

CODE OF ETHICS

Amorepacific Code of Ethics

AMOREPACIFIC

‘Integrity’, Our Value

‘Don’t Ever Tell a Lie’

These words are like a native dialect that habitually stemmed forth from the mouth of Suh Seonghwan, the founder of Amorepacific. The meaning of integrity that underlies those words has been carried on into the Code of Ethics.

Our value of integrity works together with openness, innovation, proximity, and challenge to form the basis for all decisions we make in order to live up to our calling as the Asian Beauty Creator and to achieve our goal of becoming a Great Global Brand Company. Furthermore, this value of integrity is the driving force behind the fortification of the trust between us and stakeholders - a trust that has been maintained since the founding of the enterprise and has led to the continuous growth of our company.

We must all act with integrity for the sake of ourselves and for Amorepacific. This Code of Ethics presents the standard for how employees of Amorepacific ought to act. As members of Amorepacific, a company that creates beauty, we must all comply with both the regulations and Code of Ethics in making correct decisions, and we must faithfully take responsibility for our own decisions and actions.

Just as a gardener toils in sweat day after day to care for a tea tree with the utmost devotion, a business can develop and grow when each and every employee works hard to put forth effort and combines forces. Hard work and technology must join hands on a foundation of integrity in order for powerful products and inspirational services to come into the world. This is precisely the way in which we can please our customers and take the world by surprise.

Suh Kyungbae,
Amorepacific Group
CEO and Chairman



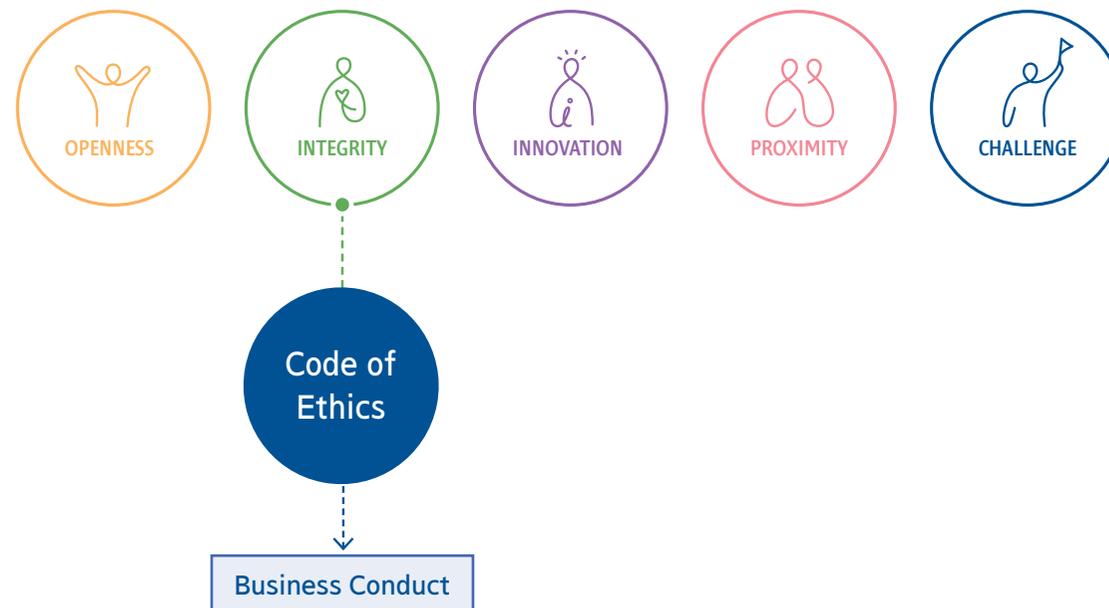
What is the Code of Ethics?

The Code of Ethics is a set of standards for practical application that all the employees of Amorepacific must comply with in order to increase the transparency of Amorepacific and live up to our societal and ethical calling as a corporate citizen.

The Code of Ethics presents principles to all employees for determining the rightness or wrongness of decisions that are made on the job, as well as the standard for ethical behavior with which each person must comply in the area of one's personal life.

