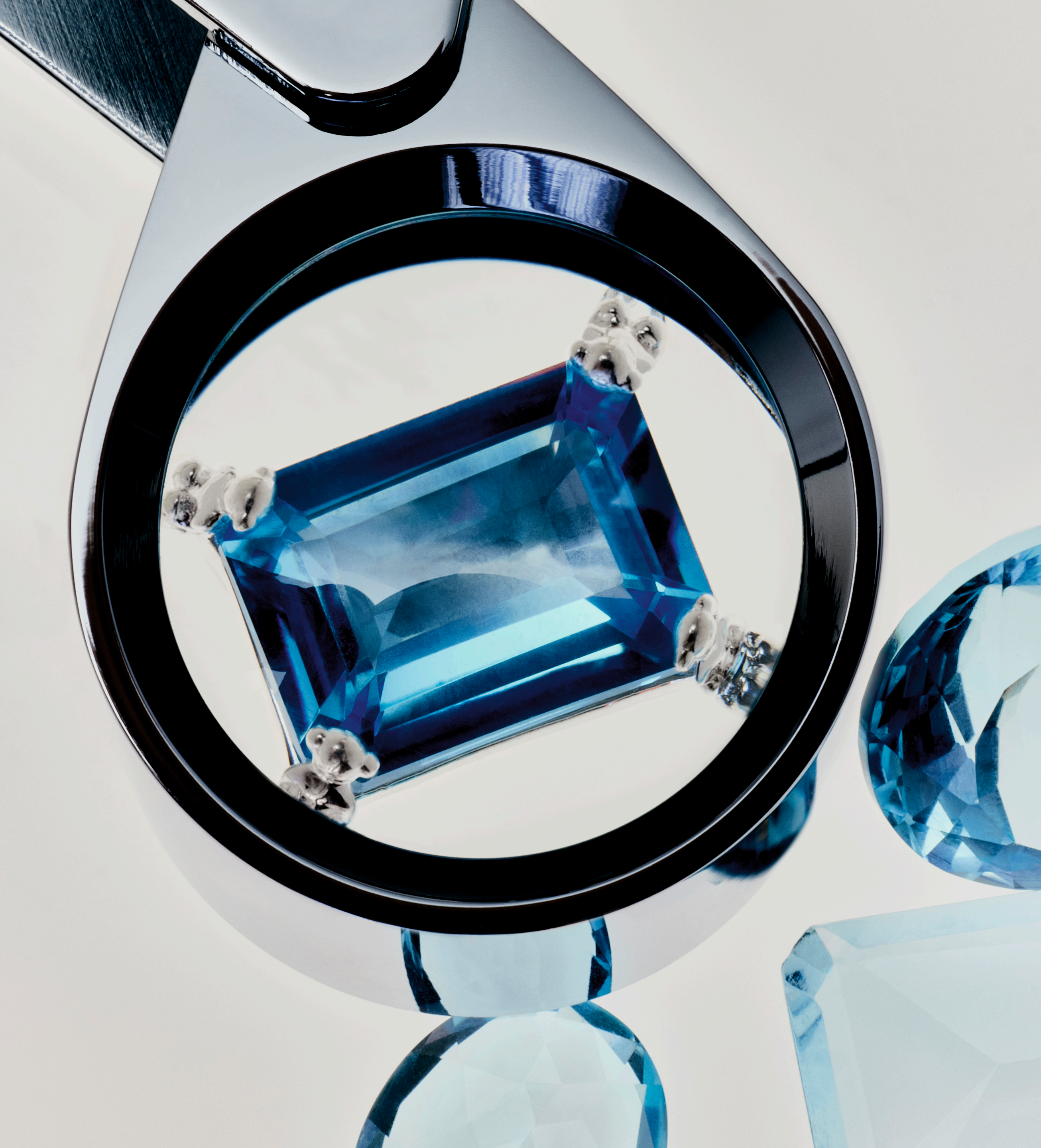


# TOUS

**TOUS GROUP CODE OF ETHICS**





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# LETTER FROM MANAGEMENT

As a century-old company, we always work with the legacy we are building in mind. Key to this is our Good Governance System, which is inspired by and based on a commitment to best practices in Good Governance, Sustainability and Business Ethics.

The TOUS Group Code of Ethics is a reflection of our ethical and corporate compliance culture. Knowing about them and their strict monitoring is a guarantee of transparency and sustainability, as well as a key confidence-building factor for our customers, employees, franchisees and suppliers.

