



PATENTS & TECHNOLOGIES

**CODE  
OF  
CONDUCT**

**THE FLOORING INDUSTRY'S INNOVATION PARTNER OF CHOICE**

**By way of this Code of Conduct, i4F establishes its rules of conduct and ethical principles as the foundation for all its business activities.**

**i4F and its employees shall refer to this Code as a baseline to guide them through their various internal and external activities and relations.**

**All employees and various identified stakeholders must comply with the letter and spirit of this Code.**



# A word from John Rietveldt about i4F's Code of Conduct, the i4F vision, mission and the 3L guiding principles.

"Our ambitious vision is to enhance where people live, work and play with ingenious technologies, from the floor upwards. This Vision shall be achieved supported by a solid base of clear conduct rules which are stated in this Code of Conduct.

I am convinced, as the founder and CEO of i4F, that our story has just begun and we shall continue to revolutionise flooring, and beyond, through technological excellence, meaningful innovation and human partnerships. We are technology visionaries and specialists in IP, but above all, we are people who value relationships and are committed to striving for better. As such,

it is a natural next step in our rapid evolution to take stock and put in writing the rules by which we shall conduct our business and live these relationships.

Our family of employees shall abide by these rules and I invite our partners to embrace our Code of Conduct and our 3L guiding principles below."

John Rietveldt | CEO



## 3L guiding principles for this code

### 1 Leadership

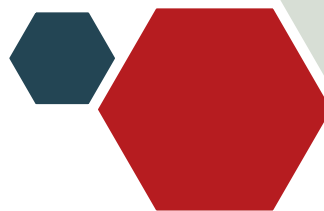
We lead through innovation, business models, employee engagement, mutual respect and partnerships.

### 2 Law

We respect the law in all our activities and in the broader sense of the term: regulations, values etc.

### 3 Latitude

We offer the appropriate latitude to permit achievement of corporate and individual goals. This includes fair competition in the exercise of our activity.



i4F is a relatively young company that has immediately set high standards for itself with regards to the benchmarks of corporate conduct. i4F has the ambition to be an active leader in its economic and social roles, both locally and through its international activities. To set these standards via this Code of Conduct is the natural next step in order for i4F's various stakeholders to clearly be aware of and understand its ground rules.

The aim of the Code of Conduct, as a baseline document, is to set concise rules upon general principles to cover various circumstances and situations. A Code of Conduct, by nature, can not cover each and every situation that may arise. Interpretation and application of the rules shall be done in the spirit of the Code of Conduct, company values and applicable laws.

Each employee is responsible, trained and supported to apply the Code of Conduct to the various business situations that may arise. If there is any doubt about how to act or behave, it is absolutely essential to first discuss the relevant issues with management who is ultimately responsible for the handling of these issues before taking any action or decision.

i4F aims at maintaining high standards of integrity which are reflected in the following rules - in the interests of licensees, shareholders, employees, partners and other stakeholders.



## Living by our Code of Conduct

The Code of Conduct applies to all our employees, relationships and transactions, large or small. Employees are encouraged to raise and report suspected breaches of the Code of Conduct principles and other integrity issues. To that end, management shall provide employees with a safe and confidential space to voice any concerns and/or to report (suspected) instances of non-compliance.

Violations of law or of the Code of Conduct will expose employees to disciplinary action, including termination, and stakeholders to termination of commercial or contractual relationships.

### **Respect the law in all its forms**

Be informed on the relevant legislation of the country and jurisdictions in which you conduct business. Follow the letter of the law. This Code of Conduct and other i4F policies constitute our internal rules and must also be followed. Should a conflict between local laws and this Code of Conduct occur, then local law must be observed. However, the Code of Conduct shall rule over local customs.

Observe local customs as much as possible in respect of the above-mentioned principles, and be informed about these, whether religious, political or cultural.

If in doubt, seek counsel from management for interpretation or conflicting situations.