Hierarchy of the Code of Ethics

The Five Core Values of Amorepacific



Amorepacific Code of Ethics



Caring about the Customers

We must continuously create values from the perspective of the customer, values that move the customer. We must have the attitude that we will keep our promises to the customer no matter what.



Respect for Employees

Work must be done in a way that demonstrates that all AP people are valued and the human rights of all employees are held in respect.



Management with Integrity

We must not deceive others about the facts of reality, nor hide any issues, nor damage our future profits by resorting to temporary expedients.



Harmonious Growth

We must build fair trade relationships with a variety of stakeholders and based on this, we must pursue a strategy of win-win management.



Protection of Company Assets

Tangible and intangible assets retained by the company must be utilized in accordance with their original purpose, and we must do our utmost to protect that effort.



Responsibilities as a Corporate Citizen

Amorepacific must be an enterprise that is essential to and respected by the society.



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I. Standards of Ethical Behavior

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1. Matters that All Employees Must Comply With

All employees must be acquainted with the entire Code of Ethics, and, in particular, each person must familiarize himself/herself in detail with standards that relate to his/her own duties.

① Principle

When encountering situations involving ethical dilemmas, all employees must first obey the law and adhere to the standards specified in this Code of Ethics. Employees must familiarize themselves with the company policies that relate to their own work or job duties, understand how they apply to the work, and comply with them.

② Raising Problems

If the organization or an employee has violated this Code of Ethics or has learned of a potential unethical act, the problem must be raised immediately through the reporting channels within the company. This will provide the company with an opportunity to deal with the problem and resolve it before it can develop into a violation of the law or pose a threat to the company's reputation.

③ Accountability for Violations

Employees who fail to fulfill their duty to comply with this Code of Ethics may face disciplinary measures according to the applicable regulations.

2. Matters that Leaders Must Comply With

Amorepacific's leaders must be ethical role models for employees under their management through demonstration of ethical behavior, and they are responsible for administering consequences for unethical acts of employees under their management.

① A Leader

A 'leader' is defined as one who holds a position of a team leader or higher and who can exercise the right to make decisions in the organization. However, if an employee is exercising the right to make decisions in lieu of someone in a position of team leader or higher due to personnel transfers, absence of leadership, etc. that employee is considered a leader as well.

② Duties of a Leader

- Leaders must fully understand the Code of Ethics and must demonstrate exemplary behavior in adhering to it.
- Leaders must repeatedly educate junior colleagues on the Code of Ethics.
- Leaders must inform junior colleagues of the internal rules and policies that are related to their duties, and must strive to help the juniors understand them.
- If an employee who has encountered a situation involving an ethical dilemma requests an advice, leaders must provide consultation with a sincere attitude.
- If a leader recognizes that a member of his/her team has committed an unethical act (including potentially unethical acts), he/she has the duty to report this to the Ethics Office.
- Leaders must protect employees who present objections to unethical acts or report them, and under no circumstances should they be put at a disadvantage.



3. Scope of Application of Standards

When all concerned parties comply with the Code of Ethics, we can move forward in the right direction.

① To Whom the Code Applies

This Code of Ethics applies equally to all employees of Amorepacific Group and its affiliates, sub-subsidiaries, overseas corporations, overseas branches, and joint ventures. The terms ‘Amorepacific’, ‘the company’, ‘this company’, or ‘employee’ in this code refers to all of these corporations and their affiliated employees. Also, in the case of clients, vendors, agents, business representatives, other contracted businesses or temporary workers who have a contractual relationship with Amorepacific, would need to comply with the code if they sign the code of ethics certification statement.

② Compliance with Regulations

Employees must first and foremost comply with the regulations of the country they reside in (laws, commands, rules, etc.), and if this code requires a stricter standard of ethics than do the regulations of the relevant country, this code should be given priority. If the Code of Ethics and the regulations conflict with one another, the applicable regulations will precede.

