

PARSA
— BEAUTY —

Solida
BEAUTY CONCEPTS

Code of Conduct

**PARSA Haar- und Modeartikel GmbH
Solida Beauty Concepts GmbH**



Code of Conduct

PARSA Haar- und Modeartikel GmbH Solida Beauty Concepts GmbH

Dear Colleagues,

This Code of Conduct describes binding standards as guidelines for our actions and decisions at PARSA/Solida. It defines our conduct towards our employees as well as towards our customers, suppliers, authorities and the competition. It goes without saying that we comply with existing legal and statutory provisions in all our activities. In addition, we live social responsibility. In addition to respect for human rights and social standards - particularly with regard to our suppliers in Asia - environmental protection and sustainability are core values for PARSA/Solida.

The Code of Conduct is actively lived by our employees. Managers and supervisors play a special role as role models. They are responsible for ensuring that all employees are aware of the behavioral requirements and that everyone acts accordingly.

All employees work together to ensure that PARSA/Solida not only operates successfully in business terms, but also assumes responsibility for society and the environment at all times and acts in accordance with the law.

Thank you for the fact that each and every one of you, through your conduct, contributes to positive cooperation at PARSA/Solida and establishes us as a respected and valued player in our social and societal environment.

Sinsheim, 17.01.2022

Heiko Hofer



Basic
requirements



Transparent business
relations/relations
with business partners



Data, trade secrets
and business assets



Social
responsibility

1. Basic requirements



1.1 Compliance with applicable law

We comply with all legal and regulatory requirements at local, national and international levels.

1.2 Open communication

We encourage our employees to address issues openly and without fear of reprisals. Employees who, with good intentions, express concerns about what is happening in the company or in the business environment must not suffer any disadvantages as a result.

1.3 Avoiding conflicts of interest

Personal interests of directors, managers and employees must not conflict with the interests of the company. Secondary activities must not conflict with the interests of PARSA/Solida.

2. Transparent business relations / relations with business partners



2. Transparent business relations / relations with business partners

2.1 Customers

Our trading partners are the central and valuable link to our consumers. The success of our customers is therefore a prerequisite for our success and therefore also our direct interest. Based on current market and consumer trends, we develop customer-specific product ranges, thus enabling our retail partners to achieve a high level of differentiation and added value.

2.2 Suppliers

We attach very great importance to trusting and fair business relationships with our suppliers. In the creation and production of our assortments, we work with strictly selected producers. New suppliers are selected after detailed examination in accordance with our supplier strategy. Permanent supplier evaluation based on a comprehensive scorecard guarantees that the high quality of our suppliers and products is permanently maintained. Due to the primary sourcing from Asia, we also pay very close attention to compliance with social and societal standards in addition to qualitative requirements. Our suppliers contractually undertake to comply with high social standards and to produce in accordance with the strict quality requirements defined by us.

2.3 Authorities

We maintain a correct and legally impeccable relationship with all governmental and regulatory authorities. In our dealings with authorities, we always act transparently and in accordance with applicable law.

2.4 Competition

We conduct fair competition in all business relationships. We ensure that no agreements restricting competition are made with competitors, customers or suppliers regarding prices, market or territory sharing. Business decisions are made independently and without exchanging information with competitors. We do not disseminate false information about competitors' products and services, nor do we seek competitive advantages in any other unfair or abusive manner.

2.5 Protection against corruption and bribery

We condemn all forms of corruption and bribery. Benefits that serve the purpose of promoting business relationships or presenting products or services are permissible - insofar as they are moderate. However, such benefits may only be accepted or granted if they serve a legitimate business purpose and are not accepted or granted in return for an unlawful advantage. The benefit may not have an unreasonably high value and may not disproportionately exceed the limits of business custom or the recipient's normal standard of living. We never solicit a personal benefit on our behalf.

3. Data, trade secrets and business assets



3.1 Data protection

We comply with the applicable laws and regulations when collecting, storing, processing and using personal data from employees, customers or other third parties. Each of us is responsible, within the scope of his or her duties, for ensuring a high level of protection.

3.2 General Confidentiality

We undertake to maintain strictest secrecy towards any third party about all matters and processes, in particular about work results, work experience, supplier names, fabrication, manufacturing and processing methods, about special know-how and company property rights. Critical information may only be communicated after consultation with the management and exclusively to authorized recipients. No false, unfair or business-damaging assessments may be made on relevant public forums.

3.3 Handling company assets

We handle company property of all kinds responsibly. This includes products, work equipment, intellectual property or other company assets.

3.4 Use and security of IT systems

We protect our systems and equipment against unauthorized access, unauthorized and improper use, loss and premature destruction by all available suitable and appropriate technical and organizational means. All employees are obliged to take the necessary measures (e.g., no disclosure of personal passwords to third parties, no calling up or downloading of dubious or inappropriate content, etc.).

4. Social responsibility



4.1 Appreciation

We maintain respectful, open and fair dealings with each other. Everyone is called upon to freely express their views in mutual respect and to openly address perceived or actual problems at any time.

4.2 Human Rights

We respect the dignity and personal rights of our employees and third parties with whom we are in business contact. We reject forced and child labor, as well as any form of exploitation or discrimination. In particular, we ensure that our suppliers in Asia strictly comply with the relevant laws and social standards.

4.3 Equal opportunities and non-discrimination

We treat all people equally regardless of race, gender, ethnic origin, religion, ideology, disability, age or sexual identity.

4.4 Environmental protection and sustainability

The protection of the environment and the efficient use of resources are an essential part of our corporate policy. We are committed to reducing the ecological impact of production and transport activities to a minimum within the scope of technical and economic possibilities. By continuously improving energy efficiency and raising environmental awareness, we make our contribution to reducing environmental pollution. As a family business with decades of tradition, we think long-term in every respect. Sustainability is a basic concern for us and encompasses all areas of our activities, such as in the development of FSC-certified products, the development of individual and sustainable product range concepts or the selection of socially responsible production sites.

4.5 Product safety

Our quality management is based on an absolute customer and consumer orientation and is understood as a process-oriented approach with the objective of continuously improving the quality of our products and processes. Clearly defined quality requirements already at the product range creation stage, systematic and regular quality controls by recognized international test institutes as well as regular in-process controls on site guarantee the highest product quality and product safety in compliance with legal and customer-specific quality requirements.

4.6 Occupational safety

The safety and health of our employees is taken into account in all corporate decision-making processes. The measures required to meet occupational safety requirements are systematically implemented and continuously improved, and the necessary resources are made available for this purpose.