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Ethics Charter

ETHICS & COMPLIANCE

Human Rights . Working Conditions . Business Integrity

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This Charter is part of the 2Ride Group compliance framework, consistent with applicable French and European regulations - including the Sapin II Act, and the EU Whistleblower Protection Directive (2019/1937).

For how these commitments translate into daily decisions, leadership expectations and operational discipline, refer to **INSIDE THE LINE - How we decide, lead and perform at 2Ride**

INTRODUCTION

At 2Ride Group, our mission is to protect those who ride, explore and push their limits. Protection is not only what we design. It is how we decide.

Every product we deliver carries a level of responsibility. Every decision we make defines whether we meet it.

Every product we design is trusted at the moment of highest vulnerability. Whether on a motorcycle, on a ski slope, on horseback or in an emergency intervention, our equipment is the last barrier between a person and the impact. That level of trust demands a level of integrity that goes beyond product specifications. It must extend to the way we source, produce, sell, and treat people.

As an international Group operating across multiple brands, markets and partners, our responsibility is broader than product performance alone. It applies to the way we treat people, to the standards we uphold in our operations, and to the expectations we set across our value chain.

*Trust is not declared.
It is built - decision after decision.*

This Ethics Charter defines our commitments as a Group. It does not define rules or procedures. These are addressed in the Code of Conduct and associated policies and procedures. This Charter sets the level of responsibility we expect from ourselves -everywhere, in every situation.



1.

THE PEOPLE BEHIND THE RIDE

We believe that every person connected to 2Ride - employee, contractor, partner, or community member - deserves to be treated with dignity, fairness and respect.

THIS IS NOT A LEGAL BASELINE. IT IS OUR STANDARD.

PROHIBITION OF CHILD AND FORCED LABOR

No person under the legal minimum age works for 2Ride or for any supplier in our value chain. No one works under coercion, threat or debt bondage. Employment at 2Ride - and throughout our supply chain - is always free, voluntary and properly contracted.

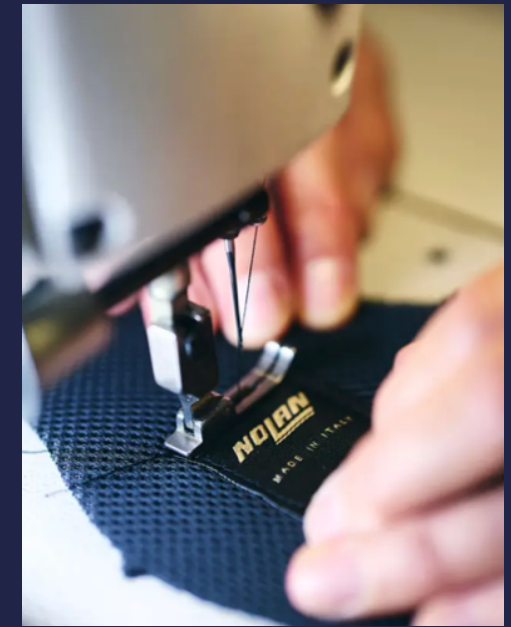
If a risk or confirmed case is identified anywhere in our operations, we act immediately, with the best interests of the person as our first priority.

This applies with particular vigilance across our international sourcing, manufacturing and trading operations, where distance from headquarters and complexity of supply chains require heightened due diligence.

NON-DISCRIMINATION AND EQUAL TREATMENT

2Ride does not tolerate discrimination, harassment or bullying on any basis - gender, age, nationality, origin, religion, disability, sexual orientation or any other protected characteristic.

Every person is evaluated on their contribution, not on who they are. We actively promote diversity and inclusion across all brands and markets.



FREEDOM OF ASSOCIATION

Employees have the right to form or join representative bodies and to engage in collective bargaining.

We welcome social dialogue as a constructive mechanism for building trust, resolving issues and improving working conditions.

PRIVACY AND PERSONAL DATA

We respect the personal data of everyone we work with. Data is processed lawfully, stored securely and never used beyond its stated purpose. GDPR standards apply as our floor across all markets.

These commitments extend to our supply chain. Partners and suppliers are expected to meet the same standards - without exception.

Every person connected to 2Ride deserves to be treated with dignity, fairness and respect - regardless of where they sit in our value chain.

2.

WHERE PERFORMANCE STARTS

We commit to environments where people work safely, are fairly recognized, and can develop over the long term.

This is not a target. It is a floor.

Leaders define the real standard of the Group through what they challenge, what they tolerate, what they escalate, and what they protect - including the people who speak up.



