



Corporate Behavior

STRAX
WE DELIVER.

The Vision and Values of STRAX

A clear vision and shared values form the basis for our behavior and actions at STRAX. They are the expression of our corporate culture, which is in line with sustainable business principles. They also create a happy working environment in which people are productive.

Together we are strong, together we can achieve our goals, and together we can inspire our customers.

Our vision, our values, and our code of conduct reflect our entrepreneurial and social responsibility. They are our company's binding guidelines, providing specific instructions on forming relationships with customers and colleagues. But these guidelines can only take effect substantially and sustainably if all employees absorb and implement them in their everyday work. Every single person plays an important role in this respect.

After all, the sum of our actions is what makes STRAX a vibrant company in which change is perceived as an opportunity and everyone is committed to a continuous improvement process.

Every single STRAX employee is a disseminator of our corporate image. By internalizing these guidelines, we all contribute to ensuring that STRAX is seen as a consistent company.

Our goal is for our view of ourselves to be in harmony with the actual public perception of us.



Gudmundur Palmason, Managing Director



Our Company's Vision

STRAX wants to be the distributor of choice for manufacturers of smartphone accessories and the service provider of choice for smartphone operators and retailers. This would make us the leading smartphone accessories company in Europe.

The company covers the entire value-added chain in this market: from product development and purchasing, through innovative logistics and packaging solutions, to professional marketing support at the point of sale.

The entire product and service portfolio is predominantly aimed at smartphone manufacturers, network operators, service providers, online retailers, wholesale and specialist stores.

Values in Which We Believe

Honesty

we aim always to show respect by adhering to facts, by fulfilling promises and admitting failures. We nurture honest communication throughout the company.

Respect

Our goal is to stick to the facts at all times, to keep promises, and to admit mistakes. We promote and expect honest communication throughout the company.

Frugality

we use resources wisely, with effective planning and communication and optimized processes each helping to minimize costs across all areas of the business.

Teamwork

we realize and understand that as a team we're stronger than as individuals, so we work together to achieve our common goals.

How We Work Together as a Team

- Within departments, we arrange our work to enable colleagues to represent us
- We are familiar with colleagues' tasks and can offer support where required
- We ensure the seamless handover of tasks in the event of holiday or illness
- The team is informed of the availability of team members
- There are regular, e.g. weekly, meetings to guarantee the internal exchange of information
- Our communication for customers and suppliers is positive, professional, and in the spirit of partnership
- Internal problems are not revealed externally
- Our communication is quick and precise. We want to be seen as a competent company that gets things done
- We work across departments
- We are familiar with the requirements of other departments, and we work for the benefit of the entire company
- We work together on the realization of the strategy and company targets
- We ensure open, fair, and friendly communication



