

ETHICS GUIDE AND CODE OF CONDUCT

I – Ethics Guide

In 2021, Dynamo adopted the status of a mission-driven company (entreprise à mission), with the objective of envisioning places that foster sustainable ecosystems, rebuild bonds of solidarity, and facilitate the transmission of tangible and intangible heritage, while initiating new standards of corporate social responsibility to regenerate the economy and the knowledge, skills and values of the hospitality sector.

That same year, Dynamo established a corporate purpose enshrined in its articles of association: to contribute to the construction, anticipation and implementation of sustainable consumption and production models across the entire value chain.

In pursuit of this vision, Dynamo has set itself the mission of being "a factory of inspiring hospitality venues".

Since 2023, Dynamo has held B Corp certification. This progressive and demanding label attests to Dynamo's best practices in terms of social, societal and environmental impact.

At Dynamo, we are firmly convinced of the importance of imagining and developing new ways of producing, distributing and consuming that reduce environmental impact and strengthen the social responsibility of economic actors.

Dynamo acts at every stage of a project or product's lifecycle: design, production, distribution, use, reuse and recovery.

It seeks to create coherence among stakeholders and to reduce impacts at every link in the chain — from producer to consumer, from local territory to global ecosystem.

Dynamo ensures strict compliance with applicable laws and regulations. It also relies on an ethical framework shared by all its employees, grounded in its values of responsibility, respect, innovation and client focus.

Reducing our environmental impact and supporting our clients in the same endeavour are at the heart of our commitment and our way of doing business.

Dynamo's corporate purpose is shared with all its stakeholders so as to convey its meaning and fully involve them in its implementation.

Each year, Dynamo convenes a Mission Committee whose purpose is to assess the implementation of its corporate purpose. Composed of experts, supplier representatives and employees, the Mission Committee's role is to provide recommendations to Dynamo's management to ensure the effective realisation of its corporate purpose.

1 – Our Values

Driven by strong values — commitment, integrity and transparency, innovation, and a sense of client and stakeholder responsibility — Dynamo builds its entire economic, social and environmental performance upon them.

Commitment

As an active participant in ecological transformation, Dynamo contributes to building a sustainable society. True to its mission of environmental stewardship, Dynamo acts every day with commitment, notably by:

- Envisioning and shaping responsible and sustainable living spaces that are beneficial to the local ecosystems of project stakeholders.
- Contributing to establishing, anticipating and promoting sustainable consumption and production models across the entire value chain of the hospitality and built environment design sector.

- Placing the satisfaction and creativity of all our stakeholders at the heart of our development, so as to be a driver of lasting sectoral initiatives.

In recognition of the commitment Dynamo demonstrates towards its employees, each team member is expected to adopt an exemplary attitude, marked by loyalty and adherence to the values and codes of conduct set out in this guide.

Dynamo takes full ownership of the matters entrusted to it without substituting itself for any of the stakeholders involved. Whether they come from clients, partners or any other stakeholder, Dynamo addresses them with rigour, attentiveness and high standards. This posture makes Dynamo a trusted reference: a partner you can rely on, not only to understand the issues at hand, but above all to act.

Being a trusted reference entails a clear obligation: never leaving a situation unanswered. Dynamo is committed to addressing every matter with rigour, analysing its implications and mobilising the necessary resources to provide a concrete and appropriate solution.

Integrity and Transparency

This principle is grounded in compliance with both national and international laws. Furthermore, respect implies listening, benevolence, equal treatment and recognition of differences. No form of discrimination, harassment or disrespectful behaviour is tolerated.

Integrity in a Competitive Environment

In a highly competitive world, Dynamo takes a clear stance: conducting its activities with integrity, fairness and professionalism. This requirement applies equally to relationships with clients and partners and to behaviour in the marketplace. It implies in particular:

- The complete absence of kickbacks or undisclosed practices,
- The acceptance and payment of fair remuneration.

