



CODE OF ETHICS

OF CERAMIKA PARADYŻ SP. Z O.O.

2025

PARADYŻ 

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GENERAL PRINCIPLES

The Code of Ethics of Ceramika Paradyż contains the rules and customs applicable within the company concerning compliance with the law and business ethics. It reflects high ethical standards and the fundamental values in force within the company.

At Ceramika Paradyż, we comply with national and international law, in particular the European Convention on Human Rights, as well as basic standards of ethical conduct. We promote ethical attitudes and behavior in every aspect of business cooperation among our employees, customers, suppliers, and business partners.

Our priority is broadly understood safety with respect to the internal and external environment through offering products of the highest quality. Company activities are carried out with a focus on continuous improvement of employee competencies and the use of the most modern technologies.

Our common goal is for Ceramika Paradyż to implement its adopted strategy to the greatest possible extent and to achieve success in accordance with the principles of fair trade and fair competition.

The Code sets out basic expectations toward employees, as well as expectations regarding relationships between employees and our collaborators, including business partners.

Every employee of Ceramika Paradyż is obliged to familiarize themselves with the Code and to comply with the rules and principles contained therein while performing work for and on behalf of Ceramika Paradyż.

EVERY EMPLOYEE OF
CERAMIKA PARADYŻ IS OBLIGED
TO FAMILIARIZE THEMSELVES
WITH THE CODE AND TO COMPLY
WITH THE RULES.

”

MISSION AND VISION AND COMPANY VALUES

Our mission, “We want the beauty you surround yourself with, thanks to our products, to inspire others,” means that:

◆ **we are an open organization**—internally toward one another as employees and externally toward the market and the customer,

◆ **every employee and customer is an inspiration to us**—their expectations and dreams set the directions for our organization at all levels—from meeting needs of safety, belonging, recognition, and self-fulfillment, through creating designs, high product quality, timely deliveries, and comprehensive showroom service,

◆ **every employee (internal customer), dealer, consumer, architect, designer (external customer) is equally important to us**—we treat everyone individually,

◆ **by inspiration we understand a positive impulse to seek new ideas and solutions**, improvements in work organization, and product innovations, whose most important recipients are the internal customer (employee) and the external customer (individuals and companies cooperating with Ceramika Paradyż).

The vision of Ceramika Paradyż is: “We make renovation and interior design easier by delivering

tiles, ceramic products, and ready-made arrangements inspired by our Customers’ styles. We want to delight with design and exceptional service at every stage of cooperation.” This means that:

◆ we want to **MAKE IT EASIER**—to make the often tedious and difficult renovation process simple and pleasant,

◆ we want to accompany customers during **RENOVATION AND INTERIOR DESIGN**—turning their ideas into finished products and arrangements,

◆ we want to **DELIVER TILES**—offering products that transform interiors and make everyone feel special in them,

◆ we want to **DELIGHT WITH DESIGN**—you, your family, friends, as well as our customers, their loved ones and acquaintances, everyone who sees our products and interiors created with them,

◆ we want to **DELIGHT WITH EXCEPTIONAL SERVICE**—we stand out with the best customer service from the moment of the first showroom visit, with professional assistance in selecting the appropriate style for a given space, through the selection of specific products, to efficient delivery.

In both internal and external relations with its stakeholders, Ceramika Paradyż upholds universal values by promoting:

COURAGE

in carrying out tasks
in expressing one’s own opinions
in taking responsibility for commitments

RESPECT

toward oneself
toward Colleagues
toward Customers

OPENNESS

in expressing one’s views
in creating new ideas
to change

CARE

for the internal customer
for the external customer



RESPONSIBILITY OF THE MANAGEMENT BOARD, MANAGERS AND EMPLOYEES

The Management Board of Ceramika Paradyż and the management staff set themselves the goal of implementing the provisions contained in the Code of Ethics and setting an example for other employees. They are also responsible for managing employees in a way that enables their continuous development and job satisfaction. Employees comply with the law, regulations, and standards adopted in the company, as well as generally accepted social and ethical norms in interpersonal contacts. The reliability of information and responsibility are the overarching goals of all information activities.

Moreover, the acquisition, creation, and transmission of information should take place with confidentiality and discretion. Employees are obliged to manage the company’s entrusted resources rationally and to treat them with due respect. Employees declare rational and economical use of all material resources. The Management Board, management staff, and employees treat customers with respect and the utmost care, guided by the principles of trust and reliability, acting in accordance with concluded agreements, in compliance with social and customary norms, including an absolute ban on deriving benefits from customers or business partners.

BUSINESS ETHICS



Customer/business partner relations

Ceramika Paradyż is a company oriented toward the needs of its business partners. Our goal is to build the best possible, long-term business relationships. All our activities are carried out in accordance with applicable legal regulations. We expect the same attitude from our business partners. We reserve the right, in justified cases and when deciding to establish cooperation, to verify the application of ethical principles by our contractors.

Ceramika Paradyż supplies its customers with products of the highest quality, compliant with applicable standards, requirements, and norms. We will not knowingly provide incomplete or misleading information to our customers. We make every effort to ensure that our products have all necessary approvals and certificates.

