



# CODE OF CONDUCT

Vinda International Holdings Limited

Second Edition  
October 2020

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# Message from the CEO

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Dear Colleagues:

As one of Asia's leading hygiene products companies, we are acutely aware of our impact on a vast number of stakeholders and the nature. We have always been committed to our core principles of sustainability, innovation, professionalism and integrity. We always conduct business in a responsible manner, considering both the vast number of stakeholders and the natural environment carefully. This Code of Conduct provides practical guidelines for our employees, which will help them to make sound decisions when carrying out their day-to-day work.

As Vinda's employees and representatives, we have a responsibility to understand and follow this Code. By doing so, we will feel proud of our work at Vinda and maintain the trust and confidence of our stakeholders.

I hope that every single employee feels proud of working at Vinda. That's because here at Vinda we're not only known for our outstanding products and service, but also for the way we act. Thank you all for what you do every single day in helping Vinda to realize its vision.

Best Regards,

CEO of Vinda International Holdings Limited

Ms. Li Jie Lin

Karen

October 2020



CEO of Vinda International Holdings Limited

**Ms. Li Jie Lin**  
**Karen**

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# Foreword

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Here at Vinda we are committed to creating value for our stakeholders, and so we have the following core principles:

## Sustainability

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Make responsible and holistic choices that create value for our business, people and the environment

## Innovation

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Inventing the future for our consumers and customers; solving challenges of today

## Professionalism and Integrity

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Be committed to providing high quality products and professional services for our customers and consumers. Embrace our code of conduct. Manage Vinda as one company. Consider how our actions uphold the Company's image and reputation.

Vinda's Code of Conduct ("this Code") provides a set of guidelines which enable us to put these core principles into practice. This Code outlines the values which Vinda adheres to and how it conducts business adhering to these values. It also outlines Vinda's expectations of its employees and business partners, and stakeholders' expectations of Vinda.

This Code applies to all Vinda group companies, including Vinda International Holdings Limited, its wholly-owned subsidiaries, and joint ventures or organizations in which Vinda has a controlling interest. All employees of Vinda Group, irrespective of their positions and roles, must comply fully with the principles set out in this Code. When working in a joint venture or company in which Vinda does not have a controlling interest, all employees representing Vinda must still follow this Code, and try their best to positively encourage those they are working with to follow similar standards of integrity and conduct.



## Introduction

Deputy Chief  
Executive Officer

**Mr. Zhang Jian  
Jason**

Vinda's Code of Conduct is designed to organize and summarize Vinda's pre-existing policies, and in doing so act as a tool which supports us in establishing work principles. Only by complying fully with our Code of Conduct and all relevant laws and regulations can we become Asia's leading hygiene products company, and earn the respect and trust of our customers, investors, employees, and all other stakeholders.

Each one of us has a responsibility to put Vinda's core principles into practice in everything we do. If you discover that someone may have violated the Code of Conduct or other laws and regulations, you have a responsibility to raise your concerns as soon as possible, and you can do so without fear of retaliation. We are fully prepared to take responsibility for ensuring that our company always acts with integrity and meets our business ethics standards.



# 1.1

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## Our Employees' Responsibilities

As Vinda's employees, we all have a responsibility to read, understand, and comply with this Code of Conduct. This Code is a reference guide designed to support you in your daily decision-making. If an employee violates this Code of Conduct, it may lead to disciplinary action and potentially the termination of his/her employment with us.

Every single employee of Vinda has an important role to play in protecting Vinda's interests and reputation. We must all follow this Code and hence should:

Look out for potential risks in our workplace and related to the work we are carrying out;

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Familiarize ourselves with the Code of Conduct and understand the implications of other policies for our role;

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Dedicate ourselves to following the Code of Conduct, and raise concerns about problems or potential problems as soon as possible, so that they can be resolved in a timely manner.

# 1.2

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## Our Leadership's Responsibilities

The leaders are responsible for creating a culture of integrity and ensuring that employees understand their responsibilities and can raise concerns without fear of retaliation. The way our leaders make decisions and deal with concerns is the basis for gaining trusts from our team, customers, and stakeholders.

If you are a manager of Vinda at any level, you need to ensure that you implement the rules and intention of the Code of Conduct into you and your team's operations. That means:

Leading by example.

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Ensuring that all employees receive the required information and training related to this Code.

