation of the Code of Ethics, DIAM is proud to claim that our business is based on high standards in accordance with the law and ethics.

Q/A



? HOW TO RUN AN ALERT ?

DIAM has established a whistleblowing system for all employees and any persons who work with DIAM to submit a report regarding any ethical and potential legal concerns. Employees who suspect, or have knowledge of, any violations of the applicable laws or regulations, this Code of Ethics or any other company policies are responsible for submitting a report. The report can be made under the person's real name or anonymously.

DIAM guarantees the confidentiality of all reports and the protection of rights to which persons who submit reports are entitled.

No retaliation will be taken against an employee for speaking up or participating in an investigation regarding a potential violation of the applicable laws or regulations, this Code of Ethics or any other company policies. Retaliation against an employee for reporting an issue in good faith will be regarded as a violation of this Code of Ethics.

You can use any of the following channels to submit a report:

- Your line managers or area manager
- HR department
- Whistleblowing platform: <https://report.whistleb.com/fr/diam>
(external provider that guarantees the confidentiality of any alert)



? ASK QUESTIONS

This Code provides general guidelines and essential principles of business conduct and company operations, and does not attempt to list all the situations an employee could encounter on a daily basis. Employees are encouraged to request additional information if a situation is unclear or if an interpretation is required from:

- Your line manager or area manager
- HR department

This Code does not replace the national and international laws and regulations in force, and has been translated into the various languages of the employees to facilitate their understanding and to ensure adherence by the signatories to the Code.



CONDUCT BUSINESS LAWFULLY AND ETHICALLY

DIAM's business is based on our compliance with laws, regulations (including but not limited to anti-corruption, competition, custom, product safety and international trading restrictions or sanctions) and ethics. DIAM has promoted a compliance system, along with internal policies, within all the organisations where it exercises control to provide guidance to all our employees to fulfil their duties lawfully and ethically.

1.1 REGULATION COMPLIANCE AND FAIR COMPETITION

The DIAM Group commits to comply with the national and international laws and regulations in force.

The DIAM Group contributes to building a fair and competitive market through strict compliance with all the applicable antitrust, competition and fair-trade regulations of every country and region where DIAM conducts its business.

All DIAM employees must also observe these principles, and any anti-competitive behaviour will be strictly prohibited and sanctioned by the DIAM Group. We have also implemented an internal control system to validate the compliance of our operations.

Employees must also observe the respective internal rules and guidelines that may apply in certain situations.

1.2 CONFIDENTIALITY, DATA PROTECTION AND PROTECTION OF ASSETS

The DIAM Group is committed to preserving the confidentiality of all information from its customers, employees, suppliers and stakeholders in accordance with the national regulations of each country where DIAM has a presence. All the information obtained during your professional activities will be regarded as internal information and must be kept confidential.

DIAM commits to protecting the privacy of individuals and to complying with all the applicable personal data protection laws, notably the European Union's General Data Protection Regulation (GDPR).

Every employee shall protect DIAM's physical assets, intellectual property and confidential information against theft, loss, waste, misuse, fraud or any other inappropriate use. All employees are also under an obligation to protect any assets entrusted to us by a third party.

DO

- ✔ Keep information and records about clients, suppliers and any other business partners in a safe place to which only authorised employees have access
- ✔ Disclose confidential information only when it is appropriate and necessary to transact business or as required by the laws and regulations or authorised by the owner of the information
- ✔ Check carefully if internal information is legal or appropriate before sharing it
- ✔ Only collect and process personal data for a lawful and legitimate purpose
- ✔ Destroy personal data if there is no lawful purpose to retain such data

DON'T

- ✘ Store confidential records in a place which is generally accessible
- ✘ Modify or use internal information for personal purposes
- ✘ Discuss internal information in a public place
- ✘ Disclose confidential information to unauthorised persons
- ✘ Collect personal data for a specific purpose and then use it for a different purpose

EXAMPLES

- ➔ ***I talked about a contract I had just signed with a significant client during a dinner with friends, and they asked me for more details.***

In this situation you are only permitted to mention that you successfully signed a major contract. However, the disclosure of any further details regarding the contract is prohibited and violates our Code of Ethics.