Together, we have grown as an organisation, sharing our corporate culture, which defines the way we are and behave, adapting it to the current challenge and reinforcing and integrating our values, with a great passion for the project. Therefore, as the leadership team and senior management of the organisation, we want to promote and encourage commitment to this culture of compliance at all levels, and remind us all that the dissemination, integration and awareness of our principles and values is a strategic objective for the TOUS Group.

We need to respect and apply the Code of Ethics in all our areas of activity, regardless of category, level of responsibility or internal duties. All of us who work with and at the TOUS Group are obliged to comply with the principles of conduct established in the Code of Ethics, as well as to use the Ethical Channel that the TOUS Group places at our disposal to report any irregularities and/or inappropriate behaviour that we may observe in the exercise of our professional activity.

We are all part of TOUS, and we are all key to continue working and promoting our culture of compliance, both inside and outside the organisation. This is why it is essential that we continue to work in compliance with these guidelines for ethical behaviour, which are common to all the companies that make up the TOUS Group, and which aim to encourage mutual support and ongoing consultation in the face of situations that may compromise our principles and values.

Manresa, May 2024.

**Alba Tous,**  
*Chairwoman of TOUS*



# 1. PURPOSE

In this Code of Ethics, we reflect our principles and values, as well as the professional conduct that should be promoted and the behaviours that should be avoided in our activity within the TOUS Group (hereinafter, also, the "**Group**" or "**TOUS**").

The Code of Ethics is the highest level regulatory instrument within the TOUS Group's regulatory structure. This way, its principles and guidelines for action are developed in internal policies, standards and procedures. It also represents TOUS's commitment to regulatory compliance and zero tolerance for any conduct that could lead to non-compliance.

This commitment is shared by all TOUS Group companies, which ensure the real and effective application of these principles and guidelines for action in order to prevent, detect and react to any event that could put the organisation at risk.





## 2. SCOPE

Our Code of Ethics is mandatory for professionals who are part of all the Group's companies, both members of the governing bodies and managers and employees, regardless of their hierarchical level and geographical or functional location.

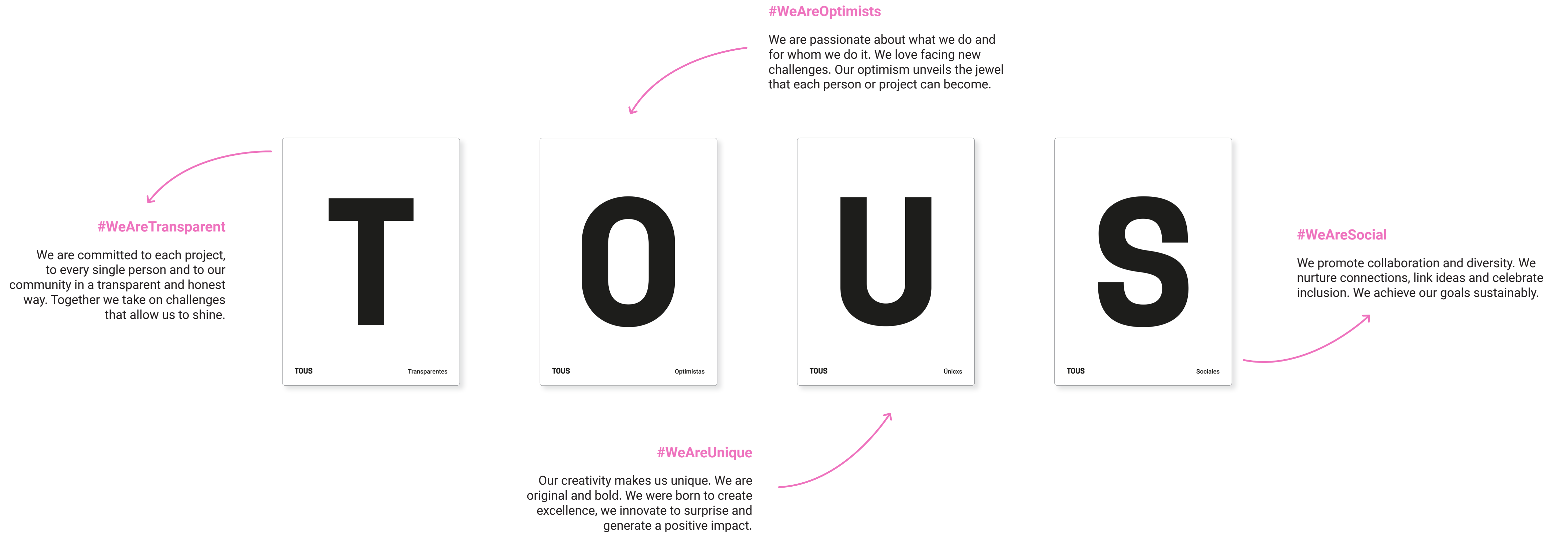
Moreover, this Code is applicable to and must be known and/or accepted by suppliers, distributors, franchisees, self-employed persons, agents, licensees, subcontracted companies, and by all persons who, without being employees, act in the name and/or on behalf of the Group, by virtue of a contractual and/or professional relationship, or who may affect TOUS through their actions. All of them together hereinafter referred to as "**Collaborators**".

