

Code of Ethics

1. Foreword

Our success and reputation depend not only on the quality of our products and services, but also on how we conduct our business. BDH aims to become the benchmark in its sector. For us, this means excelling not only in technical, commercial, and financial performance in every market where we operate, but also being recognized as a role model for the quality of our practices and the ethics of our behavior.

This ambition requires our work to be conducted under conditions that respect the company's values and standards, upheld by every employee. BDH's strategy lies at the intersection of two imperatives: operational excellence and ethical excellence in our relationships with all stakeholders. This is supported by strict ethical commitments and procedures.

It requires the implementation of good practices throughout the process — from product design to distribution.

BDH's core values include professionalism, innovation, pragmatism, team spirit, and integrity.

This document outlines the key principles of conduct to be followed by BDH and all its employees. BDH reserves the right to update or amend this document as needed.

It is understood that anyone collaborating with BDH in any capacity is required to respect and enforce all provisions of this document. It is communicated to employees and any third parties through contractual or regulatory frameworks.

2. BDH Staff

All BDH employees are encouraged to report any practices they believe contradict the principles outlined in this Code of Ethics and could expose the company to risk. While encouraged, this process is voluntary and not anonymous.

Due to the nature of BDH's activities, any concerns or doubts related to technical quality, production, storage, marketing, distribution, accounting, internal control, or audit (including fraud in any of these areas) — particularly those involving employees with related responsibilities — will be addressed directly by BDH management. Employee protection (regardless of the outcome of the concern) is ensured for both the complainant and the person implicated, and no individual reports are issued.

Through this Code of Ethics, BDH commits to conducting its business with honesty and fairness. This commitment is aimed not only at complying with applicable laws and regulations in all jurisdictions where BDH operates, but also at earning and maintaining the long-term trust of its clients, shareholders, employees, and business partners.

The Code applies to all employees (board members, executives, and staff) and to all affiliated entities, in accordance with the law:

- Companies in which BDH directly or indirectly holds the majority of voting rights
- Fully consolidated subsidiaries
- Joint ventures in which BDH holds at least 50% of the voting rights

BDH also expects its partners to adhere to this Code and will require them to review and comply with it.

The Code provides BDH employees with guidance on how to act in critical situations they may encounter in their professional activities.

Compliance with laws and regulations is a non-negotiable requirement at BDH. Our employee rules are inspired by the Universal Declaration of Human Rights and the standards of the International Labour Organization (ILO). Employees must handle information in accordance with company principles regarding confidentiality, disclosure, and data retention.

They are strictly prohibited from using or sharing confidential information for personal use or with unauthorized services or entities within the company ("Ethical Firewall Principle"). All information disclosed — especially to regulators or auditors — must be accurate and verified.

3. BDH Products

3.1 Product Design

The development of any new product, platform, or software must follow these principles:

- Precise analysis of customer needs
- A summary document outlining the company's ambition for the product (positioning, quantities, target users, etc.)
- Documentation of technical and/or functional specifications
- Integration of sustainable development concerns from the design phase (e.g. energy efficiency, use of recyclable materials)
- Clear project planning: milestones, deliverables, responsibilities
- Documentation of test phases and decisions taken

Any product update must be tested and logged before going into production.

3.2 Product Manufacturing and Subcontracting

When outsourcing, we must be especially vigilant in selecting our suppliers and assemblers. They undergo a rigorous selection process based on service quality, process standards, compliance with industrial and environmental norms, and adherence to international labor standards — particularly regarding child labor.

All subcontractors may be subject to regular and unannounced audits by BDH, sometimes with third-party oversight.

4. Commitments to Clients and Distributors

4.1 Local and Responsive Service

- Enhance the local presence and availability of BDH teams.
- Respond promptly to client queries and provide quality follow-up.

4.2 Professional Expertise

- Design and continuously improve products and services based on client needs.
- Ensure employees are trained and equipped to deliver high-quality advice and support.

4.3 Professional Ethics

BDH seeks to differentiate itself by the way it conducts business daily, putting professional ethics into practice. This ethic is built on five pillars: quality, transparency, client information confidentiality, fairness, and respect for deadlines.

4.4 Measurable Commitments

BDH provides its entities with tools to assess client satisfaction: regular surveys are conducted throughout the year at key moments in the customer relationship. Insights from these surveys are used to enhance service quality, with the ultimate goal of continuous improvement in client satisfaction.

5. Respect for Clients and Suppliers

Respecting clients includes providing transparent and accurate information, offering appropriate advice and confidentiality, ensuring equal treatment, and maintaining honest messaging in advertising.

Due to the nature of BDH's operations, its employees — particularly sales teams — must not disclose any information received, heard, or transmitted by partners, suppliers, distributors, or end clients.

6. Social Responsibility & Sustainable Development

6.1 Social Responsibility

These commitments summarize the sense of responsibility that BDH brings to its business dealings with its various partners. BDH works to optimize its impact on and with its stakeholders, and has identified key priorities:

- **Employees:** Continuously develop skills and engagement to enhance performance; diversity and equal opportunity are top priorities.
Clients: Emphasis on listening and expertise to deliver tailored solutions and uphold strong professional ethics.
- **Shareholders:** Deliver top-tier operational performance and transparent communication to create long-term value.
- **Suppliers:** Their commitment to sustainability and human rights is evaluated during selection; BDH buyers follow strict ethical rules monitored by company leadership.
- **Environment:** Reduce consumption of paper, water, energy, and CO₂ emissions; manage e-waste; and progressively integrate environmental quality standards into BDH facilities.

6.2 Sustainable Development

BDH's strategy is to embed sustainable development at the heart of its business, as responsible practices are the most effective way to contribute to economic and social progress.

BDH views societal initiatives as constructive: a responsible company manages risks better, satisfies both clients and employees, and creates long-term value. BDH defines societal action as contributing to global public interest — within its scope of responsibility — and in line with internationally accepted legal and regulatory frameworks.

Key priorities for responsible conduct:

- Promoting diversity and equal opportunity among employees
- Environmentally respectful management of all BDH sites
- Building long-term, selective supplier relationships