

ses imagotag

VUSION 

Code of Ethics

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sesimagotag
VUSION 

A word from our Chairman & CEO



Thierry GADOU
Chairman and CEO,
SES-imagotag

Our mission and values.

Retail is the world's largest economic sector. It is critically important to our society, cities and lives. And yet Retail is an industry under pressure! It is facing higher labor costs, flat consumption, price wars, online competition, shifting consumer behavior and critical sustainability challenges. It is essential that technology be put to work to dramatically improve overall efficiency and the consumer experience.

This is what SES-imagotag is about. Our mission is to help physical retail bring about its digital revolution and turn physical stores into high value digital assets that:

- Are more automated, data-driven and connected to consumers and suppliers;
- Are able to provide better service and information;
- Offer a frictionless, ubiquitous and personalized shopping experience;
- Ensure data integrity and data privacy.

Retail digitization will also produce real-time accurate in-store data analytics. This will kick off an era of enhanced collaboration between suppliers and retailers to improve all aspects of the chain.

We strongly believe this is important and will drive a sustainable impact and long-term value for all stakeholders.

These are the goals of our Roadmap for Positive Retail. This program was launched in 2019 to:

- I Democratize retail IOT;
- II Enable stronger collaboration across the CPG-Retail value chain to maximize synergies;
- III Ensure data protection, integrity and privacy; and
- IV Make retail's digital transformation efficient, carbon free and sustainable.

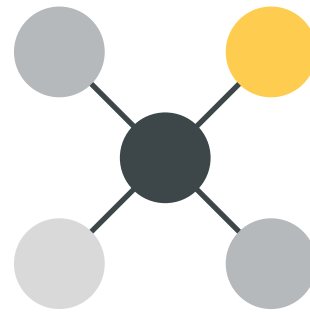
By enabling sustainable impact for all stakeholder, the Roadmap for Positive Retail is a foundation of our broader framework for stakeholder value creation. This also aims to create long-term value for our employees, partners and investors.

Our central focus is on our core values and principles. These have been shaped and fostered over time. We believe they define us as much as our mission. In short, these core values are:



Innovation

Our aim is to revolutionize retail with technology. Innovation underpins our success and what we want to be known for.



Entrepreneurship

Entrepreneurial spirit, autonomy, empowerment stem from our history of bringing together start-ups and entrepreneurs. This value is a core strength for a fast growing global company.



Integrity

Honesty is a core value. We look to operate with the highest ethical standards. We value fair competition as a driver of excellence. We respect laws and we honor facts.



Customer

We love retail, stores, and retailers. SES-imagotag was founded by a grocery

retailer who grew up in the supermarkets of his parents. This is our history and our DNA. Our mission and our ambition is to create high and measurable value for our customers, to make retailers successful, profitable and sustainable. Achieving high customer satisfaction from top management to store associates is how we measure our success and feel rewarded.



Positive Impact

We want to achieve a sustainable and positive impact. To do that, we have elaborated and are committed to our Roadmap for Positive Retail and our Stakeholder value creation framework.



Long-term

We believe nothing great can be achieved without a long-term approach. This involves a sustainable R&D and innovation process, long-term human capital development and long-term customer and partner relationships. We want to create long-term value.



Ambition

We are world leaders and ambitious. Our motivation comes from our fighting spirit, our ambition to be the best, to achieve high performance, and be recognized as the market thought leader in retail IOT and retail's digital transformation.



Global

We have people from 38 nationalities who enjoy a global mindset and global ambitions. We believe our high cultural diversity is a tremendous asset and strength for the company.



Humanism

We want people who work for SES-imagotag to feel happy. This includes enjoying long-term fulfilling careers and fair and rewarding treatment.

We value friendship, solidarity, caring and well-being at work. We strive for the highest labor standards. We believe people are truly the company's key asset.

We are proud that the UN has accepted our application to join the Global Compact. This is a global program to foster and develop human rights, labor standards, environmental sustainability and ethics. This pledge is very important because it further broadens our Roadmap for a Positive Retail.

We want to live these values every day and to build relationships with customers, partners and suppliers based on those values.

Our Code of Ethics

Our Code is designed to make sure that each of us – no matter what position we hold – knows, understands and acts with the highest ethical standards in every aspect of our work. While the Code cannot cover every workplace challenge, it helps us to spot issues, become more familiar with SES-imagotag's policies and act with integrity.

