



Statement on our CSR commitment

Introduction

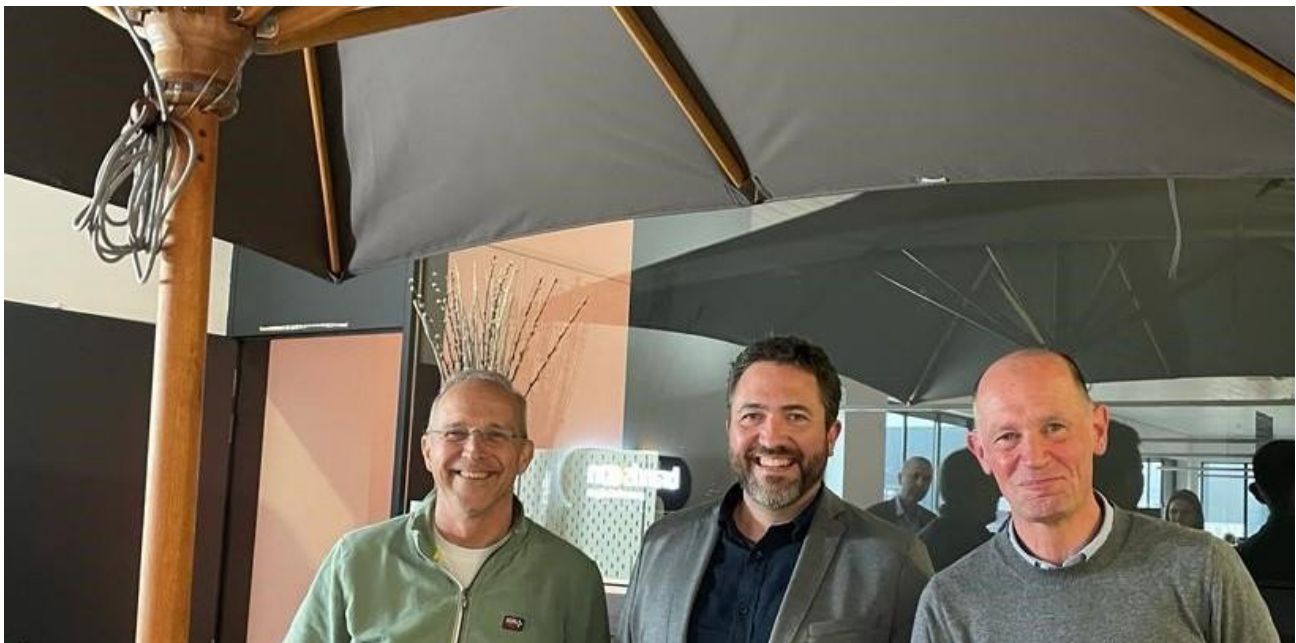
We are pleased to confirm that Brands On supports the ten principles and 17 SDG's of the UN Global Compact with respect to human rights, labour, environment and anti-corruption.

With this statement, we express our intent to continuously incorporate these principles into our own activities.

Brands On will make a clear statement of this commitment to our stake holders and the general public.

We recognize that a key requirement for participation in the UN Global Compact is the annual submission of a Communication on Progress (COP) that describes our company's efforts to implement the SDG's. We support public accountability and transparency, and therefore commit to report on progress within one year of joining the Global Compact, and annually thereafter according to the Global Compact COP policy.

Brands On is more than just a supplier developing products that increase brand visibility. Every decision is taken with a view to establishing a long-term relationship. Our products are tailored to your unique and specific needs, in order to highlight your brand values in a powerful and targeted manner.



Brands On is best known for parasols, sign solutions and different types of LED displays. Our clients are international retail brands, restaurants and cafes, and of course, hotels. Brands On includes a factory in South-Africa (Tradewinds), a sales office in South-Africa (Brands On Africa) and an engineering office in China (Wider Concept).

Operating in different parts of the world, we face different cultures, different opportunities and different standards. The 17 SDG's are the perfect guide to pursue common goals. It is impossible to implement the same initiatives and goals in all factories and offices, but we do want to work towards the same goals, each contributing at its best.

Brands On aspires sustainable growth, based on the triple bottom line of People, Planet and Profit. The Sustainable Development Goals of the UN Global Compact guide us on our challenging growth journey in a

fast changing environment. Brands On stands for Protection and Connection. Our parasols protect people from the sun. But our products also create a setting where people come together, have fun, re-charge and celebrate life, in short connect. The metaphor of Protection of Connection can be extended to our Corporate Social Responsibility.

