



WISE

**Let us
choose
wisely**

ETHICAL CODE



.01

Introduction.



“Integrity is the foundation of ethics.”

Aristotele



Gruppo WISE is a benefit corporation in marketing and communication, determined to operate ethically and responsibly, pursuing its social purpose and creating shared value for all stakeholders.

This **Ethical Code defines the principles and guidelines that guide the activities of the Groupe**, in all its internal and external relations.

Gruppo WISE commits through this Ethical Code to conduct its activities with a deep **ethical awareness**: dedication to excellence is integrated with a responsible approach, creating a **synergy between the effectiveness of adopted strategies and the sustainability of actions taken.** —



.02



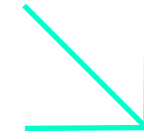
Principles.



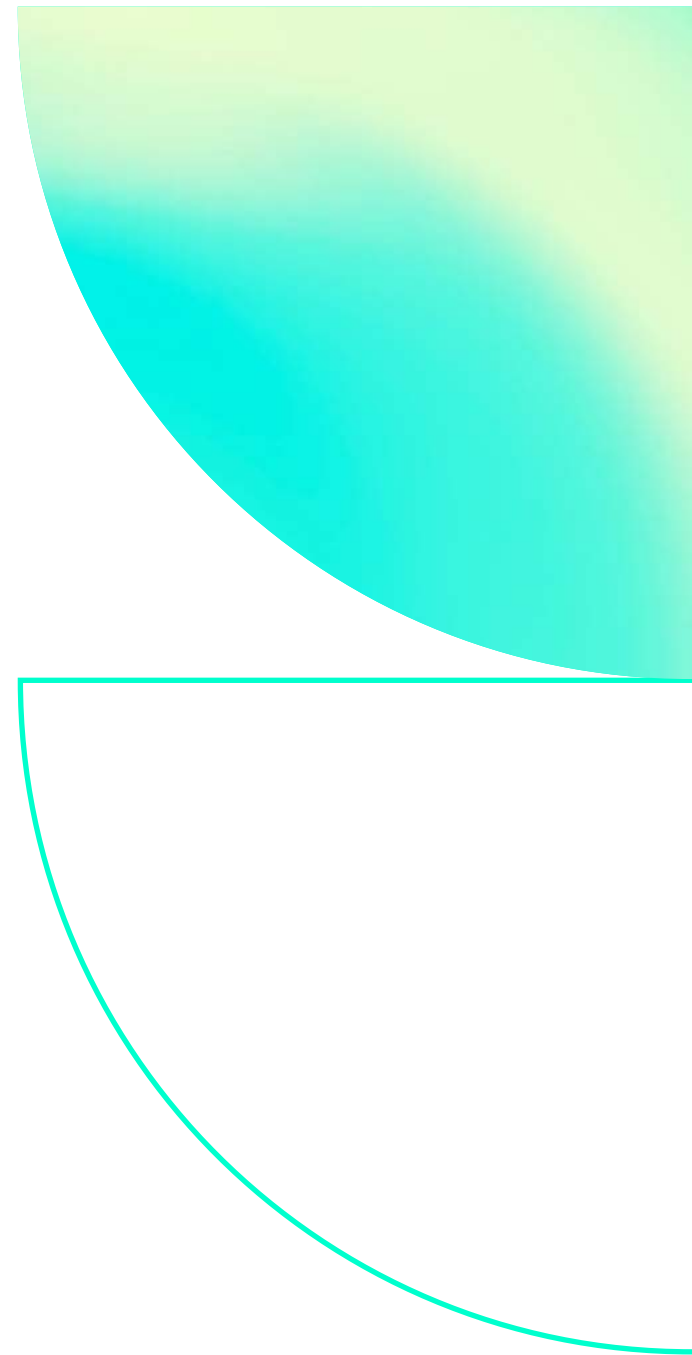
Honesty and integrity: Gruppo WISE commits to behave in an honest, ethical, and correct manner, respecting laws and regulations.

Social responsibility: Gruppo WISE applies itself in the development and management of its activities responsibly, considering the effects of its activities on people, the environment, and society.

