



Patricia Pilar
GRUPO

Code of Ethics and Conduct
2025



“The Patrícia Pilar Group has managed, over years of effort and dedication, to create several brands to meet market needs.

With brands dedicated to all types of products, and aligned with different consumer targets.”



00 | Index

1. Introduction	02
2. Objectives	05
3. Our Principles	07
4. Relationships with Stakeholders	09
4.1. Relationship with Employees	09
4.2. Relationship with our Costumers	12
4.3. Relationship with the State	13
4.4. Relationship with Community and the Environment	13
5. Application	15
6. Dissemination	17





01 | Introduction

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At the Patrícia Pilar Group of Companies, referred to as the **Patrícia Pilar Group**, we recognize that the objective of growth goes beyond profit. We aim to grow to improve the lives of our customers, employees, and the communities we serve. Growth must be sustainable and aligned with our values, reflected in the behavior of each one of us.

Our individual actions are fundamental to achieving the Group's purpose. Honesty and integrity depend on conscious daily decisions, even under pressure. We value proactivity and anticipating customer needs but also emphasize ethical reflection before making important decisions.

The Patrícia Pilar Group is driven by trust: in our customers, partners, and, above all, in every employee. We expect a genuine commitment to this Code of Ethics and Conduct, upholding our values in all decisions and actions.

As part of our commitment, we have adopted and implemented several specific codes of conduct that guide our practices and ensure a respectful and safe work environment while adhering to the UN Guiding Principles on Human Rights

Code of Good Conduct for the Prevention and Combating of Workplace Harassment

We promote a culture of respect, rejecting any form of harassment, whether moral or sexual. This code establishes clear guidelines for identifying, preventing, and addressing harassment situations, as well as offering support and reporting channels.

Code of Conduct for the Prevention of Corruption and Related Offenses:

We act with integrity in all our internal and external relations, not tolerating any form of corruption or bribery. This code guides our governance practices and ensures compliance with applicable laws.

Code of Conduct for Data Protection

We ensure the privacy and security of personal information for our employees, customers, and partners. This code outlines rules for handling data in compliance with applicable data protection laws.

Accessible and protected reporting channels are provided, ensuring no whistleblower faces retaliation. Reports are treated with seriousness, confidentiality, and fair investigations.

We are also committed to communicating all our policies and guidelines clearly and accessibly, ensuring that every employee understands their rights, duties, and the values that guide our practices. Ethics and transparency are fundamental pillars of our sustainable growth and the building of trust- and respect-based relationships.

All ethics and sustainability-related matters should be directed to the Ethics and Sustainability Department via email at denuncias@patriciapilar.pt. We emphasize that no pressure for results, ambition, or higher orders may compromise our commitment to integrity and the highest ethical standards.



02 | Objectives

02 | Objectives

The Patrícia Pilar Group's Code of Ethics and Conduct establishes the principles guiding the Group's activities and defines the ethical and conduct standards to be followed by all employees and members of its governing bodies. It guides relationships with employees, customers, suppliers, and other stakeholders, promoting values such as respect, integrity, and transparency.

Additionally, it applies to third parties contracted by or acting on behalf of the Patrícia Pilar Group, ensuring that their actions align with the Group's ethical standards, particularly in situations that may create liability for the organization.

Main objectives:

1

Define and disseminate the ethical principles guiding the activities of the Patrícia Pilar Group and the conduct standards to be followed by employees, governing bodies, and

2

Promote the practical application of the values and behaviors established in this Code, ensuring ethical and respectful relationships among all stakeholders;

3

Strengthen the institutional reputation of the Patrícia Pilar Group, rooted in enthusiasm and determination to achieve excellencer.



03 | Our Principles

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Mission

To promote innovative and sustainable solutions that meet our customers' needs while respecting the environment, encouraging free competition, and ensuring workers' rights and well-being.



Vision

To be recognized as a leading group in ethical and sustainable business practices, contributing to a fairer, more balanced future committed to environmental preservation.



Values

Sustainability:

Commitment to practices that minimize environmental impact and promote planet preservation.

Ethics:

Conducting business with integrity and fairness, respecting the rules of free competition.

Human Value:

Ensuring workers' rights, promoting dignified and respectful working conditions.

Innovation:

Continuously seeking technological solutions to strategically improve the efficiency of our processes.

Social Commitment:

Contributing to the development of the communities we operate in.



03 | Relationship with Stakeholders

04 | Relationship with Stakeholders

4.1. Relationship with Employees

The Patrícia Pilar Group builds its relationship with employees based on respect, dignity, equality, and justice, aligned with the values expressed in the United Nations Universal Declaration of Human Rights. We believe that valuing every individual is essential to building a sustainable and ethical organization.

Respect for Human Dignity

We treat every employee as a unique individual, recognizing their inalienable rights and their contribution to the organization’s success. All interactions—whether among leaders, colleagues, or partners—must be based on mutual respect, ensuring an environment that rejects any form of disrespect or humiliation.

We promote empathy and respect as key values in all teams.

We implement clear policies against inappropriate behavior, such as moral or sexual harassment, with accessible and confidential reporting channels.

Equality and Non-Discrimination

We are committed to promoting equity by creating equal opportunities for all employees. We believe in the strength of diversity and strive to eliminate systemic barriers or biases that may limit individual development.

