

## Ethics Charter (Unofficial translation)

### Summary:

04 General Emballage Our reason of being

06 Why an ethics Charter

08 Our fundamental values Socle commun The responsibility The integrity The honesty The pride

12 Our ethic , without concession

16 A responsible ethic, carried by the members of the executive management

### **General Emballage Our reason of being**

2002 is witness of General Emballage company birth, specialized in the corrugated cardboard. The excellence is our keyword, and aims to the total master of the production process, from the studies to the delivery, passing by the prototyping, the packaging manufacturing and the displays.

With time, the steps of the technical or economical success, were accomplished thanks to the power of the hard investements in the high technology equipment, through a young, qualified and dynamic human resource, that share the same values and objectives as General Emballage

Since 2016, General Emballage invests, innovates and deploys all its power in order to provide to its customers the carboarded packaging, that allow them to transport securely, not alter the intrinsic quality of the packaged foodstuff, handle as it has to be, in the rules of art.

The leaders' vision, the continuous improvement process and the human resource perseverance allow General Emballage to have a leader position in the market. General Emballage is not thinking about stopping, thanks to its good way, and is aiming to be a regional, or even a continental leader in its market.

This first place in the podium is a real pride for General Emballage, animated by the equity, progress and ambition sense. Thus, we are convinced that this exciting feeling, and motor of our action, is in accordance with our high sense of duty, susceptible to animate all our decisions, for a sustainable development of our activities.

### **Why an ethics Charter**

Being an economical operator in the first level in the Algerian market, makes today the collaborators proud of the trip we had during the past time but, it includes also big

responsibilities that have to be assumed by its leaders, whether toward its customers, its employees, its partners, and above all its environment or toward the civil society.

Général Emballage defines itself as that in its journey, as a responsible actor, so this ethics charter comes to impose elementary and indispensable principals, as the values we promote daily:

A responsible employee: Being a responsible employee, regarding men and women contributes day by day to the development of the company, whether how old they are, their origins or experience;

An engaged actor: Being an engaged actor in the company and the environment in which we live, work, improve

A partner of excellence: Being a partner of excellence for customers of high level, regardful to an irreproachable quality, always more exigent, full of innovation, who are the ambassadors of our products with whom will be, tomorrow, our future customers.

The 21<sup>st</sup> century is the century of-social, technological, demographic, cultural-metamorphoses, but also the permanent incertitude marked by an economical instability without equivalent in the history. General Emballage through its ethics charter, write through this central text its indelible print of a change marked by the transparency, the honesty, the integrity and the constant face to major challenges of a society in a perpetual movement.

### **Our fundamental values socle commun**

As such, no concession and no renunciation will be made that would lead to transgress its principal fundamentals, even if it has to mobilize all the legal ways that allow to achieve this objective. We talk here about the reputation of General Emballage, its love for taking care of taken engagements, gage, for its partners, of good and perenne relationships, that are favorable to a clear commercial development.

1 The responsibility: that allows to any actor working with General Emballage, to be insured that the engagements will be well respected, without looking for a partner that would look for another person to blame them. This mindset made by General Emballage is a long term, constructive, assumed approach that favorize the emergency of good practices. The responsibility is a symbol, for General Emballage, of an angular stone of the real confidence, that will never be betrayed whatever is the relationship in which General Emballage is committed.

2 The integrity: General Emballage wants, through it, send to all its ecosystem, a clear and invariable message: no need to approach General Emballage for commercial, a wage agreement, societal or any other kind of reason or argument that goes against its application of morality: your demand will be automatically rejected for the simple reason that General Emballage is a citizen company, clean and out of any practice that would mess its reputation up. The hard work, the quality and the combativity are values to which General Emballage is attached, ignoring any attempt of obtaining any advantage by using a dishonest way. The integrity is not by making money but by being enough patient.

Thus, to demonstrate its intransigency, General Emballage is having the adapted tools, that can be applied for any person that works within or for General Emballage, insisting hardly on applying its anti-corruption and anti-money laundering politic, so it is perfectly respectful to national and international texts. These rules have been established for the educative, pedagogic and repressive objectives. For example, strict rules regarding presents and managing trips have been made to avoid that it becomes a dishonest way to obtain any advantage; in the same spirit, any collaborator is highly encouraged and protected in his approach by the executive management department to report any assimilable act of a facilitating payment or money laundering.

Honesty: that is definitely the source of our integrity. How to engage daily with customers, suppliers, collaborators or public or private institutions without being honest and transparent. General Emballage makes the engagement, in a long term only with its actors that are defined with the perspective of a true, clear and constructive relationship. Any businessman, worthy of the name knows that a project cannot be born without pains and difficulties. Escaping this reality does not go in accordance with our values; that is why General Emballage wants that everyone engages fully himself, in the facility or difficulty, in ease or in a more restrictive context.

