

M2 Code of Conduct for Partners.

M2 is active in a number of different business activities in an international environment, by its personnel, by subsidiaries, suppliers and contractors. It is important for M2 to conduct our business as an aware and responsible company. Our Code of Conduct is valid in our own organization as well as for our partners, both customers and suppliers. It is of the utmost importance for M2 that the Code of Conduct is integrated throughout the value chain. The Code of Conduct specifies the minimum standards that we expect from our partners. It is at the same time our wish that our partners apply (within their areas) these minimum standards on their sub-suppliers and sub-contractors. In addition, partners are continuously expected to always strive to use the best possible methods within its area. Suppliers are expected to follow laws and regulations in countries where they are active. The management of M2 is responsible for making the work with the Code of Conduct a prioritized process. Including documentation and communicating of how M2 and their partners fulfil these requirements. It is our ambition to have long term relations with a common development. An active dialog with our partners and to develop realistic action plans is an important thing for us. All employees in our organization that buys products or services shall make the Code of Conduct known for our partners. As well as support, document and follow up on partners and manufacturers. Partners should make the Code of Conduct available for all employees in the local language. Those responsible shall know and within the frame of their responsibility apply the Code of Conduct.

M2's basic values:

HONESTY, we shall be honest to ourselves and our stakeholders.

RESPECT, we shall respect each other – in private as well as professionally.

TRUST, we show each other trust and acts in a way that others feel trust in us.

To support the United Nations Global Compact and to apply its basic values within human rights, labour, environment and anti-corruption is a way for M2 to show the Companys social commitment (Corporate Social Responsibility – CSR).

Human rights.

The principles on human rights in the United Nations Global Compact originate from the general declaration of human rights (UDHR) from 1948.

Principle 1:

Businesses should support and respect the protection of internationally proclaimed human rights.

M2 and its partners have a responsibility to uphold human rights both at the workplace and more general where the companies have influence. Partners with activities outside its country may have a possibility to promote and raise standards in countries where support and enforcement is unsatisfactory.

Principle 2:

Businesses should make sure that they are not complicit in human rights abuses.

M2 expects that partners assure that they are not in any way involved in violations of human rights. Accusations of complicity can arise in a number of contexts, direct complicity (when a company provides goods or services that it knows will be used for carry out the abuse), beneficial complicity (when a company benefits from human rights abuses even if it did not positively assist or cause them) and silent complicity (when the company is silent or inactive in the face of systematic or continues human rights abuse. This is the most controversial type of complicity. M2 also expects its partners to guarantee a safe and healthy workplace or other place where production or work s carried out, according to ILO guidelines on occupational safety and health (ILO-OSH-200).

Labour.

The United Nations principles on labour standards are taken from the ILO's declaration on fundamental principles and rights at work from 1998.

Principle 3:

Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.

M2 expects its partners to recognize and respect the rights of employees to freely associate, organize and bargain collectively in accordance with the laws of the countries in which they are employed and in accordance with the ILO conventions freedom of association and protection of the right to organize convention (C 87, 1948) and the right to organize and collectively bargaining convention (C 98-1949).

Principle 4:

Businesses should uphold the elimination of all forms of forced and compulsory labour.

M2 expects that its partners prohibit any form of forced or compulsory labour. All work shall be voluntary and workers should be free to leave upon reasonable notice. Partners shall as a minimum comply with all wage and working hours' laws and regulations, including those valid for minimum wages, overtime wages, piece rates and other forms of compensation and provide legally mandated benefits in accordance with the ILO conventions Forced Labour Convention (C 29-1930) and Abolition of Forced Labour Convention (C 105-1957).

Principle 5:

Businesses should uphold the effective abolition of child labour.

M2 expects its partners to work against all forms of child labour in accordance with the Convention on the Rights of the Child, the ILO Minimum Age Convention (C 138-1973) or the Prohibition and Immediate Elimination of the Worst Forms of Child Labour Convention (C 182-1999). Additionally, M2 expects its partners to protect all young workers from performing any work that is likely to be hazardous or to interfere with the child's education.

Principle 6:

Businesses shall uphold the elimination of discrimination in respect of employment and occupation.

M2 expects its partners not to practice any form of discrimination in hiring and employing on the grounds of race, religion, colour, sexual orientation, physical ability, age, health condition, political opinion, nationality, social or ethnic origin, union membership or marital status. Everyone shall be treated with respect and have a harassment-free workplace. M2 constrains discrimination regarding access to training, promotion, and rewards in accordance with the ILO Conventions on Discrimination (Discrimination (Employment and Occupation) Convention, C 111-1958) and Equal Remuneration (Equal Remuneration Convention, C 100-1951).

Environment.

The UN Global Compact principles on the environment originate from the Rio Declaration and Agenda 21.

Principle 7:

Businesses should support a precautionary approach to environmental challenges.

M2 expects its partners to manage its operations responsibly in relation to environmental risks and impact by applying a precautionary approach to ensure that avoidable and particularly irreversible environmental damage does not occur. The key environmental challenges that partners are expected to address are; loss of biodiversity and long-term damage to ecosystems; pollution of the atmosphere and the consequences of climate change; damage to aquatic ecosystems; land degradation; the impact of chemicals use and disposal; waste management and the depletion of non-renewable resources.

Principle 8:

Businesses should undertake to promote greater environmental responsibility.

M2 expects its partners to have a structured and systematic approach to taking environmental aspects into account, including setting requirements and targets as well as performing follow-ups, and to comply with existing laws, regulations and permits.

Principle 9:

Businesses should encourage the development and diffusion of environmentally friendly technologies.

M2 expects its partners to choose modern, efficient and environmentally effective technologies and to invest in research and development that support a sustainable development of society. M2 also expects its partners to strive to increase the use of technologies that reduce emissions of greenhouse gases and other emissions from their products and services.

Bribery and Corruption.

The UN Global Compact principle on bribery and corruption is based on the United Nations Convention against corruption. The explanations under this principle are also aligned with M2's guidelines for purchasing.

Principle 10:

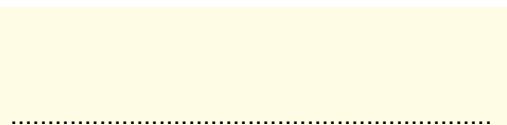
Businesses should work against corruption in all its forms, including extortion and bribery.

M2 expects its partners to maintain a high ethical standard, above in all accordance with this Code of Conduct and good business practice. Current laws, other legal provisions and contracts shall be complied with. Blind compliance with the law only, however, is not sufficient to maintain an ethically high standard. Partners are expected to avoid conflicts of interest that may compromise the partner credibility towards M2 or other exterior parties' confidence in M2. Partners are expected not to give or receive improper benefits or benefits that may be regarded as improper remuneration in order to obtain, retain or direct business or in order to secure any other improper advantage in the partners business with M2. Such improper benefits (bribes etc.) may comprise cash, items, pleasure trips or services of another nature.

Follow-up and signature.

The undersigned approves that M2 when necessary have the possibility to evaluate the enforcement and improvements against the CSR-requirements made by our company. M2, or a third party, appointed by M2, may perform an evaluation or audit on site to assess how far our company have come in complying with the 10 principles.

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Date



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Signature

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Name in block letters

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Company

References:

Global Compact

www.unglobalcompact.org

1948 Universal Declaration of Human Right (UDHR)

www.udhr.org

International Labour Organization (ILO)

www.ilo.org

Rio Declaration, Agenda 21

www.unep.org

United Nations Convention against Corruption

www.unodc.org/unodc/en/treaties/CAC/index.html

M2, general

www.m2retailsolutions.com