Transparency towards Suppliers

Dynamo places transparency at the heart of all its interactions with suppliers. This implies in particular:

- Transparency in all transactions,
- Transactions that are accessible and easy to understand,
- Clear and honest communication throughout the commercial relationship,
- The upfront definition of contract award criteria and their communication to all tenderers.

This approach is designed to build a climate of lasting trust and to ensure a collaboration founded on equity and mutual respect.

Innovation

Dynamo's status as a mission-driven company is reflected in particular in the creation and rigorous, proactive management of its supplier database.

This continuously enriched database constitutes an innovative ethical management tool, enabling:

- A clear and responsible overview of suppliers,
- Enhanced traceability consistent with Dynamo's B Corp commitments,
- A proactive assessment of suppliers' CSR alignment,
- The identification of more sustainable, equitable and innovative solutions.

It is not a simple registry, but a strategic lever for steering partnerships towards a positive impact.

Dynamo's ambition is above all dedicated to client peace of mind. Every solution designed by Dynamo aims to simplify, secure and enrich the user experience, so that every interaction is experienced with ease, clarity and reassurance.

The goal is to create an environment in which the client feels fully supported, confident and free from unnecessary complexity. This implies in particular:

- Developing smarter solutions designed to ease the client's mind;
- Eliminating friction and simplifying journeys to deliver a smooth and reassuring experience;
- Ensuring a clear, efficient and deeply calming relationship;
- Offering tools that deliver genuine added value by strengthening trust and service legibility.

Dynamo's tools create a clear and controlled environment, but client peace of mind stems above all from the attentive listening, commitment and support provided by our team members.

Client and Stakeholder Focus

Client and stakeholder focus is an essential pillar of Dynamo's commitment. It is built on active listening, a drive for continuous improvement and the implementation of concrete mechanisms for gathering and acting on feedback.

As part of this approach, Dynamo sends a CSR questionnaire to suppliers at the start of each project in order to assess their awareness of corporate social responsibility issues. This tool helps reinforce the overall coherence of Dynamo's approach, by ensuring that the partners engaged in its projects share compatible values and objectives in terms of sustainable development.

In addition, Dynamo systematically sends satisfaction questionnaires to clients and suppliers at the end of each project. These tools are not mere formalities: they are central to Dynamo's ability to improve. They enable Dynamo to assess the quality of its work, identify areas for improvement and challenge its own practices where necessary. Dynamo views every piece of feedback as an opportunity to raise its standards and sustainably improve its processes and methods.

Furthermore, Dynamo provides a contact form accessible at any time on its website. This communication channel guarantees that anyone can report a dissatisfaction or difficulty they have encountered. Every message is handled with care, transparency and diligence, in a spirit of resolution and learning.

The commitment is clear: listen, understand and act. Client and stakeholder feedback is a valuable resource that compels Dynamo to continuously improve and to strengthen the quality of the relationships it builds.

2 – Our Rules of Conduct

In order to ensure exemplary conduct within the company, Dynamo has established shared rules that apply to all employees in the course of their activities.

Compliance with Laws and Regulations

For Dynamo, compliance is an essential requirement. To ensure this requirement is met, Dynamo is committed to raising awareness among all its employees of the applicable laws and regulations in all areas related to its activities.

Anti-Corruption and Anti-Influence Peddling

Committed to integrity, Dynamo maintains a zero-tolerance policy towards any form of corruption, whether involving public officials or private individuals, and across all countries in which Dynamo operates.

This commitment is supported by regular awareness-raising initiatives for employees on national and international regulations, even though Dynamo is not subject to the French Sapin II Act.

Through this commitment, Dynamo affirms its determination to act with probity, transparency and exemplary conduct in all its professional relationships.

In keeping with its principles of integrity, Dynamo refuses all lobbying practices and ensures it never seeks to influence public decisions for its own benefit.

Prevention of Conflicts of Interest

Employees must ensure they prevent and avoid any situation that could create, or give the appearance of creating, a conflict between their personal interests and those of Dynamo.

