

# FAMOUS BRANDS CODE OF ETHICS



## **Do the right thing – *Me, You and Us***

This Code sets the standards to which all Famous Brands directors, managers, employees, and other stakeholders need to live by. It includes accepted practices that society and individuals typically regard as good values.

Being ethical is a good business practice. It shows respect for key moral principles detailed in the Code. We are responsible for the performance and reputation of the Company.

## WHAT IS ETHICS ?

Business ethics is a set of ethical guidelines that determine how businesses operate, how decisions are made and how we treat each other and those whose lives we may affect. In essence, ethics is about causing no harm.

## WHY DO WE NEED ETHICS?

Our ethical culture, or ethics mindset, is the way we think about the ethics of Famous Brands, what we view to be right and wrong. The ethical culture determines the decisions we make, and how we then behave.

## SCOPE OF APPLICATION

This Code applies to employees of Famous Brands Limited and its subsidiaries (collectively “the Company”) at all levels, our directors, customers, business partners and suppliers. This Code does not apply to associate entities where the Company has a minority shareholding.

## FAMOUS BRANDS VISION

*To be the leading innovative branded franchised and food services business in South Africa and selected markets.*

## FAMOUS BRANDS CORE BELIEFS

Our VALUES define how we think and what we do. We live these VALUES and aspire to build a Company that is successful, respected and where we actually enjoy our work.



- **Growth** – We are passionate about challenging, developing and growing our people, brands and partners.
- **Quality** – We provide outstanding products and unsurpassed service that, together, deliver premium value to our customers.
- **Innovation** – We develop new ideas – whatever our job area – and we support our partners.
- **Speed** – We bring a sense of urgency to the timeous meeting of realistic deadlines.
- **Agility** – We embrace change, adapt, deliver with ease, and stay ahead of our competitors.
- **Integrity** – We treat everyone fairly and consistently, and build trust by doing the right thing, even when no one is watching.
- **Humility** – We stay humble, carry ourselves with a quiet confidence, and treat others in the same way that we want to be treated.

## ETHICAL AND EFFECTIVE LEADERSHIP

We know that ethics starts with leadership, which includes the Board, senior Management, and all other managers. But it also starts with **You** – every employee of the Company. We are all ethical leaders. We at Famous Brands believe that ethical leadership and effective leadership work hand in hand. We consider the effects of our decisions and actions, and avoid causing harm to the economy, society, and the environment.

But we are also effective, which means that we are results driven. Achieving our strategic objectives and positive outcomes is the consequence of leadership that is both **ethical and effective**.

The Famous Brands leadership fully endorses ethical behaviour by all its stakeholders.

## EMBRACING DIVERSITY AND DISCOURAGING DISCRIMINATION

We acknowledge that every employee is unique and brings to the Company their own values and skills. This diversity helps to make us a great Company and one for which we are proud to work.

Famous Brands does not tolerate any form of unfair discrimination (directly or indirectly). Discrimination is an act of wrongfully excluding another person or group of people from being part of the Company and its activities. Discrimination, in whatever form, is unacceptable.

## RESPONSIBILITIES OF EMPLOYEES TOWARDS COLLEAGUES AND THE COMPANY

### Employees:

- treat each other with respect, sensitivity, dignity and to acknowledge others' fundamental human rights.
- act and perform their duties with excellence, efficiency and diligence.
- faithfully follow the Code and understand it's contents.
- do not accept or offer bribes or kickbacks.
- adhere to the approved set of policies and procedures.
- respect the terms and conditions of employment.
- do not abuse or waste the Company's resources – such resources are physical property and assests, funds, telephones, data usage, and very importantly, Company time.
- work as a team to increase productivity and ensure the Company's effectiveness.

- do not compete with the Company.
- disclose any real or potential Conflict of Interest through designated channels, and keep in mind that merely disclosing a conflict does not make it go away automatically.
- treat all Company related information with the utmost confidentiality and do not disclose information that could negatively affect the Company, shareholders and others we engage with.