Everyone at SES-imagotag must apply the Code along with the procedures and related policies. This is what we expect when we work together, interact with customers, address shareholders, collaborate with business partners and contribute to our communities.

We must use good judgment when making decisions that affect our business.

We must also ask questions when we have them. Everyone should feel comfortable in promptly reporting any behavior or matter that seems to conflict with the Code or our policies. Our dedication to our key values, leadership traits and culture of integrity will help further our success.

Thank you for making the right choices every day and ensuring the Group's success. ■

I/ Purpose of this Code of Conduct

The purpose of this Code of Conduct (hereinafter, the “**Code**”) is to outline the legal and ethical standards that SES-imagotag Group (hereinafter, the “**Group**”), its employees and partners, shall respect.

The Code reaffirms the importance SES-imagotag places on complying with laws and regulations, to operating fairly and with integrity, while creating a

respectful environment.

To whom does this Code apply?

- Members of the Group’s decision-making and supervisory bodies;
- The Group’s managers and employees;
- Temporary workers;
- Outside collaborators and consultants working for the Group;
- Partners that distribute the Group’s products globally;
- Where expressly indicated, outside stakeholders with whom SES-imagotag has dealings (suppliers, customers, institutions ...).

III/

Act with integrity and respect the law

A/ Compliance with anti-bribery laws and regulations

SES-imagotag is committed to full compliance with the laws, rules and regulations of the countries in which it operates. Each employee or partner must comply with them in the course of their duties. When an employee or partner feels there is a conflict between the Code and an applicable law, rule or regulation, or where a question arises concerning the legality of their own or another partner's conduct, the employee or partner should consult their manager or appropriate contact person. We also comply with the U.S. Foreign Corrupt Practices Act (FCPA), the U.K. Bribery Act 2010 and applicable anti-bribery and anticorruption laws in the countries in which we operate.

B/ Compliance with anti-money laundering laws

We are committed to preventing SES-imagotag from being a party to money laundering. This is an attempt to hide the proceeds of crime to make the proceeds appear lawful. To this end, we do not accept payment from any entity that is not a party to the transaction legally allowed to make a payment.

Money laundering consists of concealing the origin of a sum of money obtained illegally (corruption, theft, etc.) by laundering it through legal activities.

You must not automatically accept the following payment requests:

- In cash (this should always alert you and get you to seek approval from management);
- In a currency other than the one stipulated in the contract or invoice;
- To accounts that do not match the bank statements initially communicated and typically used with your co-contractor;

- To be made to a third party who is not listed on any contractual document.

In these scenarios, or if you find any errors, anomalies or if you have any doubts, please first inform your management and the Finance Department.

CASE STUDY / ILLUSTRATION

You have signed a contract with a new service provider and have a payment schedule for payment by bank transfer. Your co-contractor's partner contacts you because he wants to receive part of the money in a different account based in Cyprus.

The right thing to do is to be alert and automatically decline any payment to a country other than the company's head office. Such an act is forbidden as it can promote a culture of corruption and weaken business relationships. It is therefore necessary to refuse to follow up on such an approach and to inform the Finance Department.

C/ Compliance with international trade rules

We comply with the laws and regulations of the countries to which we deliver goods, including customs regulations, classification and valuation.

We comply with the laws of the countries from which we ship our finished products, components or technology as well as the export laws of the United States, regardless of the shipping country.

We make sure that no Group entity does business with embargoed or sanctioned countries or individuals. The list of countries can be found here:

<https://www.tradecompliance.pitt.edu/embargoed-and-sanctioned-countries/>

III/

Workplace

Treating each other with respect in the workplace means accepting our colleagues for the diversity of their ideas, experience, knowledge and backgrounds. It involves recognizing the creativity and power of SES-imagotag's employees.

SES-imagotag fosters a workplace where innovation, ideas, questions and concerns can be shared in a safe, respectful and professional environment.

A/ Human Rights

SES-imagotag's employees and partners shall respect all the aforementioned principles as well as all applicable labor laws alongside the principles of the UN Global Compact and major international conventions.

B/ Anti-discrimination

SES-imagotag will not tolerate, both inside and outside the Group, any discrimination on any basis (including origin, gender, morals, sexual orientation, age, marital status or pregnancy, ethnicity, actual or assumed membership or non-membership of a specific ethnic group, nation or race, political opinions, trade union or cooperative activities, religious beliefs, physical appearance, surname or on the grounds of health or disability).

