

MESSAGE

Appendix 2: Human Rights Policy

Our commitment

At MESSAGE A/S, we commit to respecting all human rights as defined in and recognized by internationally agreed human rights organizations.

When operating in countries where local regulations are less stringent than international human rights standards, we will follow international standards.

This policy applies to MESSAGE A/S and our business partners, retailers, vendors, and suppliers.

While our business can help to promote human rights in certain areas, we recognize that we first and foremost have a responsibility to respect human rights of all individuals along our value chain.

Our commitment requires us to exercise due diligence to detect, prevent, and mitigate any adverse impacts related to human and labour rights and to provide remedies where we have contributed to adverse impacts.

Integrating human rights due diligence into our business and way of working is an ongoing process, and we use this Policy to guide us and our decision-making.

Our approach to human rights begins with understanding how our activities and products, as well as the activities of our business partners may impact, either positively or negatively, our rightsholders.

Through this exercise we have identified three priority areas representing our main human rights issues.

We strive to ensure that the rights of rights holders within our priority areas are respected and promoted through our activities and those of our business partners.

Wherever relevant and possible, we will engage in capacity building activities, collaborations, and partnerships to further advance respect for human rights in our value chain.

Fair and Safe Work

MESSAGE A/S commits to treating workers with dignity, respect, and fairness.

They should not be subject to harassment, discrimination, forced labour, or inhumane treatment, but should enjoy fair and decent working conditions and be able to exercise their right to freedom of association and collective bargaining.

We are working continuously to providing a safe, inclusive work environment for our employees and contractors in line with international labour standards and applicable local laws and regulations wherever we do business.

To promote these values across our supply chain, we are continuously implementing more robust oversight mechanisms and expectations for our business partners and suppliers to meet the same standards in their own operations.

As part of this work, all our suppliers commit to the requirements in our Code of Conduct, which details our expectations on human rights, the environment and anti-corruption.

Through dialogue, self-assessments, and third-party audits, we work to ensure loyalty to our requirements.

Governance

Human rights at MESSAGE A/S are part of our wider sustainability and responsibility strategy and are implemented through a number of policies and procedures.

We monitor and evaluate our progress against our targets and goals.

Ultimate oversight of human rights at MESSAGE A/S falls with our MESSAGE A/S CEO.

Operational oversight of human rights is managed by CSR Responsible, in addition to our partners across our business units.

Remediation

MESSAGE A/S is committed to providing effective resolution where we have caused or contributed to adverse human rights impacts.

In line with the expectations articulated in the [UN Guiding Principles on Business and Human Rights \(UNGPs\)](#), we provide grievance mechanisms for employees to report concerns about human rights and receive remedy.

We have a non-tolerance policy towards intimidation or retaliation against anyone who raises a concern.

Where human rights impacts are directly linked to our business relationships, we will use our influence to encourage our suppliers or business partners to prevent, mitigate and address adverse impacts on human rights.

We strive to routinely review and update our approach to addressing human rights and use due diligence and monitoring for continuous improvement.

Our human rights policy will be reviewed on a regular basis to reflect these updates.

This document is an addition to MESSAGE A/S Code of Conduct, not a replacement. By signing MESSAGE A/S Code of Conduct, suppliers also sign this document.