



Code of Ethics and Professional Conduct

Our goal is to make Business a greater force for good, adding value for shareholders, people, and planet. Winning Better is committed to providing purposeful services which consistently offer value in terms of price and quality.

Our Values of Integrity, Respect, Responsibility and Progress are the simplest statement of who we are. They govern everything we do.

Be inclusive. We welcome and support people of all backgrounds and identities. This includes but is not limited to members of any sexual orientation, gender identity and expression, race, ethnicity, culture, national origin, social and economic class, educational level, colour, immigration status, sex, age, size, family status, political belief, religion, and mental and physical ability.

Be open. We all depend on each other to produce the best work we can as a company. We conduct our services with honesty, empathy, and openness, and with respect for the human rights and interests of our employees, clients, and partners. We are committed to providing transparency across all our operations ensuring stakeholders trust what we do.

Be positive for the Planet. Winning Better is committed to making continuous improvements in the management of our environmental impact and to the longer-term goal of developing a sustainable business. Winning Better will work in partnership with others to promote environmental care, increase understanding of environmental issues and disseminate good practice. Our business is conducted in a manner which embraces sustainability and reduces environmental impact.

Be lawful. Comply with the laws and regulations in place. All employees and business partners are paid a fair wage and are not subject to forced, compulsory, trafficked or child labour. Work is always conducted based on freely agreed and documented terms of employment and reasonable working hours. We never use any form of forced, compulsory, trafficked or child labour. All employees' health and safety are protected at work. All employees' have access to fair procedures and remedies. All workers are free to exercise their right to form and/or join trade unions or to refrain from doing so and to bargain collectively.

Be respectful. Respect the dignity of each individual. We won't all agree all the time, but disagreement is no excuse for disrespectful behaviour. We will all experience frustration from time to time, but we cannot allow that frustration become personal attacks.

Winning together. We work to establish mutually beneficial relations with our suppliers, customers, and business partners. In our business dealings we expect our clients and partners to adhere to business principles consistent with our own. This means compliance with our code of ethics.

No Bribery & Corruption Winning Better does not give or receive, whether directly or indirectly, bribes or other improper advantages for business or financial gain. No employee, nor business partner, may offer, give, or receive any gift or payment which is, or may be construed as being, a bribe. Any demand for, or offer of, a bribe must be rejected immediately and reported to management.

Data

Winning Better is committed to the responsible, ethical, and fair use of data. We collect and use data in line with our values, applicable laws and with respect for privacy as a human right.

Laure Vidal de Saintignon

Founder and CEO of Winning Better

A handwritten signature in blue ink, appearing to read 'Laure Vidal de Saintignon', with a horizontal line extending to the right.