First of all, the most important asset to our business is people. The key to make our organization work is talent, know-how, as well as positive and solution driven teams. Brands On ensures a healthy and safe work environment for all employees, not only in our own workplaces but also in the factories of our suppliers all over the world.

The ETI base code is our standard. But we want to go further. Creating a nice place to work is the goal. Brands On not only wants to protect people, we also want to protect the planet.

Climate Neutral business practice is the ambition. Finally, sustainable growth can be considered protection as well, securing people their jobs and investing in improved and more eco-friendly processes. This last topic ties in with long term perspective which brings us to connection. Connection in terms of CSR translates for Brands On in Partnerships. These long term relationships are what sustainability is all about, as they provide security. And this security will lead to investments and continuous improvements. Furthermore, connection means for Brands On Social Commitment. We want to be socially engaged in the communities where Brands On has business entities.

We pledge our commitment to the Sustainable Development Goals.

To our stakeholders: it's a promise.

To our employees: together we make it happen!

Guido Vandenabeele
Guy De Borger
Ab de Groot

Human Rights

Brands On is committed to the respect and promotion of human rights, one of the foundations of its corporate social responsibility.

Brands On will treat all employees with respect and dignity, without any distinction, exclusion or preference made on the basis of race, colour, sex, religion, political opinion, national extraction or social origin.

We ensure a work environment free from bullying, intimidation, coercion, corporal punishment or harassment in any form including physical, psychological, sexual or verbal.

Brands On will make employment decisions including hiring, payment, benefits, advancement, termination and retirement based on ability, qualifications and achievements and not on any personal characteristics. We will demonstrate that women and men with similar ability, qualifications and achievements are afforded similar work opportunities, wages, benefits, contract terms, and facilities.

We expect the same from our partners in our supply chain.



Labor Standards

One of the focus points in the CSR approach of Brands On is to create a nice place to work, not only for the people in the company but throughout the supply chain.

To start with, the basics have to apply, and for this Brands On stands by the ETI base code.

Employees in the supply chain must not be forced to work. Suppliers must not use or facilitate any type of involuntary labor, including forced, indentured, bonded, slave or human trafficked labor.

We do not tolerate child labor. Suppliers may only utilize child labor that is permitted by International Labour Organization guidelines. Hazardous work may not be done by anyone below the age of 18 and such individuals must provide documented informed consent.

Fair compensation in compliance with all applicable wage and hour laws, rules and regulations is a must. Employees are provided with reasonable working hours, including maximum work hours, overtime, vacation time, leave periods, and public holidays.

Brands On will treat all employees, including women, with respect and dignity.

We will ensure a work environment free from bullying, intimidation, coercion, corporal punishment or harassment in any form including physical, psychological, sexual or verbal. The same is expected from our suppliers.

Brands On will make employment decisions including hiring, payment, benefits, advancement, termination and retirement based on ability, qualifications and achievements and not on any personal characteristics. Women and men with similar ability, qualifications and achievements will be afforded similar work opportunities, wages, benefits, contract terms, and facilities. Suppliers must demonstrate that they do the same.

The rights of employees to choose or refrain from third party representation and to freely associate, organize and collectively bargain, where allowed by law, will be respected.

Employees in the company, as well as in the supply chain, will be provided with safe working conditions; including potable water, adequate sanitation, safety equipment essential for their duties (PPE's), suitable facilities for women's health needs, protection from exposure to toxic or harmful chemicals (both use and storage), structurally sound facilities with safe and unrestricted ingress and egress, etc.

Incidents which result in injury to an employee beyond first aid will be documented, investigated and reported to the appropriate authorities.

When living conditions are provided, they must be clean, safe, adequate, unrestricted and promote basic human dignity.



Environment

As a global company, we understand that we have a role in helping to ensure the sustainability of the world's resources and environment.

Brands On's impact on the environment is generally through our products, services and facilities.

We are reducing our carbon footprint by creating reliable products and services that are cognizant of the environmental impact throughout all phases of the life cycle.

We also address environmental challenges in our work space through various responsible means.

Brands On is committed to reduce its carbon footprint.