We encourage collaboration with third parties who share our ethical and socially and environmentally responsible standards. That is why we specifically have a **Code of Ethics for Manufacturers and Suppliers**, aimed at defining and extending these minimum standards to the manufacturers of the products marketed by TOUS, as well as to the contracted service providers.

In line with the above, the contracts we sign must include a specific clause, by which the other party undertakes to comply with the applicable regulations, as well as with the ethical principles set forth in the **TOUS Group Code of Ethics, the Code of Ethics for Manufacturers and Suppliers**, or in its own Code of Ethics of equivalent content.



# 3. MISSION, VISION AND VALUES OF THE TOUS GROUP



## WE CRAFT A WORLD OF JOY

TOUS Group Purpose

We are more than 4,000 professionals working together to achieve the vision of making TOUS an accessible luxury jewellery brand that is the most successful, desirable and committed in the world.

We are also committed to integrating sustainable practices into our operations, from material selection to waste management, demonstrating our respect for the environment and for future generations.

Our mission is to inspire self-expression and care through excitement and joy; always in the service of our clients, making a positive impact on our community.



# 4. OUR PRINCIPLES OF CONDUCT



The general principles of conduct that should guide the behaviour of all Collaborators are as follows:

## 1. RESPECT FOR THE LEGALITY IN FORCE AND THE OBLIGATIONS UNDERTAKEN

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We act in compliance with the legislation in force and fully respect the commitments and obligations accepted in our contractual relations with third parties, as well as the uses and good practices of the places where we carry out our activity.

## 2. TRANSPARENCY AND INSTITUTIONAL INTEGRITY

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We see institutional integrity as the sum of individual conduct in all areas of action. This way, our business activity is characterised by an ongoing search for excellence and transparency that generates trust.

## 3. SOCIAL RESPONSIBILITY

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We pursue social interest, promoting the protection of human rights, public freedoms, equal opportunities, non-discrimination and multiculturalism, considering business as something that not only takes into account the results, but also the way they come about.



# 5. ACTION GUIDELINES

## 5.1. DIVERSITY, INCLUSION, EQUAL OPPORTUNITY AND NON-DISCRIMINATION

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At TOUS, we are committed to a company culture that promotes mutual respect and equality, enabling each team member to bring their unique perspectives and experiences to the table. We promote equal opportunities and practice zero tolerance when faced with any type of discrimination due to ideology, language, religion or beliefs, ethnicity, race or nation, sex, sexual orientation, gender identity, family background, illness or functional diversity, age, legal or union representation of workers, kinship with other TOUS Group employees or any other reason.

These principles guide and permeate all areas of our business, especially people management: from our workforce to our customers, suppliers, contractors and all our supply chain.

At TOUS, we believe that how we interact with each other is key, that's why:

- We treat all people with respect, dignity and fairness, regardless of their position in the organisation.
- We promote professional environments where equal opportunities are fostered so that each individual can achieve their goals.
- We value and encourage collaborative culture and teamwork.
- We recognise and respect individual differences, promoting empathy and open and respectful communication.

TOUS expressly prohibits any manifestation of violence, abuse of authority, degrading treatment, harassment or conduct that creates an intimidating or offensive environment, which may undermine the dignity and integrity of our people and the communities in which we operate.

We are also committed to guaranteeing the protection and welfare of animals in cases where their participation or involvement is necessary for the development of our activities, always demonstrating our commitment to the rights of all living beings.





