

# Beesline®

APITHERAPY



INSPIRED BY BEES  
*prescribed by nature*

CODE OF  
**CONDUCT**

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# INTRODUCTION

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Ethics are key to our performance; how we deal with each other; and how we treat our customers, communities, suppliers, distributors, and the environment. Those ethics will be detailed in this Code of Conduct, which springs directly out of our Mission, Values, and Behaviors.

We consider this Code of Conduct as the reference we always come back to when unsure of how to meet and exceed the highest expectations of our customers, partners, communities, and teams.

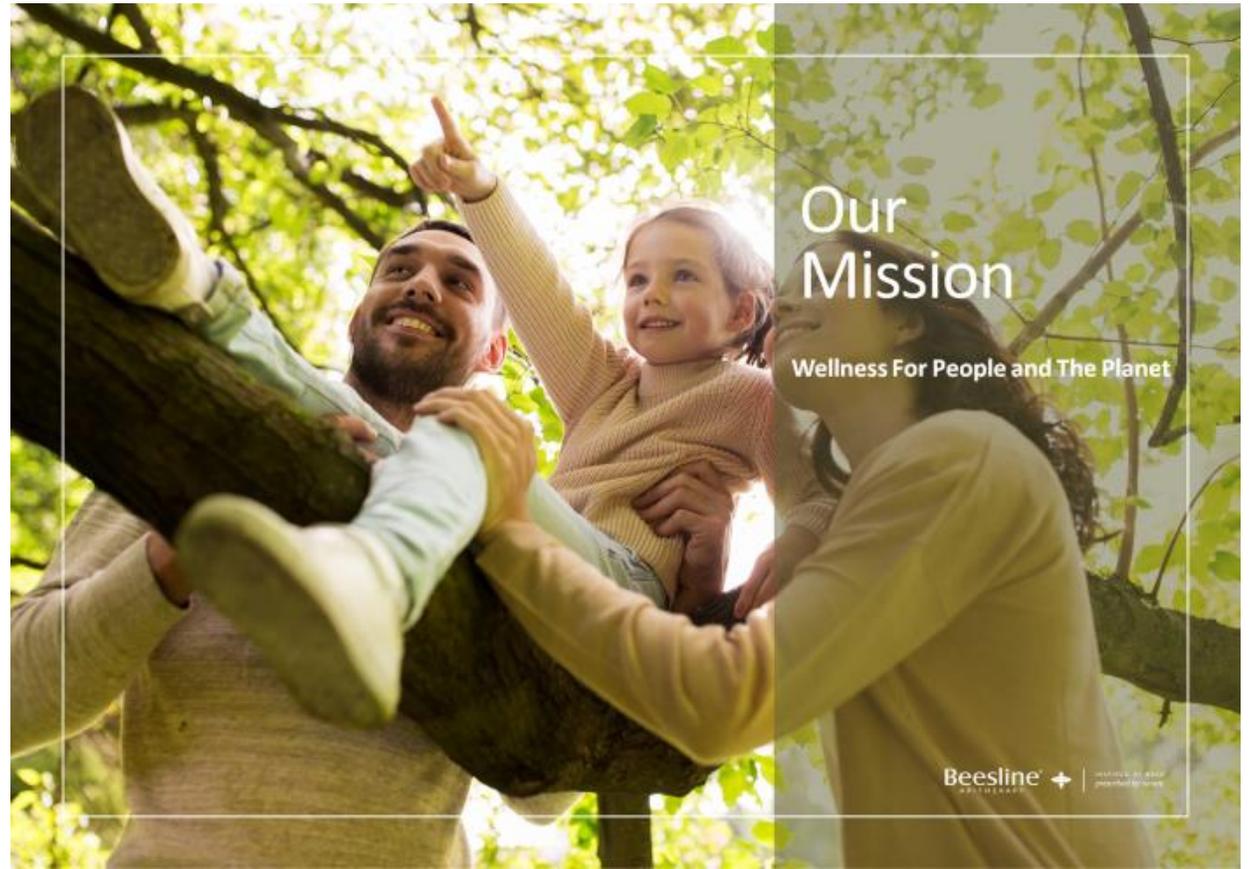
Our Code of Conduct applies to all team members, regardless of position, the role they conduct, or the Function they work in. It is certainly not a Wishlist, and rather requires full compliance by all; first of all, because it comes out of our Essentials and consequently represents who we truly are; second, any breach of this Code will jeopardize Beeline image and direct interests. Our Code of Conduct is also used to influence our relationships with our partners at both the supply and distribution ends.

