



Code of Conduct

„Nothing truly valuable
arises out of ambition or mere sense of duty,
but rather out of love and faithfulness
to people and things“

Albert Einstein

We are what we do.



What makes Dusyma special

We're just like Albert Einstein!

Love for people and for things defines and enriches our entrepreneurial motivation, especially for the love of children. Children's diversity and uniqueness, are at the core of our activities since children are the designers of the world of tomorrow!

With our products, pedagogical concepts and ideas, we want to help create an environment in which children can unfold and develop holistically independently, creatively, imaginatively and curiously. But it's not just the children we dedicate to our entrepreneurial passion. It is the general joy of working and collaborating with people, with our employees, our customers, with our suppliers and our business partners around the world. Establishing and maintaining relationships based on partnership, is more than just setting and having a balance sheet. Relationships create a good feeling and create a corporate culture in which values such as openness, respect, trust and recognition are fundamental. Like any living organism, a family business must also be carefully and proactively developed. We have created a solid basis for this, in the nearly 100-year-old company history, now in its second generation. The value of stability in our company and its products, as well as our sustainable thinking and acting are what we stand for in the fast-moving world with the constantly changing market conditions above the pure growth and profit orientation. We live for our visions, we do not follow every short-lived trend, but tinker with innovations and look forward to the Dusyma classics of tomorrow.

Dusyma is one of the most innovative outfitters of kindergartens, day-care centers, schools and other social institutions worldwide. But that alone is not the key to the success of Dusyma. Likewise, the legal behavior of shareholders, managing directors, executives and all employees is decisive. The success of the company is related to rights and laws and with morale and integrity. Here the Code of Conduct is crucial. It serves as a guide and includes the points mentioned. Internally, we follow this Code of Conduct in dealing with each other, and at the same time it is an outward promise for responsible behavior towards business partners and the public. The Code of Conduct applies to the entire Dusyma team and summarizes the rules and principles of Dusyma Kindergartenbedarf GmbH, which apply to us without exception.



A handwritten signature in black ink that reads 'Lulu Schiffer-Betz'.

Lulu Schiffer-Betz
Managing Director



The following content points were thus set for the Code of Conduct of Dusyma Kindergartenbedarf GmbH:

Mission statement and corporate governance

Our mission - what is our responsibility?

With today's team of employees, the management continues the life's work of company founder Kurt Schiffler, with the same enthusiasm, passion and professional competence. Guided by his credo: "It's not my way to stop at something given, but to ask further, to ask myself, to observe, to research, to drill the board not only at the thinnest point".

We are fully aware that our business success is based on the competence and commitment of our employees. That is why we strive for the best possible working conditions - in particular oriented to the requirements of the International Labor Organization (ILO) – which is what we also expect from our partners. Thus, the following principles, which are based on the conventions of the ILO, are binding standards for the actions of employees and partners worldwide. In addition, Dusyma expects business partners to abide by all applicable rules and laws. Ignorance does not protect against punishment, everyone is obliged to be informed about relevant rules. If national or international laws and industry standards address the same issues, the stricter rules are applicable.

Product Focus

Quality, durability, innovation and tradition are strong arguments in favor of Dusyma. Among other things, we are experts in play and learning material for the strengthening and promoting of child development and we set standards with our innovative product developments. Compliance with European standards and safety standards are the norm for us.

The high quality and sustainability of the play material is important for us and therefore we produce and commercialize exclusively high quality, effectiveness and safety. Likewise, we fully identify with our performance and with our business. The original Dusyma products, both toys and furniture, originate from our Ideas Workshop. In our Ideas Workshop is a team of experienced product managers together with international designers, educators, therapists and experts to develop and design new play material and to work on never-ending improvement of our existing product range. In developing game and didactic materials, we place great importance on being international, which means that our educational material will meet the needs of children all around the world, regardless of their nationality, culture, social background, religion or language.

Dusyma toys support the healthy and natural development of children and strengthen their individual competences. They stimulate the imagination and help to discover and develop one's own creativity and to sharpen all senses. The focus is always on the aspect of holistic promotion. Dusyma's products accompany the children in a meaningful and empowering manner at their various stages of their development and at the same time offer meaningful and stimulating therapeutic support to people with special needs of all ages.

