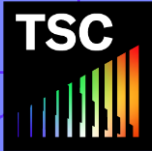




THE STORYTELLING COMPANY

# Code of Conduct

Worlds worth entering.



# Document Governance

**Document Title**  
The Storytelling Company  
Code of Conduct

**Document Owner**  
HR / Compliance

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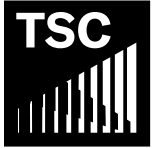
**Next Review Date**  
01.06.2027

Version History

Version 1.0  
Initial release

Version 2.0  
Comprehensive revision including governance framework, workplace conduct integration, whistleblowing enhancements, compliance ownership clarification, responsible AI usage guidance, equal pay commitments, and human rights updates. Consolidation and replacement of the Purple Handbook, the EE CoC and the BE Workplace Conduct Policy.

This Code will be reviewed periodically and updated as necessary to reflect legal, regulatory, operational, and organizational developments.



# Introduction

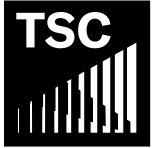
**The Storytelling Company ("TSC") is committed to conducting business with integrity, professionalism, respect, and responsibility.**

As an international creative company, we recognize our responsibility to our employees, clients, business partners, suppliers, communities, and the environment. This Code of Conduct establishes the principles and standards that guide our decisions, actions, and relationships.

The Code of Conduct reflects our commitment to ethical business practices, respect for human rights, environmental responsibility, workplace safety, data protection, information security, and professional behavior. It applies to all employees, directors, managers, freelancers, contractors, consultants, interns, and any other individuals acting on behalf of TSC.

Every person representing TSC is expected to understand, follow, and uphold the principles outlined in this Code.

By working with or for TSC, we commit ourselves to these standards and to fostering a culture built on trust, accountability, creativity, and mutual respect.



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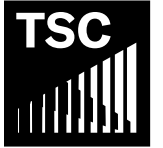
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## CHAPTER 1

# How to Use This Code



**This Code is intended to support sound judgment and ethical decision-making in everyday business situations. While it cannot address every possible circumstance, it provides guidance for evaluating situations where legal, ethical, or professional considerations arise.**

When faced with uncertainty, ask yourself:

- Does this decision align with TSC's values?
- Is it lawful and consistent with applicable regulations and company policies?
- Would I feel comfortable explaining this decision publicly?
- Does this decision reflect fairness, integrity, and respect for others?

If the answer to any of these questions is unclear, seek guidance before acting.

Questions regarding this Code or concerns about potential violations may be directed to: [compliance@storytellingcompany.com](mailto:compliance@storytellingcompany.com)

TSC encourages employees and partners to speak up whenever they observe behavior that may violate this Code, company policies, or applicable laws.

Good-faith reporting is encouraged and protected. Retaliation against any person who raises a concern honestly and responsibly will not be tolerated.



## CHAPTER 2

# Our Values

**Our values define who we are, how we work, and how we treat one another.**

**CURIOUS**

We are eager to learn, and open to explore new ideas and perspectives.

**CREATIVE**

We are innovative, think outside the box and embrace fresh impulses.

**CONSCIOUS**

We are socially aware and consider the impact of our actions on others and the planet.

**COLLABORATIVE**

We strengthen collaboration and mutual support.

**COURAGEOUS**

We challenge the status quo, pursue ambitious goals, and stand up for what we believe in.

## Values in Action

**Teamwork**

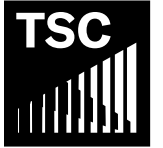
Everything we do is a team effort. We actively support our colleagues, share knowledge, celebrate successes, and take collective responsibility for results. We provide constructive feedback and are willing to help wherever needed.

**Taking initiative**

We take ownership of our work. We proactively identify opportunities, solve problems, seek support when needed, and contribute to the success of our teams and clients.

**Client focus**

Long-term client relationships are essential to our success. We prioritize our existing clients, act in their best interests, and strive to consistently exceed expectations through quality, reliability, and trust.



## CHAPTER 3

# Client Focus, Quality and Excellence

**TSC is known for creativity, innovation, and quality.**

We are committed to delivering exceptional work that creates value for our clients and strengthens long-term relationships. We continuously challenge ourselves to improve and strive to deliver excellence.

Quality, reliability, safety, and professionalism are fundamental to our success. We expect all employees, contractors, freelancers and business partners to contribute to maintaining these standards.