In putting this booklet together, we remain aware that no code of conduct, procedure, or even law will cover all aspects of human interactions in the different situations. That is why we consider our Code of Conduct as a guide. We'll continue to rely on everyone's own judgement.

When you face difficulties, uncertainties, or have questions, open up; HR and all levels of management are always there to help.

# OUR GUIDE: THE ESSENTIALS

Beesline community is guided by a set of essential elements that draw the framework of our Code of Conducts, and guide not only what we achieve, but how we achieve it: the Mission, Vision, Values, Behaviors, and Competencies.



ESSENTIALS  
SENTENTIALS

# OUR GUIDE: THE ESSENTIALS

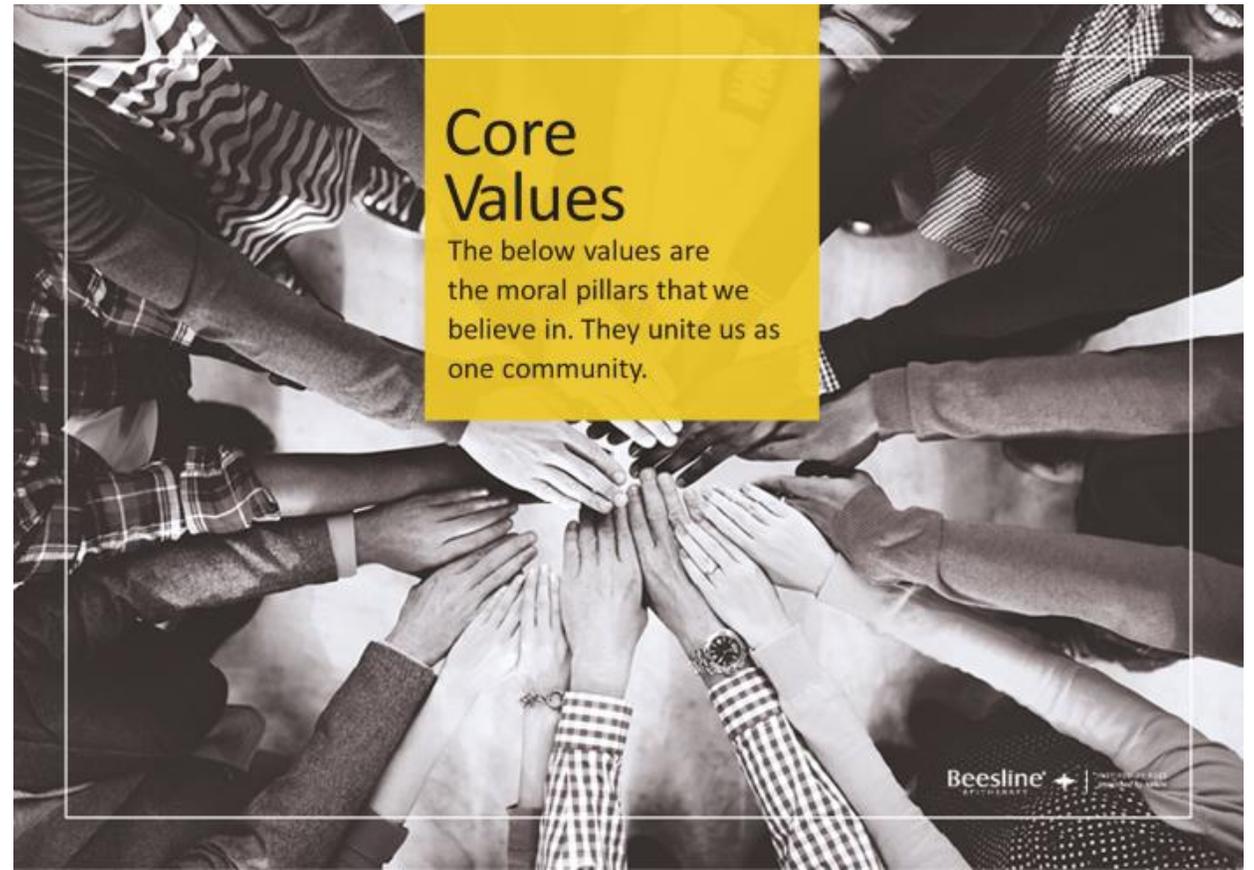
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## Passion