Another key focus of our product development is the high-quality, durable and timeless furniture for equipping functional and inspiring play, learning and educational spaces. Our furniture is stable



to be able to withstand the extreme demands of pedagogical everyday life. The products are also very flexible, variable and designed to be redesigned over and over again. As with toy development, we also pay attention to the individual needs of our target groups and the importance of the room as a "third educator" is taken very seriously.

We want our children to find their way around the world of tomorrow and help to shape it. With our product solutions, we playfully arouse and promote what is in the child. Like our slogan: For the sake of our children.

Our Values

Our behavior starts with our thinking. Our mission statement, the "burning light house" plays an important role. The "burning light house" describes the Dusyma corporate culture and what makes us strong today. Here, our history, our present, the values in daily life together, the mission and our vision are the main focus.

Against Active and Passive Corruption

In order to maintain and permanently secure the trust of business partners, our customers and the public, Dusyma resolutely rejects any kind of corruption.

Dusyma's employees do not respond to any form of dubious promises of benefits, nor do they claim a personal benefit for themselves neither a third party. This also implies, conversely, that the employees of Dusyma Kindergartenbedarf GmbH are not permitted to offer, promise or grant benefits to relatives or decision-makers at home nor abroad in order to reach an advantageous decision or a favorable behavior. Dusyma employees must also pay attention to gifts, invitations to business dinners and events.

Public Tenders

Dusyma's employees ensure fair competition, respecting and adhering to the rules for the prevention of unauthorized interference in the public tendering process.

The following company principles form a binding framework for our daily work and for all Dusyma executives and employees:

Customer Focus

As a result of the constant dialogue and exchange with our customers, in the premises, at fairs and at congresses, we receive suggestions that inspire our product development or contribute to the further development of existing products. We focus on the needs of our customers, on individual needs and helping to master challenges. Above all, respect and trust are the focus.

We are convinced that only with a customer-oriented, personal needs-based consultation can holistic games and furnishing concepts be developed and support all users in the best possible way. As a valuable source of ideas and dedicated consultants, we accompany our customers at eye level - from the initial planning through to assembly and beyond. We engage in an open and ongoing dialogue with our customers. The behavior towards our customers is based on respect and ethical principles.



Dusyma is committed to a long-term partnership, which means that the customer is our main focus. We give our customer security, reliability, consistency and above all satisfaction. This means that with our products, services and service, we not only want to gain customers, but also to satisfy them in the long term. Due to our extensive knowledge, our proven track record and competence, we offer realistic, tailor-made solutions and products at a fair price-performance ratio. Our presentations are convincing with their authenticity, vividness and comprehensibility.

Furthermore, we are committed to our customers by always being up to date. That is why we monitor the market development and continue our professional development in cooperation with experts. We maintain our lead over competitors and have a responsive service.

Business Relationships - Behavior in the Business Environment

Dealing with Third Parties

We are a trusted, loyal and respectful partner in all our external business relations with our business partners, suppliers and the public. Profit for all parties being in the foreground. Only those who have profits can grow and expand their market share. That's why we tie up as little capital as possible, ensure a high stock turnover, buy prudently and calculate conscientiously, but always in line with the market. This means we align our entrepreneurial thinking to achieving long-term success. This is achieved through clearly defined goals, high quality standards and optimal results, both for the customer and for the company.

Conscientious thinking and behaviour, based on human rights and working standards are very important to us at Dusyma, the subsidiaries, as well as all our suppliers.

Our partners commit themselves to aligning their actions with these values and continuously reflecting on them. Our partners are required to communicate to their employees the present principles and the resulting obligations. They are free to introduce further rules with stricter ethical requirements.