Satisfied clients are essential to our long-term success. We therefore prioritize existing client relationships and seek to build lasting partnerships through exceptional work, reliability, and trust.

We embrace continuous improvement and seek to learn from both successes and mistakes. We encourage innovation, accountability, and excellence in all aspects of our work.



## CHAPTER 4

# Business Integrity



## 4.1 Compliance with Laws and Regulations

We comply with all applicable laws, regulations, industry standards, contractual obligations, and internal policies in every jurisdiction where we operate.

We also respect the cultural norms and customs of the regions in which we conduct business, provided those norms are consistent with applicable law and our values.

No business objective justifies unlawful or unethical conduct.

## 4.2 Fair Competition

TSC supports free and fair competition. Employees must not engage in agreements, arrangements, or discussions with competitors regarding:

- Prices or pricing strategies
- Market allocation
- Commercially sensitive information
- Any activity intended to distort competition

Competition laws apply in every market where we operate and must be respected at all times.

## 4.3 Anti-Corruption and Bribery

TSC maintains a zero-tolerance approach to corruption.

Employees and representatives may not offer, request, authorize, provide, or accept bribes, improper payments, or other inappropriate benefits.

Business decisions must always be based on legitimate commercial considerations and never influenced by personal gain.

Special care must be exercised when interacting with government officials, public institutions, or public-sector organizations.

## 4.4 Conflicts of Interest

Employees must avoid situations where personal interests interfere, or appear to interfere, with their professional responsibilities.

Potential, actual, or perceived conflicts of interest must be disclosed promptly and transparently.

Examples may include:

- Personal relationships affecting business decisions
- Financial interests in suppliers, clients, or competitors
- Outside employment that conflicts with TSC responsibilities
- Family members involved in business decisions or procurement processes

**Transparency is essential to maintaining trust and protecting both employees and TSC.**



## CHAPTER 4

# Business Integrity



## 4.5 Gifts and Hospitality

Gifts and hospitality must never create an obligation or influence business decisions.

Employees may only offer or accept modest and appropriate gifts or hospitality that comply with applicable laws and company policies. Cash gifts, excessive hospitality, and any benefit intended to influence decision-making are prohibited.

Special care must always be exercised when dealing with public officials.

When in doubt, employees should seek guidance before accepting or offering gifts or hospitality.

## 4.6 Financial Integrity

All business records, financial information, and accounting entries must be accurate, complete, and truthful.

Employees must comply with all applicable accounting, tax, reporting, and record-keeping requirements.

We:

- Follow established financial procedures
- Maintain records accurately and promptly
- Cooperate fully with auditors and investigators
- Never falsify records or conceal information

## 4.7 Confidential and Market-Sensitive Information

Employees may have access to confidential or non-public information relating to TSC, clients, investors, suppliers, or business partners.

Such information must not be:

- Used for personal financial benefit
- Shared with unauthorized persons or entities
- Used to influence investment decisions
- Disclosed to family members, friends, journalists, or other third parties

**These obligations continue after employment or engagement with TSC ends.**



## CHAPTER 5

# Respectful Workplace



**TSC is committed to providing a workplace where all individuals are treated with dignity, fairness, and respect.**

Every employee has the right to work in an environment that is safe, inclusive, supportive, and free from discrimination, harassment, intimidation, and bullying.

We all share responsibility for creating and maintaining such an environment.

## 5.1 Health and Safety

Protecting the health, safety, and wellbeing of our people is a fundamental priority.

We are committed to providing safe working conditions and continuously improving our health and safety practices.

Employees are expected to:

- Act responsibly and safely
- Follow applicable safety procedures
- Report hazards, incidents, and near misses
- Help maintain a safe working environment

**Health and safety include both physical and mental wellbeing.**

## 5.2 Psychological Safety

We believe that innovation, collaboration, and creativity flourish when people feel respected and safe.

Employees are encouraged to speak openly, ask questions, share ideas, admit mistakes, and raise concerns without fear of ridicule, humiliation, or retaliation.

Respectful disagreement is encouraged. Personal attacks are not.

## 5.3 Harassment, Bullying and Discrimination

TSC does not tolerate harassment, bullying, intimidation, discrimination, or degrading behavior of any kind.