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Responding positively to questions about this Code and the implementation thereof from your subordinates.

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Providing suggestions and assistance to employees who appear to have ethical issues, or to those who wish to report a potential violation of this Code.

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Devoting yourself to communicating the importance of ethics and compliance, and reviewing key performance indicators in order to encourage and enhance accountability.

# 1.3

## Making the Right Decisions

We should demonstrate the importance of the Code of Conduct through our actions. This Code is not able to provide exhaustive coverage of every possible scenario or all relevant laws, regulations and internal policies. Instead, it provides us with a series of standards which we must understand and apply when we make decisions about how to conduct business appropriately, responsibly, and in good faith. This Code has lots of examples of “dos and don’ts”, which are designed to demonstrate how the guidelines are applied in specific situations, but they do not cover every single eventuality.

There may be times when you find it difficult to determine what the right approach is. At such times, you should apply good judgement to the situation and try asking yourself the following questions:

Does this comply with the relevant international, national, or regional laws and regulations?

Does this comply with our Code of Conduct, internal policies, and regulatory system?

What impact will this have upon the interests of Vinda and its stakeholders?

Will this benefit (or harm) Vinda’s reputation?

If I do this, will it make me feel proud or leave me with a guilty conscience?

If you have any concerns regarding the application of this Code, please consult your direct supervisor or manager, or Vinda’s HR or legal team.

# 1.4

## Reporting a Violation

Each one of us has a responsibility to protect Vinda’s integrity and reputation. Vinda promotes an honest and open culture, and within this culture every employee and stakeholder can report suspected violations of the Code of Conduct in good faith. Vinda will fully support those employees who are neither corrupt nor self-seeking improper benefits and those who faithfully report potential or actual violations of this Code.

Vinda will follow up on any reported cases and take appropriate action. Any information provided by you will be kept confidential. Such information will only be used by officers who require it for investigating and resolving the case in accordance with Vinda’s policies and regulations, unless we are required by law to disclose the information or submit relevant materials to the competent authorities for the purpose of criminal proceedings.

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We take any violation of this Code seriously, and the violator will be subject to disciplinary action and potentially have their employment or business partnership with us terminated. In addition, behaviour which violates the law could leave you (or Vinda) subject to criminal penalties, fines, imprisonment and/or civil compensation.

Generally, any suspected violation reported by you should be handled by your direct supervisor or manager. However, if for any reason, you feel uncomfortable about notifying your direct supervisor or manager, or think that the issue you reported has not been taken seriously, you may contact any of the following persons or units:

The direct leader of your supervisor or manager/Your HR manager

Your trade union, staff representative, or joint industrial committee (if applicable)

Vinda's Internal Control Department

Contact details of Vinda's Internal Control Department are as follows:

E-mail: [neikong@vinda.com](mailto:neikong@vinda.com) Telephone: 86(750)6168204

Postal address: Vinda Internal Control Department, No.65 Dong Hou Road, Xinhui District, Jiangmen City, Guangdong Province, China.

We encourage you to report in your real name. Where local regulations permit, you may also report any violations on an anonymous basis. Regardless of how you report the violation, we encourage you to provide contact details, so that you may provide assistance to us in the follow-up process and we can inform you of the investigation's progress.

Vinda will under no circumstances tolerate any retaliation against the person who reported the case or against any other employees involved in the investigation. Retaliation itself is considered a serious violation of this Code. Any person who engages in acts of retaliation will be subject to disciplinary action, and in serious cases may be subject to dismissal.

You do not need to be certain that the information you are reporting is totally correct before reporting a case, however you should ensure that when you report a case, the information provided is complete and accurate to the best of your knowledge. Staff who willfully and maliciously make a false report will be subject to an appropriate level of disciplinary action.



## Introduction

Chief Operating Officer

**Ms. Wang Bo  
Anna**

Workers' health and safety is of paramount importance. No matter where we do business, we will act responsibly, not only do we follow all the relevant regulations, but we also do our best to minimize any risks, so that together we can create a safe work environment which keeps us healthy and happy.

All of Vinda's employees are responsible for improving the quality of our products and satisfying our customers. We should follow Vinda's quality control processes and keep striving to improve the quality and safety of our products, working together to ensure that our products meet or exceed the basic standards set out in law.