C/ Gender equality

SES-imagotag intends to promote equal opportunity and gender equality at all career stages.

D/ Diversity

SES-imagotag actively creates and promotes an environment that is inclusive of all people and their uniqueness. It promotes diversity as a strategic and competitive business advantage for the Group.

As we continue to grow, embracing diversity in every aspect of our business is vital to our long-term success. We respect diversity in each other and all others with whom we interact.

E/ Health and safety

SES-imagotag, its employees and partners are expected to:

- Follow all safety rules and practices;
- Cooperate with officials who enforce such rules and practices;
- Take all necessary steps to protect themselves and other partners;
- Attend required safety training, and
- Immediately report all accidents, injuries and unsafe practices or conditions.

In order to enhance workplace security, employees and partners should be familiar with and follow any work safety information and training provided to them.

F/ Harassment

SES-imagotag is committed to creating a work environment that is free of inappropriate behavior and harassment on any account (age, physical disability, marital status, race, religion, caste, gender, sexual orientation or gender identity). Employees are responsible for supporting SES-imagotag in its endeavor to protect others from any such harassment.


Wherever harassment occurs in the course of any employee's duties as a result of an act or omission by any third party or outsider, SES-imagotag shall take all necessary and reasonable steps to support the employee and take preventive actions.

G/ Wellbeing in the workplace

SES-imagotag endeavors to improve the wellbeing of employees in the workplace.

Overall working conditions are regularly improved. This primarily involves ergonomic furniture and pleasant premises. SES-imagotag's headquarters notably created a pleasant break space where employees can relax.

SES-imagotag's various sites ensure that they work with the relevant outside bodies and the occupational health department, to monitor employee wellbeing in the workplace.

Besides, SES-imagotag's head office regularly performs wellbeing in the workplace surveys. These are designed to challenge and constantly improve working conditions. 

IV/ Commitment to transparency

SES-imagotag encourages a culture of transparency in Group relationships between employees and with stakeholders.

In particular, SES-imagotag places great importance on the quality of information, including financial information, communicated to the public.

It is based on the preparation of fair financial statements, audited twice a year, giving a fair view of the Group's financial health. It is thus essential that each person ensures the reliability, accuracy and completeness of the information transmitted within SES-imagotag. For the same reasons, all Group transactions must, without exception, be done in accordance with accounting standards and laws.

A/ Fair competition

SES-imagotag adheres to the fundamental principle of fair competition as a driver of growth and innovation.

SES-imagotag seeks to outperform its competitors through fair legal means and the quality of its services.

Consequently, SES-imagotag expects its employees and partners to take appropriate measures to conduct their business in accordance with the rules of fair competition and the legal provisions.

Anti-competitive activities are prohibited by law. These include:

- Written or oral agreements designed to fix, control or influence prices,
- The boycotting of specific partners or clients;
- The restriction of trade by concerting with Clients to divide up products or markets;
- The controlling of trade by limiting the production of products or the provision of services.

Given the complexity of these rules, if in doubt contact your line management or the Legal Department regarding any queries relating to competition rules and their practical application.

CASE STUDY / ILLUSTRATION

At a recent seminar, you met a representative of a competitor who informed you that his company would soon increase the price of some of its products. This information seems valuable to you!

You must not share or exchange any information with competitors including information concerning prices or offers, such as pricing policies, discounts, promotions and general terms and conditions of sale.

If a competitor spontaneously communicates such information to you, it is better to immediately end the discussion with tact and inform your management. Even if the exchange was not deliberate, it may otherwise be construed as an unlawful agreement or rigged bidding, which is unethical and illegal.


B/ Stock market and insider-trading

As SES-imagotag is a listed Group, the direct and indirect dealing in its shares or obligations must comply with specific regulations designed to combat insider-trading. This is a stock market offence consisting of the use of confidential information, not yet known to the public, to buy or sell shares or other securities of a Group.

At SES-imagotag, all Group employees in possession of information likely to have an impact on the share price must not disclose such information, trade in shares directly or via a third party or allow a third party to so trade, before the public has been made aware of this information.