Prohibited conduct includes:

- Offensive remarks or jokes
- Unwanted advances
- Exclusionary behavior
- Threats or intimidation
- Verbal, physical, or online harassment
- Conduct that creates a hostile work environment

**All individuals must be treated with dignity and respect.**

## 5.4 Diversity, Equity and Inclusion

TSC values diversity and believes that different backgrounds, experiences, perspectives, and ideas strengthen our organization and improve our ability to serve our clients.

Employment-related decisions are based on qualifications, performance, experience, and business needs.



# Respectful Workplace



We do not tolerate discrimination based on:

- Age
- Gender
- Gender identity or expression
- Race or ethnicity
- Nationality
- Religion or belief
- Sexual orientation
- Disability
- Marital or family status
- Political opinion
- Any other protected characteristic under applicable law

**We actively promote equal opportunities and an inclusive workplace where everyone can contribute and succeed.**

## 5.5 Alcohol and Drugs

TSC is committed to maintaining a safe and professional work environment.

Alcohol abuse, illegal drug use, or the misuse of other mind-altering substances during working hours, while performing work, or on company premises is prohibited.

Employees must not be under the influence of alcohol or drugs when performing work-related duties. Moderate alcohol consumption may be permitted at approved (company) events, provided it:

- Does not impair judgment or performance
- Does not create safety risks
- Does not cause discomfort to others
- Does not result in inappropriate behavior

**Possession, distribution, or sale of illegal substances is strictly prohibited.**

## 5.6 Professional Conduct and Appearance

Employees represent TSC through their behavior, communication, and appearance. We are expected to present ourselves professionally and appropriately for our role, workplace, client environment, and company events.

We treat colleagues, clients, suppliers, and business partners with courtesy, professionalism, and respect at all times.

**Behavior that damages the reputation of TSC or undermines trust in our organization is inconsistent with our values.**



## CHAPTER 5

# Respectful Workplace



## 5.7 Work-Life Balance

TSC recognizes the importance of maintaining a healthy balance between professional and personal responsibilities.

We support flexible working arrangements where appropriate and encourage employees to manage their wellbeing responsibly.

Managers are expected to support sustainable workloads and foster a culture where employees can perform at their best over the long term.

## 5.8 Availability and Responsiveness

Flexibility and personal responsibility are important elements of our culture.

Employees are expected to remain reasonably available to colleagues and clients, respond in a timely manner, and keep calendars accurate and up to date.

Clear communication regarding availability supports effective teamwork and client service.



**ALL INDIVIDUALS MUST BE TREATED WITH DIGNITY AND RESPECT.**



## CHAPTER 6

# Information, Data and Company Assets



**Information, technology, intellectual property, and company resources are essential assets of TSC. Every employee shares responsibility for protecting these assets.**

## 6.1 Data Protection

We respect the privacy rights of our employees, clients, suppliers, and business partners.

Personal data must be collected, processed, stored, transferred, and deleted in accordance with applicable data protection laws and company policies.

Employees must only access personal information necessary for legitimate business purposes.

## 6.2 Information Security

Information security is critical to maintaining the trust of our clients and protecting our business.

Employees must:

- Protect passwords and authentication credentials
- Follow cybersecurity requirements
- Prevent unauthorized access to systems and data
- Report security incidents promptly
- Use technology responsibly

**Unauthorized downloading, sharing, or storage of inappropriate, illegal, or harmful material is prohibited.**

## 6.3 Responsible Use of Artificial Intelligence

TSC recognizes the opportunities that artificial intelligence ("AI") can provide in supporting creativity, productivity, innovation, and operational efficiency. At the same time, AI technologies must be used responsibly and in a manner consistent with our legal, ethical, contractual, and professional obligations.

Employees using AI tools must:

- Protect confidential, personal, and proprietary information.
- Comply with data protection and privacy requirements.
- Use only approved or authorized AI tools where required by company policy.
- Respect intellectual property, copyright, and licensing obligations.
- Verify the accuracy, appropriateness, and reliability of AI-generated outputs before using them professionally.
- Maintain appropriate human oversight and accountability for decisions, recommendations, and work products.

Employees must not upload confidential client information, personal data, trade secrets, or other sensitive information into AI systems unless explicitly authorized and permitted under applicable policies, contractual obligations, and legal requirements.

**AI-generated content must not be presented as verified fact without appropriate review and validation.**

The use of AI must always align with TSC's commitments to quality, integrity, confidentiality, transparency, and client trust.