- ➔ ***I saw a beautiful display case in the showroom, I took a picture and shared it with my best friend. Am I allowed to do that?***

No. Our clients may require that some of our products are kept confidential. You are not allowed to share any of our unpublished products with your friends, families or on social media. You can only share this material when it becomes publicly accessible. If in doubt, you should contact our Group Communication department.

👉 ***One of our clients told us they were going to collaborate with a superstar and sent us photos and videos of the new store design. I am a big fan of this superstar, and can't wait to share this information with my friends and on Instagram. Can I do this?***

No, you cannot. All the information obtained from clients shall be regarded as confidential information before it goes public, and you are not permitted to share it on any social media or to tell your families or friends.

1.3

CONFLICT OF INTEREST AND INSIDER TRADING

A conflict of interest arises when an employee's professional mission conflicts with their private interests and may call into question their neutrality and impartiality in the performance of their duties.

Insider trading is the act of having confidential information about a company and using it to conduct transactions to benefit the company or others before the information has become public.

DO

- ✔ Immediately disclose any actual or perceived conflict of interest concerning you or any of your colleagues
- ✔ Exclude yourself from any decision-making where you have, or may have, a conflict of interest
- ✔ Refrain from acquiring personal interests using confidential, non-public information

DON'T

- ✘ Conceal any information about a conflict of interest
- ✘ Take advantage of non-public information for personal interests

EXAMPLES

- ➡ ***My cousin has been a candidate for a position in our company, and I will be included in the decision process. What should I do?***

In this situation, you should report this to your manager and withdraw from your cousin's recruitment process.

- ➡ ***My best friend runs a restaurant which many companies use to host lunches and events. Given the lower price and good quality of food there, it would be a good choice for our event. Can I make a reservation?***

Yes. The existence of a conflict of interest does not result in a violation of the Code of Ethics if it doesn't call into question neutrality and impartiality in the performance of your duties. In this case, you can make a reservation if you have conducted a benchmarking process with other providers and it appears that the price and quality of the food at your best friend's restaurant are aligned with the others. You still have to report it to your manager, of course.

- ➡ ***During a bid process with one of our major clients, the client mentioned that their son is seeking an internship. I received the son's CV several days later; what should I do?***

In this case, you should send the CV to the HR department and your manager and ensure that his application is treated as impartially as any other candidate.

- ➡ ***I happen to know that our company is in negotiations to make an acquisition; can I tell this information to my sister who is looking for an investment?***

No. You should first check if the information about the acquisition has been published. If not, you must not share this information with your sister because it is confidential, and your conduct will be regarded as insider trading.

1.4

ANTI-CORRUPTION

The DIAM Group has joined the United Nations Global Compact, is committed to the international fight against corruption and money laundering and has implemented a zero-tolerance policy. This has materialised in the Group's "anti-corruption policy" to which all employees are required to comply.

Every manager must set an example and be able to respond to the questions of employees and to exhibit knowledge of, and respect for, ethics in the event of a sensitive arbitration process.

An "anti-corruption" e-learning course is available in each country to reinforce this Code of Conduct, and is mandatory for all employees who work in the following departments:

- Purchasing
- Sales
- Project management
- All employees in direct contact with customs
- Finance
- HR
- IT

DIAM reserves the right to require any person who holds a position considered to be at risk to take such mandatory training.

DO

- ✔ Refuse any financial or non-financial benefit which could call into question the impartiality of your commercial decisions, purchasing activities or any transaction with a partner
- ✔ Inform your line manager or HR if you are aware of any requests or solicitations made by customers, suppliers or other third parties for improper payments
- ✔ All sponsoring, patronage or charitable donations must observe the DIAM Charity Guidelines on this subject, be carried out transparently and with the agreement of management and must not give rise to any form of favouritism
- ✔ Ask for guidance when a concern is raised or discovered

DON'T

- ✗ Ask or receive any benefits from clients, suppliers or any other business partners
- ✗ Offer, promise or provide anything of value, including a facilitation payment, to obtain or retain an improper advantage
- ✗ Offer or accept any gifts or hospitality which is above a reasonable value and are not for business purposes

EXAMPLES

- ➡ ***I paid for an official fast track process for a visa or customs clearance. Is this OK?***

Yes. If the fast track is official and published by the authority, you could pay for it and obtain a receipt.