We ensure that relationships with contractors are based on professionalism and mutual trust. All decisions regarding cooperation will be made solely on the basis of facts and substantive and business premises.

We respect the intellectual property of our business partners, ensure the confidentiality of all information obtained through cooperation, and guarantee the security of personal data entrusted to us for processing.

WE ENSURE THAT RELATIONSHIPS WITH CONTRACTORS ARE BASED ON PROFESSIONALISM AND MUTUAL TRUST.

Corruption

All employees of Ceramika Paradyż strictly adhere to the principle of “zero corruption.”

We do not accept or offer bribes or material benefits. By an impermissible material benefit we mean: items, services, or money provided in order to obtain certain attitudes or decisions that may influence business transactions and other activities of Ceramika Paradyż. Gifts are a sign of courtesy and strengthen business relationships. It is acknowledged that in some cultures, business relationships may involve the occasional exchange of gifts. However, anti-corruption law prohibits giving gifts or offering items of value in order to obtain benefits, influence business decisions, or otherwise.

Gifts that are given and received must be appropriate and compliant with local regulations and customs, and must serve a genuine business purpose. They may not create an obligation on the part of the recipient toward the donor, nor the appearance of such an obligation, and may not be immoral in nature or violate the dignity of others. The international nature of Ceramika

Paradyż’s operations means that some employees enter into relationships with public sector officials or government administration representatives. It should be remembered that persons employed by companies, public entities, or other organizations controlled by the state are considered to perform public functions, and relationships with such persons require additional precautionary measures.

Remuneration of third parties must always correspond to services actually rendered.

It must be proportional and reasonable. In order to justify payments to third parties or payments received from third parties, particular care must be taken and any additional benefits or expenses resulting from such agreements must be analyzed in detail. They must be clearly defined and documented.

Requirements regarding cooperation with external suppliers are set out in the General Terms and Conditions of Delivery to Ceramika Paradyż Z5:P-06-1 and are made available on the Company’s website.

Conflict of interest

All employees of Ceramika Paradyż strive to avoid any situations in which a conflict between personal and business interests may arise. It is unacceptable to act in a manner that could threaten our impartiality in making decisions concerning our customers or suppliers. It is also prohibited to accept gifts that could affect our impartiality or lead to situations contrary to the interests of the Company.

In the workplace, there should be no direct reporting relationship between family members. Employees should also avoid connections with customers and suppliers.

Business hospitality

Any form of corporate hospitality offered to or received from external entities must serve legitimate business purposes, such as: professional development, networking and building business relationships, product or service presentations, knowledge sharing, and business award ceremonies. Forms of hospitality include: beverages, meals, transportation, and accommodation. The value of an event constituting a form of hospitality must fall within the limits of moderate value.



Fair competition policy

We support fair and transparent competition. Actions aimed at restricting market access for other business entities and the use of prohibited advertising practices are unacceptable to us.

In business contacts, we are guided by principles of ethical conduct and fair competition. All our employees are obliged to comply with legal regulations concerning competition.

We do not accept agreements with business partners or third parties regarding refraining from competition, submitting fictitious tender offers, dividing customers or sales territories. We also do not allow improper favoritism or exclusion of business partners.

We do not accept agreements with business partners or third parties regarding refraining from competition, submitting fictitious tender offers, dividing customers or sales territories. We also do not allow improper favoritism or exclusion of business partners.

In contacts with competing companies, it is prohibited to discuss matters related to:

- ◆ pricing methods, rebates, promotional and settlement terms, mark-ups and discounts
- ◆ marketing plans and strategies
- ◆ production capacity, logistics, product quality
- ◆ division of the market into regions, customers, areas of activity
- ◆ costs of goods and services or products, profits, margins
- ◆ tender procedures and the intention to submit or not submit tender offers
- ◆ agreements with suppliers and/or customers



External communication

External communication is a very important element of our marketing activities aimed at promoting brands. It includes all messages addressed to current and potential customers, business partners, suppliers, investors, and other stakeholders. The scope of our work includes media activities, press information, social media, publications, advertising, and public presentations. We make every effort to ensure that communications addressed to business partners contain complete and truthful information enabling them to gain as much knowledge as possible about products and their aesthetic, functional, and technical qualities. We are proponents of transparency and promote open dialogue. We respond to inquiries from our customers and business partners reliably, precisely, and in a timely manner.

EQUAL OPPORTUNITIES AND PROHIBITION OF DISCRIMINATION

Ceramika Paradyż respects and complies with international human rights standards and international labor standards, treating them as fundamental and universal. Recognizing employees' right to freedom of association, Ceramika Paradyż engages in dialogue with elected employee representatives.

Ceramika Paradyż complies with the prohibition of child labor below the age of 16, forced labor, the use of corporal punishment, psychological and physical coercion, and abuse.

We also do not accept:

MOBBING

We are committed to counteracting mobbing behaviors in the workplace. We will not tolerate actions or behaviors concerning an employee or directed against an employee consisting of persistent and long-term harassment or intimidation, causing a reduced assessment of professional suitability, resulting in or intended to humiliate or ridicule the employee, isolate them, or eliminate them from the team of coworkers.