## CHAPTER 6

# Information, Data and Company Assets



## 6.4 Confidentiality

Employees may become aware of confidential information relating to TSC, clients, suppliers, employees, or business partners.

Confidential information must be protected and used only for legitimate business purposes.

It must not be disclosed to unauthorized persons, including family members, friends, former colleagues, or external parties.

This obligation continues after employment or engagement with TSC ends.

## 6.5 Intellectual Property

The ideas, methodologies, concepts, designs, strategies, creative assets, technologies, and know-how developed by TSC are valuable business assets.

Employees are expected to protect intellectual property and respect the intellectual property rights of others.

Unauthorized use, copying, disclosure, or distribution of protected information is prohibited.

## 6.6 Social Media and Public Communications

Employees should remember that their online behavior can affect TSC's reputation.

When using social media or participating in public discussions:

- Respect confidentiality obligations
- Respect copyright and intellectual property rights
- Do not publish false or misleading information
- Do not speak on behalf of TSC unless authorized
- Treat others respectfully and professionally

**Employees should be mindful that their behavior, appearance, and communications may reflect on TSC.**

## 6.7 Clear Desk Policy

Employees are responsible for protecting confidential, personal, and valuable information.

When not in use:

- Confidential information should be stored securely
- Devices should be locked or switched off
- Documents should not be left unattended
- Workspaces should be kept clear and organized

**These practices help protect information security and privacy.**

## 6.8 Use of Company Resources

TSC provides resources to support business operations and client service.

Employees are expected to:

- Use company resources responsibly
- Protect company property from loss, theft, misuse, or damage
- Act cost-consciously
- Avoid waste
- Use working time effectively



## CHAPTER 7

# Human Rights and Responsible Business



**TSC respects internationally recognized human rights and is committed to conducting business responsibly and ethically.**

We expect the same commitment from our suppliers, contractors, and business partners.

## 7.1 Child Labour and Young Workers

We oppose child labour in all forms. We support the principles of the International Labour Organization (ILO) regarding minimum working age requirements. Young workers must be protected from hazardous or inappropriate work and all applicable legal protections must be respected.

## 7.2 Fair Compensation, Equal Pay and Benefits

TSC is committed to providing fair, competitive, and transparent compensation that recognizes the contribution, skills, experience, and responsibilities of our employees.

We comply with all applicable wage, salary, tax, social security, and employment laws in the jurisdictions where we operate. Employees receive all legally required benefits and protections.

## 7.3 Equal Pay

TSC is committed to the principle of equal pay for equal work and work of equal value.

The company is committed to ensuring fair and equitable compensation. Compensation decisions are based on objective

criteria such as role, responsibilities, qualifications, experience, and performance.

Potential pay disparities are regularly reviewed and addressed where necessary.

Compensation outcomes are determined through an overall assessment of factors including:

- Overall Performance Results
- Achievement of Annual Goals
- Role Level and Progression
- Pay Equity & Calibration
- Market Benchmarks
- Business Context

**No single factor determines compensation outcomes. Decisions reflect the overall balance across these principles.**

Compensation decisions must never be influenced by gender, gender identity, age, ethnicity, nationality, disability, religion, sexual orientation, or any other protected characteristic.

We are committed to promoting fairness, consistency, and transparency in our compensation practices and to reviewing and addressing unjustified pay disparities where appropriate.

## 7.4 Fair and Respectful Employment Practices

Employees will receive clear information regarding their employment terms, compensation, benefits, and working conditions.



## CHAPTER 7

# Human Rights and Responsible Business



We are committed to maintaining employment practices that are fair, respectful, and aligned with our values of integrity, inclusion, and mutual respect.

We believe that attracting and retaining exceptional talent requires creating an environment where employees feel valued, supported, and rewarded fairly for their contributions.

## 7.5 Working Hours

Working hours, overtime, breaks, and rest periods must comply with applicable laws and regulations.

We support healthy and sustainable working practices.

## 7.6 Modern Slavery and Forced Labor

TSC prohibits all forms of:

- Forced labor
- Bonded labor
- Human trafficking
- Servitude
- Modern slavery

**Employment relationships must always be voluntary.**

## 7.7 Ethical Recruitment

Recruitment practices must be fair, transparent, and free from coercion or deception. Employees are free to leave their employment in

accordance with applicable contractual and legal requirements.