Specifically regarding blackout periods, some of SES-imagotag's employees must refrain from trading in SES-imagotag securities during the following periods:

- The 30 calendar days prior to the publication of annual, half-yearly and quarterly results;
- All periods during which the person concerned has inside information (for example a contemplated capital increase or the contribution to the draft Annual report).

Employees shall be liable for failure to comply with these principles and rules and may be disciplined or subject to sanctions potentially including criminal proceedings. 

V/

Responsability to shareholders

A/ Confidential information

SES-imagotag reiterates that any information about SES-imagotag's operations must be kept confidential, provided this information is not already known to clients and partners.

The disclosure or use of any SES-imagotag confidential information may be extremely damaging. This applies to everyone within SES-imagotag regardless of their position. When unsure about the confidential nature of a piece of information, please contact your supervisor or the Legal Department to see the necessary advice to make the proper decision.

It is incumbent upon SES-imagotag employees to comply with these rules so that our partner relationships can continue in the spirit of a good cooperation.

SES-imagotag's partners shall treat as strictly confidential any information identified as such by SES-imagotag.

B/ Obligation to refrain

SES-imagotag's shares are admitted for trading on Euronext Paris Compartment B. That is why SES-imagotag is required to provide shareholders with reliable, exhaustive, transparent and accessible information on SES-imagotag's governance, in accordance with the rules governing listed companies.

To find out whether a piece of information has become public and has therefore lost its inside information nature, please consult the Group's website. Due to the extent of the potential sanctions and in the interests of providing sound information, SES-imagotag reiterates that everyone's actions can have consequences for SES-imagotag's image. ■

VI/ Make ethical decisions

These questions will guide you to a sound and ethical decision and will help you report matters when the answer or course of action is not clear.

Does the action or behavior seem like the “right thing to do?”

Would you be comfortable if the manager of your department knew about the activity or behavior?

Would the activity or behavior improve SES-imagotag’s reputation with our customers, shareholders or colleagues?

Would you be comfortable if the activity or behavior was known by third parties or the press?

Is the activity or behavior consistent with the Code or other relevant Group policies?



**IF ALL ANSWERS ARE YES,
PROCEED WITH THE ACTIVITY**

Is the activity or behavior consistent with the Code or other relevant Group policies?

**IF UNCERTAIN, ASK YOUR
MANAGER FOR CLARIFICATION
OR CONTACT HR OR THE LEGAL
DEPARTMENT**

**IF ANY ANSWER IS NO,
DO NOT PROCEED.
IF THE ACTIVITY HAS OCCURRED
OR IS ABOUT TO OCCUR, REPORT
IT IMMEDIATELY!**

VIII/ Combatting corruption

A/ Conflicts of interests

SES-imagotag is opposed to any potential or confirmed conflict of interest in its dealings with clients and partners.

SES-imagotag requires that the personal activities and interests of their employees and partners (family and personal relationships, financial interests) do not interfere with their dealings with SES-imagotag.

In case of doubt, SES-imagotag's employees can contact:

- Their manager;
- The Legal Department;
- The HR Department.

SES-imagotag's partners and employees shall ensure that no potential or confirmed conflict of interest compromises the objectivity that should govern their dealings with SES-imagotag.

CASE STUDY / ILLUSTRATION

A department manager has been tasked with selecting the company that will win the tender launched by SES-imagotag. It turns out that a very good friend of his is the CEO of one of the bidding companies. What is the appropriate course of action?

This is clearly a conflict-of-interest where the manager may potentially favor his friend. To avoid any queries as to his loyalty to SES-imagotag, he must inform his manager of the conflict-of-interest and withdraw from the selection process for this tender.

B/ Passive and active corruption

“Corruption” generally refers to obtaining, or attempting to obtain, a personal benefit or business advantage through improper or illegal means. Corruption may involve payments or the exchange of anything of value and includes the following:

- Bribery (bribery of a government official or commercial bribery);
- Extortion;
- Kickbacks.

Corruption is said to be passive when it is carried out by the corrupt party.

Corruption is said to be active when it is the act of the corrupting party.

Corrupt arrangements with customers, suppliers, government officials or other third parties are strictly prohibited.

Corrupt activities are not only a violation of the Code but may also have serious criminal and civil consequences under anti-bribery and anti-corruption laws in various countries. Should an employee or a partner become aware of any potential or actual corrupt arrangement or agreement, such employee or partner is strongly encouraged to speak up and report it.