③ Compliance with Relevant Company Rules and Guidelines

This Code of Ethics does not address every situation that may arise while on the job. Therefore, during work employees must first comply with company rules and guidelines that relate to the relevant work, and if one encounters a situation in which a problem arises or an ethical dilemma presents, please refer to the polices below:

- Amorepacific Code of Ethics
- Amorepacific Group Audit polices
- HR policies and related guidelines for each company within Amorepacific Group
- The entire set of all other company rules within Amorepacific Group

If there is a conflict among the laws, the Code of Ethics, and specific contents in other company rules, or if there is difficulty making a decision for other reasons, any of the following sources may be consulted for advice.

- Immediate supervisor of the team (team leaders, executive officers, CEO)
- Amorepacific Group’s Ethics Office

II. Standards of Ethical Judgement

1. Self-Examination for Ethical Decision Making

When the people who must comply with this Code of Ethics are making work-related decisions, they must exercise good judgement based on sufficient information. If the answer to any one of the following questions is 'No' or 'I am not sure,' then this may result in a serious unethical consequence. In this case, one should not make the decision in question, or one should consult with and get assistance from the Ethics Office or the Legal Department.

Before making work-related decisions, please ask yourself and answer the following questions.



Is this legal?

If the act is not legal, this can result in serious consequences.
If uncertain, the applicable division or an in-house expert must be consulted.



Does this conform to the five core values of AP WAY and the Code of Ethics?

A decision should be made only after consulting the Amorepacific core values and Code of Ethics and giving the matter careful consideration. If uncertain, please consult the person in charge of ethics.



Am I comfortable having others know about my decision?

If I cannot tell my co-workers, friends, family, etc. about my decision, it is not the right decision. Please consider if you would feel comfortable with the decision being reported in the news or in a newspaper. [Newspaper Test](#)



If you cannot answer "Yes" to any one of the questions or are uncertain, this may result in a violation of the law or an unethical consequence, and this in return may seriously affect the company's reputation, therefore you must put a stop to that act.

Consultation and Reporting Channels

Ethics Office

Korea HQ: Compliance Team
ethics@amorepacific.com

Whistleblower Hotline

Korean: <http://ethics.amorepacific.com>
English: <http://ethics.amorepacific.com>
Chinese: <http://ethics.amorepacific.com.cn>

III. Individual Provisions of the Code of Ethics



1. Caring about the Customers

Caring about the customers is the core value that guarantees the existence and growth of Amorepacific. All employees must continuously create values from the perspective of customers, values that move customers and strive to keep our promises to customers.

1) Providing Reassurance about Products

Our most basic duty is to make the customer feel a sense of reassurance and trust about Amorepacific's products. We must bear in mind that we need to build customer trust by putting product safety first.

- ① The highest level of hygiene maintenance and the strictest level of quality must be applied at every stage, from development of the product to the processes of manufacturing and distribution.
- ② When selecting raw or sub-materials, safety, effectiveness, and quality, etc. must be thoroughly verified and care must be taken so that environmental, social and ethical problems do not arise.
- ③ Any issues that may arise with respect to safety and quality of products or materials must be proactively raised, and should be communicated to those in charge of product development or quality.
- ④ Prior to shipment, all inspections and quality management must comply with domestic and foreign legal restrictions and requirements, and must be thoroughly verified so that they can satisfy the even stricter internal management standards of the company.
- ⑤ If issues arise in connection with the quality, safety, or effectiveness of a product, or there is a concern that a customer may be adversely affected by such, this must be immediately reported to the applicable division, and the division must take swift response measures in accordance with internal policies.



1. Caring about the Customers

2) Ethical Marketing

Amorepacific pursues ethical and responsible marketing strategies based on effectiveness and features of products that are grounded in scientific facts and does not promote the infeasible beauty.

- ① When advertising and promoting a product, the effects of a product must be described accurately and honestly, and false or exaggerated information should not be entered, nor should important information be left out.
- ② If a product's effect is being advertised or promoted, it must, without fail, pass an internal inspection process, and the inspection results must be based on scientific evaluation, investigation, or experimental research.
- ③ When advertising and promoting a product, we need to consider whether that content is in accord with the ethical standards of Amorepacific, and special care needs to be taken to prevent the occurrence of breach-of-ethics issues such as human rights violations, environmental pollution and damage, etc.
- ④ Procedures must be implemented to check whether advertisements and promotional materials produced by external partners or vendors such as advertising agencies, etc. contain any content that violates applicable regulations or company policies.
- ⑤ The advertising and promotional activities of Amorepacific must comply with the regulations of the relevant country that are related to labeling and advertising, and persons managing related duties must perform sufficient reviews in advance.