## 5.2. PRIVACY PROTECTION AND DATA PROTECTION

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At TOUS, we are strongly committed to the privacy and protection of the personal data of all those with whom we interact, whether they are employees, customers or collaborators of the TOUS Group. To ensure this commitment, we have implemented the European General Data Protection Regulation (GDPR) as the global standard for privacy and data protection.

Our approach is based on collecting and processing only the personal data that are strictly necessary and proportionate for the development of our activity, respecting the conservation criteria required by the applicable regulations. Moreover, we undertake to implement the appropriate technical and organisational measures from the outset to guarantee the confidentiality and correct processing of the data, as well as to provide the required information to the interested parties.

At TOUS, we respect the right to privacy of our Collaborators, and we make responsible use of the means of communication, computer systems and any other resource made available to us. In this respect, control and monitoring measures are implemented on these tools to guarantee their appropriate and professional use, in addition to having specific privacy and data protection policies, as well as internal procedures to ensure compliance with regulations.

To monitor and ensure ongoing compliance, we have a Data Protection Committee and a Data Protection Officer (DPD or DPO).

## 5.3. COMMITMENT TO HEALTH AND SAFETY AT WORK

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The health and safety of our Collaborators is a priority. We strive to maintain safe and healthy working environments, ensuring the physical integrity and well-being of all. To this end, we comply with occupational risk prevention regulations and promote knowledge of health and safety standards among our teams.

We are committed to implementing all necessary and legally required safety measures, as well as those that improve the protection standards for our Collaborators, thus contributing to mitigating identified occupational risks and ensuring a safe and healthy working environment for all.

## 5.4. PROTECTION AND IMPLEMENTATION OF LABOUR RIGHTS

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At TOUS, we are committed to protecting the labour rights and social security of our Collaborators. For this reason, we do not allow working or social security conditions that are contrary to legal provisions, collective agreements or individual contracts, and we expressly reject any work related to child labour or similar activities. We promote freedom of association and the right to strike.

We prohibit the hiring of workers without prior notification of their affiliation to the relevant Social Security regime, as well as the hiring of foreign personnel without the required work permits. In this respect, we also do not tolerate any kind of deception in job offers, nor the use of contract, placement or employment simulation techniques.



## 5.5. PROHIBITION OF ALL FORMS OF CORRUPTION, INFLUENCE PEDDLING AND PREVENTION OF CONFLICTS OF INTEREST

We are committed to maintaining ethical and transparent practices in all our operations. We therefore prohibit any direct or indirect participation, both nationally and internationally, in bribery of authorities and/or public officials, managers, employees of entities outside the Group.

Moreover, we require our Collaborators to refrain from accepting, requesting, promising or receiving from persons or entities outside the TOUS Group, or through interposed third parties, payments, gifts or any other type of attention that is outside the lawful uses of the market.

All Collaborators must base their relationships on the principles of transparency and equal opportunities, ruling out any action aimed at obtaining or offering an undue benefit or advantage, and complying, in any case, with the internal policies that have been expressly defined for the prevention, detection and reaction to public and private corruption, such as our **TOUS Group Anti-Corruption Policy**, among others.

Our internal regulations also ensure the highest standards of compliance when recruiting and selecting Collaborators.

In line with the above, Collaborators should take the following into consideration:

- A simple promise or offer of a benefit is sufficient for an act of bribery or an act related to corruption to exist, without the need for the actual delivery or granting of the benefit.
- The benefit offered with the bribe does not necessarily have to be money; it can be any consideration in kind, such as gifts, travel, etc.
- Passive bribery (receiving, soliciting or accepting) exists even if the benefit is received by a person other than the accepting Group Collaborator (for example, a family member or friend).
- Facilitation payments are also a form of bribery, i.e. payments of amounts or delivery of things, even if the amount/value is small, made to public officials in order to expedite any kind of procedure.

Collaborators must also prevent any situation constituting influence peddling, i.e. acts or strategies aimed at guiding or influencing the actions of an official or authority, taking advantage of any situation arising from their personal relationship with them in order to

obtain a decision that may directly or indirectly benefit the company or a third party.

Similarly, Collaborators must avoid situations that may involve a conflict between their personal interests and those of the Group. Business decision-making must always be based on the best interests of the TOUS Group, promoting maximum objectivity and impartiality and thus rejecting any possible situation of conflict of interest or favouritism in the choice.

