

Talpa Network.

Code of Conduct.

**You make
it happen.**



**You are
reliable.**



**You speak
up.**



**You are
open-minded.**



**You
check-in.**



**You connect
& support.**



**You work
carefully.**



**You work
sustainably.**

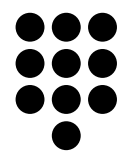


**You protect
our reputation.**



**You work
together
respectfully.**





Talpa Network code of conduct.

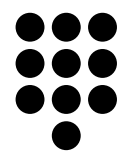
We are professionally informal.

“Together we achieve more” is our slogan and this principle guides our network. A network defined by an informal atmosphere. Creativity and innovation thrive in an informal setting, and at Talpa Network we actively encourage that. Laughing together and having spirited discussions lead to better ideas. Celebrating successes and playing sports together build stronger teams. We inspire and invest in one another.

At the same time, we remain professional. That starts with respect, but it does not end there. In addition to our core values (Optimistic, Resourceful, Curious and Collaboration), we uphold clear standards. We give feedback to help people grow, not to tear them down. We may joke, but always within each other’s boundaries. Deadlines are sacred. We comply with the law and keep things tidy (no coffee cups lying around and certainly no sensitive data). All of this falls under what we call ‘professionally informal’.

Our success depends not only on what we create, but on HOW we create it. This Code of Conduct summarises how we want to work and grow together. These standards ensure a pleasant and safe working environment.

The Talpa Network Code of Conduct outlines the agreements we make with one another, the standards against which we assess behaviour, and what we can expect from each other.



1. You make it happen.

We are a company of doers, thinkers and, above all, people who get things done. When you take something on, you finish it. You say what you do and do what you say. You stand by your ideas and take initiative to improve things. Setbacks do not discourage you. You ask “why,” but more importantly, you ask “why not.” It is no coincidence that two of our core values are Optimistic and Resourceful.

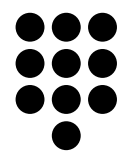
2. You are reliable.

Your colleagues can count on and trust you. You honour agreements, keep promises, comply with the law, regulations and this Code of Conduct. You store documents logically and ensure proper backup or handover so important projects continue smoothly in your absence.

You are punctual, respect deadlines and meet them. If something does not go according to plan, that can happen. You take responsibility for your actions and accept the consequences. You do not give up and you learn from the situation.

3. You speak up.

Before you can meet agreements, you first need to make them. Transparent communication and managing expectations are crucial. Your colleagues cannot read minds, so you communicate expectations as clearly as possible. If you see something that is inappropriate for any reason, you address it. You talk with colleagues, not about them. Even when it is difficult. There is no room for bullying within Talpa Network.



4. You are open-minded.

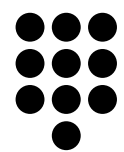
As we often say: together we achieve more. By embracing diverse perspectives and working together, innovative solutions emerge and everyone's potential is maximised. You respect the expertise of others and listen carefully. You create space for colleagues to be open and vulnerable. You are curious about what matters to others and suspend judgement. In doing so, you actively contribute to an environment where everyone can be themselves.

5. You check in.

Humour connects people, but feedback is equally important in our network. Are you the only one laughing at a joke? Check in. Is someone getting stressed by the way you deliver feedback? Check in. How? By proactively verifying whether you may have struck the wrong chord. Apologise if necessary. Showing empathy and respecting others' feelings is essential to move forward together.

6. You connect and support.

At Talpa Network, we work from trust, not distrust. Recognition, appreciation, support and celebrating success are essential for progress. Proactively asking for feedback to reduce your blind spots and offering constructive feedback to help colleagues grow are equally important. You look beyond your own team or department. A bit of healthy competition is fine, but at Talpa Network we do it together. We are called a Network for a reason.



7. You work carefully.

You are transparent and handle information correctly. You comply with the General Data Protection Regulation (GDPR). You do not misuse or abuse information, leak or falsify information, or distort data. Not even if results are disappointing. Setbacks happen. You share them honestly so we can learn together.

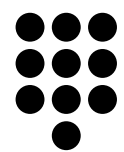
You do not misuse your position and you do not accept bribes. If you are unsure about the value of a gift, the giver's intent, or sense a potential conflict of interest, discuss it with your business unit manager. Together you decide whether you may accept the gift.

8. You work sustainably.

You work sustainably for yourself, our company and our planet. You consciously consider the projects you work on and whether they can be used in multiple ways. You think before ordering or printing. You separate waste and do not waste water. It can be as small as not taking too much food in the cafeteria and throwing it away. Every small step contributes to the bigger picture.

9. You protect our reputation and your own.

Through your behaviour, whether private or professional, you ensure that Talpa Network's reputation is not negatively affected. You avoid situations that may harm our image or conflict with this Code of Conduct. If in doubt about an action, you proactively consult colleagues.



10. You work together respectfully.

With our strong brands, iconic formats and outspoken personalities, we entertain and inform 90% of the Netherlands every week. We create content that is recognisable, humorous, moving and sometimes provocative. Each brand has its own style and editorial formula. At the end of the day, entertainment is what we create and what we excel at.

However – whether you work in front of or behind the camera, for a single brand, a format or across the entire network, inappropriate behaviour is not tolerated within our organisation. Talpa Network is one of the founders of the [Media Pact on Respectful Collaboration](#).

You treat everyone you interact with, internally and externally, with respect, openness, honesty and courtesy. All employees are equal and receive equal opportunities. Discrimination based on religion, belief, political affiliation, race, gender, disability, sexual orientation or any other grounds is legally prohibited. Naturally, we enforce a zero-tolerance policy regarding drug use, violence, aggressive behaviour, theft and vandalism.

Please, speak up.

If you are unsure how to apply our behavioural principles in a particular situation, or whether actions align with our standards, discuss it. On Talpanet you can find more information about who to contact, including your manager, the HR Business Partner, our internal and external confidential advisers, and details about the reporting procedure.



Together we achieve more