- ➡ ***Bribery is widespread in this country. If we don't follow suit, we cannot compete with other competitors. – No***

The knowledge that other companies engage in bribery should not cause you to compromise your integrity. Even if bribery is common, you should never simply accept this.

- ➡ ***I received a gift from one of the suppliers who are engaging in a contract negotiation with my team. I'm not sure if I should accept it, as I am concerned about the value of the gift. What should I do? If I am the only one who is receiving the gift, what should I do?***

In a situation where you are uncertain of the value of the gift from the supplier, you should report the gift to your line manager or the HR department for further evaluation. Once the gift is evaluated as a token gift, you can accept it. If not, you should refuse it and return it to the supplier.

In a situation where you are the only one receiving the gift, even if the gift is a token, you should exercise caution, as you are in contract negotiations with the supplier. The best way is to report it to your manager and ensure your impartiality when conducting the contract negotiations.

1.5

COMMUNICATION, FINANCIAL AND ACCOUNTING, NON-FINANCIAL DOCUMENTS

The DIAM Group undertakes to provide its shareholders and interested stakeholders with clear, accurate and complete information regarding, but not limited to, methods and resources used, production sites and characteristics of products and services supplied within the parameters defined by the rules of confidentiality and business ethics. Shareholders and interested stakeholders will be notified of any event, action or decision that is likely to have a significant impact on their investment decisions, on their relations with the DIAM Group or on the extra-financial assessments they may be commissioned to carry out.

The Group's financial, accounting and non-financial information must always accurately reflect the situation of the DIAM Group pursuant to the international financial and non-financial information standards in force. DIAM undertakes to ensure that the records are accurate and correctly maintained in accordance with the applicable laws and regulations.

Similarly, any communication document from DIAM, whether for general information, marketing, sales or any other evaluation by stakeholders, must comply with the rules of ethics, truthfulness and transparency required for responsible communication and marketing.

DO

- ✔ Provide reliable, accurate figures and data to shareholders and stakeholders
- ✔ Fulfil your duties to maintain accurate and complete financial or non-financial business records by the deadline
- ✔ Follow the internal rules and policies when maintaining records
- ✔ Submit a report should a concern arise regarding the records

DON'T

- ✘ Falsify financial or non-financial business records to conceal specific activities
- ✘ Report data beyond the deadline, and therefore risk the Group publishing incomplete or false data

WHAT SHOULD I DO?

- ➡ ***I found an error in our annual report for which my manager is responsible, but it is close to the deadline and I don't want to ruin my relationship with my manager. What should I do?***

It's your responsibility! You should immediately notify your manager of the error, as the accuracy of the information in our business records is extremely important. If your manager takes any form of retaliation against you owing to your conduct in good faith, you can use all the available channels to submit a report.

HEALTH AND SAFETY

DIAM's primary responsibility, even before serving its customers, is to ensure that the health and safety of all persons living nearby, visiting, working in our offices and production sites or working on our customers' sites under our responsibility, and that of any customers using our products and services, is not compromised.

We ensure this responsibility by aiming for zero accidents in the Group and by implementing all the training and good practices necessary to achieve this objective. We aim to always provide products and services that are safe for our customers and to comply with the regulatory standards applicable to the uses for which our solutions are designed.

The involvement of every employee, right up to management, is essential to achieve these demanding objectives, and this requires the implementation and constant improvement of a safety culture and reflexes to ensure we are all responsible for our own safety and that of others.

In line with our CSR policy, DIAM has set up a continuous improvement system both at the Group level and at each industrial or commercial site. This system is based on the one hand, on the empowerment of people, starting with leadership and the exemplary role they should play and, on the other, a series of tools, rules and standards that start with the compliance with legal requirements. These tools also provide the basis of resources or requirements for all sites and individuals. Management reviews, periodic visits, regular communications, training and internal audits are organised to verify and improve the implementation of these behaviours and rules.

Any person working for DIAM or visiting a DIAM site must undertake to comply with the Group's safety rules, which are specific to each site.