# 2.1

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## A Healthy Work Environment

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Vinda puts health and safety first, and always strives to be a safe and healthy place to work. Our “Zero Tolerance” approach to workplace injuries means that we prevent, monitor, and track potential safety hazards.

Each and every one of us needs to understand and follow the health and safety regulations, policies, and processes in our workplace.

### Remember:

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You are responsible for your health and safety.

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You are also responsible for helping those you are working together with (including contractors and visitors) to understand and follow Vinda’s safety regulations.

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Managers are responsible for ensuring that employees and contractors receive sufficient safety training and are given the required safety equipment.

### Dos and Don’ts:

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Report any safety hazards, unsafe behaviour, or workplace accidents as soon as possible.

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Create a culture of safety by interfering with or stopping any unsafe behaviour and encouraging suggestions on how to improve health and safety.

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Pay attention to the importance of safety devices on machines and personal safety equipment.

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Comply with applicable laws which provide additional safety protection to young workers and female workers during menstruation, pregnancy, and breast feeding.

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For your own safety and the safety of others, don’t work under the influence of alcohol, drugs, improper medication, or other conditions which affect your ability to work safely.

## 2.2

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### Product Quality and Product Safety

Vinda is committed to providing customers and consumers with value-for-money, high-quality, safe, and sustainable products and services. Our products comply with the relevant laws and regulations on product safety and packaging.

#### Remember:

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Product quality isn't only the responsibility of the Quality Assurance Department, it's the responsibility of the entire product supply chain.

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When making decisions that may affect product quality, safety, or regulatory requirements, ensure that the appropriate personnel are involved.

#### Dos and Don'ts:

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You should produce, test, and package products in accordance with good working practices and Vinda's policies.

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Take quality and safety issues seriously, reporting them as soon as you notice them.

## 2.3

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### Commitments with Our Partners

We don't only set these health and safety and environmental protection goals for ourselves; we also expect our business partners (including distributors, suppliers, consultants and independent contractors) to follow similar standards to those set out in this Code. This is something we consider before agreeing to work with our partners. As Vinda's business partners, they have to understand and comply with Vinda's Code of Conduct in all Vinda workplaces.



## Introduction

President,  
Human Resources

**Mr.  
Ou Yang He Ping  
Michael**

We are committed to attracting and recruiting the best talents. We have a structured system for internal promotion, and ensure that the selection of employees for promotion and rewards is not affected by any matters not directly relating to their work. We firmly believe that Vinda's employees will always be the Company's most valuable asset.

We believe that every single employee is capable of and willing to make use of all of their potential in order to create value for the Company. We believe that our employees' positive and pragmatic work attitude will allow both the Company and our employees themselves to be successful.

# 3.1

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## Open Communication

Open communication is the cornerstone of establishing mutual trust between Vinda and its employees. Vinda believes that everyone should both be respected and respect others, and that they should establish mutual trust through open communication. To this end, Vinda is committed to providing employees with fair, unbiased, trusted channels of communication, which can be used to improve the transparency and effectiveness of decision-making.

### **Dos and Don'ts:**

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You should communicate clearly and openly about the reasons for any decisions made by Vinda which affect employment relationships.

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You should raise suggestions or concerns about work to your supervisor/manager.

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# 3.2

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## Diversity and Anti-Discrimination

Vinda values having a diverse workforce, and treats all employees equally, helping them to realize their full potential.

### **Remember:**

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All staff (regardless of gender, marital or parental status, race or nationality, sexual orientation, religion, age, or disability, and including other legally-protected groups) can enjoy the opportunity to be recruited, evaluated and promoted openly, fairly and in an equal manner by Vinda in accordance with the laws, regulations and policies of the countries and regions where we conduct businesses.

### **Dos and Don'ts:**

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You should decide whether to hire someone based on criteria like their educational background and previous work experience.

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Don't treat an individual employee differently because of their gender, marital or parental status, race, nationality, sexual orientation or religion.



## 3.3

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### Harassment

We always maintain respect in our workplaces and do not tolerate any form of harassment or bullying.

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#### Remember:

Don't tolerate intimidation, harassment, sexual harassment, or other improper behaviour at work.

Treat everyone you come across at work with respect.

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#### Dos and Don'ts:

Do raise your work-related complaints and suggestions openly.

Remember that different people's sense of humour and view on what is acceptable is different, so we should avoid making jokes which may offend others.

