



# adidas Runtastic Business Partner Code of Conduct

'Through sport, we have the power to change lives' is our purpose and we live it every day by expanding the limits of human possibilities, by including and uniting people in sport and by creating a more sustainable world. We are committed to this purpose, it reflects who we are as a company, how we manage our business internally, and how we work externally with customers and Business Partners alike.

Business Partners are essential contributors to our success. Our Business Partner Code of Conduct clarifies the responsibilities and expectations for ethical and responsible business practices for our Business Partners. This Business Partner Code of Conduct sets forth the principles and high ethical standards that we hold ourselves to, and that we expect our Business Partners to comply with, throughout the course of our business relationship. adidas Runtastic Business Partners will conduct their business practices and activities in accordance with applicable law, with integrity, fairness, respect and in an ethical manner.

This Partner Code of Conduct is not intended to replace, supersede or conflict with any applicable law, regulation or contractual obligation with adidas Runtastic.

## Business Practises, Ethics and Compliance

Although adidas Runtastic recognizes the different legal and cultural environments in which its Business Partners operate throughout the world, adidas Runtastic Business Partners must comply with the fundamental legal and ethical principles described in this Business Partner Code of Conduct. A breach of this Business Partner Code of Conduct will be considered a breach of the Business Partner's contract with adidas Runtastic and may lead to the termination of the business relationship with adidas Runtastic.

- **Integrity:** adidas Runtastic Business Partners are expected to conduct their business in a professional manner at all times, and in accordance with standards set forth in all applicable international and national laws and regulations while recognizing that adidas Runtastic's requirements may sometimes exceed those standards. At minimum, Business Partners and all persons acting on their behalf must act with integrity, honesty and fairness in all aspects of their business.
- **Confidentiality:** adidas Runtastic may disclose certain confidential information to Business Partners during the course of their business relationship. The Business Partner may only provide access to adidas Runtastic confidential information to



persons within its organisation having a need to know the information in connection with performance by the Business Partner of its obligations to adidas Runtastic. As appropriate, Business Partners may be requested to enter into separate confidentiality agreements with adidas Runtastic.

- **Data Protection:** adidas Runtastic Business Partners shall comply with all applicable data protection laws in collecting, processing, storing or otherwise handling personal data of any individuals, including, without limitation, their own employees and employees of their customers, suppliers and business partners.
- **Information Security:** adidas Runtastic Business Partners shall secure the IT landscape by restricting any unauthorised or otherwise inappropriate access, disclosure, destruction, modification, or copying of sensitive information.
- **Anti-Corruption:** adidas Runtastic Business Partners will comply with all applicable anti-corruption and anti-money laundering laws. All forms of bribery, kickbacks and other corruption are prohibited. No adidas Runtastic Business Partner will improperly influence any act or decision of any governmental official, employee or political candidate, including, without limitation, through the provision of any improper or unlawful gifts, meals, travel or entertainment. Instead, adidas Runtastic Business Partners will always act honestly and transparently with any governments or government officials.
- **Fair Competition and Antitrust laws:** adidas Runtastic Business Partners will conduct their business in full compliance with all applicable fair competition and antitrust laws. They shall not enter directly or indirectly into any illegal agreements with their competitors nor exchange sensitive information, e.g. regarding markets, customers, strategies, prices and the like. All Business Partners and all persons acting on their behalf shall participate in public tenders and private sector bidding procedures by strictly following the applicable laws and regulations.
- **Conflict of Interest:** Business Partners should avoid any situation that might conflict or appear to conflict with the best interests of adidas Runtastic. For purposes of this policy, a potential conflict of interest occurs when a Business Partners' outside interests interfere with adidas Runtastic's interests.
- **Non-discrimination:** adidas Runtastic Business Partners are expected to adopt and enforce policies which effectively prohibit discrimination or harassment on the grounds of gender identity or expression, marital or parental status, ethnic or national origin, sexual orientation, religious belief, political affiliation, age, physical or mental disability, medical condition, veteran status, membership in a trade union or employee organization, or other protected characteristic or status. adidas Runtastic Business Partners will prevent all forms of harassment and comply with international labour standards.



- **Human Rights:** adidas Runtastic Business Partners will respect and comply with all fundamental human rights and individual freedoms set out in the United Nations Universal Declaration of Human Rights. In addition, adidas Runtastic Business Partners will not tolerate modern slavery, including any form of slavery, servitude and forced or compulsory labour.

## Raising Concerns and Reporting Questionable Behaviour

adidas Runtastic Business Partners are encouraged to work with their primary adidas Runtastic Partnerships Manager in resolving a business practice or compliance concerns. However, adidas Runtastic recognizes that there may be times when this is not possible or appropriate. In such instances, adidas Runtastic Business Partners should report any concerns about violation of this policy or applicable laws to their legal department and/or their ethics and compliance officer.

Any breach of this adidas Runtastic Business Partner Code of Conduct shall be reported without undue delay to [compliance@runtastic.com](mailto:compliance@runtastic.com).