DO

- ✔ Carefully read all the safety policies and rules relating your work activities
- ✔ Act strictly in line with all the safety rules where they apply
- ✔ Actively participate in safety-related training
- ✔ Set yourself as an example in accordance with safety policies and rules
- ✔ Submit a report if you have a concern regarding safety

DON'T

- ✘ Compromise safety policies and rules through incorrect conduct
- ✘ Ignore or remain silent if you become aware of a safety issue

EXAMPLES

- ➔ ***I have to hurry to finish my work so my team won't miss the deadline for the order, but the protective gloves slow me down and I am working less efficiently. As I am good at my job and have performed these tasks hundreds of times, surely, I can remove the gloves just once?***

No. Always bear in mind that any compromises to our safety rules are unacceptable in the DIAM Group. No matter how experienced you are at your work tasks, the safety rules come first.

- ➔ ***I've noticed that my line manager has sometimes failed to follow our safety rules, and no one has spoken up. I have discussed this with my manager, who told me to mind my own business. As there have been no accidents following the manager's violation, I am unsure whether I should submit a report. What should I do?***

You should submit the report. Speaking up is the responsibility of every employee. You are encouraged to report any violations of the DIAM Code of Ethics. All reports are strictly confidential, and individuals who make reports are protected and shall suffer no form of retaliation.

SOCIAL AND CIVIC COMMITMENT

3.1 RESPECT FOR EMPLOYEES

The DIAM Group is committed to the principles of honesty, fairness and respect for the dignity of all its employees, and undertakes to respect the rights of employees to freedom of association, union membership and collective bargaining through all the applicable laws and regulations.

The DIAM Group values and encourages employee diversity, team spirit and the sharing of experience. DIAM is sensitive to equal opportunities and rejects all forms of discrimination or harassment.

The DIAM Group does not participate in any political action. It respects the freedom of all to make their own political decisions. Any participation in the political or associative life of an employee must take place outside the company during their free time and at their own expense, except in the case of sponsorship or charity if this is carried out within the framework of a company action in accordance with the sponsorship policy (see the DIAM Group Charity Guidelines).

Employees are committed to responsible and ethical behaviour based on respect for each individual and a sense of team spirit.

3.2 RESPONSIBLE EMPLOYMENT

DIAM strives to be a responsible employer and applies a zero-tolerance policy to child labour, forced labour and any illegal, clandestine and undeclared employment.

DIAM's primary social commitment is to its employees, for whom DIAM seeks to preserve and develop employment, employability and professional development. DIAM implements a skills development policy to enable all employees to demonstrate and fulfil their talents.

In addition to the annual individual interviews that allow managers and employees to exchange constructive feedback, skills reviews are organised every year to encourage discussions about each employee's career and thus promote internal mobility and training. The Group pays particular attention to training and the exchange of best practices worldwide to develop individual skills and maintain employability.

3.3

CONTRIBUTION TO LOCAL COMMUNITIES

The DIAM Group acts as a corporate citizen who is committed to the local social fabric and seeks to go further in its social commitments by supporting the development of local communities where it operates. It shall take all measures to prevent any potential damage that could be caused by its business activities.

DIAM is also committed to helping disadvantaged groups (disabled, long-term unemployed, chronically ill, senior citizens, veterans, single parents, etc.) through employment, and has implemented a social inclusion programme since 2009.

DO

- ✔ Help the Integration of employees with disabilities
- ✔ Actively organise or participate in public service activities to benefit of local communities
- ✔ Report any existing or potential damage to local communities caused by DIAM
- ✔ Show respect and team spirit, and share your experience and knowledge when working with others
- ✔ Separate your political activities from your work duties and work time
- ✔ Report any situation of discrimination or harassment

DON'T

- ✘ Disrespect anyone working with you for any reason
- ✘ Engage in political activities during your work time or take advantage of the resources of the DIAM Group
- ✘ Prevent or exclude anyone from pursuing professional development training

EXAMPLES

- ➡ ***My manager always has some physical contact with me when we have discussions or meetings alone. I feel uncomfortable about this, even though they seem not do it on purpose. Am I being too sensitive?***

No. You have the right to feel uncomfortable and to express this to your manager. If your manager refuses to stop or even threatens you with retaliation, you could submit a report through all available whistleblowing channels provided by DIAM. The report will remain confidential.