A personal interest means any advantage — direct or indirect — that could benefit the employee themselves, or members of their family, friends, close associates, partners or any person or organisation with whom they have or have had personal or professional ties.

A conflict of interest arises when a personal interest is liable to influence an employee's decisions or behaviour, thereby compromising their objectivity and impartiality in the exercise of their duties.

Particular vigilance is required notably in the following situations, when an:

- Employee, or one of their close associates, receives or offers a benefit (gifts, invitations, services, etc.) from or to a public official, client, supplier, subcontractor, business partner or competitor;
- Employee holds, directly or indirectly, a financial stake, mandate or personal interest in a company that has a business relationship with Dynamo or is in competition with it;
- Employee carries out an external activity for the benefit of an organisation affiliated with or in competition with Dynamo.

In case of doubt, the employee must inform their line manager so that an appropriate decision can be taken to prevent any risk of conflict of interest and protect Dynamo's interests.

The importance Dynamo places on corruption prevention and transparency is reflected in the availability of a code of conduct, annexed to this guide, which specifies the rules and behaviours expected in this regard.

Confidentiality

Dynamo is committed to ensuring, within its organisation and in the performance of its contracts, the protection and confidentiality of data, sensitive information, know-how, intellectual and industrial property rights, and trade secrets relating to its activities.

3 – Our Actions

This guide sets out the actions implemented by Dynamo in relation to all its stakeholders: employees, clients, suppliers and subcontractors.

Employees

Human Commitment in the Service of Sustainable Excellence

Every day, our employees rise to environmental challenges and contribute to Dynamo's collective success.

Aware that their commitment is key to its performance, Dynamo is dedicated to providing them with the means to thrive professionally and personally.

Its social commitment rests on three fundamental pillars: equity, solidarity and employability.

Ensuring Social Equity

Dynamo is committed to recognising and valuing each person's contribution to its success.

It ensures fair and inclusive working conditions in which every employee can develop their potential and improve their performance.

Convinced that diversity is a source of richness and innovation, Dynamo promotes equal opportunities, non-discrimination and mutual respect.

Fostering integration, consideration and equity is essential to strengthening employees' daily commitment and cultivating a corporate culture grounded in trust and respect.

Strengthening Solidarity

Through Dynamo's strong environmental commitment, employees contribute directly to improving quality of life and the well-being of communities in the territories where Dynamo operates.

This social responsibility reflects Dynamo's determination to actively participate in sustainable development and local community cohesion.

Supporting Professional Development and Career Progression

Because the skills of Dynamo's employees are its greatest asset, the company invests in each person's professional development.

Dynamo encourages the sharing of experience, continuous learning and a culture of innovation, so as to enable its teams to adapt to the constant evolution of professions and technologies.

Dynamo is committed to offering its employees motivating and meaningful career paths, while fostering exchange, creativity and initiative.

In doing so, Dynamo makes employability a major lever for collective performance and lasting success.

Clients

In its relationships with clients, Dynamo is above all committed to the rigorous fulfilment of its legal and contractual obligations.

Beyond the legal framework, Dynamo makes it a point of honour to listen, to understand its clients' expectations and to propose innovative solutions tailored to their needs.

In collaboration with its clients and the relevant stakeholders, Dynamo strives to develop accessible and sustainable offerings.

Suppliers

In compliance with applicable regulations, Dynamo defines objective and transparent criteria for the selection of its suppliers.

These criteria are based on performance, reliability and adherence to the ethical and sustainable development values championed by Dynamo.

In accordance with the supplier relations charter, suppliers are selected in compliance with fundamental principles, which include the following internationally recognised standards:

- Conventions of the International Labour Organisation (ILO);
- The Universal Declaration of Human Rights;
- The OECD Guidelines for Multinational Enterprises;
- The United Nations Global Compact Principles.

Dynamo also places the fight against corruption — whether involving public officials or private individuals — at the forefront of its supplier relations.

