

## **DMC Licensing Pty Ltd – Code of Ethics**

At DMC Sport, we are committed to upholding the highest standards of ethical behaviour, fostering a culture of integrity, respect, and compliance. This Code of Ethics outlines the guiding principles and values that all employees, executives, and stakeholders must abide by in their interactions within the organisation and with external partners.

### **1. Integrity and Honesty:**

We conduct our business with unwavering integrity and honesty. We act truthfully, transparently, and ethically in all our dealings. We take responsibility for our actions and communicate openly, avoiding conflicts of interest and ensuring that personal interests do not compromise the interests of the company.

### **2. Respect for Individuals:**

We treat all individuals with dignity, respect, and fairness, regardless of their position, background, or characteristics. We promote an inclusive and diverse workplace, where everyone feels valued, heard, and empowered to contribute their unique perspectives.

### **3. Compliance with Laws and Regulations:**

We strictly adhere to all applicable laws, regulations, and industry standards. Compliance is non-negotiable, and we actively seek to stay informed about changes in legal requirements to ensure ongoing adherence.

### **4. Protection of Confidential Information:**

We respect and safeguard confidential information belonging to the company, our clients, partners, and employees. Confidential information must not be disclosed or used for personal gain or in any manner that could harm the interests of others.

### **5. Ethical Business Practices:**

We conduct business with integrity, fairness, and transparency. We do not tolerate bribery, corruption, or any unethical business practices. Gifts and entertainment offered or received must be reasonable and comply with relevant policies and laws.

### **6. Protection of Company Assets:**

We use company resources responsibly and solely for legitimate business purposes. The misuse or misappropriation of company assets is strictly prohibited.

#### 7. Non-Discrimination and Harassment:

We maintain a workplace free from discrimination, harassment, and retaliation. We promote an environment where all individuals can work and interact without fear of bias or mistreatment.

#### 8. Safety and Well-Being:

We prioritise the safety and well-being of our employees and stakeholders. We strive to provide a safe working environment and ensure that health and safety standards are upheld.

#### 9. Environmental Stewardship:

We are committed to environmental responsibility and sustainability. We seek to minimize our environmental impact, conserve resources, and comply with relevant environmental laws and regulations.

#### 10. Reporting Violations:

We encourage open communication and reporting of any violations of this Code of Ethics or other unethical behaviour. Employees are protected from retaliation for reporting in good faith.

#### 11. Continuous Improvement:

We continuously strive to improve our ethical standards and compliance practices. We regularly review and update this Code of Ethics to reflect changes in the business landscape and evolving ethical challenges.

Adherence to this Code of Ethics is a shared responsibility, and we all play a vital role in upholding these principles and fostering a culture of integrity and respect at DMC Sport. Violations of this Code will be subject to appropriate disciplinary action, up to and including termination of employment or business relationships.

By embracing these principles, we reaffirm our commitment to being a socially responsible and ethical organization, dedicated to the well-being of our employees, customers, partners, and the community we serve.