1. Caring about the Customers

3) Protection of Customer Interests

Employees of Amorepacific must bear in mind that they must listen respectfully to the opinions of customers and show heartfelt consideration for customers. Also, they must focus their utmost attention on maintaining and protecting customer information with serious care.

- ① If a situation arises in which the health or property, etc. of a customer is harmed due to a defect in product safety or there is a concern that such situation may arise, immediate response measures must be taken in accordance with the relevant policies of the company.
- ② If a general defect arises in quality or a customer makes a legitimate request for an exchange or return of a product, service, etc., or the customer raises an issue of dissatisfaction or discomfort with the product, response measures must be taken in accordance with the relevant policies of the company.
- ③ The personal information of a customer may only be used within the scope agreed upon by the customer. Except for cases where the customer agrees or it is legally permitted, the information may not be used for purposes other than that for which the customer provided the information, and such information may not be browsed, utilized or provided to a third party for any purpose other than that related to work.
- ④ Employees and those in charge of relevant tasks who are handling the business-related customer information must, without fail, comply with the company's applicable rules and policies, and every employee must avoid the following acts:
 - Taking a document containing customer information outside of work;
 - Leaking customer information to the outside via phone, fax, email, SNS, messenger, etc;
 - Reusing or failing to destroy documents containing customer information after they have been used;
 - Any other similar acts to the above in which the customer information is left unattended or handled with neglect, etc.



2. Respect for Employees

Amorepacific values all AP people, and every employee must work in a way that respects the human rights of other colleagues.

1) Fair Employment and Information Protection

Each and every employee of Amorepacific has the right to receive equal respect and to be treated with dignity.

- ① Discriminating against an employee in the matter of employment, job duties, promotions, etc. for reasons of gender (including pregnancy), nationality, region, race, religion, disability, education, etc. or discriminating against minorities protected by law is prohibited.
- ② Laws relating to employment and labor for each country in which Amorepacific operates must be complied with, and human rights violations such as child labor, forced labor, etc. must be prevented.
- ③ In order to improve employee work capacity, a variety of educational opportunities are provided, and talent and leadership are cultivated while performance is fairly evaluated and rewarded.
- ④ Employees must respect one another regardless of social and cultural differences, and must work together based on the values of openness and friendship in order to make use of diversity, knowledge and experience.
- ⑤ The personal information and personnel information of another employee should not be released to an unauthorized party or a third party when there is no work-related need for it, or without the consent of the person in question. Teams and persons in charge of handling personal or personnel information of employees must not disclose information acquired through their duties to others (including other colleagues).



2. Respect for Employees

2) A Safe and Healthy Work Environment

Amorepacific must provide a safe and healthy work environment to its employees, and employees must comply with the applicable rules and regulations for the sake of safety and health of themselves, co-workers, and customers.

- ① Amorepacific must strictly comply with all laws related to safety, health, and environment that apply to the operation of the business. The company's SHE principle applies to all business activities including manufacturing and sales of products as well as services, operation, etc.
- ② Employees must take any advance preventive measures that are necessary for the safety of themselves, co-workers, and customers, and must report without delay to their immediate supervisor and safety managers if they discover a wrongful practice or condition or if there is an accident.
- ③ Every employee has the right to work in an office without any danger of verbal or physical violence, harassment, or threats. Words or behaviors harming dignity or reputation of others are not tolerated, and this includes electronic communication methods such as email, messaging, SNS, etc., as well as visual, verbal, or physical actions, and acts that take place in areas outside the workplace.
- ④ While within the office or performing work-related activities, employees may not possess or use alcohol, illegal drugs, etc. that may interfere with the safe and efficient performance of job duties. In particular, illegal acts such as drunk driving, gambling, etc. are not tolerated under any circumstances. However, an exception may be made if it is essential to the purpose of business, such as alcoholic beverages at an official event, etc., and if prior approval has been obtained from the safety manager.