Convinced that respect for human rights is an essential condition for responsible conduct, Dynamo ensures it is fully integrated into its relationships with all its stakeholders.

Finally, Dynamo is committed to strict compliance with the regulations governing subcontracting and the use of external service providers, in a permanent spirit of integrity, transparency and social responsibility.

Fair Competition

Dynamo acts in strict compliance with competition rules applicable in all countries where it operates. It is committed to maintaining fair and transparent competition.

All employees must ensure they do not engage in anti-competitive behaviour, such as price-fixing, market allocation or any practice that could restrict competition.

Dynamo encourages its employees to report any situation that may raise a legal competition risk and to consult management when they have doubts about the compliance of a decision or action.

By upholding these principles, Dynamo protects not only its own interests, but also contributes to a fair and sustainable economic environment.

Patronage and Sponsorship

Dynamo conducts patronage and sponsorship activities aimed at supporting non-profit initiatives of general interest in the following areas:

- Commitment to the preservation of heritage,
- Humanitarian emergency.

Climate Action

Dynamo acknowledges the climate emergency and is committed to acting responsibly to limit the environmental impact of its activities.

Dynamo strives to measure, reduce and manage its carbon footprint in a logic of continuous improvement.

It promotes responsible use of natural resources and the reduction of consumption and waste.

Dynamo raises awareness among its employees and partners about climate challenges and encourages sustainable practices.

It acts in compliance with environmental regulations and promotes transparency regarding its climate actions.

Marketing and Communication Practices

Dynamo is committed to ensuring that any communication or marketing action containing environmental or social claims is fair, verifiable, accurate and based on factual evidence.

Messages disseminated by Dynamo avoid any exaggeration, ambiguity or presentation likely to mislead, particularly with respect to environmental or social impact.

Dynamo prohibits any greenwashing or social washing practices in its internal and external communications.

Environmental and social claims are consistent with Dynamo's actual actions and proportionate to their scope.

Dynamo ensures the transparency of the information it communicates and complies with the applicable regulations and recommendations on responsible communication.

4 – Our Organisation

Dynamo is committed to establishing a clear, structured and transparent organisation that ensures responsible and effective governance. Each employee is aware of their roles, responsibilities and decision-making authority, which promotes informed decision-making in line with the company's values.

This organisation also enables the prevention of ethical and legal risks, compliance with legal and regulatory obligations, and the maintenance of a working environment founded on integrity, transparency and mutual respect.

Dynamo also encourages the participation and involvement of each individual in the life of the company, ensuring that decisions are made in accordance with ethical values and the interests of all stakeholders.

II – Code of Conduct

Dynamo places the utmost importance on honesty, integrity and loyalty — the fundamental values that guide all its activities.

The Code of Conduct (the "Code") sets out the principles and behaviours to be adopted in order to uphold Dynamo's commitment to prohibiting, without exception, any form of corruption or related practices. The Code also seeks to ensure compliance with applicable regulations.

This Code forms an integral part of Dynamo's internal policies and procedures.

1 – Compliance with the Code

This Code applies to all directors and employees of Dynamo, as well as to any person called upon to represent it or act on its behalf, regardless of the context or place of activity.

Dynamo also expects its partners, clients, suppliers and service providers to comply with the principles of this Code, or failing that, with equivalent rules of ethical conduct and compliance.

Any violation of the Code may result in disciplinary measures appropriate to the situation, up to and including termination of the employment or contractual relationship. Directors are also responsible for ensuring that the rules are properly applied and adhered to.

To ensure compliance with this Code, Dynamo reserves the right to verify at any time the transactions carried out in its name or on its behalf. All persons concerned must cooperate fully with such verifications. Refusal to cooperate may give rise to disciplinary or contractual sanctions.

To ensure a thorough understanding and application of this Code, Dynamo provides employees with relevant information, advice and training. Any employee may request such support, and Dynamo's management ensures that its team is informed and trained accordingly.