We also develop our business model without interfering or participating in political processes that may exist in the territories where we operate. All relations of the Group with governments, authorities, institutions and political parties are based on the principles of legality and political neutrality.

Any donation, sponsorship, patronage or any other social, cultural, scientific, charitable, sporting or similar project in which the TOUS Group wishes to participate must be subject to a protocol of verification of the real destination of the funds before being undertaken, expressly excluding political parties and foundations linked to them.





## 5.6. COMPETITION ADVOCACY AND PARTICIPATION IN PUBLIC TENDERS

We operate in the market in compliance with current legislation, basing our actions on the principles of free competition and equal opportunities.

We categorically prohibit any conduct that may be misleading or denigrating to competitors or third parties, avoiding, in any case, altering the prices that may result from free competition. We also reject any action aimed at obtaining a benefit, advantage or unfair or illegitimate advantage over customers, suppliers, competitors and other market; for example, through the following behaviours:

- Making any false indications or promises to a client or to the market in relation to the qualities or characteristics of its own or a competitor's product.
- Spreading rumours on social media, in the media or directly to customers, about a competitor, its products and services, or about any other company.

- Accessing data, technical product information or business strategies of a competitor through a common supplier, a family member, a trusted contact, or research that goes beyond information that can be considered public.
- Using confidential information that has been accessed due to the position held or the work done at the TOUS Group, in order to transfer it to third parties, sell it or use it to acquire or sell stocks/shares or for any other transaction or business.

Finally, at TOUS, we reject any conduct aimed at unduly influencing the result of an auction or public tender, including conduct such as: (i) accepting or soliciting any benefit in order not to take part in an auction; (ii) colluding with another bidder in order to alter the final auction price; or (iii) fraudulently abandoning the auction after the auction has been successful.

## 5.7. CONFIDENTIALITY OF INFORMATION

At the TOUS Group, we acknowledge the value of the information we handle, both our own and that of third parties. We therefore take the responsibility to manage it responsibly and carefully. It is essential to understand that non-public information that may be accessed in the performance of work duties is proprietary and confidential, so it should be used exclusively for the performance of work.

Any inappropriate use of such information for personal or third party benefit is expressly prohibited, with the sole exception of any legal, administrative or judicial obligations that may be imposed.

In this regard, Collaborators must keep the content of the information related to their work confidential, not disclosing it to third parties or using it for private purposes, especially protecting any information that may be considered a business secret and/or proprietary information of the TOUS Group. Thus, in the event of termination of the employment or professional relationship, any confidential and proprietary information to which access may have been obtained must necessarily be returned.

## 5.8. TRUE AND FAIR VIEW IN FINANCIAL AND ACCOUNTING MATTERS

We must guarantee the veracity of the financial and accounting information, thus obtaining a true and fair view of the TOUS Group's assets and financial situation, which in turn enables us to comply with the applicable tax and Social Security obligations.

In order to promote the highest standards of compliance in this area, our Finance Department establishes clear guidelines regarding the preparation of financial and accounting information, prohibiting any manoeuvre aimed at concealing income or profits, thus ensuring transparency and legality in our operations.

Moreover, we subject our financial information to regular audits and take measures to prevent and detect any attempt to use our structure for money laundering or terrorist financing activities.

Our commitment to transparency also extends to the request, application and justification of subsidies, providing accurate and truthful information, as well as undertaking regular and comprehensive monitoring of the subsidies received. Along these lines, we prohibit the application for subsidies, tax relief or public aid in the name of TOUS, by using false information or altered conditions for the benefit of the Group.



## 5.9. TRANSPARENCY AND OPERATIONS CONTROL

The industry to which the TOUS Group belongs entails the implementation of specific measures in terms of transparency and control of operations, especially for the purpose of preventing conduct related to money laundering and the financing of terrorism.

In this regard, we categorically prohibit any action aimed at promoting, facilitating, participating in or concealing any type of operation related to money laundering and/or terrorist financing. All our Collaborators are required to comply with the established internal procedures and report any suspicious transaction of which they are aware, in compliance with the ***TOUS Group's General Manual for the Prevention of Money Laundering***.

Specifically, we limit cash transactions only to those permitted by the applicable regulations, and we prohibit payments or collections to natural or legal persons other than those appearing on an invoice or in the

contract governing the relationship, unless there is legal justification for doing so (seizure, assignment of receivables, etc.).