2. Respect for Employees

3) Prohibition of Sexual Harassment

Employees of Amorepacific must make a cooperative effort to maintain healthy relationships with colleagues based on the philosophy of gender equality. Employees must not commit acts such as sexual harassment, etc. that go against societal norms and the company's standards.

- ① Employee must not cause others, including colleagues, clients, vendors, etc., to experience feelings of sexual degradation or disgust, nor should they treat them unfavorably because they do not respond to sexual conduct or sexual requests, etc.
- ② Sexual harassment includes not only acts of physical contact, but also acts that verbally or visually cause others to feel sexually degraded or disgusted, and the following acts are strictly forbidden in the workplace:
 - Physical contact against their will or forcing such contact;
 - Making sexual comparisons or evaluations concerning another person's appearance, making obscene jokes, asking sexual questions, or spreading such information to others;
 - Coercing, suggesting, or persuading another to have sexual relationships;
 - Posting obscene photos, pictures, graffiti, publication, etc. or showing them to others, etc.
- ③ In particular, the consequences would be more severe, if one abuses one's authority or advantageous position in a business deal to sexually harass others.
- ④ Employees who experience or witness acts of sexual harassment, etc. must immediately report the matter to the relevant division such as the immediate supervisor or the Ethics Office.



3. Management with Integrity

Employees of Amorepacific must work honestly and transparently so as to avoid ethical dilemmas, and must not pursue personal interests at work.

1) Securing of Transparency in Business Transactions

Documenting and maintaining details about business transactions in a transparent and accurate fashion, and disclosing actual facts and issues are essential factors in maintaining the trust of stakeholders and protecting the company.

- ① In order to reflect all business transactions transparently, documents should be based on facts and prepared accurately, and laws and company rules on the maintenance and disposal of files must be complied with.
- ② All accounting records must agree with accounting standards and actual transactions. Decisions made by the top management and reports for investors and regulatory institutions must be based on such records.
- ③ The actual nature of transactions must not be distorted through false reports, omissions, arbitrary changes, etc., and fraudulent or illegal transactions must not be allowed to occur. If the following suspicious transactions are discovered, the issue must be raised to the relevant division such as the immediate supervisor or the Ethics Office, etc.:
 - Financial results that appear to conflict with actual performance;
 - Posting of false transactions on the internal systems of the company;
 - The omission of important information, or the distortion or misleading report of the nature of a transaction;
 - Avoidance of review and approval procedures.
- ④ Employees must ascertain whether the party that the company is dealing with - such as a client, agent, vendor, partner, business representative, etc. - is appropriate for the deal. It is also required to confirm whether they are providing correct information, running a legitimate business and a business partner that satisfies company policy.



3. Management with Integrity

2) Avoidance of Conflicts of Interest

Employees of Amorepacific must avoid all acts or relationships that create a conflict of interest between them and the company, and if there is a conflict of interest between the two, they must consider the company's interests first in deciding upon which action to take.

- ① All employees have the duty to put the company's interests first in making work-related decisions, and must avoid situations in which their private interests or their personal financial interests conflict with the company's interests.
- ② A conflict of interest may arise in a variety of situations such as the following, and when a conflict of interests arises, it should be reported to the immediate supervisor and the fact must be disclosed to the Ethics Office within the company:
 - If a family member or relative works for a competitor, a client, vendor, or has a business-related vested interest in such;
 - If an employee, family member, or relative has a vested financial interest with a competitor, client, vendor, or a potential partner company;
 - If an employee has a business reporting relationship with a family member or relative, or may exercise an influence on them;
 - If a person with whom the employee has a personal relationship (friends, acquaintances, romantic partners, etc.) develops a vested interest such as those describe above, etc.
- ③ An employee may not run his/her own business or work for another person or company without prior approval from the company. If an employee requests prior approval, the one authorized to grant approval must carefully consider whether or not the ability to concentrate on his/her job will be adversely affected.
- ④ Employees may not provide or receive cash, gift cards, etc. to or from colleagues or employees of clients or partners, and all other monetary deals may also not be transacted.