## **RESPONSIBILITIES OF THE COMPANY TOWARDS EMPLOYEES**

### **The Company:**

- assists employees to understand the core beliefs and to know exactly what they need to do to behave in relation to each belief.
- develops employees through appropriate interventions.
- ensures that employees work in a safe environment.
- provide equal opportunities for all employees in the promotion of diversity.
- acknowledge employees' performance by adequate remuneration, including where appropriate, bonuses or incentives.
- comply with all applicable local and international laws.
- cares about its employees and make decisions and perform actions in a manner that shows concern for and improves their wellness.

## **RESPONSIBILITIES OF THE COMPANY AND EMPLOYEES TOWARDS OUR CUSTOMERS AND CONSUMERS**

### **The Company:**

- honestly markets, promotes, and sells its products in a fair manner.
- does not mislead customers or consumers.
- charges the agreed price.
- packages and markets products according to the relevant regulations and in a manner that is not misleading and meets the customers' reasonable expectations.
- does not knowingly supply defective or dangerous products that can compromise a consumer's health.
- provides a complaints line and replaces defective or flawed products within a reasonable time frame.

## RESPONSIBILITIES OF THE COMPANY TO SUPPLIERS<sup>1</sup>

**Our suppliers are respected business partners, and we:**

- interact with them fairly and equitably.
- comply with laws and regulations regarding procurement.
- build relationships with suppliers based on honesty, transparency, and professionalism.
- accept valid discounts and payment terms that are documented properly.
- terminate any contract with suppliers that conduct their business unethically or fraudulently.
- follow a fair supplier selection process and support transformation.
- do not enter into personal relationships with suppliers.
- only accept gifts and entertainment gratuities as per the Gift Policy and declare such accordingly.

## RESPONSIBILITIES OF THE COMPANY AND EMPLOYEES TOWARDS SHAREHOLDERS

**We:**

- earn a fair profit and bring financial soundness and sustainability to the Company.
- plan for the growth, stability and progress of the Company.
- build and maintain goodwill of the Company.
- use of all funds of shareholders with due care and responsibility.

## RESPONSIBILITIES OF THE COMPANY TO SOCIETY AND THE ENVIRONMENT

**We:**

- are a good corporate citizen.
- give back to the communities within which we operate.
- acknowledge that our physical environment is vital to long-term business sustainability, and we actively design our operations to ensure that we protect this physical environment.
- diligently comply with health and safety and appropriate environmental regulations.
- protect the physical wellness of communities with regards to air pollution, water pollution, waste disposal and other adverse environmental impact.

## RESPONSIBILITIES OF OUR CUSTOMERS

Our franchisees (“also referred to as customers”) are the face of Famous Brands. When franchisees are given the opportunity to do business under the Famous Brands umbrella, they immediately also accept a responsibility to vigorously respect and protect the reputation of the Company. All franchisees are expected to always act ethically and in the best interest of the Company.

---

<sup>1</sup> Refer to the detailed Supplier Code of Ethics

## **WE PROMOTE THE RESPONSIBLE USE OF TECHNOLOGY<sup>2</sup>**

We:

- acknowledge the importance of technology in the modern world but use it responsibly to avoid potential harm.
- we participate in social media in a sensitive, fair and responsible manner.
- promote the appropriate and respectful use of artificial intelligence (AI).
- prevent the incorporation of bias, discrimination, inaccuracy, and misuse of technology and AI and align the use thereof with appropriate regulation and policy.

## **WHAT TO DO WHEN CONFRONTED WITH ETHICAL CHALLENGES**

We encourage employees and others to raise ethical concerns or doubts about the right thing to do as soon as they become aware of it. The first source of information should be your direct manager or supervisor. If your manager or supervisor is unable to assist you, reach out to Group HR or the Group Risk Department.

At Famous Brands we practice consequence management when it is needed. We deal with unethical behaviour in a manner that is fair, transparent, swift, and firm.

If you become aware of circumstances or actions that violate, or appear to violate, the Code of Ethics, any Famous Brands Policy or applicable law, contact your direct manager/supervisor as soon as possible.

Alternatively, you can contact the Famous Brands dedicated Whistle Blowing Line. This is an independent and confidential system through which employees or others can report unethical behaviour that affects Famous Brands.

---

<sup>2</sup> Refer to the Social Media Policy.