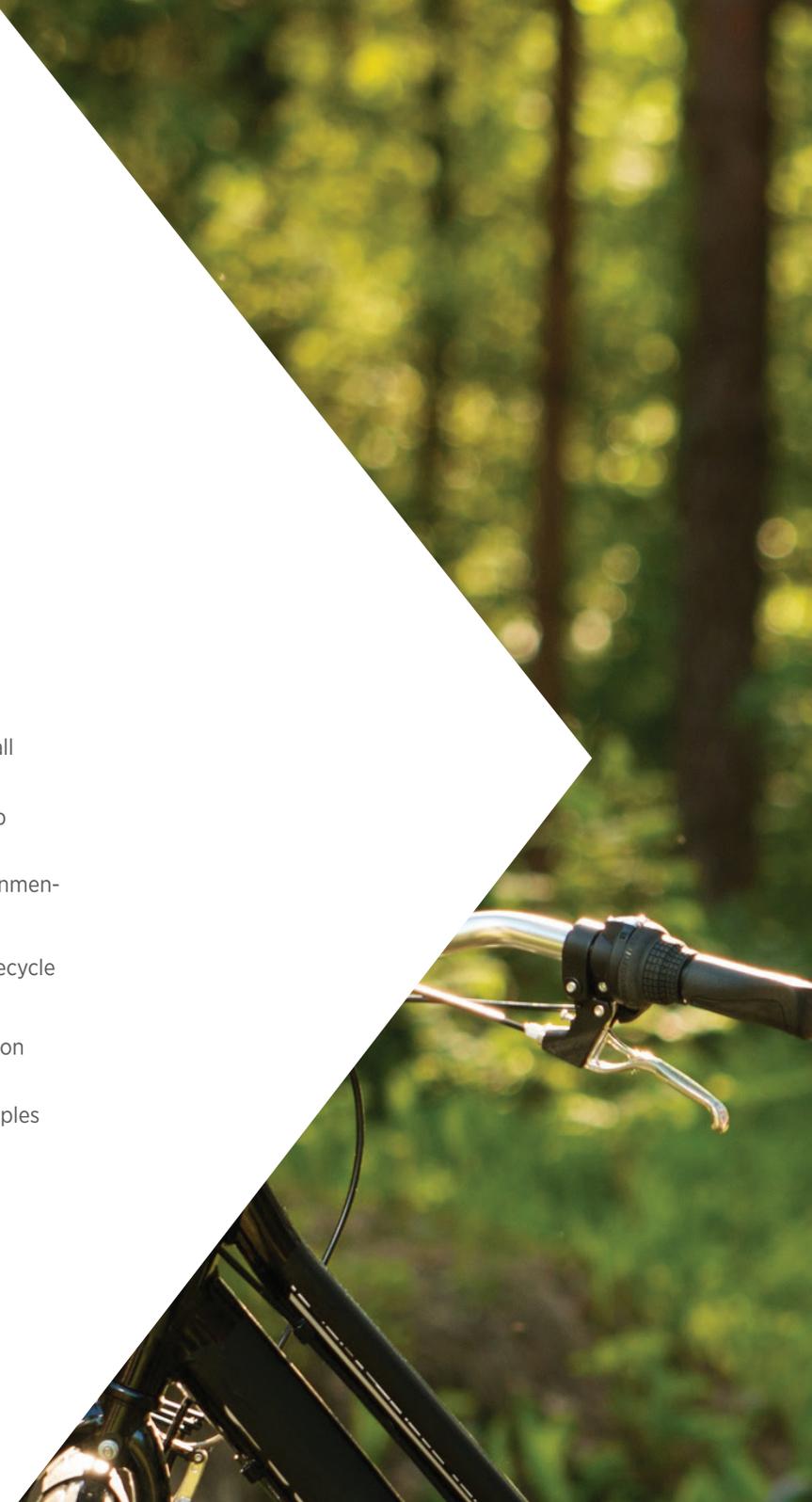
Responsibility for the Environment

Corporate success is entirely without value if people and the environment are placed under threat.

For this reason, STRAX consistently ensures that its daily business is in line with the principles of social and economic sustainability.

The Group's duty to harmonize economic and ecological concerns is expressed in the following self-imposed obligations:

- Strict compliance with all environmental guidelines at all times
- The principle of reduction, re-use, and recycling has top priority within all work processes
- Duty to ensure that suppliers do not contravene environmental guidelines
- Continuous improvement of all figures in the STRAX lifecycle assessment
- Constant communication of the environmental protection concept to all STRAX employees
- Clear communication of the environment-related principles and actions of the STRAX Group to all interest groups





Corporate Behavior

Behaving with Integrity

Integrity and behavior characterized by mutual high regard are indispensable prerequisites for trust.

We act in compliance with the respective national law, our core values, and guidelines. But even in situations in which we are not tied down by any legal provisions, we aim to behave as we expect others to behave. Our conduct is therefore measured against the concept of “ethics.”

Business Relationships

Trust, fairness, and considerable independence in business decisions characterize our dealings with business partners. Private interests and personal benefits should not influence our business decisions.

Business Relationships with Customers

Our company’s image is shaped in the long term by our contact with customers. For that reason, it goes without saying that we behave in compliance with regulations and ethically correctly in this sensitive area.

Specifically, this means that we only call our customers for advertising purposes to the legally permitted extent. Moreover, we do not advise our customers to buy products or services that they obviously don’t need.

Active Corruption

To retain the trust of our customers, we refrain from any type of corrupt behavior and avoid even the mere appearance of this. We may not offer, promise, or grant decision-makers in private companies or members of the public sector domestically or abroad benefits that are not permitted in order to obtain behavior or a decision that is favorable for STRAX. We must pay attention to this when giving gifts and issuing invitations to meals and events in particular.

Should we be asked to provide benefits that are not permitted by decision-makers in private companies or members of the public sector, we inform our managers.

Corporate Behavior

Business Relationships with Competitors

STRAX is committed to open competition as a fundamental element of the market economy, as it promotes efficiency, economic development, and innovation. In all business agreements and all business relationships with third parties, we take particular heed of the legal requirements for ensuring open competition. This applies in particular to agreements with competitors and other third parties if these agreements could impair competition.

We do not participate in price-fixing or the forbidden coordination of market behavior between competitors. We are committed to fair interaction with our business partners and competitors, and we do not improperly exploit existing opportunities. We likewise do not spread any incorrect information about the products and services of our competitors, and we do not attempt to gain a competitive edge by any other unfair means. We expressly reject competitive espionage as a way of unfairly gaining information about our competitors.

Business Relationships with Suppliers

We maintain trusting and fair business relationships with our suppliers. In return, we expect our suppliers to treat us with the same respect and integrity as we show them. Purchasing occurs in compliance with the laws and regulations of the countries in which we are active. Moreover, STRAX makes

all of its suppliers abide by its code of behavior wherever possible and gives preference to suppliers that act in an environmentally and socially responsible manner.

Suppliers are often customers as well. We derive no unfair advantages from this and separate the procurement and sales sides on principle.

Passive Corruption

We make business decisions exclusively in the interests of STRAX and set aside private concerns. We cannot allow ourselves to be influenced in business decisions by allowing suppliers or customers to offer or promise benefits that are not permitted or by accepting such benefits.

We also refrain from requesting benefits that are not permitted. We aim to avoid even the appearance of allowing ourselves to be influenced in business decisions by such benefits. If, for instance, we are uncertain about whether we can accept a gift or an invitation to a meal or event from a supplier or customer, we contact our manager with regard to this.

Should we be offered, promised, or granted benefits that are not permitted, we inform our manager.

Bypassing Purchasing

Purchasing is responsible for the expert procurement of goods and services on the very best terms. Bypassing Purchasing may lead to disadvantages for STRAX. For that reason, all purchasing processes must be handled by Purchasing.

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