## 7.8 Respect and Non-Discrimination

Every individual has the right to a workplace free from discrimination, harassment, intimidation, and abuse.

**We are committed to maintaining a respectful and inclusive culture for all.**

## 7.9 Women's Rights

We support gender equality and are committed to providing equal opportunities and protections for women throughout our organization.

## 7.10 Rights of Minorities and Indigenous Peoples

We respect and support the rights, dignity, cultures, and identities of minorities and indigenous peoples.

## 7.11 Land, Water and Environmental Rights

Although these issues may not directly arise within our core business activities, TSC does not support practices involving unlawful land acquisition, forced displacement, illegal deforestation, or violations of environmental rights.

## 7.12 Security Practices

Where security services are used, they must operate in accordance with applicable laws and internationally recognized human rights principles.



## CHAPTER 8

# Sustainability and Social Responsibility



**TSC recognizes its responsibility to contribute positively to society and minimize the environmental impact of its operations.**

## 8.1 Environmental Responsibility

The Marketing / Technology industry can require significant use of resources, travel, logistics, and energy.

We therefore seek opportunities to:

- Reduce waste
- Improve energy efficiency
- Reduce emissions
- Use resources responsibly
- Increase sustainable business practices

Employees and business partners are expected to support these efforts.

## 8.2 Resource Conservation

We strive to continuously improve operational efficiency and reduce unnecessary consumption of energy, materials, and natural resources. Sustainable decision-making should be considered whenever practical and appropriate.

## 8.3 Animal Welfare and Species Protection

TSC supports responsible treatment of animals and compliance with international standards relating to species protection.

We respect applicable regulations, including those relating to endangered species and wildlife protection.

## 8.4 Community Engagement

TSC recognizes its broader social responsibility. We support charitable and community initiatives that contribute positively to society, particularly in the areas of education, family, culture, and community development.

**Political donations on behalf of TSC are not permitted unless expressly authorized and legally compliant.**



# Speak Up and Reporting Concerns



**Maintaining an ethical, respectful, and compliant workplace requires the participation of everyone.**

Employees, contractors, freelancers, and business partners are encouraged to report concerns whenever they become aware of behavior that may violate:

- This Code of Conduct
- Company policies
- Applicable laws or regulations
- Human rights standards
- Workplace safety requirements
- Data protection or information security requirements
- Ethical business practices

## 9.1 How to Report Concerns

Concerns may be raised through any of the following channels:

- Your manager
- Human Resources
- Senior Management
- Compliance

Reports may be submitted by contacting:

[compliance@storytellingcompany.com](mailto:compliance@storytellingcompany.com)

Employees are encouraged to raise concerns as soon as reasonably possible so that issues can be addressed promptly and appropriately.

## 9.2 Whistleblowing and Speak-Up Process

TSC is committed to providing a safe, accessible, and effective process for raising concerns and reporting misconduct.

Concerns may be reported through:

- A manager
- Human resources
- Compliance
- TSC's formal whistleblowing system

The whistleblowing system enables employees to report concerns confidentially and, where permitted by law, anonymously.

The system may be used to report concerns including:

- Discrimination
- Harassment
- Unauthorized disclosure of confidential information
- Data protection breaches
- Corruption
- Health and safety concerns
- Violations of company policies
- Other suspected legal, ethical, or compliance-related misconduct

Reports may be submitted through TSC's designated whistleblowing platform:

<https://storytellingcompany.personiowhistleblowing.com>



## CHAPTER 9

# Speak Up and Reporting Concerns



All reports are reviewed by designated case managers who will handle reports confidentially, independently, fairly, and in accordance with applicable legal requirements.

**The identity of reporting individuals will be protected to the greatest extent possible. Anonymous reporting is available where permitted by applicable law.**

TSC is committed to protecting reporting individuals and affected persons from retaliation. Reports are handled confidentially and information is only shared with individuals who have a legitimate need to know.

Where communication with the reporting person is possible, TSC aims to:

- Acknowledge receipt of a report within three working days
- Provide feedback regarding the status or outcome of the review within three months where legally and practically possible

Individuals involved in investigations are expected to cooperate honestly and fully.

Good-faith reporting is encouraged and protected. Raising a concern honestly will never result in disciplinary action simply because an investigation concludes that no violation occurred.