With passion we view our work and future. We wholeheartedly perform. That passion reflects in the outcome

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## Innovation

Our mindset is based on Innovation. That is how we go about achieving growth in revenues and market share; how we develop capabilities, product portfolio, productivity, and the team.

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## Quality

Achieving the highest quality is our aim in everything we do. It comes out in constantly meeting and exceeding the customers' expectations.

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## Core Behaviors

Behaviors come out of the Values. They put into action what we believe in, and who we are. They display the company's image because that's what people experience when interacting with us.



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## Accountability

We consider ourselves responsible for all the actions and reactions we make; and the words we say.

Beesline+ DRIVEN BY BELIEF. PROUDLY BY WORDS.

ESSENTIALS  
SENTENTIALS

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## Crossing Barriers

We often face obstacles, internally in interpersonal relationships, difficulties in communication, and resistance to change; and externally when providing our customers with the best products and services and in entering new markets.

Crossing the obstacles is an important behavior we display.

Beesline  INSPIRED BY BEE  
POWERED BY WATER

ESSENTIALS  
SENTENTIALS

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ESSENTIALS  
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The image shows a hand holding a small brown object, possibly a nut or a small stone. To the left of the hand is a word cloud of terms related to customer service: SATISFACTION, TRUST, ASSISTANCE, LOYALTY, SUPPORT, COMMUNICATION, FEEDBACK, and SERVICE. The word 'SERVICE' is written vertically and is the largest in the cloud. In the top right corner of the image area is a hexagonal logo with a white background and a yellow border, containing a stylized human figure with arms raised. Below the image area is a yellow box with the text 'Customer Focus' and a list of bullet points. At the bottom right of the image area is the Beesline logo and a small text 'INSPIRED BY BEES powered by vision'.



## Customer Focus

- Understand customer needs and expectations
- Use skills and tools to provide the best service
- Build and maintain excellent relationship.
- Respond to customer feedback
- Show lasting care and follow-up

**Beesline**  INSPIRED BY BEES powered by vision

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## Initiative

Since constant change is a fact of today's world, if something is not working, change it.

Grab the opportunity when you sense it takes you forward.

Be proactive and don't wait till you're told what to do.

Instead of complaining about a problem, work on solving it.