Any employee who feels subjected to mobbing may report this fact to the Director of Human Resources and Payroll. In the event of suspected mobbing behaviors, the President of the Management Board appoints a committee to conduct explanatory proceedings.

HARASSMENT

Harassment in the workplace is unacceptable, i.e., conduct consisting of encouraging another person to violate the principle of equal treatment in employment or ordering them to violate this principle, as well as unwanted behavior whose purpose or effect is to violate the dignity of an employee and create an intimidating, hostile, degrading, humiliating, or offensive atmosphere.

Sexual harassment is also prohibited, i.e., any unwanted conduct of a sexual nature or relating to the employee's sex, whose purpose or effect is to violate the dignity of the employee, in particular by creating an intimidating, hostile, degrading, humiliating, or offensive atmosphere—such conduct may include physical, verbal, or non-verbal elements.

Our actions aim at:

EQUAL TREATMENT IN EMPLOYMENT

We employ workers with diverse experience and from diverse backgrounds. We assume that the diversity of employees constitutes the company's potential.

We expect all employees to create an atmosphere of respect for mutual relations and consideration, and to counteract all forms of discrimination on racial or origin grounds, gender, religion, worldview, disability, age, or sexual orientation, as well as on the basis of fixed-term or indefinite employment, or full-time or part-time employment. Employees should be treated equally with regard to entering into and terminating employment relationships, employment conditions, promotion, and access to training aimed at improving professional qualifications, in particular regardless of gender, age, disability, race, religion, nationality, political beliefs, trade union membership, ethnic origin, denomination, sexual orientation, as well as regardless of fixed-term or indefinite employment or full-time or part-time work. Each manager is obliged to ensure that acts of discrimination do not occur.

Detailed regulations concerning equal treatment in employment and the prohibition of discrimination, harassment, mobbing, and equal opportunities are contained in § 25 of the Work Regulations and in Appendix No. 1 to the Work Regulations – the Policy for Counteracting Discrimination and Mobbing.



ENVIRONMENTAL AWARENESS

We strive to deliver products and solutions that not only meet customer expectations in terms of quality and safety, but also demonstrate care for the natural environment.

We operate in accordance with national, international, as well as regional and local regulations regarding environmental protection. We consciously limit the impact of our activities on the natural environment by minimizing the consumption of natural resources and the generation of waste resulting from ongoing operations.

Ceramika Paradyż's commitment to environmental care is further confirmed by the ISO 14001 and ISO 50001 certifications it holds, which constitute an important element of the management system for key processes in the company. The aim of these systems is to improve the environmental performance of Ceramika Paradyż, optimize and improve production processes, and define uniform methods for eliminating risks. Our safety and environmental policy is an integral part of the overall policy of Ceramika Paradyż and constitutes a tool facilitating decision-making related to the implementation of investment projects and tasks serving

the achievement of adopted environmental objectives. In accordance with the key principles contained in the Integrated Management System Policy regarding safety and the environment, Ceramika Paradyż undertakes, among others, to:

- regularly monitor and reduce the negative impact of our activities on the environment
- continuously strive to reduce environmental impact, both in the area of technologies used during our operational activities and in the performance of daily professional duties
- use natural resources efficiently, and our initiatives include actions aimed at the sustainable development of manufacturing technologies, reducing water and energy consumption, and minimizing waste generated as a result of ongoing operations
- assess the impact of our activities on the natural environment when making decisions regarding modernization and new investments.

We feel responsible for conducting our activities in a manner that does not endanger the natural environment and the local communities in whose vicinity we operate.



CORPORATE SOCIAL RESPONSIBILITY

Corporate social responsibility constitutes a very important, integral part of management and organizational culture at Ceramika Paradyż. Therefore, from the very beginning of the company's existence, in addition to maximizing economic results, we have always sought to maximize pro-social and pro-environmental activities. We actively engage in numerous corporate social responsibility initiatives, both at the local and nationwide levels. Referring to our values—openness, respect, courage, and care—we primarily direct these initiatives to our employees and the local community (residents of towns neighboring the company's headquarters and production plants), with particular emphasis on youth and children. We also support numerous nationwide projects in the fields of education,

health, culture, and the arts. We pay particular attention to environmental aspects and occupational health and safety. By making continuous investments, we strive to create products and develop processes that lead to increasingly efficient use of resources and reduce our environmental impact. We are very willing to share our experience and good practices in the field of CSR, becoming an inspiration and a good example to follow for other companies in the region. We believe that through all these activities, every day we build our image, help create a friendly workplace and long-term relationships with partners and the business environment, and have a real impact on decisions contributing to improved protection of the natural environment.



FORMAL OPERATION OF THE CODE OF ETHICS

An employee is obliged to report any breaches of the principles of this Code of Ethics to the Ethics Officer, who is obliged to provide assistance and support to every employee and to consider each reported case. In the event of inappropriate conduct violating ethical or moral standards, the responsible persons will be held accountable and will face consequences in accordance with the law.

Any ambiguities or issues related to the interpretation of the content of the Code of Ethics should be addressed to the Ethics Officer at: kodeksetyczny@cermika.com.pl.





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