

**MONTECAPRI**  
ITALY-SPAIN

**CODE OF ETHICS**

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## CODE OF ETHICS

From the very start, ethics has always constituted an important value in our organisation, to generate trust in our clients and suppliers, as well as to develop our work.

Maintaining high ethical standards throughout our company forms a part of our corporate culture, and we should all therefore be familiarised with this code, which helps and orients us in our behaviour in the different situations and uncertainties which we often face, in order to construct a more ethical and robust enterprise.

At MONTECAPRI we expect all our professionals to act correctly and to commit to the high ethical standards we have set, doing the right thing at all times.

We make use of our code of conduct to:

### 1-Complicity with our brands

- I. We take great care of the image of all the luxury brands with which we work, leaving nothing to chance.
- II. We are transparent in our transactions, at all times respecting professional confidentiality .

### 2 -Rectitude and integrity

- I. We work to introduce gestures into your chain of value in a responsible fashion
- II. We are honest in all our business relations
- III. We inspire confidence in the provision of our services
- IV. Our work is of the highest quality, both on an individual level and in our teamwork

### 3 - Capacity to compete

- I. We have over 50 years' experience in the field of luxury brands, always working with companies from different countries, cultures and sectors
- II. We avail of knowhow and human talent in order to meet the requirements of all our clients in the global and local contexts.
- III. We promote multicultural talent in order to offer all that is expected of us.
- IV. We listen, understand and study the needs of our clients.

## 4-Our business. The trust of our clients is our biggest reward

- I. We work to maintain and consolidate the trust and confidentiality that our clients place in us. We are an enterprise that has long worked with luxury brands, with a great tradition of global and local thinking, as a result of our multicultural capacities and experience.
- I. We help to create value without damaging the reputation or image of our clients, brands or suppliers.
- II. We provide value in all our actions.
- III. We work day by day to get closer to our clients, vying for position and operating on the markets as a strategic consultancy organisation that creates value through gestures in the personal relationships among the top managers, clients and suppliers of the organisations we work with.

## 5 - Sincerity and objectivity

- I. We do not allow our final judgement to be affected by external factors or conflicts of interest.
- II. We value different opinions and criteria, working to build winning relationships.
- III. We work to continuously improve our organisation.

## 6 - Confidentiality

- I. It is forbidden to leak, copy or divulge in professional conversations any kind of information to people who do not have the legal or professional right thereto.
- II. We do not make inappropriate use of any information acquired in our projects, or from clients or companies, for personal benefit or for that of third parties.

## 7 - Respect for the competitive markets

- I. We respect our competitors
- II. We analyse all the variables before accepting a project, and in our final choice we value not price but rather the set of services and the decisive variable for selecting suppliers.

## 8 - Sustainable decision-taking

- I. We take decisions that are sustainable in time, based upon our knowhow and best practices.
- II. Our decisions are based on the principles and values that underlie our behaviour patterns.
- III. We give a good example throughout the organisation, from top to bottom in the pyramid.
- IV. We work on a daily basis to construct value for the future in a systematic way, in order to promote profit-making projects.

## 9 - We protect our name and reputation

- I. Our clients and suppliers trust in our integrity and transparency – these qualities make up the basis of our corporative DNA
- II. It is compulsory for all people working in our company to preserve and protect our good name and that of our brands, clients and suppliers, as well as any confidential information and ethics in their day-to-day activities.
- III. We use any information that we handle with great responsibility, following all international regulations.

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