Report any improper behaviour right away, or ask for the behaviour to stop.

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## 3.4

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### Dealing with Conflicts of Interest

Our business decisions always focus on ensuring that the benefit to Vinda is maximized. To this end, we have to avoid conflicts of interest. If you discover actual or potential conflicts of interest they must be disclosed as soon as possible.

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#### Remember:

Conflicts of interest arise when your personal interests, personal relationships, or external activities affect or appear to affect your ability to carry out your job as well as possible.

Managers are responsible for ensuring that employees do not participate in decision-making where they have a conflict of interest.

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#### Dos and Don'ts:

Do report all current or potential conflicts of interest to your manager/supervisor as soon as possible (including conflicts of interest arising from your relatives, friends or those with whom you have a close relationship).

Always maintain a professional relationship with business partners. Do not involve or give preferential treatment to yourself, family members, or friends.

Do not get involved in any investment, events, or other activities which may lead others to question your objectivity or question your loyalty to Vinda.

Do not allow the existence of a reporting relationship with your relatives or other people you have a close relationship with.

# 3.5

## Responsible Recruiting

Vinda will provide employees with fair salary and benefits in accordance with the local laws, regulations and applicable collective agreements of the countries where we conduct businesses. If there is no collective agreement, we will follow the relevant industry standards.

Vinda believes that children are one of our stakeholders who require special protection. We respect and support the rights of children in our company and in the society and as such we do not accept child labour or other forms of child exploitation within our operations or our value chain.

### Remember:

Vinda will consider its operating conditions, the market conditions, and the employees' work situation and personal contribution before determining the employees' salaries.

Managers should communicate clearly and honestly with employees about the determining of their responsibilities and their terms of employment, as well as about the reasons for any changes to these.

If you have any concerns about your salaries, you should ask the supervisor or the human resources department responsible for your performance appraisal.

Before employing someone under the age of 18, ensure you are familiar with the minimum age requirements set out in the relevant local laws and regulations.





## Introduction

Chief Financial Officer

**Ms. Tan Yi Yi**  
**Vicky**

Integrity is one of Vinda's core principles, and is also the cornerstone of its success. Adhering to the principles of professionalism and integrity as well as an effective internal control help making good business decisions and help the Company's sustainable development.

# 4.1

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## Maintaining Effective Internal Controls

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Reliable internal controls can reduce fraud and waste. All of Vinda's financial and business records must be kept accurately and must reflect the true situation in its entirety. All financial transactions must be recorded truthfully in accordance with the relevant accounting standards applicable to Vinda. Vinda prevents fraud by continuously improving its internal controls and creating a positive corporate culture, and in doing so also protects its interests and its employees. Moreover, Vinda takes a "Zero Tolerance" approach to fraud and severely punishes any proven fraud.

### Remember:

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Whether you are completing time cards, expense reports, financial statements, disclosure statements, test reports, quality control reports, or other business records, you must pay the utmost attention to ensuring that every document you write or inspect is complete and accurate.

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'Committing fraud' refers to the behavior that any employee, manager or business partner of Vinda using a method like deception, forgery, or conspiracy to harm Vinda's interests or gain illegitimate personal benefit in Vinda's name, which may bring illegitimate interests to individuals or a group of people.

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Those who commit fraud will be subject to disciplinary action, and in serious cases will be fired or pursued for civil liability. If criminal liability is suspected, they will be dealt with by the relevant legal bodies. If a business partner is suspected of fraud, they may be pursued for civil liability and the partnership may be terminated. Vinda will also report the incident and/or provide assistance to law enforcement and/or regulatory authorities in accordance with relevant laws and regulations.

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When submitting or approving expense reimbursement requests, you should follow Vinda's relevant policies on business trips and expenses.

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Managers have a responsibility to prevent and stop fraudulent behaviour by their employees or within the operations they are responsible for.

### Dos and Don'ts:

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Do ensure that all payments are recorded truthfully in Vinda's corresponding accounts, with truthful, accurate, complete, and relevant supporting documentation attached.

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Do not distort the true nature of transactions with business partners.

