

Code of Ethics

JOIA – Calçado S.A.

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1. PREAMBLE

The word ethics derives from the Greek and means "that which belongs to the character", that is, it studies the behavior of human beings, distinguishing what is right and what is wrong.

In this way, this Code of Ethics brings together a set of fundamental principles and values that mark the identity of JOIA-Calçado S.A. and set it apart in the market in which it operates. Reputation and credibility are fundamental and intangible assets that favor investments, customer loyalty, relationships with local institutions, human resources development, among others.

This Code was created to clarify the company's values as it faces important challenges in the national and, above all, international markets, with the aim of creating a solid foundation for thinking and acting. This clarification makes it possible to decide what to do in case of doubt.

However, JOIA is aware that it does not become ethical simply by presenting this Code. It is an ongoing process of engaging stakeholders to think and act ethically.

It is a process of progressively instilling the behaviors and attitudes that must be adopted in the face of current circumstances in order to properly meet the challenges of the day.

2. FRAMEWORK

2.1 Scope

The Code of Ethics brings together a set of values and principles that have been previously defined as fundamental rules of JOIA's daily life, to be applied in relations with its employees, consultants and anyone who establishes a collaborative relationship with the company in any capacity.

2.2 Purpose

The Code of Ethics aims to minimize the likelihood of poor ethical practices by raising awareness at the individual level and based on a culture of shared values.

This Code is widely disseminated internally and is therefore accessible to all through its distribution in the Welcoming Manual and its publication for consultation on the Company's official website (www.joia.pt).

Violation of this Code damages the relationship of trust established with the Company and may result in disciplinary action, without lesion, to employees, of the compliance with the procedures established by applicable laws and collective bargaining agreements.

2.3 Updates to the Code

The Code may be amended and updated at the initiative of the Company or at the proposal of the Responsible Body and all those to whom the Code applies, subject only to the approval of the Administration.

The latest version will always be available on the website, as mentioned above.

3. MISSION, VISION AND VALUES

3.1. Mission Statement

To develop, produce and sell urban, modern, sophisticated and high-quality footwear. To ensure value creation and sustainability of the business. In addition, to protect the environment and contribute to the sustainable development of the surrounding community.

3.2. Vision Statement

To be recognized for excellence, quality and competitiveness in the market in which it operates. To be a reference for the national and international footwear industry in the quality of the products and the value of the services provided.

3.3. Values

- To guarantee the satisfaction of customers and stakeholders;
- Encourage creativity and innovation - seek new ideals and keep up with the technologies' development;
- Environment - Implement good environmental practices to reduce potentially adverse environmental impacts and protect the surrounding eco-systems;
- Work Safety and Health - Ensure the improvement of working conditions through the adoption of preventive and/or corrective measures to minimize the likelihood of occupational accidents and/or the incidence of occupational diseases;
- Ethical Business Conduct - Ensuring transparency in its operations; maintaining accurate information about its activities, structure and performance; and ensuring non-participation in any act of corruption, extortion or embezzlement.
- Sustainable Development - Ensuring the triple bottom line: economic, social and environmental, without compromising the needs of future generations.

4. GENERAL PRINCIPLES

4.1. Compliance with Laws

JOIA is committed to complying with the applicable laws in its facilities and to cooperate fully and openly with authorities.

Employees agree to conduct themselves in a manner consistent with the established procedures in order to comply with the laws and regulations applicable to their activities.

4.2. Responsibility

The recipients of this Code must scrupulously respect the limits of the responsibilities assigned to them, which are as follows:

- Ensure continuity of operations and act responsibly in support of JOIA's mission;
- Adhere to quality standards;
- Comply with established Work Safety and Environmental Protection policies;
- Strengthen teamwork and team spirit by sharing knowledge and information;
- Learn from mistakes rather than ignoring or hiding them;
- Contribute to a good working environment by observing the rules of respect and professionalism;
- Protect the Company's financial, physical or information assets and ensure that they are used only for the established purpose;

- Refuse to accept or to provide bribes of any kind in exchange for benefits. In case of doubt, they should inform the appropriate hierarchies;
- Communicate any situations of conflict of interest to the hierarchies and withdraw from any decision-making process that could create such situations;
- Combat misinformation and rumors;
- Maintain the confidentiality of the information to which they have access to regarding projects, activities or results. They shall not disclose such information to third parties unless they are authorized to do so;
- Make the general interest of JOIA Calçado, S.A. prevail, with the aim of eliminating specific interests or those of each department or section.

4.3. Stakeholders Relationships

4.3.1. Shareholder

Any individual or legal entity that participates in the management of the Company through the ownership of one or more shares.

In its relationship with shareholders, JOIA undertakes to:

- Protect and value the heritage entrusted to it, creating value in a sustainable manner based on ethical commitments;
- Provide truthful, clear and accurate information;
- Act in a manner that protects the interests of shareholders.

4.3.2. Customers

Users of the footwear produced by JOIA and the success of projects and brands. It is essential that JOIA - Calçado S.A. meets their needs and, whenever possible, exceeds their expectations.

Therefore, it commits itself to

- Continuously improve the quality of its products, combining comfort, excellence and innovation;
- Respect the rights of the customers and the obligations in contracts;
- Present honest, clear and transparent commercial proposals according to the needs of the customer;
- Provide truthful and accurate information within a reasonable time in response to requests, inquiries and complaints.

4.3.3. Employees

Employees of JOIA - Calçado, S.A., who focus their efforts on the activity developed to respect the values and contribute to the achievement of the mission.

Recognizing the value of human resources, respecting the individuality of its employees and acknowledging the importance of their contribution to the company, JOIA is committed to

- Promote equality among employees, respecting their dignity and rights;
- Encourage the personal and professional development of employees;
- Ensure the improvement of work health, safety and hygiene conditions;
- Cooperate in relationships between employees to avoid conflicts of interest and provide a good environment free from prejudice and/or discrimination;
- Disclose all necessary information to maximize individual and collective performance.

4.3.4. Suppliers

Companies or entities that provide goods and/or services. JOIA - Calçado S.A. intends to establish a lasting relationship with its suppliers in order to guarantee the continuity of the services provided with loyalty, confidentiality and rigor.

To this end, it undertakes to

- Rigorously select the suppliers of goods and/or services according to the intended results, expecting quality at the fairest possible price;
- Require compliance with the standards and requirements applicable to the products and services;
- Promote the conformity of supplied products to ensure the absence of components prohibited by applicable legislation;
- Respect the confidentiality of suppliers' information and refrain from any practice of unfair competition.

4.3.5. Community

The group of people who are affected by the effects of the production and commercialization activities of JOIA Calçado S.A., whether on an economic and social level (such as business and employability) or on the environment (such as air quality and environmental noise).

With regard to the community, JOIA is guided by the following principles

- Work together for the economic, social and cultural development of the community;

- Contribute to the reduction of unemployment and to the recognition of the region for the production of quality footwear;
- To take responsibility for any damage caused to the environment or any significant risk to human health.

5. QUESTIONS AND COMPLAINTS

JOIA - Calçado S.A. maintains communication channels to guarantee a response to doubts, complaints and reports.

Do not hesitate to contact us!

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“We call ethics the range of things that people do when everyone is watching. The range of things that people do when nobody is looking is called character!” *Oscar Wilde*