Moreover, our Collaborators are required follow established protocols for the handling of credit cards, debit cards and travellers' cheques, and are strictly prohibited from tampering with or manipulating charging or billing devices, such as the Point of Sale Terminal (POS), or other automatic devices used to calculate prices for services.

We have an Internal Control Body for the Prevention of Money Laundering and the Financing of Terrorism, which is in charge of ensuring compliance with the internal and external regulations applicable in this area, and the activity of which is periodically audited by an independent external expert, in compliance with current legislation.

## 5.10. PROTECTION OF INTELLECTUAL AND INDUSTRIAL PROPERTY

At the TOUS Group, we value and encourage creativity and innovation, which is why we have implemented specific measures to protect and defend assets such as brands, designs, domains and those subject to protection by industrial and/or intellectual property rights.

To ensure this, our Collaborators are required to follow these guidelines:

- Not to copy, reproduce in whole or in part intangible assets of third parties without the prior written authorisation of their legitimate owners.
- Avoid transforming, modifying, importing or distributing third party assets without express authorisation.
- Verify that suppliers provide original creations that are not derived from other works.
- Not use third party material without ensuring that the company has the required rights or authorisations.

- Use company rights only for the performance of work-related duties and in specifically authorised cases.
- Incorporate our own or duly authorised trademarks, images and texts in marketing and advertising activities.

On the other hand, it is important to pay specific attention to content and software downloaded from the Internet, which must be duly licensed by the copyright holder, even if it is obtained through search engines. All software installed on TOUS Group devices must have the relevant user licence.

It is crucial to remember that the intellectual and industrial property generated within the framework of the activity undertaken for the TOUS Group is the exclusive property of the company.



## 5.11. INFORMATION SECURITY

All our TOUS Group Collaborators must comply with the regulations on the use of technological media, regulating the use of corporate devices, professional e-mail, Internet access, and other similar, without, under any circumstances, any inappropriate use thereof that could affect the confidentiality, integrity, availability, authenticity and legality of the corporate information.

In compliance with such internal regulations, it is expressly forbidden to destroy, alter, render unusable or damage in any other way the data, programmes or electronic documents of the Group or of third parties. Moreover, Collaborators are prohibited from unauthorised access to other people's computers and computer systems, using, downloading or installing software not authorised by the Group, modifying devices and installing programs that are not part of the installed application package.

By way of example, the following is a list of some of the conduct which, among others, are prohibited by the TOUS Group:

- Dissemination of viruses or programmes that may cause damage to tangible or intangible assets.
- Unauthorised internal data extraction outside the corporate network or permitted systems.
- Denial of service attacks.
- Manipulation of electronic auctions.
- Electronic scams, including phishing, pharming and any type of deception based on the use of information technology or social engineering.
- Spreading rumours, criticism and boycotts on the Internet and social media, including retweeting and forwarding messages of any kind.
- Registration of domains using someone else's trademarks and company names.

## 5.12. RESPECT FOR THE ENVIRONMENT AND PUBLIC HEALTH

We are committed to protecting the environment, focusing on the efficient consumption of resources and reducing our environmental impact as detailed in our ***Sustainability Policy***.

To ensure the realisation of this commitment, it is essential that all our Collaborators act responsibly towards the use of resources, the conservation of the natural environment and the promotion of sustainable practices. Specifically:

- Promote the establishment of inspections to manage discharges, gas emissions, noise, vibrations, waste and other pollutants that threaten the environment, thus ensuring a respectful and sustainable operation.
- Subject projects that may affect the environment to impact assessments.

We also promote the use of sustainable and environmentally friendly materials, establishing controls on any activity or product that may directly or indirectly pose a risk to collective safety and/or public health.





### 5.13. URBAN COMPLIANCE

The TOUS Group strictly complies with all applicable legal and regulatory standards in the field of urban planning, basing the management of our properties, real estate operations and construction and refurbishment initiatives on respect for urban planning and the regulations that govern it.

In this respect, our Collaborators must follow the following guidelines:

- Not to promote the undertaking of any construction, demolition, remodelling, restoration, etc., without having previously obtained the relevant licences and authorisations.
- Not undertake urban development, construction or building works which cannot be authorised on land allocated to roads, green areas, public property or places which have a legally or administratively recognised landscape, ecological, artistic, historic or cultural value, or which for the same reasons have been considered to have special protection.