CASE STUDY / ILLUSTRATION

You have been trying to recruit someone for your team for several months and one of your contacts suggests you hire one of her relatives, who seems to match the desired profile. In return, she asks you to help have her company approved as a supplier.

This type of behavior constitutes an act of active corruption, which is strictly prohibited.

While it may be beneficial to have found a profile matching the job description, the cost is unacceptable. The partner can therefore only suggest a person because she considers that he has the necessary qualities for the position sought, but should not expect something in return.

C/ Bribery and facilitation payments

No matter where in the world an employee or a partner works it is governed by anti-bribery laws. Most countries have anti-bribery laws that prohibit bribing government officials.

To comply with anti-bribery laws, no employee should ever offer, directly or indirectly, any form of gift, entertainment or anything of value to any client, prospect, government official or his or her representatives to:

- Obtain or retain business;
- Influence business decisions; or
- Secure an unfair advantage.

These prohibitions apply to our business operations and to anyone acting on our behalf, including partners, agents, consultants, suppliers and contractors.

A facilitation payment is a payment intended to speed up the execution or to ensure the smooth running of:

- Simple procedures;
- Routine actions that the recipient of the payment is already obliged to perform; or
- Necessary actions that we are entitled to expect,

whether this right is based on a legal basis or other grounds.

These may be a sum of money:

- I Requested to “facilitate” the services we are entitled to expect from a provider or a public officer; or
- II Offered to agents to expedite the granting of services, visas or permits.

However, in very exceptional and extremely urgent circumstances, in particular in the event of an imminent threat to health, safety or freedom of an employee, facilitation payments “under duress” may be authorized and analyzed on a case-by-case basis.

In a case of payment under duress as set out above, the Group will take all necessary steps, in particular vis-à-vis the competent authorities.

All payments, both direct and indirect, to government officials must be accurately recorded in SES-imagotag’s books and records.

CASE STUDY / ILLUSTRATION

You have agreed a contract with a new provider. Goods are about to be delivered. However, you learn that they are blocked at the boarder by customs. A customs officer asks you to pay a special levy in cash to release the goods.

This is a facilitation payment, which is prohibited. This restriction applies even in countries where the facilitation payment is not illegal.

It is recommended that you talk to the customs official’s manager to inform him or her about this special request and try to resolve the situation without necessarily having to pay anything. You can explain that your company’s code of ethics do not allow payment in cash to public officials. You can also ask for a receipt, which has to be countersigned by a public officer. This should discourage him or her.

D/ Gifts and hospitality

Gifts and hospitality may be allowed, provided they are strictly supervised. They should be treated with caution as they may constitute a risk for the Group.

They can indeed be perceived as an undue means of influencing a decision or even of favoring a company or a person in particular. They are, therefore, likely to generate conflicts of interests or lead to acts of corruption that SES-imagotag strongly condemns.

In deciding whether a gift is appropriate, employees or partners should:

- Consider its value;
- Ensure no consideration is expected;
- Ensure the gesture is not to influence you;
- Ensure that public disclosure of the gift would not make said employee, partner or SES-imagotag uncomfortable.

A gift of money should never be given or accepted.

A gift of nominal value may be given or accepted if it is a common business courtesy, such as a coffee mug, pens or a similar token.

Employees or partners may not encourage or solicit meals, gifts or hospitality:

- From anyone with whom SES-imagotag does business;
- From anyone who wishes to do business with SES-imagotag.

Partners may offer or accept meals and entertainment if they are reasonable and customary, appropriate, occur infrequently and are not expensive. SES-imagotag prohibits offering, giving, soliciting or receiving any form of bribe or inducement.

CASE STUDY / ILLUSTRATION

A customer offers you the latest model tablet as a thank you. How should you respond?

This involves a gift offered on a personal basis, which is contrary to Group policy and must be declined. In order not to offend your customer, you can, for example, write a message to the customer. This message might thank him/her for this gesture, inform them that under Group policy you cannot accept it but that instead you will donate the tablet to a local association helping children in need.

Do not hesitate to contact the legal department or the HR department who will help you to find a solution or appropriate response.

CASE STUDY / ILLUSTRATION

To thank you for strong annual performance, a client invites you and your wife to a football game at Stade of France.

