

THE LIVING CIRCLE

LUXURY FED
BY NATURE



CODE OF CONDUCT



CODE OF CONDUCT

Principles governing our interaction, management and guest services in The Living Circle establishments
«Code of Conduct», 01.09.2023

Dear employees, guests and business partners,

We create unforgettable and unique moments for our guests every day. Be it in one of our hotels, at one of our restaurants or with products from our farms.

It follows that our corporate vision is to be the leading Swiss hospitality and agricultural group, redefining luxury as something regional, authentic, close to nature and steeped in history.

Our first-class experiences awaken the senses.

In order to bring this vision to life, we have redefined our corporate values and adopted a Code of Conduct. By practising our values of Famiglia, Achtsamkeit, Passion and Wow, we manage to inspire – as employees, as guests and as business partners.

Our twelve principles manifest themselves in our daily actions. They are supported by our owners, our Board of Directors, the Executive Board and our hosts. We invite our employees, guests and business partners to support these principles as well. Because only together can we achieve our corporate vision and create something unique.

We take compliance with the Code of Conduct seriously and have therefore set up a whistleblowing system so that violations can be reported at any time.

We are confident that we are setting a new standard with our actions.

Kind regards,

Jürg Schmid
Chair of the Board of Directors
The Living Circle Group

Marco Zanolari
CEO
The Living Circle Group

Thomas Hildebrand
CFO
The Living Circle Group

12-PRINCIPLES PRODUCES OUR CODE OF CONDUCT

The following Code of Conduct reflects our corporate philosophy, our values, morals, ethics and our attitude towards employees, suppliers and guests.

1 *We treat everyone equally.*

We do not tolerate derogatory treatment or discrimination based on gender, religion, background or sexual orientation – towards or among employees, from or towards our superiors, suppliers or guests.

2 *We scrutinise behaviour.*

We do not tolerate unacceptable behaviour towards or from employees, suppliers or guests and take action if required.

We have a zero-tolerance policy for sexual harassment, violence and bullying.

We immediately and resolutely challenge the individual concerned.

We report the incident to their line manager, HR or the anonymous ombudsman¹

3 *We all make mistakes.*

We admit any mistakes, communicate them openly and learn from them.

We discuss mistakes within our teams and with colleagues, develop potential improvements and report training needs.

Ideally, this means that we never make the same mistake twice.

4 *We are direct, open, honest and friendly.*

We treat each other in a direct, open, honest and friendly manner.

We do not create or spread rumours, but speak directly to the individuals concerned.

We give clear feedback and accept direct feedback that is not hurtful.

We may disagree, but always in a factual and solution-focused manner.

Honesty motto:

*«Never lie to me.
I never lie to you.
I never lie for you.»*

5 *We engage with our guests.*

We always greet and communicate with our guests in an engaging manner.

We treat our guests as equals. Our guests may also make mistakes from time to time and we point these out in a charming, confident manner.

6 *Our employees are as important as our guests.*

We engage with our employees, involve them, encourage them and are committed to providing a good, safe workplace.

We train them, create benchmarks and aim to be a particularly memorable highlight of their professional careers.

We aspire to be one of the best employers in our industry.

7 *We are committed to environmental sustainability.*

We are committed to our guest promise, 'luxury fed by nature' - our guests should enjoy their stay with a clear conscience.

We therefore favour regional produce when purchasing our products and goods, check their origin and consistently support responsible production.

We avoid environmentally unsustainable or damaging products and goods, wherever possible.

8 *We are easy-going, yet demanding.*

We demand excellent quality and performance from ourselves and our colleagues, as well as our superiors.

We maintain a relaxed, respectful and informal culture.



¹ Confidential, anonymous hotline: SIZ Care, contact

9 *We take responsibility.*

We set ourselves clear targets, consistently pursue them and act responsibly towards our employees, superiors, partners, suppliers and guests while achieving these.

We are always ambassadors for our establishment. We therefore act responsibly in our private lives, including on social media.

10 *We prioritise passion.*

We create wonderful, memorable experiences for our guests. This is our mission.

We all do everything we can to provide our services with enjoyment, commitment and passion.

We create the conditions and the environment that allow our employees to do their jobs with enjoyment and passion.

Passion has the utmost priority in all our activities.