Transparency and accountability: Gruppo WISE intends to be transparent and accountable to all stakeholders, communicating clearly and truthfully.



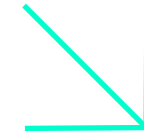
Quality and Innovation: in the context of marketing and communication services, quality is the distinctive promise of Gruppo WISE, continuously oriented towards innovative solutions capable not only of meeting customer expectations but also of anticipating market dynamics. Innovation is the key to offering cutting-edge and enduring communication strategies.





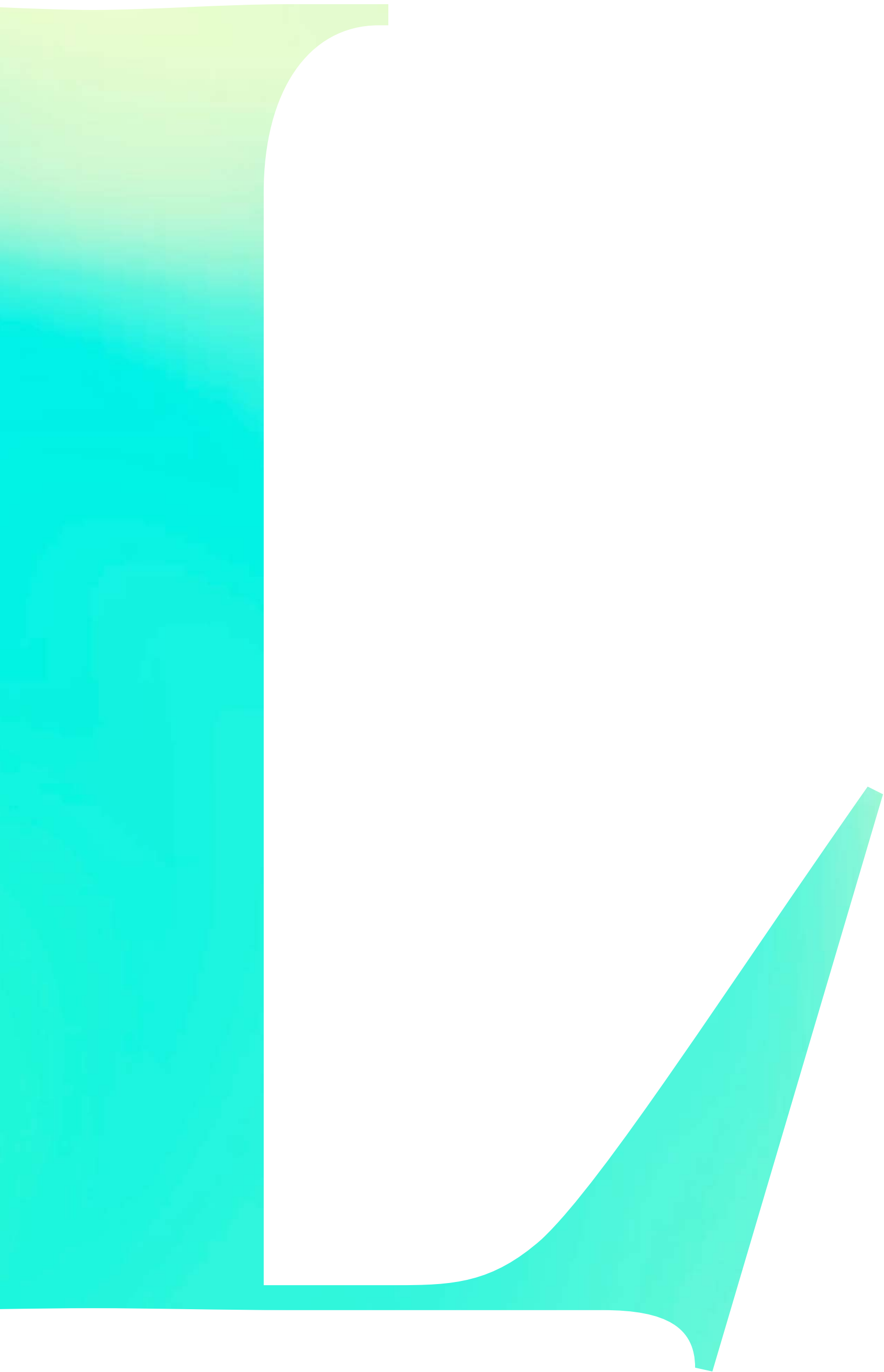
Ethical Data Management: Gruppo WISE recognizes the centrality of data in the digital age and is committed to ethical management in its marketing activities, adopting privacy-respecting practices, ensuring the security of sensitive customer and employee information in compliance with current regulations.

