
CODE OF CONDUCT

This code of conduct (the **'Code'**) applies to all EAST employees and business partners, all should abide by the principles set out in this Code.

Any breach of this Code should be reported through our whistleblower system or to the CEO at EAST directly. The receiver of the breach will evaluate and take adequate actions.

This Code shall ensure that we act professionally and responsibly in our relationship with all stakeholders in the organization.

Background

EAST is a Danish company that designs and produces private label products for the fashion industry.

The company was founded in 2009 and has experienced a successful growth over the years. We are divided into four sales departments: EAST DK, EAST EU, EAST Nordic and EAST ESP.

EAST DK and EAST Nordic are located in Ikast, Denmark. EAST EU has their offices in Dusseldorf and Berlin and EAST ESP is located in Barcelona. Our production office is located in Guangzhou, China.

We are more than 200 dedicated EAST colleagues. All with one common goal: Creating world-class design products under responsible conditions. We work every day to provide the best service for our customers and their satisfaction is paramount to us.

Our products are produced in a supply chain with a high degree of transparency and where employee well-being is one of our main priorities. At the same time, we deliver high quality products

Being able to deliver the right product, at the right time at a competitive price requires a solid foundation. Our ambition is to do so without compromising the well-being of our employees.

Basis of the Code

East are committed to run a responsible and sustainable business. Ensuring that our products are produced under responsible conditions stands at the core of this commitment and in fulfillment of this ambition. We strive to conduct business according to the highest ethical standards in all countries we operate in. The code is based on international rules and regulations and primary on the ten principles of the United Nations Global Compact, covering human rights, labour rights, environmental and anti-corruption. This Code is based on the minimum requirements. If local, national, or international law and regulations are stricter than this Code, these are naturally applicable.

Human Rights and labour rights

East holds internationally proclaimed human rights and these principles shall be known and respected by and applied by all employees. We have a zero tolerance against forced labour and child labour. We offer a workplace free from discrimination whether based on age, disability, sexual orientation, race, ethnicity, gender, religion or other grounds. We treat all employees with

respect and dignity. We expect the same from all employees. All should have a workplace with no risk of harassment or abuse in any form.

Working environment

We promote all employees to keep a healthy work-life balance, no one will be forced to work beyond their capacity within normal or overtime hours. East want to ensure a healthy and safe working environment. It is important to us to have a motivating workplace where we develop our employees through education, that way we can grow as a company.

Privacy and confidentiality

We uphold the highest respect for our employees and business partners right to privacy. We fulfil the highest degree of confidentiality and keep personal information safe, unless required by law or stated otherwise by the employee.

Environmental care

As a textile company we must take the environment seriously. We started to report our CO2 emission scope 1-3 to get to know the data but also analyze where we can improve. On the design side, we are working on different projects as zero waste and always looking for more sustainable textiles.

Anti-corruption and Bribery

We have a zero tolerance on corruption and bribery in accordance with UK Bribery Act. No form of corruption extortion, kickbacks, facilitation payments or bribery must be offered, received or promised. All East employees must refrain from any type of activity that may be connected to corruption or bribery. In case such accusations or violations arise, employees must cooperate in the investigation of such inquiry. Employees are only allowed to give or receive gifts, meals or similar within a reasonable amount. If there are any doubts with the intentions of a gift received contact an East manager for further guidance.

Conflicts of interest

Transparency is vital to avoid conflicts of interest and dealing with various business partners must be done in an impartial and professional way. A conflict of interest occurs when a person confronted with choosing between or prioritizing their professional obligations and their own personal interests. If an employee finds themselves in a potential conflict of interest, they need to withdraw from the decision making. It is the employees responsible to exercise common sense when it comes to potential conflicts of interest and to contact your manager if any doubt.

Fair competition

East complies with all applicable competition and anti-trust legislation to protect business partners from unfair arrangements.