11 *We are meticulous.*

We treat materials and goods with care. Just as if they were our own.

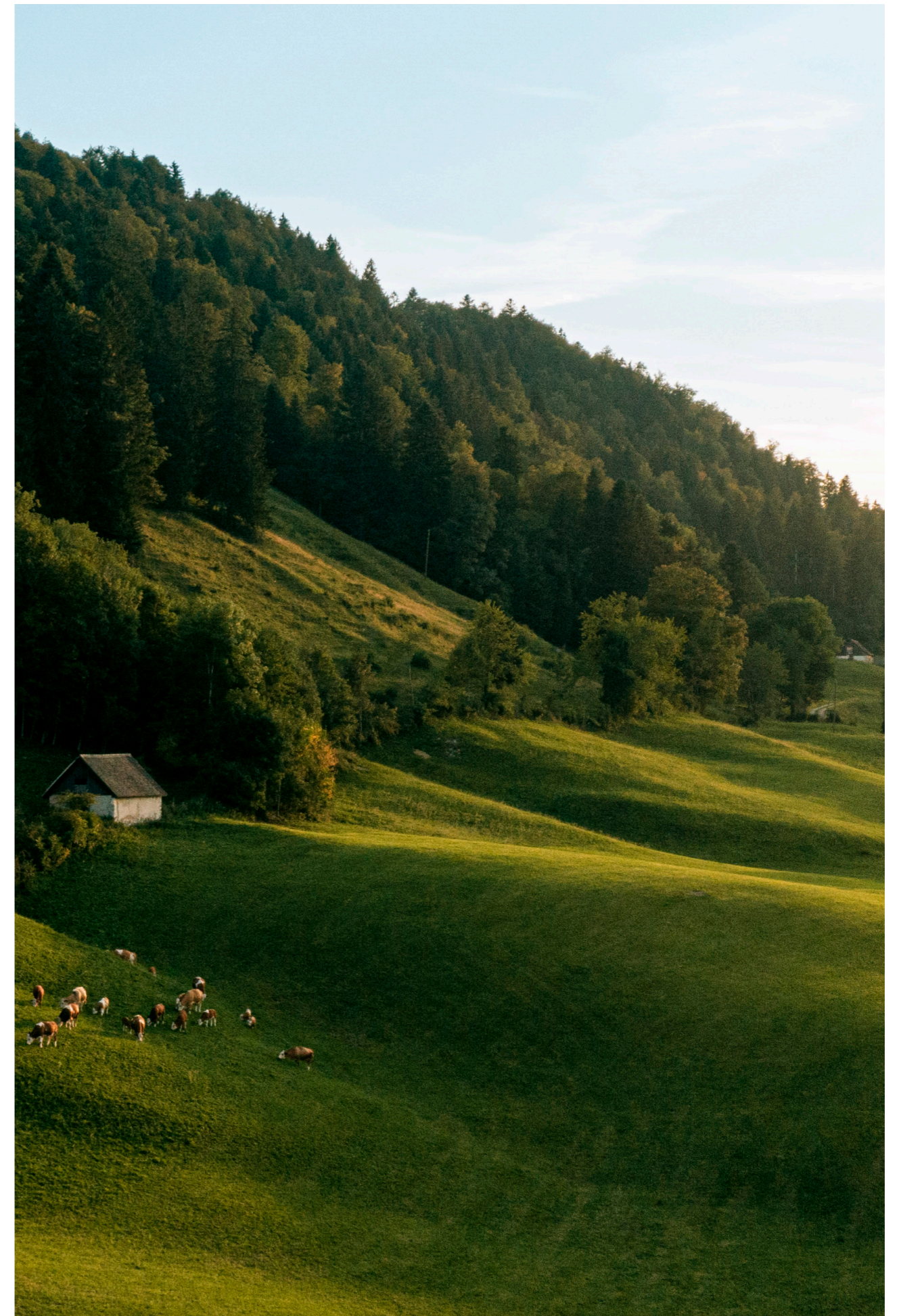
12 *We do not give or accept bribes.*

We accept and are happy to give modest, customary token gifts and invitations (*see guidelines).

We do not accept any other gifts or invitations without informing our line manager.

We consistently pass rebates or volume terms onto the business and report this.

We are generous towards regular guests.



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