- ➡ ***Our site was recently hiring new employees, and it just so happened that a friend of mine was looking for a job. Although the friend has a disability, I wanted to tell them the good news, because I know that DIAM has a social inclusion programme. Their disability will not prevent them from submitting their application. Am I correct?***

Yes. DIAM is engaged in combating any form of discrimination. Your friend's disability is not an obstacle and their application will be treated in the same way as that of others.

DIAM is also committed to supporting the development of the local community, and launched the social inclusion programme in 2009 for that purpose. DIAM takes all the necessary measures to improve the integration of persons with disabilities into work and life.

- ➡ ***I encountered an NGO that focuses on supporting underprivileged communities at a charity event and learned that it lacked funding. I thought DIAM might be able to help, and was intending to suggest to my manager that we make a donation. Is that appropriate?***

Yes. Working with NGOs is one way to help DIAM meet its commitments to support the local community. But to make a donation in the name of DIAM, you should first refer to our "DIAM Charity Guidelines" to check if it is appropriate and, if so, follow the internal rules.

RESPONSIBLE PURCHASING

DIAM is aware that its social commitments do not stop at the doors of its various entities, and seeks to involve its entire ecosystem, starting with its suppliers, who are key to ensuring adherence to its social commitments in a general spirit of partnership and continuous improvement.

A DIAM Supplier Code of Conduct is available and defines the commitments that DIAM requires from its suppliers. It must be read carefully, signed and observed by suppliers who work with DIAM. An assessment of supplier policies and performance, including governance, ethical, social and environmental issues, is carried out for all new supplier qualifications and at regular intervals thereafter, based on the risks assessed by the purchasing departments. Documentary or on-site audits may be carried out to complement these assessments.

All DIAM employees working with suppliers must apply and enforce the principles set down in this Code within the limits of their responsibilities.

DO

- ✔ Ensure that suppliers are aware of all the stipulations in the DIAM Supplier Code of Conduct
- ✔ Ensure impartiality and fairness when selecting and assessing suppliers
- ✔ Continuously monitor suppliers, new or existing, regarding compliance with the DIAM Supplier Code of Conduct, the law and the relevant regulations

DON'T

- ✘ Work with suppliers without signing the DIAM Supplier Code of Conduct or without carrying out an assessment
- ✘ Continue to work with suppliers who repeatedly violate the DIAM Supplier Code of Conduct, the laws or who conduct unethical practices

EXAMPLES

- ➔ ***During the new supplier selection, my manager said that one of the suppliers had already been qualified by the area manager, and there was no need to assess that supplier. What should I do?***

All new suppliers are subject to a prior assessment before conducting a commercial relationship with DIAM, without exception. In this case, you should remind your manager of the policy and the necessity to assess the supplier. If the manager refuses, their lack of interest and resistance with respect to this non-assessed supplier could be related to corruption or a conflict of interest, and you should report this through all available whistleblowing channels provided by the DIAM Group

- ➔ ***I heard about the corruption scandal of one of our suppliers on the news. At the time of contract renewal, I found this supplier was on the list. What should I do?***

In this case, you should immediately report this to your line manager. Enhanced audits should be conducted to assess if the corruption issues are real and if the suppliers have taken the necessary measures to tackle them. Documentary or even on-site audits will be considered. If your line manager or any other manager tries to brush this issue aside, you could submit a report through other whistleblowing channels.