In addition, we ensure that our initiatives comply with current planning regulations and meet all necessary legal and administrative requirements.



# 6. COMPLIANCE WITH AND ONGOING IMPROVEMENT OF THE CODE OF ETHICS

Our Code of Ethics is the cornerstone of our internal compliance. It is one of the key pillars of our Compliance Model, detailed in our **Compliance Policy**, and is designed to prevent, detect, react and follow up on the risks of non-compliance with regulations that may arise in our activity.

It is therefore imperative and essential that we are aware of and comply with our Code of Ethics in the exercise of our activities. We, as a team, are committed to this.

The **Group's Ethics and Compliance Committee** is responsible for the internal and external dissemination of the Code of Ethics, as well as the supervision and monitoring of compliance by Collaborators. In this sense,

**Dissemination** of the Code of Ethics for the knowledge of Collaborators takes the form of posting on the corporate website, making it available on the Intranet, inclusion in contractual annexes, issuance of periodic corporate communications, design of posters, among others.

**Training** on the content of the Code of Ethics is included in the TOUS Group's annual training plan, and is included in the welcome package for new employees, with regular updates according to organisational levels.

**Promotion** of the principles of the Code of Ethics must be encouraged by the different layers of the TOUS governance model. From its board of directors, management team, as well as all the teams in the different areas and business lines.

Collaborators who are currently part of the Group, as well as new recruits, expressly accept and adhere to this Code of Ethics, which is part of their employment contracts.

The Ethics and Compliance Committee also reviews the controls required to verify compliance with the provisions of the Code of Ethics, making the **necessary updates and proposals for improvement** where appropriate. In addition, it periodically informs the TOUS Group's management body or, where appropriate, the competent delegated committees, of the degree of compliance and possible non-compliance detected.



# 7. ETHICAL CHANNEL

All our Collaborators are required to report any breaches or irregularities that may occur within or outside the organisation. For this reason, the TOUS Group provides a reporting mechanism with full guarantees that enables confidential and anonymous reporting of any potentially irregular activities or conduct that may involve a breach of regulations and/or the Group's Code of Ethics.

This mechanism is known internally as the "**Ethical Channel**" and complies with the requirements set forth by the applicable regulations in this area. It is managed by the Head of the Internal Information System (member of the Ethics and Compliance Committee of the TOUS Group), who will handle the communications received and, where appropriate, investigate potential breaches of the Code of Ethics, under strict parameters of independence, objectivity and impartiality.