# 4.2

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## Trading Compliance and Insider Dealing

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Inside information refers to specific information that is about (i) Vinda; (ii) Vinda's shareholders and officers; or (iii) Vinda's listed securities or their derivatives, and is not generally known to the persons who are accustomed or would be likely to deal in the listed securities of Vinda but would if generally known to them be likely to materially affect the price of the listed securities of Vinda. Inside information includes business developments which have not yet been publicly announced and operating data and financial data which has not yet been disclosed. We promise to keep inside information confidential, and not to use it to seek benefit for or avoid losses for oneself or others. We also promise to comply with all laws and regulations related to insider trading of the Company's securities, as well with the Group's related guidelines (including "Code for Securities Transactions by Directors and Relevant Employees", hereinafter referred to as the "Securities Transactions Code"), and so only trade the Company's stocks and securities when it is legally permitted to do so. The Securities Transactions Code contains matters requiring attention when "relevant employees" buy and sell Vinda's listed securities, such as black-out periods. A "relevant employee" refers to any employee who might come across inside information related to Vinda or its securities due to their position or relationship with other employees.

### Remember:

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Making use of inside information to trade, violating the laws and regulations on insider dealing, or trading during the black-out periods by a 'relevant employee', is likely to harm Vinda's reputation and may even leave you being subject to serious legal liability.

("Securities" includes but is not limited to stocks, shares, debentures, debt stocks, funds, bonds or notes, and related options, equities or warrants, structured products and other derivatives. )

### Dos and Don'ts:

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Only discuss inside information with those who have the right to access the information.

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Employees who have access to inside information must not trade Vinda's securities, nor may they reveal insider information to any third party, including their family and friends. They must also not recommend, advise, or procure other people to sell or buy Vinda's securities based on such information.

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If an employee has inside information, they should not trade the securities of any other listed company which that information relates to. Any such illegitimate behaviour is strictly forbidden.

## 4.3

### Anti-money Laundering

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If a 'relevant employee' wants to trade Vinda's stocks, options, or other securities rights, in accordance with the Group's guidelines, they should first apply to do so, and only carry out the trade once they have received approval.

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If your name is on the list of people with access to Vinda's inside information, you must comply with the applicable laws and company policies related to insider trading.

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The 'relevant employee' may not trade Vinda's stocks, options or other securities rights during the black out period.

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Vinda always complies with the laws and regulations on anti-money laundering around the world. Money laundering refers to any behaviour which disguises the proceeds generated by criminal activities or makes such proceeds appear to be lawful.

#### **Dos and Don'ts:**

Do take reasonable measures to identify and evaluate the integrity of our business partners, in order to ensure that the business activities conducted by them are lawful.

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Remain cautious when you receive funds or you are requested to transfer the funds from any transaction from or to a country which is unrelated to the transaction.

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Report any funds the source of which is unknown, and any suspicious business activities of your business partners. Tackle the issue faced by you jointly with Vinda's finance or legal team.



# 4.4

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## The Use of Company Information and Property

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Vinda's assets may only be used for the Company's business operations and may not be used to seek personal benefits, carry out fraudulent activities, or for any other illegitimate purposes. This clause applies to tangible assets, as well as intangible assets such as patents, trademarks, know-hows and information systems.

Information is one of Vinda's most treasured assets. We should therefore protect it and treat it carefully, and should prevent improper use of or disclosure of any confidential information.

### Remember:

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Every single employee and manager of Vinda has a responsibility to protect the security of Vinda's assets, and prevent it from going missing, getting damaged or stolen, or being squandered or used illegally.

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Confidential information includes any information which is not disclosed to the public, such as Vinda's trade secrets, the content of business negotiations and their carriers, inside documents, customer information (files), marketing plans, procurement information, pricing policies, purchase channels, databases, test reports, technical reports, product development information, inventions, information about manufacturing processes, employees and salaries, product formulas, technical solutions, technical indices, drawings of products or moulds, engineering designs, and financial information. All confidential information is the asset of Vinda, and should be kept in a careful and secure manner. Confidential information provided by a third party should also be treated like the confidential information of Vinda and handled in the same manner.

### Dos and Don'ts:

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Do not use Vinda's assets to carry out personal business.

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Do not use Vinda's assets to carry out illegal or improper activities which may harm Vinda and its reputation.

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When sharing information which is exclusive to Vinda with a third party, you should first obtain suitable approval and consider the necessary confidentiality measures.

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Be vigilant when discussing company business or handling company information in public places.

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Deal with links and attachments in emails from unusual email address or from people you are not familiar with very carefully.