Human Rights Due Diligence and Fair Procurement

As a global company, we have a global responsibility. That's why we are committed to upholding the principles of ILO. We attach particular importance to the following principles for the protection of human rights:

- Prohibition of Forced Labor and Labor in debt bondage (See ILO Conventions 29 and 105)
- Prohibition of discrimination (see ILO Conventions 100 and 111)
- Prohibition of exploitative child labor (see ILO Conventions 138 and 182)
- Freedom of association and collective bargaining (see ILO Conventions 87 and 98)
- Occupational health and safety (see ILO Conventions 155 and 170)
- Minimum wage and social benefits (see ILO Conventions 131 and 102)
- No excessive working hours or inappropriate working hours (see ILO Convention 1)



- Formalized working conditions, which include social insurance and employment contracts
- Right to a Living Wage (see UN Social Pact - Universal Declaration of Human Rights Article 23)

Fair Competition

Dusyma is committed to fair competition in all business relations. We ensure that there are no restrictive agreements on prices, market or territory divisions with competitors, customers and suppliers.

Dusyma does not disseminate false information about competitors' products and services, nor does Dusyma seek competitive advantages in any other unfair or abusive manner.

Suppliers

Dusyma maintains trusting and fair business relationships with all suppliers. Conversely, we expect our suppliers to treat us with the same respect and integrity that we show them. We also pay attention to the observance of human rights, environmental protection and examine the adherence to this with on-site audits.

The self-developed and distributed Dusyma wooden and educational toys are mainly produced in Germany and other European countries. Dusyma itself operates its own production facilities in Schorndorf, Brandenburg and the Erzgebirge and we guarantee production under humane conditions. We fundamentally reject any kind of exploitative child labor. For products that we receive from other manufacturers and suppliers, we can confirm this equally. Likewise, Dusyma Kindergartenbedarf GmbH is a member of the German Association of the Toy Industry e. V. This advocates world-wide that only those manufacturers from abroad, especially from Asia, are admitted for imports to Germany, which produce under correct working conditions and without any child labor.

Our suppliers also undertake, to pass on these principles to their suppliers, in order to also commit them, to comply with the principles.

Market Partner Focus

Market partners are all customers, suppliers, institutions, experts and consultants who work with us. Our rules in dealing are clear: honesty, fair play and a complete and goal-oriented communication. The values and the quality of our products also play a major role here: we are all part of the value added process and should therefore have a consistent understanding of quality and values. That's why we carefully review and evaluate partnerships and communicate our expectations in a comprehensible way. This results in a mutually secure plan and a successful and cooperative partnership.

By establishing and developing good relationships with our suppliers abroad, we are increasingly orienting ourselves as a family business internationally. Dusyma toys and furniture are not only found in kindergartens and schools in Germany, but all over the world. Dusyma is committed to complying with international rules and standards.



Protection of Company Property

Creative Innovation

Our way of thinking and behavior is open to social and technical changes. In this way, we are committed to ongoing development and derive the power for genuine innovation. Our experts develop new products that incorporate current trends in a form that meets our very high pedagogical and didactic demands. We use our extensive know-how and experience efficiently throughout the whole company to continuously bring new services, applications and products to the market.

Development

We make investments for Dusyma if it makes sense. That is, if they bring us closer to our defined goals. We study each process conscientiously, taking into account all criteria. Priority always being the well-being of the company over the interests of individuals or departments. Our competence and market presence enable us to reliably recognize the wishes of our target groups and to offer meaningful solutions quickly. In doing so, we always consider our strict, self-defined quality criteria for products and customer service.

The more effective and smooth our processes are, the more powerful our company is. That is why we critically observe ourselves as well as the developments and innovations in the market and continually study our processes.

Avoidance of Conflicts of Interest

We achieve our goals through the strong commitment of each individual, through continuous development of personal skills and entrepreneurial relationship. Thus, it is assumed that the personal interests of the management, the executives and the employees do not conflict with the interests of Dusyma Kindergartenbedarf GmbH.

Sustainability

Sustainable environmental and climate protection as well as resource efficiency are important corporate goals for us. Responsibility to nature is important to us, especially in terms of environmental protection and resource consumption. We attach great importance to a wide variety of applications of our products and that they can be used across all ages and in different educational areas. This means that our work makes lasting sense, because the benefit for each individual affects and shapes far beyond childhood. Through our work and our products, we create sustainable awareness and thus a foundation for the future.