ENVIRONMENTAL PROTECTION

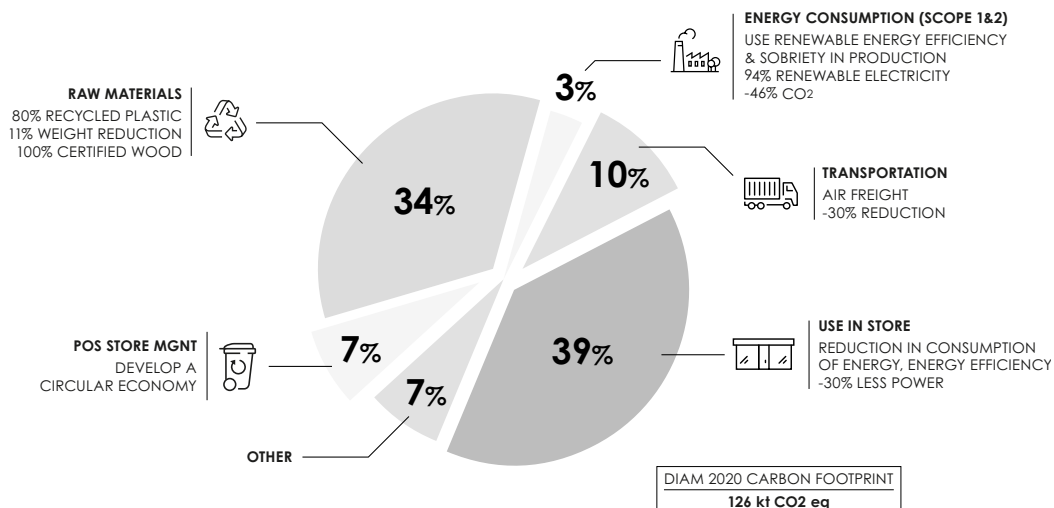
Every business, including DIAM, has an environmental impact. DIAM's objective is to minimise the negative impacts of its activities and to develop sustainable business with a positive impact on the environment. DIAM complies with the objectives on climate change set out in the Paris Agreement through its commitment to the "Science Based Targets" initiative with a CO₂ emission trajectory to achieve the objective of limiting climate change to 1.5° compared to the pre-industrial era. This corresponds to halving our impact on key elements of our carbon footprint in 10 years.

DIAM is therefore developing a pragmatic approach based on rigorous analyses, such as a yearly evaluation of its carbon footprint, Life Cycle Analyses and advanced practices in eco-design and operational efficiency through employee training and the use of state-of-the-art techniques as soon as possible.

Environmental impact is present in every operational decision made by DIAM Group, and we expect every employee, regardless of their role or position, to act while taking environmental protection into account.

ACTIONS TO REACH OUR 2030 TARGETS

DRIVING INDUSTRY CHANGE WITH OUR BRAND PARTNERS



DO

- ✔ Report any abnormal situations that have negative impacts on the environment
- ✔ Implement DIAM's commitments to limit our negative impacts on the environment
- ✔ Make eco-friendly proposals for your own activities and also for Diam's Business
- ✔ Adopt eco-friendly behaviours and procedures in your daily work, even in small ways

DON'T

- ✘ Ignore or remain silent when you discover any situations that would result in negative impacts on the environment
- ✘ Ignore DIAM's commitments to environmental protection

EXAMPLES

- ➡ ***Environmental protection is more like an initiative at a company level. I am just an employee and it doesn't concern me. Is this correct?***

No. DIAM's commitment to environmental protection requires the effort of all employees. Every decision you make and every action you take could have an impact on the environment. You are under an obligation to take environmental protection into account in your daily work, to engage in our sustainable programmes and even make proposals to help DIAM contribute to environmental protection

- ➡ ***The raw materials used by our production factory are not eco-friendly, and could harm the local environment. I have reported this to my line manager, who told me it was the decision of senior management. But I have questions. What should I do?***

DIAM aims to develop a sustainable business by minimising its negative impact on the environment. The fact that it may be causing damage to the local environment which could be avoided by using eco-friendly materials, is unacceptable. In this case, you should raise your concerns with your line manager and request an investigation. If they refuse, their lack of interest may be related to corruption or a conflict of interest. You should report this through other whistleblowing channels.

ACCEPTANCE OF THE CLAUSES OF THE CODE OF CONDUCT



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I, the undersigned,
(First name, Surname)

.....

acting within the DIAM group as (Function)

.....

certify that I have read the Group's Code of Ethics and undertake to:

- ☐ comply with the Group's values and ethical expectations,
- ☐ comply with the code in its entirety, as well as the associated documents,
- ☐ Support and encourage others to respect the Group's Code of Ethics,
- ☐ Report any behaviour or situation that does not comply with the Group's Code of Ethics.

Date

.....

Signature

.....

CONTACT:
Raphaelle BRIAND
HRD Group



WWW.DIAMINTER.COM

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