## 9.3 Confidentiality

Reports will be handled as confidentially as possible, consistent with the need to conduct a fair and thorough review. Information will only be shared with those who have a legitimate need to know.

## 9.4 Investigation Process

All reported concerns will be reviewed fairly, objectively, and without prejudice.

Depending on the nature of the concern, TSC may:

- Conduct interviews
- Review relevant documents or communications
- Seek advice from internal or external specialists
- Take immediate protective measures where necessary

Individuals involved in an investigation are expected to cooperate honestly and fully. Where legally and practically possible, the reporting individual will be informed about the progress and outcome of the investigation.

## Remedial Measures

Where investigations identify discrimination, harassment, or other serious misconduct, TSC may implement appropriate remedial measures to support affected individuals and prevent recurrence. Depending on the circumstances, such measures may include:

- Workplace adjustments
- Team or role changes



## CHAPTER 9

# Speak Up and Reporting Concerns



- Wellbeing or psychological support
- Coaching or training
- Clarification meetings
- Warnings or disciplinary measures
- Process or policy improvements
- Additional preventive measures

The selection of remedial measures will be guided by the principles of proportionality, effectiveness, confidentiality, transparency, and fairness.

**TSC is committed not only to addressing misconduct but also to supporting affected individuals and continuously improving the working environment.**

## Non-Retaliation

TSC strictly prohibits retaliation against anyone who:

- Reports a concern in good faith
- Participates in an investigation
- Seeks guidance regarding ethical concerns
- Raises questions about compliance matters

Retaliation itself constitutes a violation of this Code and may result in disciplinary action. Good-faith reporting means raising a concern honestly, even if an investigation ultimately determines that no violation occurred.



## CHAPTER 10

# Consequences of Misconduct

**Compliance with this Code of Conduct is a condition of working with and representing TSC.**

All employees, managers, contractors, freelancers, and representatives are expected to uphold these standards consistently.

Violations of this Code may result in appropriate corrective or disciplinary measures, taking into account:

- The nature of the violation
- The seriousness of the conduct
- Whether the conduct was intentional or negligent
- The potential or actual impact on individuals, clients, business partners, or TSC
- Applicable legal requirements

Depending on the circumstances, disciplinary measures may include:

- Informal coaching or corrective guidance
- Verbal warnings
- Written warnings
- Mandatory training

- Performance improvement measures
- Reassignment of duties
- Suspension of responsibilities
- Termination of employment or contractual relationships
- Legal action where appropriate

Managers are expected to address violations consistently, fairly, and in accordance with applicable laws and company policies.

Failure to report known misconduct or failure to cooperate with an investigation may also result in disciplinary action.



## CHAPTER 11

# Governance, Distribution and Validity



## 11.1 Leadership Responsibilities

Leaders and managers have a special responsibility to set the tone for ethical conduct.

They are expected to:

- Act as role models for the values and principles outlined in this Code
- Cultivate a culture of openness, respect, and accountability
- Encourage employees to raise concerns
- Support compliance with applicable laws and policies
- Address concerns promptly and appropriately

Leadership behavior plays a critical role in maintaining trust and integrity throughout the organization.

## 11.2 Compliance Oversight and Responsibilities

The CFO serves as TSC's designated Compliance Officer and is responsible for overseeing the company's compliance framework, including this Code of Conduct, the whistleblowing process, investigations oversight, and corporate compliance governance.

HR supports the implementation, communication, training, and administration of compliance-related policies and processes.

Functional leaders remain responsible for compliance within their respective areas of expertise. This includes, for example, information security, ISO 27001, and TISAX compliance, which are overseen by the Director Technology.

The Compliance Function is responsible for:

- Maintaining and updating this Code of Conduct
- Monitoring compliance-related risks
- Providing guidance to employees and managers
- Managing or coordinating investigations into reported concerns
- Supporting compliance awareness and training initiatives
- Reviewing the effectiveness of compliance processes
- Recommending updates in response to legal, regulatory, operational, or organizational changes

Management is responsible for promoting compliance throughout the organization and ensuring that employees understand and follow the principles outlined in this Code.

**Managers at all levels are responsible for reinforcing the standards contained in this Code, promoting ethical conduct, and supporting employees who seek guidance or raise concerns.**

## 11.3 Distribution and Awareness

This Code of Conduct is provided to employees, contractors, freelancers, business partners and other relevant stakeholders. Managers are responsible for ensuring that individuals within their areas of responsibility:

- Understand the Code
- Have access to the Code
- Receive guidance when needed
- Comply with its requirements



## CHAPTER 11

# Governance, Distribution and Validity



The principles contained within this Code form part of TSC's governance framework and support responsible business conduct across all operations.