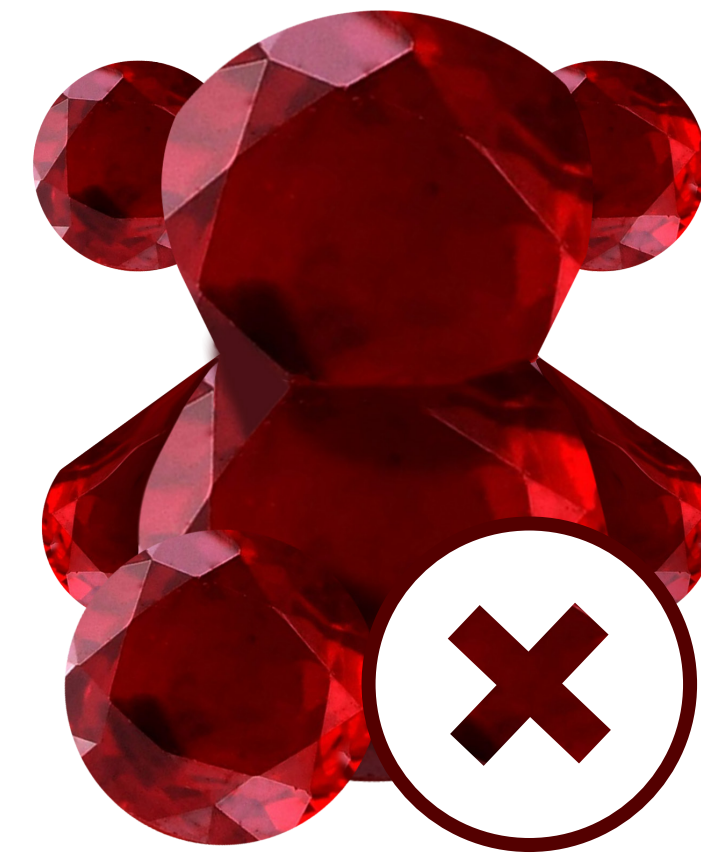
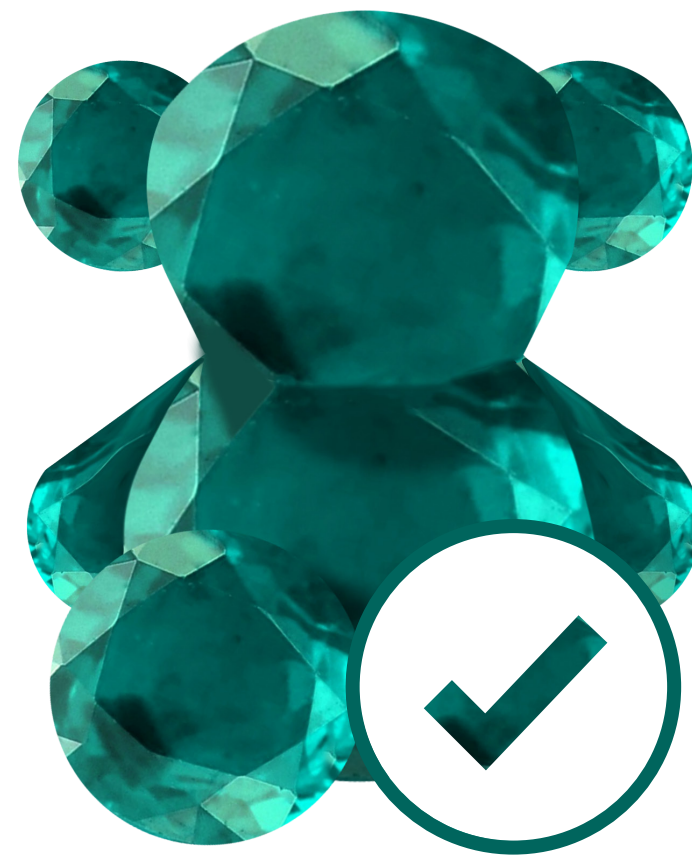
The communications can be sent in writing or verbally, or both, through the following channels:

- **Online channel** (preferred):  
<https://tous.ethicalchannel.app/>
- **Telephone channel:** +34 93 878 4444, during the Centre opening hours.
- **Postal channel:** Carretera de Vic El Guix, Km 3·08243 Manresa (Barcelona) Spain.
- **Face-to-face meeting**, at the request of the whistleblower to the above addresses, within the maximum period of seven (7) days.

The regulation of the TOUS Group Ethics Channel is set forth in the ***Procedure for managing information received in the Ethics Channel*** (available on the platform set up for this purpose), which, in addition to preserving the maximum confidentiality of the information, guarantees the absence of possible conflicts of interest, as well as retaliation, provided that it is used in good faith. False, unfounded allegations or failure to cooperate in the investigation of any breach will be considered a serious violation of this Code, and may lead to appropriate disciplinary action if required.



# 8. NON-COMPLIANCE AND PENALTIES



Non-compliance with the TOUS Group Code of Ethics or the regulations that develop it constitutes an infringement of internal regulations of the organisation, the severity, and if applicable, penalty of which will be carried out in accordance with the labour regulation of reference, without prejudice to the administrative or criminal penalties which may be applicable.

The decision on the sanctions or disciplinary measures to be adopted in each case lies with the TOUS Group Ethics and Compliance Committee, after investigation of the facts that have been brought to its attention. The application and enforcement of the agreed sanction is the responsibility of the Head of People, Culture & Organization in compliance with the sanctioning regime provided for in the collective bargaining agreement in force and in the Workers' Statute.



# 9. CONTACT

For any question or query you may have with regard to the application of this Code of Ethics, do not hesitate to contact the Compliance Area of TOUS Group at the following email address:

[compliance@tous.com](mailto:compliance@tous.com)



# 10. APPROVAL AND ENTRY INTO FORCE

The TOUS Group Code of Ethics was approved by the Board of Directors of the Group's parent company at its meeting held on 22 July 2015, as well as reviewed and, where appropriate, periodically updated until this last version approved on 15 May 2024.



      *TOUS Jewelry*

**TOUS.COM**