### **Compete fairly**

Do not enter into any agreements with competitors with respect to anti-competitive subjects, such as setting prices, market share, territories, access to technology, buyers or suppliers. i4F pursues its business and competes actively and fairly. i4F does not coordinate its behaviour with that of its competitors.

Avoid contacts or discussions with competitors regarding anti-competitive subjects and actively remove yourself if such instances occur.





### **Observe good business practices**

Conduct business honestly and fairly, without corruption or acts of bribery. i4F shall only engage in open and honourable business practices. This also means that we do not give or receive anything of value with the goal to obtain or encourage any commercial, financial or other improper advantage.

Do not accept, receive or provide, directly or indirectly or through third parties commissions, consulting fees, travel and entertainment expenses, rebates or discounts or other gratuities.

Accept only gifts and hospitality that are reasonable, proportionate and appropriate to the circumstances.

### **Choose respectable business partners and healthy business relationships**

i4F seeks business partners that have sound business practices, in line with its own, as expressed in this Code of Conduct. Business partners include licensees, suppliers, subcontractors, agents and partners.

Perform verifications when choosing any business partner to safeguard the principles of the Code.

Choose business partners including suppliers and service providers based on qualifications, performance and cost in i4F's best interest.

Do not discriminate or favour anyone based on personal gain, family relationship or friendship or on other criteria forbidden by this Code.

All important business relationships should be in writing: agreements, licenses or other contracts to ensure traceability and continuity.

In case of agents, consultants or representatives, actual services provided must be listed and the related financial terms clearly described. The conditions under which they may represent i4F must be precisely determined and monitored.

**Treat employees well and expect that they safeguard i4F's assets**

Treat employees well in all circumstances. i4F believes in the strength and importance of its team and takes measures to exemplify this.

Pay adequate remuneration, by local and business standards.

Do not discriminate by gender, race, religion or by any other means.

Ensure a safe and healthy working environment and conditions, as well as observe adequate safety procedures and health care rules at all times.

All directors, employees and representatives must safeguard i4F's assets. These include assets such as company cars, office equipment and information systems but mainly intangible

property such as patents, trademarks, copyrights and other proprietary information and know-how. i4F's core business relates to its innovations and patented technologies which it expects its employees to engage in the protection of.

Follow policies and contractual agreements including security protocols to prevent unauthorized use or theft of company assets.

Protect passwords to prevent access to i4F's information systems.

Keep confidential information of i4F and its stakeholders from any disclosure including proprietary data and inventions, competitive information, business plans and licensee data and fees. Revert to management for any inquiries regarding the nature, possibility or need to disclose confidential information.







### **Be truthful, responsible, and accountable**

Maintain full, accurate, honest, sound and updated records at all times and at all levels within the i4F group. i4F maintains its books and accounts according to internationally recognized accounting principles and the laws recording all assets, liabilities, expenses and other transactions carried out.

All records, including documents pertaining to commercial or financial transactions must scrupulously reflect all transactions and disclose all assets and funds. All payments shall be made for their documented legitimate purpose.

Employees must ensure that reports, records and information communicated by them enable i4F to make complete, legitimate and accurate accounts, reports and other public communications.

Provide access and full support to i4F's auditors and controllers.

Critical policies and procedures governing the administration, operations and business transactions including archiving, should be kept in writing and clearly communicated.

### **Respect human rights and the environment**

Protect employees from human rights abuses. i4F wants people and the planet to benefit from increasingly improved conditions. If possible provide legal support to employees subject to human right issues.

Always act with integrity and the desire to protect and heal the environment.

### **Serve communities**

i4F cultivates a healthy relationship with its local communities, complying with local legislation and rules, especially regarding safety, health and environmental protection rules.

i4F abstains from making political donations or contributions of any kind.

Charitable donations are part of i4F's DNA. They are conducted as long as they are fully transparent and recorded and not given with a corrupt intent.



[WWW.I4F.COM](http://WWW.I4F.COM)