ESSENTIALS  
ESSENTIALS  
SENTENTIALS

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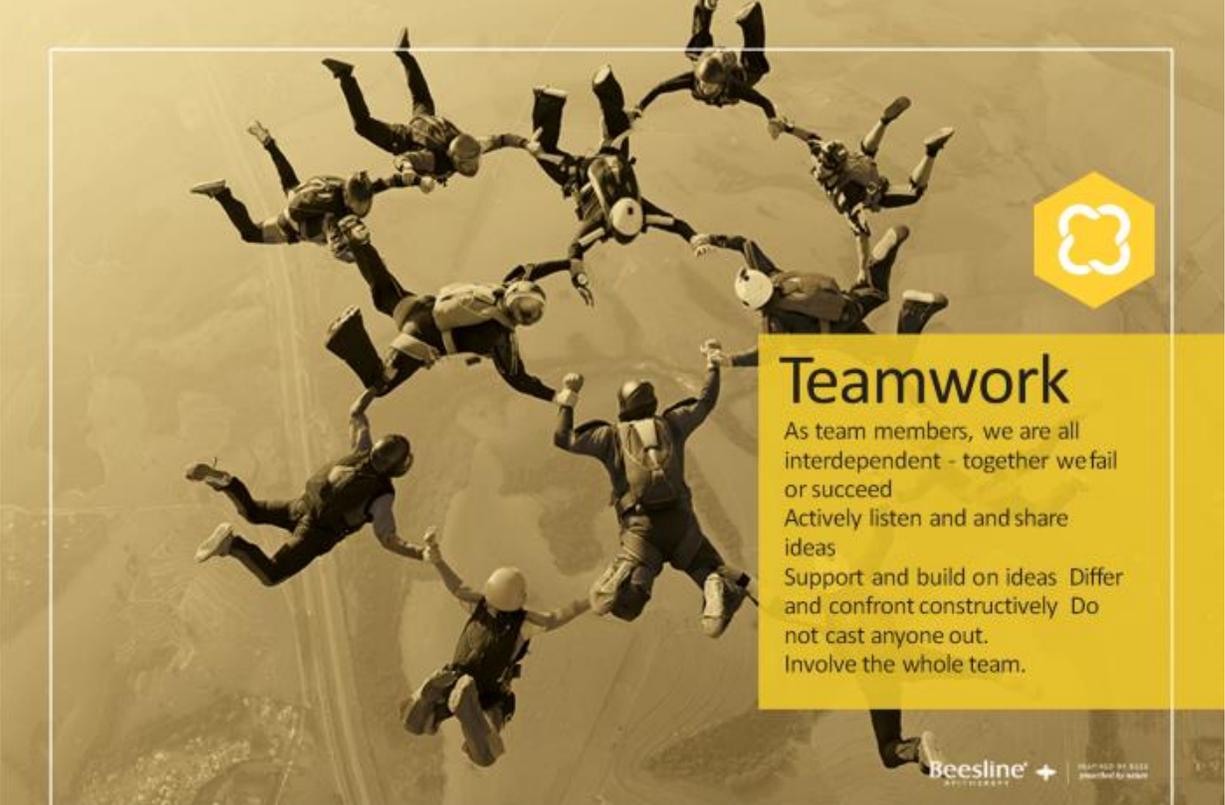
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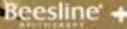




## Teamwork

As team members, we are all interdependent - together we fail or succeed

- Actively listen and and share ideas
- Support and build on ideas. Differ and confront constructively. Do not cast anyone out.
- Involve the whole team.

