



电通安吉斯集团行为准则有助于公司员工在工作职责范围内理解并践行公司价值观，以维护公司最高行为标准。

准则定义了公司每个人被期待做出的行为举止、同事间互相期待的行为举止，以及客户、利益相关者和其他与公司业务相关第三方赋予公司的期待行为。公司个人和集体有责任确保遵守本准则，并遵守公司在经营市场中的所有法律、法规和内部政策。电通安吉斯集团的员工或代表均须遵守本准则。

如何彼此相处

- 首先，电通安吉斯集团的价值观体现了公司立场，并传递出公司期待工作场所中所履行的日常行为。
- 互相尊重，不容忍工作场所发生骚扰、欺凌、虐待或其他冒犯行为。
- 公司注重机会均等，不因年龄、性别、种族、宗教、民族血统、性取向、残疾或受适用法律保护的任何其他情况进行歧视。
- 公司为所有员工提供安全、健康的工作环境，出现事故、伤害或不安全的工作条件须及时上报，以采取适当的措施。
- 公司处理、保护员工的数据时遵守所适用的法律。
- 无论是在工作场所还是在外部工作场合，公司在代表公司或公司客户时，都要表现得专业、有责任感。
- 在工作场合饮酒，或同事饮酒，受到管控，公司不允许使用非法药物，也不允许使用对工作造成不当影响的药物。
- 公司遵守所有适用的内部政策和程序，包括电通安吉斯集团遵守的法律和监管要求所需的所有政策和程序。

如何对待公司客户和供应商

- 努力与客户建立长期关系，通过专业、勤奋和负责任的态度保护其利益。
- 公平对待公司的供应商，并确保只有符合公司标准的供货商才能加入公司供应链。
- 按照公平、合法竞争的原则开展业务。
- 安全、保密地处理所有与客户和供应商有关的商业敏感信息。
- 只将个人数据用于合法目的，并遵守所有法律、条例和行业标准。
- 在与任何第三方交往时，公司对任何形式的贿赂都采取零容忍态度，无论是直接贿赂，还是通过中间人贿赂。
- 公司既不提供，也不接受不适当的，超出了公司内部政策规定价值的，或不利于履行职责的礼物、娱乐或招待。

如何对待公司股东和其他利益相关者

- 按照既定的善治原则开展业务。
- 尊重所有当地和国际法律及相关行业规范。
- 记录和财务报告是诚实、准确的。
- 采取措施防止公司在业务开展中出现欺诈和洗钱。
- 坚决不利用内幕信息进行股票交易，也不向其他人提供内幕信息。
- 坚决不利用工作便利获得个人投资或公司机会，坚决不从事对电通安吉斯集团下的任何公司造成利益相冲突的活动。



如何对待我们的社区

- 致力于对公司开展业务的社区产生积极影响。
- 定期开展社会影响活动，支持促进员工、客户和供应商承担更大社会和环境责任的举措。
- 公司目标是遵守法定和国际准则，实现最高标准的可持续商业实践和环境保护。

维持最高标准

- 公司希望员工对不当行为提出担忧或表示怀疑，包括可能违反本准则和/或其他内部政策的行为。实现方法有多种，包括向条线经理、人力资源、法律或道德与合规团队成员反映，或使用外部直言热线反映。
- 公司有一套公平、具有一致性的程序，对事件或关切进行调查，能确保适当照顾到所有相关信息。
- 违反本准则的标准可能导致纪律处分，甚至雇用终止。



The Dentsu Aegis Network Code of Conduct helps our employees understand and live our values in the context of their work duties so that we may uphold the highest standards of behaviour.

This Code defines the behaviour that is expected of each of us, what colleagues can expect of one another, and how we are expected to behave towards clients, stakeholders, and other third parties related to our business. We have an individual and collective responsibility to ensure adherence to this Code and to comply with all of the laws, regulations and internal policies in the markets where we operate. Everyone working for, or on behalf of, Dentsu Aegis Network is required to behave in accordance with this Code.

How we must act towards each other

- First and foremost, Dentsu Aegis Network's values embody what we stand for, and inform the expectations around our day-to-day behaviour in the workplace.
- We treat each other with respect and do not tolerate harassment, bullying, abuse or other offensive behaviour in the work-place.
- We are an equal opportunity employer and never discriminate on the basis of age, gender, race, religion, national origin, sexual orientation, disability, or any other classification protected by applicable law.
- We provide a safe and healthy working environment for all our employees, where accidents, injuries or unsafe working conditions must be reported promptly so that we can take appropriate action.
- We process and protect employee data in compliance with applicable laws.
- We behave professionally and responsibly when representing our company or our clients, be it in the workplace or at external work events.
- Alcohol consumption at work functions or with colleagues is controlled and responsible, and we do not allow the use of drugs that are either unlawful or that might impact work duties in an impermissible manner.
- We follow all applicable internal policies and procedures, including all those which are necessary for Dentsu Aegis Network to comply with legal and regulatory requirements.

How we must act towards our clients and suppliers

- We strive to build long-term relationships with our clients and protect their interests by being professional, diligent and accountable.
- We treat our suppliers fairly and ensure that only companies that meet our standards are part of our supply chain.
- We operate in accordance with principles of fair and lawful competition.
- We treat all commercially-sensitive information related to our clients and suppliers securely and confidentially.
- We only ever use personal data for legitimate purposes and in compliance with all laws, regulations and industry standards.



How we must act towards our clients and suppliers cont.

- In dealing with any third party we have a zero-tolerance approach to bribery in any form, whether directly or through an intermediary.
- We neither offer nor accept gifts, entertainment or hospitality that are inappropriate, are more than the value set by our internal policies, or that may cause any person to improperly perform their duties.

How we must act towards our shareholders and other stakeholders

- We operate according to established principles of good governance.
- We respect all local and international laws and relevant industry codes.
- Our record-keeping and financial reporting are honest and accurate.
- We take measures to prevent fraud and money laundering in the operations of our business.
- We never engage in share transactions on the basis of insider information, nor provide information for others to do so.
- We never take advantage of personal investment or corporate opportunities available as a result of employment, nor engage in activities that conflict with the interests of any company that is part of Dentsu Aegis Network.

How we must act towards our communities

- We are dedicated to having a positive impact on the communities in which we operate.
- We engage in regular Social Impact activities and support initiatives to promote greater social and environmental responsibility among our employees, clients and suppliers.
- We aim for the highest standard of sustainable business practices and environmental protection, acting in accordance with statutory and international standards.

Upholding the highest standards

- We expect our employees to raise any concerns or suspicions of wrongdoing, including a potential breach of this Code and/or other internal policies. There are a number of ways to raise such matters, including with line managers, members of our Human Resources, Legal, or Ethics & Compliance teams, or by using the external Speak Up hotline.
- We have a fair and consistent process to investigate incidents or concerns, which ensures that all relevant information is appropriately considered.
- Violation of the standards described in this Code may result in disciplinary action, up to and including termination of employment.