



Introduction

Our citizenM values and unique culture are worth protecting.
It's the bright, buzzing spark that makes us unique.
A shield against all that is beige and boring,

Add to that our honest and genuine human values,
The will to do right for the people who matter to us:
Our guests, employees, partners and local communities.

But we know that unless we offer definition and clarification,
All these grand statements are just squiggles of ink.
So here is a document to guide, instruct and make clear.
We're sure you'll agree to agree on our citizenM rules,
We look forward to continuing doing great things together.

citizenM rules

citizenM is committed to doing the right thing for its guests, employees, business partners and the community. Conducting ourselves appropriately and ethically in all of our dealings and under all circumstances is an essential part of this. This citizenM rules document provides guidance and defines desired attitudes and appropriate behaviour within citizenM. The simple message is that we want to make sure all citizenM employees make their decisions and perform their work carefully and with the highest integrity, in line with the best interest of citizenM.

The citizenM rules apply to all employees (including those who are temporary) and consultants working for citizenM ("hereinafter" employee"). We expect them to abide by the rules and to hold each other accountable for compliance with these rules. Non-compliance may lead to disciplinary measures including, but not limited to, dismissal and administrative sanctions.

We can all take great pride in the many wonderful things that citizenM stands for, and as long as everyone remains committed to the values that make us special and abides by the rules, citizenM will never be just another company.

citizenM says:

be a nice person, that's why we hired you
your responsibility: do the right thing. Our hearts would break if you mistreat others

Employee behaviour

citizenM expects its employees to work with care and respect for people and the planet. Satisfied guests are the people who can affirm citizenM's success. Therefore, it is the responsibility of every employee to have a passionate attitude and to provide unexpected and surpassing services to our guests at all times.

It is fundamental that we treat colleagues, guests, vendors, lenders, and third-party business partners with respect, and inform each other in a clear, honest, and straightforward way. citizenM empowers its employees and trusts that they will act responsibly and avoid any behaviour that may harm the reputation of citizenM.

Romantic relationships

Love knows no boundaries. However, romantic relationships between colleagues are strongly discouraged because they may cause conflicts of interest, unforeseen disruptions, complications, or significant difficulties in the workplace. Therefore, all employees must inform their direct leader and HR about any relationships with colleagues. Romantic relationships within a hierarchical line and any form of fraternisation or romantic or sexual relationships with guests are not permitted.

Harassment at work

Harassment is not the same as a joke or teasing. Harassment is any verbal or physical conduct that denigrates, shows hostility, damages, or takes advantage of an individual because of their race, colour, age, sex, sexual orientation, disability, or any other characteristic protected by law. citizenM does not allow harassment at work. Anyone who experiences harassment at work can contact Human Resources or contact the trusted advisors at our various locations for counselling. If you witness any type of harassment, you are encouraged to verbally or non-verbally show disapproval of the behaviour and not laughing when others make fun of the victim, to show support for the victim. In this manner, everyone can contribute towards an inspiring and pleasant environment, and ban harassment.

Sexual intimidation

citizenM does not accept sexual intimidation. A respectful working environment is essential for the wellbeing of our employees. Sexual harassment is unwelcome sexual attention that makes an individual feel offended, humiliated, and/or intimidated. This can be both verbal (gestures) and physical (touching). The person to whom it happens determines what is unwanted or not. It is difficult to define this exactly. The limits between 'just friendly' and 'going too far' are different for each individual. Anyone who is bothered by or concerned about either unwanted behaviour or sexual intimidation can contact Human Resources for counselling or contact the trusted advisors at our various locations.

Fair dealing

citizenM takes great pride in providing an inspiring and fun work environment. Therefore, employees must at all times try their best to treat fellow employees, guests, and business partners fairly and with respect. Actions that may lead to taking unfair advantage of someone may include manipulation, concealment, abuse of privileged information, or any other unfair dealing practice violating our culture.

Drugs and alcohol

The use of any illegal drugs at citizenM locations is strictly forbidden.

Illegal drugs include all drugs except prescribed and over-the-counter drugs that have been legally obtained and used for the purpose for which they were intended. citizenM expects you to report to work in a condition to perform your duties, free from the influence of drugs and alcohol. citizenM may check employees on the use of drugs and alcohol at work and will promptly investigate any alleged drug and alcohol abuse. Such behaviour will be deemed as gross misconduct and dealt with accordingly in line with local legislation and disciplinary practices.

citizenM says:

think what you say before you say what you think
your responsibility: communicate in a clear and honest way

Social media and e-mail

citizenM has adopted a communications protocol. All employees of citizenM are expected to review and follow these protocols when communicating via social media channels and email. Social media and e-mail are a convenient, fast, and effective way to communicate with other employees, our guests, and business partners. However, they must be used appropriately. Irresponsible, careless, or insensitive statements may be taken out of context and used against employees and citizenM. Keep in mind that citizenM's reputation can be harmed when using social media or email for personal purposes. We therefore expect you to respect and apply our protocols both during and after business.