See Inside the Line, section 3: What we expect from leaders.

HEALTH AND SAFETY

Zero compromise on safety. Every site complies with applicable health and safety regulations - and exceeds them where we can. Risk assessments are conducted regularly, preventive measures are implemented, and incidents are investigated to prevent recurrence. Protecting riders starts with protecting our own people.

FAIR COMPENSATION AND WORKING TIME

We respect all applicable minimum wages and collective agreements. We aim to be competitive in our key markets. Overtime is limited, exceptional and compensated. We support employees' ability to balance professional and personal life. Remuneration is based on role, responsibilities, skills and performance - applied consistently and transparently.

DEVELOPMENT AND LONG-TERM EMPLOYABILITY

We invest in our people's skills and growth. Training, feedback and development opportunities are part of how we manage - not exceptional measures. Managers are responsible for creating the conditions where people can contribute at their best.

SOCIAL DIALOGUE

We engage in constructive dialogue with employee representatives wherever formal structures exist. Where they do not, we promote regular and honest communication between employees and management. Difficult topics are addressed - not avoided.

THE SAME STANDARDS WE UPHOLD INTERNALLY APPLY TO OUR SUPPLIERS AND PRODUCTION PARTNERS.

A PRODUCT IS ONLY AS RELIABLE AS THE CHAIN THAT PRODUCED IT.

3.

THE LINE WE NEVER CROSS

We conduct business honestly, transparently and in full compliance with applicable laws - without exception.

THERE IS NO COMMERCIAL OUTCOME THAT JUSTIFIES A COMPROMISE ON INTEGRITY.

OUR COMMITMENTS

Zero tolerance for corruption - no payment, gift, favor or advantage is offered or accepted to influence a business decision, in any market, with any stakeholder. This applies to all relationships: customers, suppliers, distributors, intermediaries and public officials.

Full transparency on conflicts of interest - personal interests never take precedence over the interests of the Group. Any situation that creates or could appear to create a conflict must be disclosed to Legal & Compliance.

Fair competition - we compete on the quality of our products and the strength of our relationships. We do not participate in price-fixing, market allocation, bid-rigging or any other practice that restricts fair competition.

Partner accountability - our business partners are selected and managed on the basis of quality, reliability and ethical conduct. These expectations are reflected in contracts and actively monitored. Persistent non-compliance can lead to reassessment or termination of the relationship.

For detailed rules, thresholds and procedures: refer to the Group Code of Conduct and associated procedures (Gifts & Invitations, Conflicts of Interest, Donations & Sponsoring, Whistleblowing).



THE INTEGRITY TEST FOR COMMERCIAL DECISIONS

A contract is not acceptable because it is commercially attractive. It is acceptable because it is clean, traceable and defensible.

Would we stand behind this agreement if it were fully visible? If not, it is not ready.

THERE IS NO TRADE-OFF BETWEEN COMMERCIAL PRESSURE AND INTEGRITY, BETWEEN GROWTH AND COMPLIANCE, BETWEEN PARTNERSHIP OPPORTUNITY AND STANDARDS. THESE ARE NOT VARIABLES. THEY ARE CONDITIONS.

See Inside the Line, section 6: Business & Products.

4.

THE TRAIL WE LEAVE

We design products that protect people who push their limits outdoors. Protecting the natural world they ride in is inseparable from our mission.

THIS IS NOT A REPORTING OBLIGATION.

IT IS A MATTER OF COHERENCE.

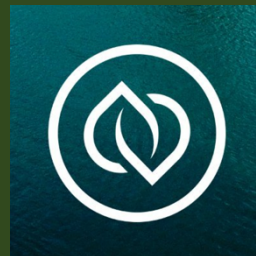
CLIMATE AND EMISSIONS



We commit to reducing our environmental footprint across our full value chain - from the materials we source to the end of life of our products. We monitor our greenhouse gas emissions across all scopes and work toward continuous, measurable reduction. Energy efficiency and the transition to renewable energy are active priorities across our operations.

RESPONSIBLE SOURCING AND MATERIALS

We require traceability and due diligence across our supply chain, including compliance with applicable chemical regulations and the responsible sourcing of critical minerals. No material that cannot be sourced cleanly and transparently belongs in a 2Ride product. We avoid substances and materials that are hazardous to the environment or to human health.



PRODUCT LIFECYCLE AND CIRCULAR ECONOMY

Our products are built to protect and to last. We take responsibility for what happens beyond the sale - at end of life and throughout the product's useful life. We integrate durability, repairability and recyclability into product design, and we engage our brands and R&D teams to continuously reduce the environmental impact of our portfolio.