Finally, any employee may seek the assistance or advice of management to fully understand their obligations and act in accordance with the Code.

2 – Principles for the Prevention and Repression of Active Corruption

Dynamo strictly prohibits all forms of corruption, whether directed at public officials, companies or private individuals.

It also rejects any behaviour that could be construed as corruption, such as influence peddling.

In general, it is prohibited to seek to obtain an advantage or favour from a third party in exchange for an illegal benefit, whether promised, offered or merely expected.

So-called "facilitation payments" are specifically prohibited — that is, any illegal or undisclosed payment intended to accelerate or secure a procedure, even where the underlying purpose is legitimate.

Dynamo also prohibits acts of improper accommodation, such as granting employment, a contract or any other advantage to a person without valid economic justification, except within the framework of clearly identified social, humanitarian, sponsorship or patronage activities.

A – Submission of Tenders and Contract Awards

Dynamo is committed to fully respecting the principles of open access to tendering processes, equal treatment of candidates, and transparency of procedures.

To this end, Dynamo prohibits any practice likely to undermine the free and fair exercise of competition.

The following are specifically prohibited:

- Any approach aimed at obtaining, outside the regulatory or specific framework of the tender, information in an improper manner or any unjustified advantage;
- Any action designed or likely to restrict competition, notably through unlawful agreements with one or more candidates, or through any other anti-competitive practice.

B – Political Activities and Support

Dynamo strictly prohibits any activity or contribution of a political nature, whether in relation to a party, an organisation or an electoral candidate.

No director, employee or third party is authorised to commit Dynamo, or to use its resources, means or image for political purposes.

This prohibition covers in particular: any form of membership, support, donation or advantage — whether financial or in kind — granted to a political party, an associated organisation or a person participating in an electoral campaign, whether local or national.

C – Gifts and Invitations Offered

Dynamo's management, employees and third parties acting on its behalf may offer gifts or invitations to business partners as a gesture of courtesy, up to a maximum value of €50.

Such initiatives must be carried out exclusively in Dynamo's interest, in compliance with the authorities and delegations granted, for the benefit of a clearly identified and known person. It must always be evident that Dynamo is the source of the gift or invitation.

Those offering such benefits must exercise sound judgement, taking into account the professional context, the business relationship and the role of the recipient. Gifts and invitations must remain reasonable in nature and value, and must be capable of being publicly acknowledged both by Dynamo and by the recipient. Under no circumstances may they be interpreted as being capable of influencing any decision relating to the company.

Directors and employees are also required to ensure strict compliance with local laws and regulations concerning the nature and value of such gifts or invitations.

Dynamo formally prohibits any offer of a gift or invitation intended to conceal its existence, or of a nature contrary to public decency. It also prohibits any financial or equivalent advantage (cash, gift vouchers, travel vouchers, negotiable instruments, loans, etc.).

3 – Principles for the Prevention and Repression of Passive Corruption and Related Behaviours

Dynamo strictly prohibits all forms of passive corruption in relation to its directors, employees and third parties acting in its name or on its behalf. This includes soliciting or receiving any unlawful or undisclosed advantage, of whatever nature or value, in exchange for a favourable act by Dynamo or a third party.

A – Conflicts of Interest

No decision taken in Dynamo's name may be influenced by a conflict of interest, whether real or merely apparent. Such situations may arise when the personal interests — financial, family-related or otherwise — of a director, employee or third party acting on Dynamo's behalf are liable to interfere, potentially or actually, with a matter they are handling in the course of their duties.

Any person who may find themselves in such a situation must immediately inform their line manager in writing, before taking any action or, at the latest, as soon as they become aware of the conflict. They must then refrain from any involvement until explicit authorisation — which may be conditional — has been granted.

In cases requiring particular confidentiality (notably where the situation touches on personal matters), the person concerned may address the matter directly to Dynamo's management, which is committed to handling such situations in the strictest confidence and to providing support in resolving the conflict of interest, while taking care to protect the interests of both Dynamo and the person involved.

