

Ethical behaviour underpins the way we behave, do business, and treat one another. Our values determine our behaviour, and we must support and uphold them, so they are an integral part of day-to-day life at this company. This policy aims to guide our actions and those of people both with whom we work closely, encouraging a way of working which is honest, responsible, and respectful, generating trust.

Purpose

To ensure there is clarity in what is expected of each and every one of us in terms of ethical behaviour.

Scope

This policy applies to all employees of The Signage & Display Company Ltd and all those working alongside, in partnership and on behalf of The Signage & Display Company Ltd.

Policy Requirements

- Treat everyone with dignity and respect listening carefully to our work colleges, clients, and members of the public
- Treat the company's assets and equipment as you would your own
- Operate within the letter and the spirit of law, exercising power and influence responsibly.
- Educate and train our employees to promote awareness and understanding of ethical issues.
- Ensure all employees understand their duties and obligations to each other to create an environment without harassment, victimisation, or assault.
- Ensure all employees have their rights acknowledged and that they have the right to suitable and sufficient information and the right to work in a safe environment.
- All employees follow four basic requirements within this policy to not harm others, not harm the environment, do not deceive others, and do not violate the law.

This company is committed to achieving the highest standards of responsibility in all its business dealings and relationships. This Ethical Policy is underpinned by a number of policies guiding the way we behave, including:

- Health and Safety
- Environmental
- Quality
- Corporate Social Responsibility
- Diversity and Equality
- Anti-Bribery and Corruption
- Fraud and Malpractice

These policies underpin the commitment that the company makes to its workforce, its clients and stakeholders and demonstrates our core values and high standards with regards to the basic requirements for Human Rights and the basic desire to run our business in a professional but ethical way.

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Compliance

In establishing whether or not any conduct or activity may be in contravention of this policy, ask yourself:

- Is it legal?
- Is it in breach of this or any other policies?
- Could it be perceived as bringing you, your colleagues, or the Company into disrepute?
- Could it be perceived as compromising you, your colleagues, or the Company?
- Could it be considered by the public as ethical, appropriate, and acceptable?

If you are in any doubt, stop and contact either your line manager or any member of senior management. Contravention of this Policy could lead to disciplinary action.



Signed: _____

Mark Mack

Joint Managing Director



Signed: _____

Kevin Newton

Joint Managing Director Date: 06/01/2026

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