 INSPIRED BY BEEZ

ESSENTIALS  
ESSENTIALS

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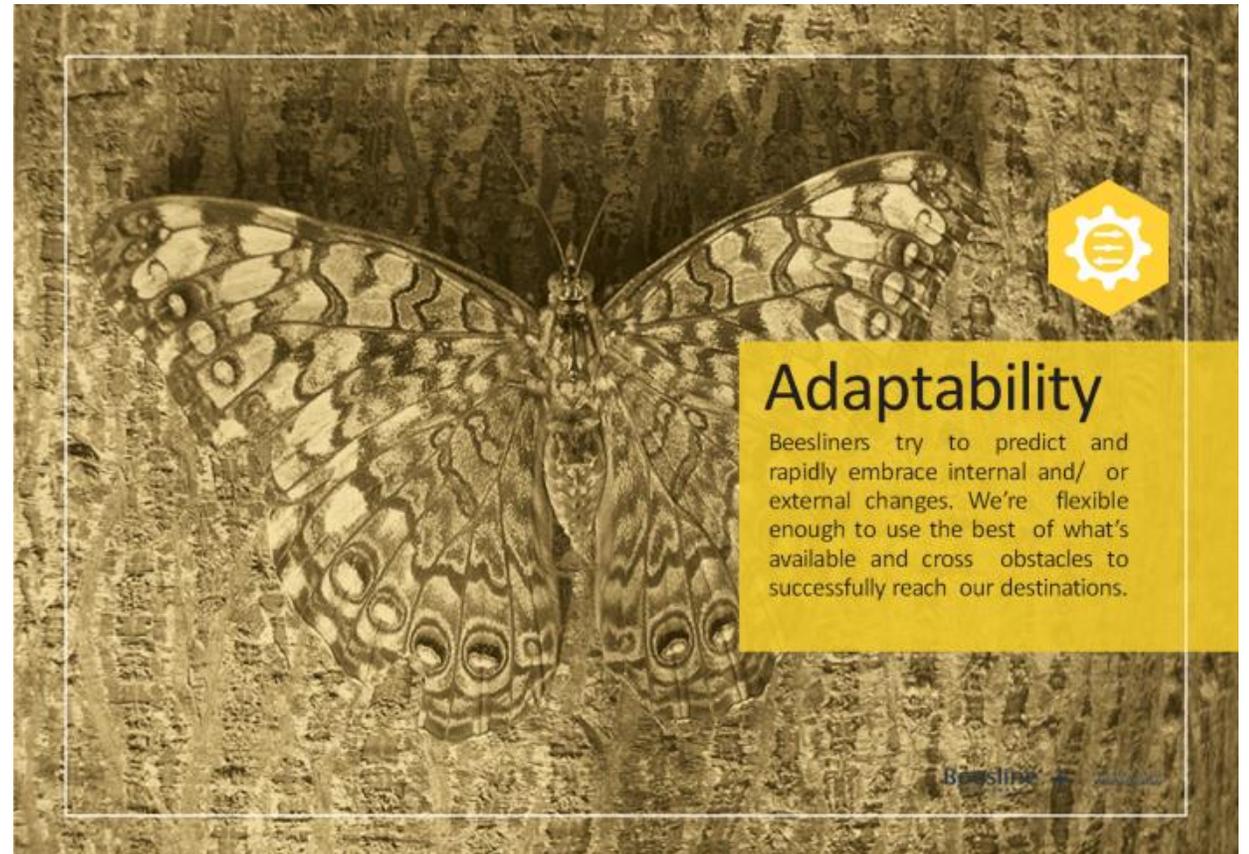
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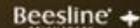
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## Self Awareness

We fully understand our motivations, strengths, weaknesses, and preferences. Self-awareness makes us better equipped to make day-to-day decisions and improve ours and others' performance & development.

 INSPIRED BY BEEHIVES  
POWERED BY PEOPLE

ESSENTIALS  
SENTENTIALS

# Gender Equality

Gender Equality at Beeline is not just a slogan, it is a daily fact, a founding pillar.

Beeline's first step to advocate women's rights was to sign the CEO statement of support for Women's Empowerment Principles and to become a WEPs signatory.



STANDARDS  
ANDARDS

# Confidential Info & Security



We all have access to confidential information of some sort. That relates to our customers, suppliers, operation, products, and colleagues. We are responsible for keeping confidential information safe and secure. Upon start, every team member and intern at Beesline signs the confidentiality/nondisclosure agreement.

## **KEEP IN MIND**

- Use confidential information only for approved Beesline business, not personal, purposes.
- Protect all confidential information that you gain through your employment at Beesline.
- Never discuss with others confidential information.
- Information about external partners including the customers, distributors, and suppliers requires special attention. Therefore, do not disclose it to anyone outside Beesline, or to anyone inside Beesline but to whose job the info isn't relevant.
- Immediately report to HR the loss, or unauthorized use, of confidential information.
- To the best of your abilities, protect Beesline computer and phone systems against all types of malware. When in doubt, immediately report to IT.

STANDARDS  
ANDARDS



# Stewardship

## Assets Protection

Stewardship is an ethic that implies taking care of a belonging. It's that attitude that Beesline family members are expected to show towards the company's properties and resources.