We recognize the challenges ahead and are being supported by sustainability experts to calculate our footprint according to the greenhouse gas protocol. These experts also advise on ways to reduce. Brands On focusses on:

- Wooden parasols
- Long life cycle of the products
- Transport
- Energy
- Waste / circular economy models

Tradewinds is known for wooden parasols. Comparing a wooden parasol with an aluminium one, in the carbon footprint exercise, makes it clear that a wooden version is the most sustainable option.

Furthermore, Brands On has service and maintenance programs in view of prolonging the life span of a product. We introduced PAAS, Parasol As a Service, as cream of the crop for these models.

Transport is a focus. Actions are taken to decrease our carbon emissions. We focus on electrifying and reducing weight of the cargo.

In line with transport, we look at energy. General fact in South-Africa is energy shortage, which often leads to black outs. These black outs have a huge impact. Making energy a topic that receives a lot of attention in the group.

Our maintenance programs make it possible to have more control over the waste the products could create. Periodic service contributes to a longer life cycle. It also gives us the opportunity to recycle or reuse parts at the end of life.

Brands On is looking for ways to further develop this, eventually growing into a circular model.



Anti-corruption

Ethics or fair business practices is one of the values of Brands On. We ask every co-worker to reflect on their action and ask: 'Is this correct what I'm doing?' 'Is this fair?'
Rule of thumb is: act fair and when in doubt: discuss it!

Legal compliance

Brands On complies with all applicable laws and regulations, including treaties and international standards including the United Nations Compact's Ten Principles. We expect the same from our supply chain.

Anti-corruption

Brands On conducts business in, and expands to other continents. We are active now in Europe, Mexico, Dominican Republic, South-Africa, Dubai and New Zealand.

Brands On will not engage in dealings of misuse of public office or power for private gain; or misuse of private power in relation to business outside the realm of government.

Anti-bribery

Our Policy:

- Never offer, promise or give anything of value to a government official or someone else to obtain an unfair business advantage.
- No employee may offer, give or receive a bribe.
- Accurately register all payments and receipts.
- Never make improper payments through third parties or representatives.
- Any request or offer for bribes must be avoided; it is generally forbidden even if it is authorized by local laws.
- Monitoring the policy regarding the offering or receiving gifts and entertainment.

All payments are checked by the FIN department and the CEO.

When gifts are sent to the office or in occasions when gifts are hard to refuse, all gifts are transferred to the HR department and raffled at the New Year's reception.

Information security

Brands On has implemented GDPR and is bound by its principles.

Our company protects the privacy and the confidentiality of personal, medical, family and financial data of the employees.

- Social media: The employees will not communicate confidential and proprietary information without permission.
- The employees know that they are not allowed to give personal information from others to someone within or outside the company who doesn't have a clear business use or has permission to receive this information.



- The company protects the intellectual property of others by:
 - Respecting the trademarks, logo's, names, designs and copyrights of others in advertising, marketing and related material
 - Respecting the patent rights, trade secrets and philosophies of others
 - Abiding all applicable laws in relation to intellectual property.
- The company ensures the necessary IT security to protect the data.

Anti-competitive practices

These practices are dumping, exclusive dealing, price fixing, refusal to deal, dividing territories, limit pricing,...

Brands On is only a small company working for big international Brands. We don't believe in these practices, but we wouldn't be able to perform them as we are at the mercy of these multinational with their e-auctions and very long payment terms.

Brands On and their supply chain will not engage in illegal cooperation with competitors, including bid rigging, price fixing, market allocations or any other prohibited conduct that limits free and fair competition.

Whistleblower procedure

As mentioned in the introduction, all actions have to be reflected on and in case of doubt, be discussed.

All ethical conflicts can be discussed with the CSR project team, with management or with HR counsellor.

An alarm raising procedure for our partners is also applicable:

- For each violation of the Supplier code of conduct or the law, the confidential counsellor must be contacted.
- Every notification should be treated confidentially and reporting a Code violation will in no way disadvantage the person reporting it.
- Each violation of this code is examined directly, transparently and in accordance with our legal obligations.
- All employees are required to respect this code. The non-compliance of this code, Business Ethics and applicable laws may result in disciplinary action up to, and including, termination and possible civil and criminal prosecution.

Conflict of interest

Conflict of interests are covered by contracts, contracts with employees, customers and suppliers.