WASTE, WATER AND RESOURCE MANAGEMENT

We commit to reducing waste, optimizing water use and managing hazardous substances responsibly across all our sites. What we can eliminate, we eliminate. What we cannot, we manage and measure. Industrial wastewater, air emissions and solid waste are treated and monitored before release or disposal.

These commitments extend to our supply chain. Environmental standards are part of our partner selection criteria and apply throughout the value chain. Persistent non-compliance on environmental matters carries the same consequences as any other breach of our standards.

5.

THE LAST BARRIER

Our products carry a unique responsibility: they are the last line of protection between a person and the impact - on the road, the mountain, the slope, in the line of duty.

Every product we deliver must perform when it matters most.

This defines a standard that goes beyond regulatory compliance.

FIM #2: SAFETY BEYOND CERTIFICATION

Our moto helmets meet the most demanding standards in the industry - including FIM homologation, the highest benchmark set by the Fédération Internationale Moto.

That is our starting point, never our finish line.

When our own testing, field data or engineering judgment indicate that a higher standard is achievable, we pursue it - regardless of whether regulations require it. We apply the precautionary principle: when a reasonable doubt exists about the safety of a material, a design choice or a production process, we do not wait for regulatory confirmation to act.

DATA, CONNECTIVITY AND AI

Connected products and AI will reshape the rider experience. Smart helmets, wearables, and connected devices will play an increasing role in safety innovation, product development, and personalization. As these capabilities develop, we build them on one foundation: trust.

Rider data will be collected solely to serve safety, experience or expressed preferences - never sold, shared for commercial purposes, or used for profiling without explicit consent.

AI-assisted features will be built with transparency, explainability and user control as foundational requirements.

No feature will be deployed where a failure could compromise user safety without rigorous, documented validation.

6.

WHERE WE RIDE, WE STAY



2Ride operates four manufacturing sites - three of them in Europe - along with offices and commercial operations across multiple countries: France, Italy, Germany, Portugal, Romania, Thailand, and beyond. In every location, we are part of a local ecosystem.

LOCAL IMPACT

We contribute to the economic vitality of our territories through employment, local sourcing, partnerships with training institutions, and engagement with local stakeholders.

*We do not extract value from communities -
we aim to build it.*

RIDER AND OUTDOOR COMMUNITIES

Our brands exist because riders, skiers, and outdoor enthusiasts trust them. We support these communities through responsible sponsoring, safety education, and product accessibility.

**WE NEVER EXPLOIT THE TRUST OR PASSION OF OUR
COMMUNITIES FOR SHORT-TERM COMMERCIAL GAIN.**

7.

OUR SHARED RESPONSIBILITY

This Charter applies to every person who represents 2Ride - regardless of role, brand, market or seniority.

THE BOARD AND EXECUTIVE COMMITTEE set the tone and ensure the necessary governance structures are in place. They are accountable for the Group living this Charter.

LEADERS AND MANAGERS are responsible for embedding these commitments in their teams and in the decisions they make every day. They must lead by example. They must create environments where concerns can be raised without fear of retaliation.

EVERY EMPLOYEE is expected to act in line with this Charter - and to speak up when something does not align with it.

BUSINESS PARTNERS are expected to meet the same standards in their operations and relationships.

NOT ACTING IS A DECISION. AND IT HAS CONSEQUENCES.



How to raise concerns

If you have a question or concern - about a decision, a situation, a partner or conduct you have witnessed: **Raise it - Do not wait.** You can contact:

- Your **Line Manager**
- Legal & Compliance department: compliance@2ridegroup.com
- Whistleblowing platform: www.2ridegroup.besignal.com (available 24/7- anonymous reporting possible)

Speaking up is both your right and your responsibility - stand up, speak up when you believe we are not acting in the right way.

It is not optional: it is part of operational discipline.

For detailed procedures, refer to the group whistleblowing procedure.

Final principle

We operate in complex environments. Risk is constant. Our standard is not.

We do not improvise. We do not rationalize. We do not compromise.

We decide clearly. We act consistently. We protect the Group.

THIS IS HOW WE STAY INSIDE THE LINE

For the complete framework:

1. **Inside the Line Management Playbook** | 2. **Group Values** | 3. **Ethics Charter** | 4. **Code of Conduct & Procedures** - compliance@2ridegroup.com | www.2ridegroup.besignal.com