3. Management with Integrity

3) Acceptance of Gifts and Hospitality

When dealing with stakeholders, employees of Amorepacific must use good judgement and careful consideration in offering or accepting gifts or hospitality.

- ① When dealing with any stakeholders such as clients, vendors, etc., employees must not offer or accept illicit gifts, hospitality, etc. In particular, it is even more strictly forbidden to receive goods, special treatment, monetary or non-monetary benefits, etc. from clients, vendors, internal employees, etc.
- ② An employee may accept legally appropriate and customary gifts or hospitality for the sake of smooth transaction of business, but he/she must, without fail, check whether the offered gift, hospitality, etc. does not violate the law and company policies and procedures. If gift or hospitality is accepted, this must be reported to the immediate supervisor or the Ethics Office.
- ③ Amorepacific's policies on ethics must be made known to all clients, vendors, partners, and business representatives with a vested interest in the company, and they must be required to comply with the company's ethical standards. If an unethical or corrupt act by another employee is discovered, it must be reported to the Ethics Office.
- ④ Since customs regarding gifts and hospitality may differ in different countries or cultures, care must be taken so as to be in accordance with local laws and customs as well as not to violate company policy.



3. Management with Integrity

4) Prohibition on Offering of Bribes

Employees of Amorepacific must comply with the applicable country's law on bribery and the OECD Convention on Combating Bribery of Foreign Public Official in International Business Transactions (OECD member countries and countries that have signed the agreement), and shall not offer or promise goods or special treatment, etc. for the purpose of receiving illicit business profit.

- ① Bribes or goods, special treatment, hospitality, or non-monetary benefit must not be offered or proposed to stakeholders for the purpose of obtaining business or personal profit.
- ② An employee may offer legally appropriate and customary gifts or hospitality to stakeholders for the sake of smooth transaction of business, but in this case he/she must carefully consider whether it violates the law and company policies and procedures. Furthermore, before deciding to offer or propose such gifts or hospitality, it is required to consider if it exceeds the amount of threshold that the counterparty can accept.
- ③ If an employee is pressured or requested to offer inappropriate or illicit goods, gifts, hospitality, etc. by a stakeholder in the process of doing business or in a work-related situation, this must be reported to the Ethics Office within the company.
- ④ In the case of countries that have signed the OECD Convention on Combating Bribery of Foreign Public Official in International Business Transactions, bribes and illicit benefits are not to be offered to foreign public officials, for the purpose of business or work. Also, illegal facilitation payments are not to be offered to government offices or public officials of other countries. Foreign public officials, refer to the following types of persons:
 - Those who live in foreign countries, and by means of being elected or appointed, serve in a legislative, executive, or judicial position;
 - Those performing the duties of a public servant or representative for an international public organization.



4. Harmonious Growth

Amorepacific must build a fair trade relationship with a variety of stakeholders, and pursue a win-win management strategy based on such.

1) Building a Fair Trade Relationship

In business relationships with clients, vendors, etc., we pursue symbiosis through fair trade based on mutual trust and respect. In addition, we support the continuous growth and development of clients, vendors, etc., and share the profits derived from mutual innovation.

- ① In a business relationship, we must not take inappropriate advantage of our superior position to coerce a client, vendor, etc. into an unfair deal.
- ② Decisions on terminating a business relationship with a client or vendor must be made carefully, based on objective and fair criteria. Furthermore, we must retain evidences that prove the decision to terminate the deal was made reasonably and lawfully.
- ③ Amorepacific's Code of Ethics must be informed to clients, vendors, partners, business representatives, etc. of the company, and they must be required to comply with the company's ethical standards.
- ④ Confidential information and unreleased internal information of the clients, vendors, etc. must be protected.



4. Harmonious Growth

2) Maintaining a Fair Competitive Relationship

By competing with competitors in good faith, Amorepacific shows respect for the market economic order and pursues innovation and success for the company. We apply the free competition principle of securing customer trust through the quality of our products and services.