## 11.4 Questions and Guidance

Questions regarding the interpretation, implementation, application, or maintenance of this Code should be directed to:  
[compliance@storytellingcompany.com](mailto:compliance@storytellingcompany.com)

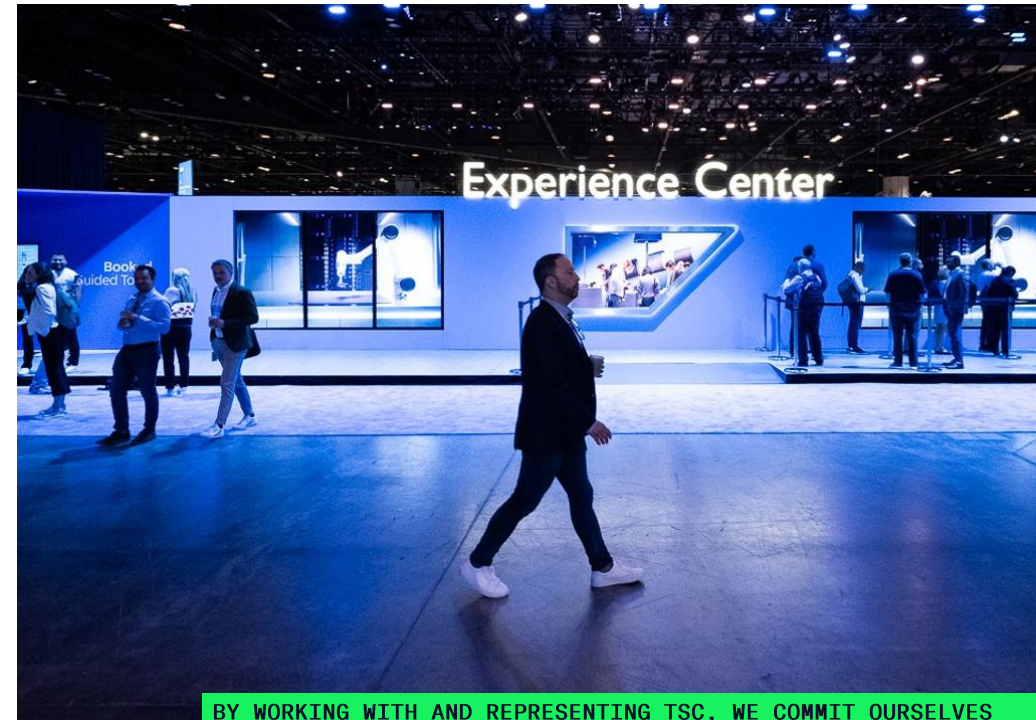
The Compliance Function is responsible for coordinating reviews, updates, guidance, and ongoing maintenance of this Code. Seeking guidance before acting is encouraged whenever uncertainty exists.

## 11.5 Validity

This Code of Conduct applies to all employees, managers, officers, freelancers, contractors, consultants, interns, temporary workers, and any other individuals acting on behalf of The Storytelling Company.

Business partners and suppliers are expected to uphold standards consistent with the principles contained in this Code.

**Compliance with this Code is an important part of maintaining the trust of our employees, clients, partners, and communities.**



BY WORKING WITH AND REPRESENTING TSC, WE COMMIT OURSELVES TO ACTING WITH INTEGRITY, PROFESSIONALISM, ACCOUNTABILITY, AND RESPECT.



# Worlds worth entering.

AT TSC, OUR SUCCESS IS BUILT ON CREATIVITY, COLLABORATION, TRUST, AND RESPONSIBLE CONDUCT. EVERY DECISION WE MAKE, EVERY RELATIONSHIP WE BUILD, AND EVERY PROJECT WE DELIVER CONTRIBUTES TO OUR REPUTATION AND OUR FUTURE.

BY LIVING THESE PRINCIPLES EVERY DAY, WE CREATE AN ENVIRONMENT WHERE PEOPLE CAN THRIVE, CLIENTS CAN SUCCEED, AND MEANINGFUL STORIES CAN BE CREATED RESPONSIBLY AND SUSTAINABLY.