Media

citizenM public communications should contain full, fair, accurate, timely, and understandable disclosure. All employees of citizenM are expected to review and follow the guidelines as described in the citizenM communications protocol. When it comes to speaking on behalf of citizenM externally, we have designated spokespeople as outlined in our Interviews & speaking opportunities policy. Any requests related to interviews, presentations at seminars or other venues, must follow this protocol.

Freedom to speak up

citizenM fosters an accessible management style based on real caring, careful listening, and open, two-way communication and is committed to informing and involving all employees in planning and running its business. We actively encourage a social dialogue with our employees through our speak up culture, inviting our employees to express what is on their mind. We listen to what is important to our employees and take action if and when required. In doing so, we stay away from hierarchy and foster an environment of connection to engage in meaningful discussions with management. We regularly check if this approach is still contributing to our ambition to offer a safe place to speak up about what really matters at work.

Freedom of association and collective bargaining

citizenM recognizes the importance of freedom of association and the right of employees to collectively bargain. We respect our employees' rights to form, join, or not join trade unions or other organisations of their choice. This commitment aligns with our accessible management style and open communication culture. By fostering an environment where employees can freely associate and collaborate, we ensure their voices are heard and respected.

citizenM says:

don't be a trust-breaker or a stuff-taker

your responsibility: be careful with citizenM assets

Confidentiality

All business information relating to citizenM's businesses, properties, shareholders, financial affairs and all other affairs that belong to citizenM must be kept confidential during and after employment. Every employee is required to sign a confidentiality agreement as a condition of employment. This agreement spells out all pertinent information regarding citizenM's ownership of materials and other intellectual property and ongoing confidentiality obligations to citizenM. Please do the right thing by not violating the trust citizenM placed in you.

Information security

citizenM expects its employees to understand the importance of safeguarding our business information and to protect information about our guests, employees, strategy, and finances from accidental or deliberate disclosure or loss. We are committed to protecting the privacy and cybersecurity of our guests and employees, as well as the data assets entrusted to us, and will not tolerate any misuse of data entrusted to us. All employees are required to comply with our information security policies, which can be found in the Information Security Policy.

Company equipment

citizenM equipment (e.g. a mobile phone, company car, and computer) is for doing citizenM business, but may be used for incidental and limited personal purposes. Each employee has the obligation to care for this equipment and use it responsibly. If citizenM equipment is used at home or off site, precautions should be taken to protect it from theft or damage.

Political contributions

citizenM funds or resources may not be used to support any political candidate or political party anywhere in the world. citizenM neither supports political parties nor contributes to the funds of groups whose activities are focused on promoting party interests. Employees are therefore not allowed to use any citizenM funds for sponsorships or political contributions of any kind. Personal contributions are allowed, but any representation of such contribution on citizenM's behalf is not permitted.

Theft

citizenM wants its employees to feel responsible for protecting citizenM assets to their best ability, and ensure their efficient use. Theft, carelessness, and waste have a direct effect on our profitability. If citizenM merchandise and property is used, please make an effort to ensure that citizenM has received proper value in return. Remember that employees are trusted members of the citizenM family – please do not violate that trust. Any suspected fraud or theft should be immediately reported to a direct leader and citizenM's General Counsel.

citizenM says:

let's do things right

(y)our integrity: act responsibly and in compliance with applicable laws and regulations

Compliance with laws

citizenM and its employees perform their work with integrity and comply with all laws and regulations that apply to its business. The citizenM rules do not cover all of citizenM's internal policies that apply to its employees. When conducting citizenM business, employees are expected to abide by governing laws and regulations. While the citizenM rules address a wide variety of topics, good judgement and common sense should always be used, as the rules cannot, and do not, address every possible situation. If there are questions on specific situations, laws, or regulations, employees must seek guidance and contact citizenM's General Counsel for advice.

Dealing with third parties

citizenM only does business with business partners who support our values as well as our social and environmental standards. We expect our business partners to abide by the principles laid down in the citizenM rules. citizenM will not enter a relationship with persons or business partners who engage in illegal or unethical activities. Performing a risk-based third-party due diligence check on our (potential) business partners and professional advisors is key to our integrity. Employees will report any reasonable doubt about the integrity of a (potential) business partner or legitimacy of the (contemplated) transaction to the responsible senior management, while also informing citizenM's General Counsel.

Anti-bribery

citizenM will not tolerate any act of bribery or corruption from any of its employees or business partners. A bribe is defined as giving anything of value, directly or indirectly, to influence an act or someone's decision, or persuading a person to use their influence. There will be no distinction between a person who works for a (foreign) government or one who is active in the private sector. citizenM does not tolerate bribery. All employees are required to comply with our Gifts, hospitality and anti-corruption policy.

Competition

citizenM will compete for business and expects its employees to compete lawfully and ethically. Employees may not exchange information with competitors regarding costs, pricing, construction and design, terms of conditions of service offerings, choice of vendors, future locations, and market share.