Pride: finally, it is the oil that feeds everyday each of General Emballage actions, and motivate us to go ahead. The pride allows us to be conscious about the accomplished way, the challenged difficulties, that everything is accessible when we believe it and we put all the efforts on it, so, when we achieve it, each one of us can say: "Yes, I did it, it was possible", and that the achieved exploit for a first time is doable over again. The pride represents for General Emballage, not a prize that we expose as a fixed image of the past, but an image of going ahead to win the victory.

### **Our ethics, without concessions**

The values of General Emballage are daily alive and are represented by concrete, quantifiable and verifiable actions. This ethics charter could be without importance, if it would be a long list of rules that would never exist in the reality of facts.

Our ethical principles can be recognized through:

Compliance: The total conformity to laws and regulation, without which General Emballage could not build a prosperous and sustainable company;

The conformity or compliances indicate an action or a procedure that we have to respect the official exigences and recommendations. It constitutes to General Emballage the beautiful image that is included in every decision we take daily or long-terms decisions. None of internal or external stakeholders parts, whether they are new or old partners, can be the exception of this rule. If not respected, all legal ways will be deployed by General Emballage in order to stop any malicious act for its past, present or future effects.

The respect of the environment: The respect of the environment is an integral part of taking responsibility, that goes to a long term, in order to participate to a sustainable world left intact to our heirs. It is impossible for General Emballage to invoke ethics without insisting on the respect of the environment, considered as the center of its concerns. How to, indeed, declare its attachment to a land, a region, a country while losing interest, partially or completely, the effects of its activity on the environment.

Health and security of work: A hard work, focused on the security and health on work, because the human resource is, without doubts, our first wealth.

Health and security on work are the first central preoccupations of General Emballage, simply because the level of well-being of our company is measurable with the level of well-being of each one of our collaborators. We mean, we do not distinguish between our stuff, whether they work in the offices, in the production areas or out of walls. That is because every employee is exposed to risks regarding his work, and General Emballage worries about every element susceptible of having a negative impact on our employee, whether physically, morally or mentally. Our approach is animated by the prevention closely related to the QHSE Direction, implicated in its assignments, looking for a total unreachable quality without worrying about the well-being of the collaborators, that are primordial to our success. This attention is, in the first place, found in the innovated products proposed to the customers of General Emballage, that favors to use clean packaging (ecological trays and boxes of corrugated cardboard) and to abandon expensive and harmful solutions (plastic packaging and boxes)

Beyond its own production, General Emballage defines itself as a privileged partner of organizations that work actively to protect the environment, by supporting financially their actions. The environment in which General Emballage is evolving give us the right and duties in which any natural or legal responsible person can not hide; General Emballage is fully assuming.

The confidence: The relationship based on confidence, with our collaborators and partners, favorizing the emergency of shared success and mutual respect; The confidence built with each one of the actors of our company, since the creation of General Emballage, constitutes un real evolution. Everything is established, so we assure a dialogue of equal quality, where everyone can feel that his opinion can be freely expressed, surrounded by principals of respect, non-judgment and benevolence.

General Emballage makes sur that the market is conducive to the discussion, in order to favorize the emergence of all the points, so some will be able, tomorrow, to be favorable to the expansion and growth of our activity. It is by creating close relationships of trust that we can talk positively by feeding the virtuous circle of innovation, and reject a position that would tend to see our activity stagnated or regressed.

Charity: It is about the contribution to interesting work to the collectivity: Being a citizen company, is affirming our positive role within the society, supporting general interest causes, and establishing a culture that encourage the charity work among our collaborators, that is why General Emballage privileges the charitable actions and encourages its collaborators to participate to them.

## **A responsible ethic, carried by the members of the executive management**

The members of the executive management of General Emballage are convinced that the efficiency of the ethics charter will be total unless all the persons that affect positively on its application are assured of doing it while respecting the physical, psychological and moral integrity. It also includes establishing means that guarantee the confidentiality and the protection of the implicated actors, without any concession to the offenders.

Thus, the executive management of General Emballage has informed its collaborators about reporting to its hierarchical supervisor, and to the Audit service, any suspicious act, as part of the ethics charter.

The audit service and the hierarchical supervisor have to inform the executive management, that is the only able to pronoun about the seriousness of the facts and to give its feedbacks.

The present witnesses will have the perfect guarantee that the information will not be taken by a third person in order to use it maliciously, fraudulently or contrary to rules of morality and ethics.

By establishing this tool, the executive management wants that its whistleblowers are not subject of any reprisals toward them or their relatives, whatever it is.

In case of an investigation, the executive management will ensure that the investigation will take place respecting the principals of the contradictory, the presumption of innocence and the confidentiality that can request the protection of individuals and of the company. Any information given during the researches will be communicated only to the persons that are in need to know it, and no measure of sanction will be taken by the executive management against a collaborator who has reported a concern or a breach of order ethics.

Far from being a simple spectator of ethics charter application, the executive management demonstrates that it wants to be the first one which is within the action and alongside everyone attached to his principals of justice and respect for the law. The engagement has to be seriously taken by the head management, and then be spread within the company.