



Hero Group Code of Conduct

Updated: January 2022

The Hero Group's fundamental business principle is to create long-term success for our owners, to be sustainable, and ultimately create value for society. We want to offer healthy, nutritious, safe, and high quality products to our consumers, while applying fair practices in terms of human rights, non-discrimination, child labor, forced and compulsory labor, rights of association, anti-corruption, anti-competitive behavior as defined by the United Nations Global Compact (UNGC), and the International Labor Organization (ILO). We act with integrity, loyalty, honesty, and in full compliance with all applicable laws.

We expect our Group entities and business partners to work out their policies in accordance with these principles and require our employees around the world to uphold and live this commitment every day.

01 Consumer health & nutrition

We aim at enhancing the quality of life for our consumers by offering healthy, nutritious, and delicious food choices. Thereby, we use healthy ingredients and avoid unnecessary additives. We incorporate the latest scientific evidence, technology, and food safety trends, and steer our actions to scientifically supported health claims. In our marketing communication, we represent our foods in a way that does not mislead nor encourage over-consumption. On infant foods in particular, we abstain from targeting our advertisement to children younger than 6 years old.

02 Quality assurance & product safety

Our commitment is to comply with all internal and external food safety, regulatory, and quality requirements. We never compromise on the safety of our products because we want to ensure our consumers get a product which is safe and of high standards. Our quality policies and management systems are designed to drive and control activities and processes along the supply chain, 'from the farm to the fork', ensuring that the products we offer are delicious, nutritious, healthy, and safe at all times.



03 Human rights

We are guided by the United Nations Global Compact's ([UNGC](#)) principles on human rights and labor, and aim to provide an example of good human rights and labor practices throughout our business activities. Like the UNGC, we mainly draw on the International Labor Organizations (ILO) conventions for labor related topics.

04 Non-discrimination / equal opportunity

We do not discriminate based on gender, age, health, race, skin color, nationality, language, family circumstances, social origin, religion, creed, political opinion, or physical or mental disability. Opportunities are offered in a non-discriminating way, only according to required skills and performance. Thus, an individual's employment with the Company, including all subsequent changes in work assignment, is determined solely by the individual's ability to perform the job and independent from above-mentioned idiosyncrasies.

> [UNGC 6](#) | [ILO C100](#) | [ILO C111](#)

05 Child labor

We support the ILO's recommended minimum age for admission to employment of not less than the age of completion of compulsory schooling and not less than 15 years, unless in cases that fall under any of the ILO exceptions (explicit developing country national laws, light work, activities referred to by the special ILO conventions, e.g. for agriculture C10, non-industrial C33, fishing C112, etc.). Any types of work as dubbed "the worst forms of child labor" by the ILO are deemed by the Group as totally unacceptable.

> [UNGC 5](#) | [ILO C138](#) | [ILO C182](#)

06 Forced & compulsory labor

We totally reject any form of forced and compulsory labor, for example, where workers are forced into work with severe deprivations, physical violence or sexual abuse, or restricting people's movements. The bottom line is that a work relationship should be freely chosen and free from threats.

> [UNGC 4](#) | [ILO C29](#) | [ILO C105](#)

07 Employee safety

We believe that our employees are our most important asset. The proactive elimination of accidents, injuries, and illness is a way of life at Hero. By accepting the mutual responsibility of working safely, we will continue reducing injuries and illnesses toward zero incidents, thereby contributing to the well-being of one another and the success of the Company. We demand our Group entities to locally implement clear health and safety rules in line with local regulations and certification standards as claimed.

08 Right of Association

We recognize the freedoms to associate and to negotiate collectively in line with applicable national laws. In specific, this means that workers are able to join unions of their choice without fear of intimidation, reprisal or discrimination, in accordance with national law.

> [UNGC 3](#)

09 Anti corruption

Following the UNGC principles, we work against all forms of corruption, including extortion and bribery.

> [UNGC AC](#)

10 Anti-competitive behavior

We believe in open and competitive markets and adhere to free competition principles, and we do not engage in restrictive practices or abusing dominant positions. In concrete, we will not participate in cartels, price fixing agreements, arranged market divisions, or unapproved mergers/acquisitions. We acknowledge that beyond the national laws and regulations, supranational guidelines (EU, ICN, OECD, WTO) are also to be considered.

11 Environment

We proactively undertake initiatives to promote environmental responsibility and encourage development and diffusion of environmentally-friendly technologies. Thereby, we specifically address our energy consumption with its implied Green House Gas footprint, water consumption, waste water, and environmental impact of packaging.

> [UNGC ENV](#)

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