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## 4.5

### Privacy

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Do not share the Company's internal information on social media or any other online services, unless you have received approval to do so.

Do not obtain, use, or disclose to a third party any confidential information, unless you have received approval to do so from the relevant manager.

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Vinda respects personal privacy, and collects and processes personal information in a responsible manner, and always in accordance with the relevant laws.

#### **Remember:**

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We only collect, process and store personal information from customers, consumers, employees or third parties for legitimate business purposes, and we always protect it from unauthorized use or disclosure.

If an incident relating to personal information security occurs ('data security incident'), employees should strive to mitigate the potential consequences and prevent the personal information from being further accessed, used, or damaged as soon as possible. Moreover, they should immediately inform their head of department and the legal department.

#### **Dos and Don'ts:**

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Ensure that you only process personal information which you have received the appropriate approval to process.

Only collect and use personal information for legitimate business purposes, and always follow our information privacy policies.

Do not share the Company or any third party's personal information with people or organizations who do not have a legitimate business need to access the information.

## 4.6

### Anti-Corruption and Anti-Bribery

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Vinda takes a "Zero Tolerance" approach towards any forms of bribery or improper gaining of benefits.

#### **Remember:**

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In order to avoid any senses of obligation arising, we only provide



or accept gifts, entertainments and hospitality that are compliance with general social etiquette and the relevant laws and regulations and Vinda's policies, and we always do so in a legal and transparent manner.

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We shall not provide, accept, or approve anything that may cause a conflict of interest to emerge or cause our integrity and professionalism to be questioned.

### **Dos and Don'ts:**

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Do use solid business arguments to convince potential business partners of Vinda's market position, rather than paying a "facilitation fee".

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It is forbidden to solicit or accept advantage in connection with Vinda's business from any person/company.

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It is forbidden to offer business representatives of business partners with personal advantage in connection with Vinda's business.

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Do not fabricate projects or receipts in order to defraud the Company to gain personal advantage. For example, you should not include costs arising from personal private activities in your work-related expense claims.

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It is forbidden to provide any advantage to public servants, even if the advantage is not provided with the intention of obtaining something in return.

### **Notes:**

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Advantage include money, gifts, loans, contracts, services, presents, positions, commission, and hospitality (like tickets for performances and sports events, and hotel accommodation), but does not include general entertainment.

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General entertainment includes the provision of food or beverages to be enjoyed on the spot, as well as other entertainment provided at the same time, such as singing and dance performances.

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If you have doubts about or are confused about the entertainment or gifts which anyone who does business with Vinda provides you with in relation to business activities, you should consult your manager/supervisor. If you still have further doubts, you can consult Vinda's Internal Control Department or Legal Team.



President,  
South East Asia

**Ms. SU Ting Nee**

President,  
Mainland China

**Mr. Hu Yong Jin**

President, North Asia

**Mr. He Hui Xian  
Alfred**

## Introduction

We are fiercely competitive, but always ensure fair competition. At Vinda, our aim is to become the first choice for hygiene products and services within Asia, and in order to achieve this aim, we have dedicated ourselves to conducting business in a free and fair way and carrying out marketing activities which are based on true information. In our opinion, the only secret to success is winning and keeping the trust of customers and business partners.

# 5.1

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## Fair Competition

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Although Vinda is in a fiercely competitive business environment, it has to abide by the market regulations and ensure fair competition. To this end, Vinda fully complies with the requirements of the relevant competition laws (also known as “anti-monopoly” or “antitrust” laws). These laws generally prohibit any behaviour, agreements, or concerted practices which aim to restrict or distort market competition, including price fixing, market sharing, output restrictions, bid-rigging and abusing the company’s market position.

### Remember:

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Competition laws are very complicated, and the way they are applied varies in different situations and different regions or countries. If you have any doubts about what counts as reasonable competition, please contact Vinda’s legal personnel.

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Violations of anti-monopoly laws and regulations will damage Vinda’s reputation and may lead to large fines and/or the employee responsible being subject to civil or criminal liabilities.

### Dos and Don’ts:

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Do not make suggestions or agreements (whether explicit or implicit, written or oral) with any competitor regarding sensitive issues such as product pricing, bidding, sales terms and conditions, or sales regions.

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Do not give yourself an unfair advantage by using methods such as illegally eliminating a competitor or preventing others from entering the market.