Community Engagement: as a Benefit Corporation, Gruppo Wise is aware that its activity is not isolated but integrated into the communities in which it operates. Through its initiatives and activities, the Group is committed to enhancing local



communities, supporting projects that promote sustainable development and social cohesion, considering community engagement an integral part of its positive impact.

2. Responsible Creativity: in marketing activities, creativity is the most distinctive trait, to be exercised responsibly, avoiding content that may be harmful or deceptive. Creativity is the engine of Gruppo WISE, but responsibility is its guide.



03

Guidelines.



“Consistency is the key to integrity.”

Stephen Covey

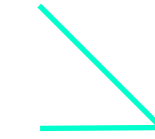


Based on the principles outlined above, Gruppo WISE is determined to:

Respect the rights of employees, ensuring them a safe, healthy, and respectful work environment.

Promote diversity and inclusion, valuing the differences and skills of all employees.

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Operate sustainably, reducing the environmental impact of its activities.

Protect consumer rights, avoiding any form of discrimination or misleading advertising.

Contribute to community development, supporting social and environmental initiatives.



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Creativity and Innovation.



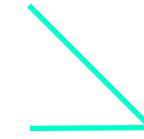
“Creativity is the source of all innovation.”

Albert Einstein



Gruppo WISE is aware of the fundamental value of creativity and innovation for the success and distinctiveness of any marketing and communication activity, dedicating effort and resources to:

Encourage employees to cultivate and adopt new forms of thinking capable of responding to a dynamic and constantly evolving reality.



Identify paradigms, approaches, methods, and innovative solutions capable of combining professional activities with technology development.

Invest in training and development of employees to help them develop their creative skills.

4. Promote collaboration and sharing of ideas to create a stimulating and productive work environment.



**Social
Responsibility.**



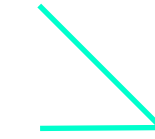
“Social responsibility is a moral responsibility.”

Peter Drucker



Gruppo WISE believes that its work can be a powerful tool to promote positive values and contribute to a better world. For this reason, the group is committed to:

Use its creativity and skills to promote positive values, such as sustainability, inclusion, and solidarity.



Support social and environmental initiatives, contributing to the creation of a fairer and more sustainable world.

Reduce the environmental impact of its activities, adopting sustainable practices in all its processes.



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**Diversity and
Inclusion.**



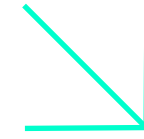
“Inclusion is the key to a sustainable future.”

Ban Ki-moon



Gruppo WISE believes that diversity and inclusion are fundamental for the personal and professional well-being of its employees, dedicating itself to the following activities:

Create an inclusive and respectful work environment for differences, valuing the skills and perspectives of all employees.



Promote diversity and inclusion in all its activities, avoiding any form of discrimination.

Provide employees with the necessary resources to develop their skills and knowledge, regardless of their backgrounds or origins.



.07

Conclusion.



“Ethics is the compass of the company.”

John F. Kennedy



Gruppo WISE is committed to operating ethically and responsibly, in line with its values and international best practices. **This Ethical Code is a concrete commitment of the Group to pursue these goals.**

Through constant commitment and dedication to ethical values, the group intends to be a catalyst for positive change, contributing to shaping the future of marketing and communication **towards a sustainable and socially responsible direction.**

Gruppo WISE invites all its stakeholders to share and spread the principles and guidelines contained in this Ethical Code. —

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