Active measures are taken to ensure recruitment, promotion, and evaluation processes are impartial and transparent.

We encourage diversity at all levels of the organization, fostering representation and inclusion.

Decent Work and Fair Conditions

We believe that a healthy work environment is the foundation of productivity and well-being. Therefore, we continuously invest in ensuring fair and dignified working conditions.

Fair remuneration aligned with the market and legal standards, along with benefits that promote quality of life.

Safe and healthy conditions monitored regularly, with well-being initiatives.

Freedom of Expression and Participation

We value employees voices as essential tools for the Group's growth. We create open, inclusive dialogue spaces where people can express ideas, concerns, and suggestions without fear of retaliation.

We implement regular active listening mechanisms, suggestion boxes and organizational environment surveys.

We ensure that all ideas and concerns are treated seriously and transparently, with clear feedback and concrete actions when necessary.

Combating Forced and Child Labor

We are fully committed to combating any practices that violate workers' freedom or the fundamental rights of children.

We require compliance with these standards throughout our value chain, monitoring suppliers and partners.

We carry out internal awareness campaigns about the importance of ethical practices at work.

Well-being and Personal Development

We believe healthy and fulfilled employees are more motivated and productive. We invest in work-life balance and continuous development for all employees.

We provide health and well-being programs, such as emotional support and access to health services.

We offer training and continuous development opportunities, including training aimed at the professional and personal growth of employees.

Employee Duties:

Without prejudice to other obligations, employees must comply with the following:

1

Respect and Ethical:

Treat employers, superiors, colleagues, and third parties with respect.

2

Attendance and Punctuality:

Attend work regularly and punctually.

3

Care and Diligence:

Perform work with care and responsibility.

4

Professional Development:

Actively participate in training offered by the employer.

5

Compliance with Rules:

Follow orders and instructions related to work, safety, and health, provided they respect employees' rights.

6

Loyalty to the Employer:

Avoid competition with or disclosure of the company's confidential information.

7

Preservation of Resources:

Take care of resources provided by the employer.

8

Productivity Improvement:

Contribute to the efficiency and productivity of the company.

9

Safety and Health:

Cooperate in improving safety and health conditions

4.2. Relationship with Our Customers

The Patrícia Pilar Group fosters relationships with customers based on mutual trust, transparency, and a commitment to excellence. We work to ensure the safety and quality of all products and services we provide, ensuring they meet the highest standards of compliance and efficiency.

Our focus is always on delivering the best, promoting excellence at every stage of service delivery, and striving to exceed customer expectations. We respect and value the individual needs of each customer, offering tailored solutions and service that prioritizes satisfaction and fosters long-term relationships.

This dedication reflects our purpose of being a reliable and committed partner, delivering not only products and services but also an experience that inspires trust and loyalty.

4.3. Relationship with the State

The Patrícia Pilar Group maintains a solid and responsible relationship with public authorities, grounded in respect, integrity, and good faith. We operate transparently and cooperatively, ensuring that all our practices comply with applicable laws and regulations.

Our commitment to honesty and ethics guides every interaction, fostering open and constructive dialogue with public entities. This approach reflects our social responsibility and dedication to contributing to a fair and sustainable business environment while respecting public interests and ethical management principles.

4.4. Relationship with the Community and the Environment

The Patrícia Pilar Group maintains a close and committed relationship with the community and the environment, based on respect and social and environmental responsibility. We are mindful of the environmental impact of our activities and adopt sustainable practices across all processes, striving to minimize negative effects on the environment and promote the preservation of natural resources for future generations.

Our commitment to the community is reflected in social intervention initiatives, support for local projects, and the promotion of citizenship, aiming to contribute to the development of the regions where we operate. We believe in the value of collaborative work and the importance of unity to achieve positive outcomes for both society and the environment.

The Patrícia Pilar Group is dedicated to creating a positive impact, working hand-in-hand with communities and partners to build a fairer, more sustainable, and compassionate future.



05 | Application

05 | Application

The Patrícia Pilar Group's Code of Ethics and Conduct applies to all employees, corporate bodies, suppliers, and partners. It serves as a fundamental guide for daily operations within the Group's companies, setting out principles and norms that must be followed to ensure integrity, transparency, and adherence to the highest ethical and professional standards.

All members of the organization are encouraged to apply the principles outlined in the Code in their daily decisions and behaviors, ensuring that their actions, both individual and collective, reflect the Group's objectives and values. Adopting these principles is essential to fostering harmony among all and contributing to the sustainable and ethical growth of the Patrícia Pilar Group.



06 | Dissemination

06 | Dissemination

The Patrícia Pilar Group's Code of Ethics and Conduct is widely disseminated through various channels to ensure accessibility and understanding. Dissemination methods include:

Company Website

The Code is published on the company's official website www.patriciapilar.pt providing easy access for all employees and stakeholders;

Internal Channels

The Code is shared through internal communication platforms to ensure all employees have access to the information;

Printed Format

A printed version of the Code is made available to ensure that employees without online access can consult it easily;

Actions

Through training actions aimed at disseminating and ensuring knowledge acquisition and individual commitment by employees.

Any questions regarding the interpretation or application of this document should be directed to the Ethics and Sustainability Department via email at [**denuncias@patriciapilar.pt**](mailto:denuncias@patriciapilar.pt).

Approved on: 31 / 12 / 2024



Patrícia Pilar

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