Human rights

citizenM supports and respects human rights and strives to ensure that its activities do not cause a violation of human rights. citizenM promotes economic and social justice for its employees and with key suppliers.

Equal opportunities

citizenM is committed to an empowering and diverse working environment for its employees. In this respect, it is our responsibility to recruit, hire, and promote employees on the basis of suitability for the job. Our employees are recruited, selected, and promoted on the basis of objective and non-discriminatory criteria. No discrimination of any kind will be tolerated (for example, discrimination based on race, ethnicity, sex, sexual orientation, age, religion or beliefs, disability, or marriage and civil partnership).

Promoting gender equality and equal pay

citizenM is committed to gender equality and giving equal pay for equal work. We regularly review our pay structures and employment practices to eliminate any disparities and promote a diverse and inclusive workplace. We believe all employees should receive fair wages that meet or exceed living wage standards and adhere to local laws regarding overtime and compensation.

Accessible workplaces

citizenM is dedicated to making our workplaces accessible to persons with disabilities. We provide reasonable accommodations and ensure that our employment practices are inclusive and supportive of employees with disabilities.

Secure employment

citizenM fosters a one-of-a-kind work environment where employees are encouraged to be their best selves. We prioritise employee happiness, wellbeing, and personal growth, supporting each other to create a sense of belonging. Our mission is to help employees reach their full potential, offering flexible career growth. We promote a safe and secure work environment, with local benefits like health, dental, and retirement plans. Employment stability is maintained through adherence to local laws, renewing temporary contracts when possible. Even when relationships end, we aim to part amicably, following local laws.

Work-life balance

citizenM is committed to fostering a supportive work environment. We offer family leave and flexible working arrangements, including maternity, paternity, and parental leave, as well as flexible hours and remote work options. Employees are encouraged to manage their workday flexibly and flag workload issues for resolution. We schedule shifts to ensure adequate rest and only implement long shifts when necessary, prioritising family matters.

Skills development

citizenM believes in keeping our skills sharp and staying ahead of the curve. That is why we encourage our employees to take responsibility for their personal growth, e.g. by taking advantage of training opportunities, attending workshops, and learning new things. Whether it is mastering a new tool or improving current skills, personal growth benefits us all.

Conflicts of interest

citizenM expects its employees to maintain our integrity. No person working for citizenM should be subject to influences, interests, or relationships that conflict with citizenM's best interest. A conflict of interest exists when private interests interfere in any way or compete with citizenM's interest. In principle, any private interaction with business partners is prohibited, unless such private interaction has been approved by your direct leader and citizenM's General Counsel in advance and the consideration payable is the market price. Each employee must report potential conflicts of interest to their direct leader while also informing citizenM's General Counsel.

Child labour

citizenM will not recruit or employ child labour in any form. The minimum age for employment is determined by the national legislation and the legal age for compulsory education in any given country where citizenM operates.

Health and safety

citizenM is committed to providing a safe and healthy environment for our guests, employees, vendors, community and all stakeholders. We prioritise the wellbeing of everyone who interacts with our properties. Through our citizenSAFE program, we strive to prevent incidents, injuries, and illnesses. We believe that a proactive, risk-based approach to health and safety is fundamental to delivering exceptional hospitality experiences. Together, we work towards training, tracking and maintaining a secure and welcoming atmosphere for all.

Environment

citizenM created a unique cultural and brand footprint. In addition, citizenM is committed to limiting our footprint on the environment. We care about today's and future generations and we will continue to take great pride in taking all possible measures to ensure our activities are conducted in a way that minimises the impact on the local environment.

Financial and ESG reporting

citizenM uses integrated reporting to communicate to stakeholders our economic activities and our commitment to environmental, social and governance standards. Our reporting is essential for transparency and fostering trust. However, the integrity of this process hinges on unwavering ethical standards.

citizenM complies with generally accepted accounting principles and adheres to ESG reporting requirements and guidelines. All business transactions will be accurately and completely recorded in accordance with citizenM's accounting principles, ESG commitments, and applicable laws and regulations. citizenM expects its employees to adhere to these rules. All records and supporting documents will accurately describe and reflect the nature of the underlying transactions. No false or misleading entries may be made in its books, records or ESG reports.

Reporting violations of citizenM rules

citizenM expects employees to promptly report violations or suspected violations of the citizenM rules to their direct leader, human resources or citizenM's General Counsel. Concerns can also be raised through one of the options set out in citizenM's [speak up policy](#). An employee who reports a (suspected) violation of the citizenM rules in good faith will not suffer any detriment as a consequence of their report. Retaliation against a reporting employee and threats or attempts to retaliate will not be tolerated.

Disciplinary action

citizenM will take appropriate disciplinary actions against any employee whose actions are found to violate the citizenM rules. Disciplinary actions may include the termination of employment. Where citizenM has suffered a loss, it may pursue its remedies against the individuals or entities responsible.

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