

1. ABOUT THE CODE OF BUSINESS ETHICS AND CONDUCT

The Code of Business Ethics and Conduct lays down the fundamental organisational values of the company, for the purpose of promoting our principles of moral, professional and socially acceptable values.

The aim of the Code is to outline our highest ethical and moral standards in all areas of activity of KING ICT employees, in our relations with associates, customers and the environment in which our business unfolds.

For the successful execution of the rules from this Code, the cooperation and active participation of all KING ICT employees and associates is imperative.

2. VALUES OF OUR COMPANY

- Excellence
- Initiative
- Innovativeness
- Integrity
- Togetherness and respect

3. ETHICAL PRINCIPLES

Legality of our work and operations

For our company to abide by all legal regulations, our own rules and decisions, it is important that all employees fully participate.

For each individual, it is important to:

- familiarise themselves with the laws and other regulations that pertain to their work post and the tasks they perform,
- abide by all the said regulations and rules,
- in the case of uncertainty, seek the assistance of colleagues or superiors.

Legality in the performance of our tasks and duties is the obligation of us all – without exception.

Expert, professional and unbiased approach

In performing daily tasks for the company, it is important to:

- apply best knowledge and skills in the profession, which implies dedication to the job, responsibility and interest in ensuring success, both personal and of the company,
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- be creative and enterprising,
- respond to business challenges with a prior assessment of risk, in the spirit of the general principles of company operations,
- take responsibility for your work and tasks entrusted to you, and stimulate others to conduct themselves responsibly,
- keep all business documentation properly and in a timely manner,
- protect the interests of the company, but not at the detriment to our customers,
- take a courteous, just and professional approach towards our customers, business partners, colleagues and the public,
- always act objectively, regardless of your personal relationship with customers or others, as confirmation of your professional and unbiased business conduct.

All employees have equal opportunities to succeed, and their position in the company relies exclusively on the results of their work, and the success of each individual.

Respecting human rights

Our attitudes towards colleagues, customers and partners are based on respect and dignity. Accordingly, all forms of direct or indirect discrimination are excluded, based on bias or prejudice such as:

- race, skin colour, gender, sexual orientation, gender identity, language, religion, political or other beliefs, national or social origin, social status, status, age, health condition of that person or members of their family.

In communications, exclude all forms of violence, disturbance or violations of other protected human rights, such as:

- freedom of public action, right to information, right to privacy, right to further education and training, right to a different opinion, right to market competition, etc.

Always treat others in the way you wish to be treated by them. Be conscious of the fact that your rights cease at the moment when you violate someone else's rights.

Attitude towards KING ICT as a company

In your daily work and conduct, the following are important:

- place the interests of the company above your personal interests and the interests of those close to you,
 - express your loyalty, respect and support for colleagues and the company through your conduct and work,
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- implement the company business policy and represent the company worthily in front of customers, business partners and the public,
- protect company property as though it was your own.

With the aim of good interpersonal relations and a sense of community, it is important to:

- share new knowledge and good ideas with colleagues and associates,
- contribute to the company's reputation, not only during working hours, but also in your free time, everywhere.

To achieve the fundamental principles of the company's business policy, it is important to:

- reject every form of or attempt of bribes or corruption, or favour based on personal interests and subjective assessment,
- protect company information and abide by the provisions of the "Policy on the organisation of information security" and decisions implemented by this Policy,
- report any threats to or irregularities in information security,
- protect business secrets even after leaving the company.

Relationship towards the local community, state and the law

Our company is part of the local communities and the countries in which we operate. This means that in our work we are required to protect not only the interests of our company, but also the broader interests. In that sense, we return a share of values that we have created to the community, as a sign of gratitude for the conditions and opportunities provided to us.

We do this by:

- assisting orphans, the sick, elderly and infirm, support gifted pupils and students; this requires the sensitivity, support and activity of all our employees.

With the aim of conserving the environment, we aim to lead by example in reducing our detrimental impacts on the environment, preventing pollution, and ensuring the rational consumption of resources and energy.

As one of our fundamental principles, the legality of operations, we abide by the law and regulations in everything we do, and in so doing show our respect for the community in which we operate.

Relationship with the public

Our company has a reputation, its name and place in the public eye, which we have earned through our work and conduct.

It is important to be fair, open and accessible to the public, for all matters of interest to citizens and the community.

In our relationship with the public, every employee and associate is required to separate their personal opinions and attitudes from the company's policies and positions and to explicitly express this.

In order to ensure this rule is respected, company employees conduct themselves in line with the fundamental and ethical principles listed within this Code.

5. IMPLEMENTATION OF THE CODE

All employees, expert associates, trainees, interns (pupils and students), who act on behalf of and for the account of the company in any way, are responsible for implementation of this Code.

6. ENTRY INTO FORCE

This Code enters into force as of the date of signature, and will be published on the company website.

Chairman of the
Management Board:
Plamenko Barišić

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