The assets we use to conduct our work are company properties. We are therefore required to handle them exactly as we would handle our own belongings. That includes the accessories, utensils, building...

Our work may require that we take some of the assets along to where we go, be it home or on trips. Regardless of the location we're in, and on the way to get there, it's important that we take responsibility of the assets at our disposal.

### **KEEP IN MIND**

Pay attention to the assets under your control from theft, waste, misuse, loss, and damage.

STANDARDS  
ANDARDS



# Employment Laws

1. At Beesline, we fully comply with the Employment Laws in all the countries we operate in.
2. We treat employees as partners and maintain their rights.
3. We pay attention to ensure that hiring and dismissal processes; compensation and benefits; and disciplinary actions are fair for every individual.
4. We combat discrimination at every human level, and effectively promote equality at work.
5. We actively oppose forced or child labor and do whatever we can to fight it.

## **KEEP IN MIND**



- It's the responsibility and obligation of every team member to refrain from conducting any action that contradicts with the employment laws of the country he/she works in.
- It's the moral responsibility of every team member to report to HR any abuse, be it intentional or not, that he/she witnesses or knows of.
- If a team member fails to respect and abide by the employment laws in the country he/she works in, he/she will be subject to disciplinary action.
- If a team member willingly does not report the abuse of employment laws, he/she would be subject to disciplinary action.

STANDARDS  
ANDARDS



# Honest Dealings

Being one of our core values, integrity guides our dealings with others on all levels. A key business area we put emphasis on is the products we manufacture and sell. We stress on honesty and fairness in our dealings with our external partners, especially customers.

We are committed to:

1. providing our customers with first rank products, produced, marketed, and sold in fair, transparent, and consistent ways; and
2. to conducting business partnerships in a responsible manner.

## **KEEP IN MIND**

- Present the customers with the necessary information to help them make an informed position.
- Directing a customer to an inappropriate deal violates this Code of Conduct.
- Record sales results accurately.
- Manipulating or misrepresenting sales, reporting, or customer information violates this Code of Conduct.
- Compete fairly in the marketplace.
- Engaging in unfair, deceptive, or abusive acts or practices violates this Code of Conduct.

STANDARDS  
ANDARDS



# Legal Obligations

Beesline has partners all over the world. Therefore, we are committed to abiding by all applicable national and local laws, rules and regulations.

We do not tolerate bribery or corruption. Both are malpractices that go straight against our values. We do not offer or accept bribes or any other kind of improper payment.

We believe in a free market system and the open competition that comes with it. We gain our competitive edge through superior performance, ethical and legal business practices.

## **KEEP IN MIND**

- We do not Enter into anti-competitive agreements including price fixing and restriction of supply.
- We do not Boycott certain customers or service providers.
- We do not abuse a position of market dominance.
- We abide fully by our Conflict of Interest policy that forbids bribery and corruption.

STANDARDS  
AND STANDARDS

# Political Activities

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## **KEEP IN MIND**

- Beesline does not contribute funds to any political cause or party.
- Before an employee agrees to take any political role, including municipal, he/she is expected to discuss it and get clearance on from Line Manager, Next Level Manager, and HR.
- Employees are expected to refrain from lobbying for political causes, parties, or politicians.

STANDARDS  
ANDARDS



# Sustainability

Sustainability is a strategic pillar at Beesline. We go about it in mainly three ways.

1. The reduction of negative effects on the environment. That comes through material choice; recycling; and the use of less water, energy, and products.
2. Respect for nature and all living creatures. That includes actively opposing harm to animals.
3. Playing a major role in the economic growth of the society, by exporting good quality cosmetic products.
4. Enhancing the presence of our company in our community. That comes by giving support to employees' well-being, empowering knowledge, and encouraging diversity at work.

STANDARDS  
ANDARDS



# Conflict of Interest - scope

At Beesline, Transparency and Integrity are important values and essential conditions for Trust Building. It's on mutual trust that the relationship is based between Beesline and its employees.