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Do not negotiate or sign agreements which are particularly likely to be governed by competition laws without the Legal Team’s involvement.

## 5.2

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### Responsible Marketing

In accordance with local laws, trading regulations, and health laws, Vinda will adopt an honest and detail-oriented approach when publicizing, promoting, and marketing its products and services. It will use outstanding sales and marketing activities in order to discover business opportunities, and to consolidate and develop its position, and in doing so it will enable even more consumers to enjoy the excellent hygiene and health products and services provided by Vinda.

#### Remember:

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Where our marketing activities feature children or focus on children, we should remember that there may be special protection laws, and should ensure that our marketing activities will not negatively impact the rights or well-being of children.

Managers have a responsibility to ensure that their subordinates understand and comply with Vinda's policies on marketing.

#### Dos and Don'ts:

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You must describe products and services accurately. You must not provide false descriptions of Vinda products or their functions, approve such descriptions, or provide misleading information about Vinda's products or their functions.

You must not take part in marketing activities which violate the rights or well-being of children.

You should improve sales performance by using methods which comply with laws and Vinda's policies.

## 5.3

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### Conducting Global Business/ Overseas Business

Vinda's business is conducted in a manner which complies with the applicable trade laws and regulations.

#### Dos and Don'ts:

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Do declare and record information about our imports and exports of products in a manner which complies with the local laws and regulations.

Do ensure that raw and auxiliary materials, equipment, products and cargo transportation routes comply with the relevant requirements set out in trade control rules.



## Introduction

President,  
Marketing

**Mr. Tang Hai Tang**  
**Tom**

Vinda adheres to the core values of sustainability and innovation, and in doing so provides excellent hygiene products and services in a sustainable manner, in order to improve consumers' wellbeing and health. Vinda is committed to creating a sustainable society together with its many stakeholders. To this end, while providing our excellent products and services, we make sure to comply with environmental laws, regulations and standards, and also ensure that our actions do not have a negative impact on the environment or on the communities where we operate.

Vinda believes that its relationship with the media is important, and in all communication, we should ensure that our words and actions will not harm Vinda's reputation or other people.

# 6.1

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## Nature

At Vinda, respect for the environment and environmental protection are part of our business model. We are committed to engaging in procurement and production in a safe, resource-saving and environmentally-friendly manner, and through continuous implement of various environmental protection improvement measures, we are improving our ability to protect the environment, in order to not only gain economic benefits but also protect the environment.

### **Remember:**

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When fulfilling your work duties, you should always make sure that you keep the goal of environmental protection in mind.

### **Dos and Don'ts:**

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Do ensure that you use resources efficiently in your daily work, and that you reduce all forms of pollution.

Follow Vinda's environmental protection policies and local regulations, and ensure that you deal with waste, chemical products, and other dangerous materials in a manner which protects the environment.

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# 6.2

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## External Communication

Vinda is committed to engaging in good communication within the scope permitted by the law and trade secrets. We strive to hold constructive and effective conversations with all of our stakeholders.

### **Dos and Don'ts:**

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Without the necessary authorization, do not express your views on any personal or public social media platform in a manner which gives the impression that you are making statements on behalf of Vinda.

Do not use any social media platforms to harm the Company's reputation, disclose confidential company information, or violate the privacy of colleagues or business partners. Do not imply that the Company supports your personal opinions, or violate any of the regulations relating to this matter.

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Before discussing company business matters with reporters (including matters which concern the Company's material interests, such as its financial strategies and operating decisions or strategies which have not yet been publicly announced), you should first report to your direct supervisor/manager and seek their opinions, followed by seeking comments and approval from the Public Relations Department, the Group's Executive Office or the Board Secretary.

## 6.3

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### Activities in the Community

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Refer all questions asked by analysts or investors to the Investor Relations Department which will deal with and resolve the questions.

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Vinda is committed to making a positive contribution to the communities where it conducts its business. We strive to build long-lasting relationships with these communities through open and honest dialogues.

#### **Dos and Don'ts:**

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Ensure that suggestions from the local community are passed on quickly and treated appropriately.

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Before donating to community groups using Vinda's name, you must obtain the necessary approval.

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Do not make donations or provide sponsorship in situations when doing so might be deemed as an act of bribery.

## Our Mission

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Provide high quality hygiene products and services

## Our Vision

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To become Asia's first choice for hygiene products and services