- ① We do not exchange information with competitors concerning prices, products, sales terms, sales regions, profits or margins, market share, methods of distribution, etc., nor do we use such information to collude, and we do not agree or discuss officially or unofficially to create such influences.
- ② We must not attend meetings or gatherings with competitors when the purpose of the meeting is unclear or the agenda for discussion is not defined. If it is needed to attend a meeting, gathering, etc. with a competitor, prior approval must be obtained from the immediate supervisor or the Legal Department.
- ③ If an employee unexpectedly attends a meeting, gathering, etc. with a competitor, the details of the meeting must be written and reported to the immediate supervisor or the Legal Department. Furthermore, if the purpose of a previously planned meeting or gathering has changed, he/she must immediately leave the premises and write and submit the details of the meeting to the immediate supervisor or the Legal Department.
- ④ We must not contact a competitor or use unethical or illegal methods in order to gather undisclosed information of competitors. Also, we must refrain from deliberately obstructing a supplier or a client of a competitor or making baseless defamatory statements about a competitor.



5. Protection of Company Assets

Tangible and intangible assets owned by the company must be used in line with their original purpose, and we must put forth the utmost effort to protect them.

1) Protection of Intellectual Property

Employees of Amorepacific must understand that information and knowledge learned or acquired through work is the intellectual property of the company, and strive to protect it. Intellectual property of other companies and individuals must also be respected.

- ① Original technology, key strategies of the company, important work knowledge and other business secrets that must be kept confidential in order for the company to have a competitive edge must not be shared with anyone including colleagues without approval of the relevant organization's information protection manager and the immediate supervisor. With regards to business secrets, we shall comply with the company's information protection policies.
- ② Intellectual property or important information, knowledge, etc. that belongs to the company must not be used in the pursuit of personal gain. Contents related to patents or business secrets must not be used after leaving the company.
- ③ Designs, trademarks, technology, written works, and information owned by another company or individual may be used only after the rights of use have been obtained from the owner and care must be taken not to purchase products or services that infringe intellectual property rights of others.
- ④ If a problem arises in identifying, handling, and protecting intellectual property or business secrets, the problem must be consulted with the Intellectual Property Department or the Legal Department without delay.



5. Protection of Company Assets

2) Compliance with Security Policies and Prevention of Insider Trading

The company's security policies are the minimum prevention mechanism for protecting the company's secrets, intellectual property, and important information assets from being leaked externally, publicized without authorization, or infringed upon by a third party. Therefore, they must be complied with at all costs, and one must not use or disclose the company's secrets, intellectual property, or unreleased information for one's personal gain.

- ① Excepting cases where it is necessary for the purpose of work, undisclosed internal information must not be leaked or communicated to the outside or a third party, and must also not be leaked to other employees not involved in that work. When such information needs to be communicated, the company's relevant policies must be carefully reviewed, and approval must be received from the immediate supervisor. Also, appropriate protection measures must be taken in order to prevent misuse of the information, such as a confidentiality agreement, etc.
- ② The company's important undisclosed internal information includes information related to the following:
 - New product launch plans, marketing plans, strategic business plans, mergers and acquisitions or sale of the company, major changes in management, etc.;
 - Pricing, production cost, invention/patent related information, technical specifications, prescriptions, information related to manufacturing processes, etc.;
 - Information on financial and performance planning, matters concerning management such as changes to top management and major organizational changes, etc.;
 - Key contracts, organizational charts, personal information of employees and customers, etc.
- ③ Employees have a duty to protect the company's undisclosed information even in places outside of the workplace and at times outside of working hours. When resigning, employees must not take internal information that was in their possession out of the company. If there is a justified reason for taking information out of the company, it needs to be approved by the immediate supervisor and the company's information protection manager.



5. Protection of Company Assets

3) Proper Use of Company Assets

Arbitrary or dishonest use of the company's products, equipment, information, budget, etc. constitutes misuse of company assets and is not only a serious breach of ethics but also may result in a violation of the law.