B – Gifts or Invitations Received

Dynamo's management, employees and third parties acting in its name or on its behalf may, within the limits set out below, receive gifts or invitations as a gesture of courtesy from business partners. However, Dynamo strictly prohibits:

- Any solicitation of gifts or invitations;
- Any gift or invitation given covertly, or originating from an unknown or unidentified person;
- Any gift or invitation consisting of cash or cash equivalents (such as gift vouchers or easily negotiable items);
- Any gift or invitation contrary to applicable local regulations, notably on account of its value, nature, source or recipient;
- Any gift or invitation that violates standards of propriety.

Any person who receives a gift or invitation that may raise questions — notably on account of its value, nature or the circumstances in which it was offered — must immediately inform their line manager and, if necessary, their compliance officer.

Any gift or invitation that does not comply with the above rules must be refused; if a gift has already been given, it must be returned if its value exceeds €50. Where such return is materially or reasonably impossible, management will determine the appropriate measures to be taken.

C – Sponsorship and Patronage

Sponsorship and patronage activities involve financial or material support granted to projects or organisations for non-commercial purposes (philanthropic, humanitarian, social, cultural, etc.). Such activities may only be carried out in Dynamo's name or on its behalf within the strict framework defined by its internal policies and procedures, and are subject in particular to prior authorisation. Their sole objective must be to promote Dynamo's brand or image, and they may only be conducted with or for the benefit of legitimate organisations whose reputation raises no ethical concerns.

Dynamo's management must ensure that sponsorship or patronage operations are never diverted to serve personal interests, particularly those of a holder of public office or a person who is publicly known to be, or likely to be, a candidate for such office. In case of doubt, the operation must be immediately suspended and the compliance officer informed without delay.

D – Rules Applicable to Third-Party Partners, Suppliers, Clients, etc.

Dynamo wishes to ensure that the activities of its business partners (clients, suppliers, service providers, intermediaries, etc.) pose no risk to the company, particularly in the event of non-compliance by such partners with national or international regulations or best practices in the prevention of corruption and related behaviour.

In this context, Dynamo's management and employees must ensure that each commercial relationship with a business partner is subject to a prior assessment, proportionate and adapted to the level of risk identified, particularly as regards the risks of corruption or similar practices.

Agreements concluded with such partners must include specific clauses requiring compliance with best practices in corruption prevention. They must also provide that a proven failure to meet these requirements may result in the immediate termination of the contractual relationship.

Every Dynamo employee is responsible for ensuring the probity and compliance of selected partners. In case of uncertainty, the situation must be reported without delay to management, so that an assessment procedure can be initiated. Unless there is absolute urgency expressly approved by management, when an assessment procedure is underway (particularly in cases where Dynamo's internal procedures require it), no contractual commitment may be entered into before the partner has been duly validated on the basis of the results of that assessment.

E – Rules Applicable to Accounting and Financial Controls

The accounting and financial control standards and procedures established by Dynamo are designed in particular to ensure that books, records and accounts cannot be used to conceal unlawful transactions, especially acts of corruption or influence peddling. Accordingly, all payments or benefits granted in Dynamo's name must have a lawful, clearly defined purpose and be made to identified beneficial recipients, in compliance notably with:

- International legislation relating to sanctions, embargoes, anti-money laundering and counter-terrorism financing;
- The validation and approval workflows (order, delivery, payment) and accounting rules set out in Dynamo's Procurement procedures.

All undisclosed payments — meaning those not recorded in the accounts, those knowingly identifying a fictitious purpose or recipient, or those whose actual purpose or recipient is not clearly established — are strictly prohibited.



DYNAMO

SUSTAINABLE PROCUREMENT

Where possible, all persons responsible for a payment must ensure that its recipient complies with applicable laws and regulations; the chosen payment methods must in no case allow for the circumvention of such requirements. Unless expressly authorised by management, all payments must be made in the country where the service provider is effectively domiciled or where the service is performed.