On the one hand, we sustainably manage to bring ecological, social and economic requirements into balance and, on the other, we think long term, always with a view to the future, so that our daily actions have an influence and impact on humans and nature. This applies to the entire process: from nature-friendly raw material procurement through to ecological production techniques and recyclable packaging. The longevity of the products is especially important to us.



Data Protection

Customers entrust us with personal data every day as part of their order placement. Data protection is our focus, because we are aware that it is an important part of our corporate responsibility to protect the data entrusted to us. Principles such as security of company data, customer, business partner and employee data, transparency and data economy are at our highest priority. For data transfer, we offer the so-called SSL security procedure (Secure Socket Layer). This technology offers the highest level of security and is therefore used for secure transmission of all data in the ordering process. In all processes of processing data, we proceed according to the legal regulations as well as internal guidelines and regulations.

General Confidentiality Obligation

Every Dusyma employee is required to protect Dusyma's operational information. This means that information is only transmitted to authorized recipients. In addition, business documents are treated confidentially and protected from unauthorized persons.

Policy of Integrity

Securing the Dusyma premises in Schorndorf-Miedelsbach and our workplaces is just as important to us as the motivation and commitment of our employees in and outside the company.

With a variety of measures, we promote a culture of integrity at Dusyma through constant dialogue with our employees. The Code of Integrity is based on our understanding of values and sets out the principles of our actions in day-to-day business. Such as mutual respect, responsibility, transparency, fairness and respect for law and rights.

Especially in times of steady growth and positive economic development, our tradition of self-reliance combined with partnership "hand in hand" has always been and remains our priority. Dusyma employees have the goal to walk together in one direction, this radiates conviction to the outside and it gives us an orientation, security and community.

Satisfaction is enjoyed by those who feel secure and safe, have a sense of purpose in their work, have confidence in the management and know the goals of the company. We want everyone to experience this satisfaction. Likewise, we have a social responsibility since there are more people and families beyond each person inside and outside our company. We therefore act prudently and take into account all these decisions. With this awareness we secure the jobs of the next generations. At Dusyma, work and family can be combined with the feeling of security.

Health and Safety at Work

Dusyma and our business partners ensure safety and health at work at least within the framework of the applicable national legal provisions and support continuous development to improve the world of employment.



Team Focus

We rely on the strength of teamwork to leverage synergies and potential in the business. Therefore, we maintain a correct and appropriate relationship with each other. This means respecting each other independently of any hierarchy and treating each other with friendliness, courtesy, openness, honesty and respect. Likewise, we show recognition and appreciation. We take on responsibility and are in line with the goals of the company and the departments. A culture of equal opportunity, mutual trust and mutual respect is very important to us. We demand equal opportunities and prevent discrimination in the recruitment of workers, as well as in the promotion or granting of professional and educational training, and thus treat all employees equally.

At Dusyma, the Focus is also on Target Orientation:

We show the highest willingness to achieve our common goals, which are intelligibly formulated for everyone. We share our knowledge. We grasp open points and find solutions together. We inspire and motivate our direct employees and colleagues at all levels and, in addition, contribute to realizing the vision of our company and we continue to develop as a person. We see changes as a challenge and an opportunity for our future. At no time do we want to stop. We deepen our knowledge and continue to educate ourselves personally and professionally.

Compliance and Implementation of the Code of Conduct

Dusyma expects compliance and full implementation of the Code of Conduct by all shareholders, directors, officers and employees. Non-compliance with the Code of Conduct can not only have serious consequences for the individual but also for the company. Therefore, any misconduct is not tolerated under any circumstances.

We also ensure compliance with the labor and human rights of the Code of Conduct for the manufacture of the products to be supplied by:

- a contractual obligation of companies
- annual reports on compliance with human and labor rights in the supply chain
- annual discussions with manufacturers on labor and human rights
- Membership initiatives
- Factory and product certificates on social standards or disposal of product and factory certificates if the company itself is a manufacturer

Questions and comments about the Code of Conduct

If you have any questions regarding the Code of Conduct or notifications of violations of law, law and internal guidelines and regulations, please contact the following e-mail address: [**info@dusyma.de**](mailto:info@dusyma.de)