This is a strictly personal invitation and has nothing to do with the client's or the company's business. It is thus necessary to decline this invitation, explaining that it goes against Group policy.

In order to know whether it is better to decline such a gift or invitation, it is important to always first ask yourself whether the gift or invitation is related to your job. Secondly, the value of the gift or invitation may be an indication that you should refuse it. If the value is considerable, then you will have to refuse it.

E/ Charity and patronage

Patronage and sponsorship pose potential risks of corruption.

Furthermore, in order to prevent and combat such risks, SES-imagotag outright prohibits:

- Using patronage, sponsorship or donations on behalf of the Group to pay bribes and / or obtain any undue payment;
- Making payments in cash or equivalent (gift vouchers, etc.) under the guise of sponsorship, donations or patronage;
- Making donations on behalf of the Group to unions and / or political parties.

If the Group agrees to such an action, it is subject to the condition that these actions are not prohibited under applicable laws in the country in which they are carried out, and that they do not involve nor undermine the political and religious neutrality of the Group. ■

CASE STUDY / ILLUSTRATION

A Client proposes that SES-imagotag financially supports a football team where the Client has a personal interest.

You must be careful as the client's proposal could give the impression that investing in this team is an act of passive corruption and an indirect way of influencing the client's decision.

The most reasonable thing to do is to submit this request to the management and the legal department that will evaluate the risks and opportunities of such sponsorship.

VIII/

Data protection

SES-imagotag places great importance on respecting data protection rules. SES-imagotag strengthens the security and confidentiality of data pertaining to SES-imagotag's employees, partners and clients.

SES-imagotag, as data controller, processes personal data to manage relationships with its employees, clients, suppliers and partners. The data collected is necessary for such processing and is intended for SES-imagotag services and, when relevant, those of their subcontractors and suppliers.

SES-imagotag employees, clients, suppliers and partners are entitled to enquire about, access and correct their personal data as well as to object to the processing thereof for legitimate reasons. SES-imagotag's partners shall respect the confidentiality of personal data and shall comply with applicable laws governing the protection of personal data in accordance with SES-imagotag's Data Protection Policy.

As a reminder, all employees having access to personal data have signed a document where they undertake to take all precautions in accordance with the GDPR to safeguard the confidentiality of the information to which they have access. In particular they undertake to prevent it from being communicated to persons not expressly authorized to receive it. ■

CASE STUDY / ILLUSTRATION

You are participating in a seminar at which SES-imagotag's new products will be presented. During the seminar, you meet potential customers and collect various business cards with telephone numbers and email addresses.

As most of these email addresses are typically available on their websites, you think that they are readily accessible, public and therefore free to use and feel that it may be a good idea to use these contact details and add them to your prospect database to send them marketing communications.

What is the appropriate course of action?

Data from business cards is personal data that is governed by the GDPR. Just because personal data is available on the Internet does not mean it can be freely used. The collection and processing of personal data requires informing the data subject and obtaining consent.

IX/ Speak up! How to alert us

Asking a question or reporting a concern requires courage. As an SES-imagotag employee you are expected to speak up.


When we do, we protect SES-imagotag, our brand and our sites, and we help improve our operations and prevent potential misconduct.

When you feel you have to report unethical behavior, or if you have a doubt or question, always feel free to inform or contact:

- Any manager;
- A member of the Legal Department;
- A member of the employee representative committee;
- A member of the HR department.

You can also contact the whistleblower service (ethics@ses-imagotag.com) to which you can choose to anonymously report an unethical situation or behavior.

When a staff member raises a concern or asks for help, department heads should remain objective, open and receptive. Don't consider a report as "bad news", but rather as the positive demonstration of the employee's commitment to responsible behavior.


It is possible to raise a question or concern anonymously. 

X/ Consequences of non-compliance

Any employee who does not comply with the provisions of this Code of Conduct exposes him or herself, depending on the seriousness of the facts and those concerned, to the following sanctions:

- Disciplinary sanctions up to and including termination of employment;
- Civil penalties;
- Criminal sanctions;

It is therefore everyone's responsibility, regardless of their position, and within the limits of their professional responsibilities, to adopt exemplary behavior:

- Complying with this Code of Conduct;
 - In accordance with the Group's ethical principles (trust, integrity, transparency and respect);
 - In compliance with applicable laws and regulations
- 

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