Trust can be compromised when an employee's personal interest contradicts with the company's. Such conflict might have negative implications on the employee's focus, hard work, and results achieved. It might also affect the employee's loyalty, which in turn, might harm the company.

The Company is committed to preserve the interest, growth, and benefit of its employees. In return, it expects all its employees to safeguard its interest and never jeopardize it for any possible personal gain. It's the aim of this Policy to set the scope of Company interest, mention key areas of Conflict of Interest, secure commitment from all to not cause any conflict of interest. Employees have the chance to declare any areas that might cause conflict of interest on the Policy itself that they can find at the Human Resources.

The policy applies to all current employees of the company and independent contractors. It takes effect upon employee's signing the Employment Offer, or contractor signing the work contract.

CONFLICT OF  
INTEREST



# Conflict of Interest - areas covered

The below might constitute Conflict of Interest areas. The team member is asked to take action as per policy, or inquire with Human Resources when unclear.

- 1- Employees' use of position to personal advantage of any kind including profit-making
- 2- Employees' use of position to a relative's advantage of any kind including profit-making
- 3- Employees' use of position to competitor's advantage of any kind including profit-making
- 4- Employees' use of connections made through Beesline to personal advantage of any kind
- 5- Employees' use of connections made through Beesline to another business' advantage
- 6- Employees' use of Beesline equipment and premises to support another business
- 7- Employees' actions that may compromise Beesline image, including taking or giving bribes
- 8- Employees giving suppliers and/or distributors advantage including profit-making due to personal connections with them

CONFLICT OF  
INTEREST

# Conflict of Interest - preventive & corrective actions



CONFLICT  
OF  
INTEREST

## **Recommended preventive actions.**

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- 1- When employee is in doubt whether or not an action may cause a conflict of interest, he/she is expected to check with HR Director and/or Management. Otherwise, corrective actions may be taken as per below
- 2- Employee is kindly asked to update the Declaration Section any time there are changes

## **Recommended corrective actions.**

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*In case a deliberate, or unintentional, action causes Conflict of Interest, Management may resort to one or more of the below disciplinary actions.*

- 1- Giving the employee an oral warning
- 2- Giving the employee a written warning
- 3- Firing the employee
- 4- Suing employee for damages



# Harassment in the Workplace

Beesline strictly abides by, and is fully committed to, the Lebanese Sexual Harassment Law No. 205, which deems illegal any unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature.

Consequently, Beesline enforces a zero-tolerance policy for any form of sexual harassment in the workplace, treats all incidents seriously, and promptly investigates all allegations of sexual harassment.

Beesline International S.A.L. is committed to providing a safe environment for all its employees free of discrimination, bullying, violence, and harassment.

HARRASMEN  
HARRASMEN  
HARRASMEN

# Discretion

Breaching the **Code of Conduct** is a serious act that might lead to major implications. In addition and as per our values, people's reputation and integrity must never be compromised.

It's important to keep any personal information that we may come across, be it as part of our work or by chance, completely discreet. People's personal information including salaries, incentives, benefits, disciplinary actions, warnings, marital status, illnesses and any other sensitive issue cannot be disclosed.

Moreover, if you suspect any violation of this **Code of Conduct**, it's important that you do not publicly speak about it. Instead, you report to the Human Resources Department.

DISCRETION  
DISCRETION  
DISCRETION



# Compass

This Code of Conduct aims to guide our way forward. It cannot, however, cover all possible situations. Therefore, if confused when facing a case or making a decision, follow this *Compass*.

**When hesitant, ask your self**

Is it aligned with our Essentials?

Is it aligned with our strategic pillars?

Does it meet all relevant SOPs?

Does it meet national laws & policies?

If the answer to all of the above questions is yes, go ahead

If the answer to any of the above questions is no or unclear, stop; consult with your Line Manager and HR

COMPASS  
COMPASS