- ① All company assets must be used only for the purpose of work, therefore the company's products (including items not for retail sale such as products for internal use, testers, promotional items, etc.), facilities, equipment, budgets for expenses, etc. must not be used for personal benefit.
- ② In order to use company assets for a purpose other than work, approval must be obtained from the immediate supervisor and the company's Ethics Office. In order to use outputs from work or the company's important information for non-work related purposes such as outside lectures, appropriate protection measures must be taken in accordance with internal information protection policies.
- ③ During work hours, employees must refrain from personal activities that interfere with work (personal duties, tasks unrelated to work, online shopping, stock investment, etc.), and shall not use the company's computers and equipment for the purpose of obscene or unethical acts such as gambling, pornography, or similar activities.



6. Responsibilities as a Corporate Citizen

Amorepacific must be an enterprise that is essential to and respected by the society.

1) Protection of the Environment

Amorepacific protects the environment and ecosystem and conserves resources. We also contribute to make the world to be more beautiful and healthy place to live.

- ① We must develop environmentally-friendly and economical processes for production, logistics, and sales, thereby creating innovative environmental values.
- ② We must always keep in mind how our business affects the environment, and do our best to continually protect the environment.
- ③ We must comply with laws regarding the environment, and must establish and faithfully live up to internal standards that are stricter than legal standards. Furthermore, we must regularly monitor any changes to environment-related regulations to prevent the possibility of violating regulations regarding the environment in advance.
- ④ We must regularly watch out for abnormal releases of all chemically poisonous substances that may directly affect the environment or ecosystem as well as abnormal leaks into the atmosphere, soil, or rivers. If such spills or leaks occur, it must be reported without delay to the immediate supervisor and the Environmental Safety Department.



6. Responsibilities as a Corporate Citizen

2) Contributions to the Local Community

As a corporate citizen, Amorepacific faithfully fulfills the responsibilities and duties that society requires of an enterprise, and actively participates in activities that foster the development of the local community.

- ① The company must actively support and participate in the welfare, culture, arts, etc. of the local community and fulfill its duty as a member of the community.
- ② All social contribution activities must reflect Amorepacific's ethical principles and social contribution principles, and we must participate with the clearly defined plan of cultivating a partnership with the local community.
- ③ We do not pressure employees or stakeholders such as clients, vendors, etc. to contribute goods or monetary funds to social contribution activities that Amorepacific supports.



6. Responsibilities as a Corporate Citizen

3) Representing the Company

Each and every individual should understand the fact that we represent Amorepacific. Every employee must behave as a mature citizen both inside and outside of the company, and shall fulfill our responsibilities to create a company that is loved by customers and society.

- ① Employees must take care that their personal statements or opinions and acts, etc. are not mistaken for the company's opinions. Except for matters that are officially approved, we must make sure to clarify that such opinions are personal.
- ② The company's internal information and sensitive business information must not be shared or posted externally or online. When engaging in online activities such as SNS, etc. the company's social media guidelines must be followed both at work and in private.
- ③ Employees shall not abuse one's status to criticize others, insult or discriminate against ethnicity, religion or gender. We must act in accord with Amorepacific's ethical principles both at work and outside of the work.
- ④ When making reference to the company, brand or work while responding to media or engaging in work-related SNS activities, employees must identify themselves as a member of Amorepacific and state their name and position.
- ⑤ All employees must refrain from violating the law of the country and local community, and must always bear in mind the consequences of their actions and strive to maintain the company's reputation.



6. Responsibilities as a Corporate Citizen

4) Maintaining Political Neutrality

Amorepacific does not, directly or indirectly, participate in domestic or international political affairs and pursues political neutrality.

- ① The company and its employees do not provide illegal political contributions or amenities.
- ② If an employee personally engages in political activities, a care must be taken to make sure that personal statements, opinions, or actions do not appear to be representing the company.
- ③ Employees may not use work time or company assets in order to participate in political activities, and if they cannot faithfully perform their duties due to personal participation in political activities, they must inform their immediate supervisor and the Ethics Office.

Amorepacific Code of Ethics

Amendment: January 1, 2017

Inquiries: Compliance team

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