

CODE OF CONDUCT

**a**

**Spread the LOVE.**

CREATIVE  
ARCHITECTURE  
PRODUCTIONS

***aroma***



## CODE OF CONDUCT

Aroma is a creative architect of holistic experiences. Across our three hubs of Aroma Creative, Aroma Architecture and Aroma Productions, we work with over 120 specialists to create convincing brand interactions on all levels and touchpoints.

It is important to us that we act responsibly when doing business. As a result, we use resources in a conscious way and live up to our social and environmental responsibility.

Zurich, January 2021

Lukas Meier  
President of the Board of Directors, Partner

Eugen Brunner  
Managing Director, Partner

*Lukas Meier & Eugen Brunner*

**‘We take responsibility and embody fair, transparent interactions with customers and partners.’**



## INTERACTING WITH THIRD

### RESPONSIBILITY

We take responsibility for our actions and live up to our obligations towards our customers and business partners. We appreciate the trust placed in us and protect it. This trust is the cornerstone of our business relationships; we maintain it and build on it to create long-term partnerships.

### SERVICE AND EXCELLENCE

We work in close collaboration with our customers and partners on top-quality projects, drawing on our creative concepts and our professional, reliable approach to implementation. We assist with projects and use our expert knowledge to advise our customers. Our extensive expertise and ongoing training for our specialists enable us to represent our views to the outside world with a great deal of courage.

### DISCRETION

We respect requests for discretion. We keep sensitive data and information confidential and secure, even once the business relationship has come to an end.

### TRANSPARENCY

Our business relationships are fully transparent at all times, especially regarding costs and where materials come from. All our project budgets are based on offering the best value for money. Over the course of the project, the additional work requested by a customer is communicated in such a way that the costs are transparent right through to the very end of the project.

### INTEGRITY

The provisions of the law represent the framework for all our activities. We do not tolerate bribery or corruption, whether in dealings with our customers or in relationships with our partners and suppliers. Aroma staff do not accept or offer any benefits or gifts in exchange for preferential treatment. We only accept gifts and invitations if they are lawful and appropriate.

### RISK MANAGEMENT

Our risk culture revolves around internal regulations, processes and open communication with each other. We learn from our mistakes, discuss them openly and make improvements. To do so, we need to ensure a broad sense of awareness internally so errors are picked up in a timely manner.

### CONFLICTS OF INTEREST

Aroma employees avoid situations and activities that could lead to a conflict between their personal interests and those of Aroma.

**‘We are guided first and foremost by our customers’ satisfaction.’**

**‘We actively  
shape standards  
in the sector and  
are committed to  
Switzerland as  
a business hub.’**



## BUSINESS ACTIVITIES

### INDEPENDENCE

Aroma is an independent company: Aroma AG's shares are fully owned by its partners Eugen Brunner, Alexander Hauri, Lukas Meier and Roger Stämpfli, who also run the company. This enables us to handle all our orders with zero conflicts of interest, while ensuring the best conditions.

### COMPLIANCE WITH THE LAW

Our directors and Aroma employees comply with applicable Swiss laws, guidelines and regulations.

### OUR HOME, SWITZERLAND

Our approach to resources and value chains is 'as local as possible and as global as necessary'. We have our own workshops and fleet in Zurich's Oerlikon district, plus four offices, and are committed to Switzerland as a business hub.

### SECTOR STANDARDS

Aroma is an active member of various sector associations and has undertaken to abide by their stringent norms and principles.

#### Hub Aroma Creative

- Expo Event Swiss LiveCom Association: national sector association that represents the concerns of the live communications sector
- Leading Swiss Agencies: brings together Switzerland's leading communications and media agencies within one association
- VMM European Visual Marketing/Merchandising Association: the association focuses on issues relating to the visual presentation of goods and services

#### Hub Aroma Architecture

- SIA: all our work is based on the norms of the SIA association

#### Hub Aroma Productions

- Made in Zurich: the 'Made in Zurich' initiative promotes production within the city of Zurich.
- Swiss Association Polydesign3D: association for visual, three-dimensional design
- Verband Werbetchnik+Print VWP: this association brings together business in the advertising technology, screenprinting and illuminated advertising sectors across Switzerland and Liechtenstein.

### FAIR COMPETITION

In the market, we take a meritocratic, fair approach towards business partners and customers alike. We strictly adhere to competition regulations. Aroma does not make agreements with competitors on prices or other market-sensitive aspects.

**'As local as possible – as global as necessary.'**

**‘We are obliged to be an exemplary employer due to our involvement in the social market economy and our commitment to this approach.’**



## SOCIAL RESPONSIBILITY

### RESPECT

Aroma employees behave in a collaborative way and are well-networked with one another. They respect other people's opinions and ways of life. Aroma does not tolerate discrimination or the harassment of its employees.

### BALANCE AND HEALTH

We subsidise access to healthy snacks and balanced lunches in our Nørd canteen and offer an innovative, modern infrastructure that enriches our workplace. Aroma supports part-time work where possible and has a flexible annual working time model. Depending on their role, employees are free to decide whether to work from home.

### EMPLOYMENT CONDITIONS AND COMPENSATION

The employment conditions at Aroma are based on Swiss Code of Obligations. We pay in line with market rates, never pay less than the statutory minimum wages and ensure salaries are equal under the Equality Act. We do not permit coerced work or child labour and do not accept this from our partners, either.

### EQUALITY

Aroma is committed to equal opportunities, regardless of age, gender, disability, ethnic background or sexual orientation. We make sure we pay male and female employees the same.

### OCCUPATIONAL SAFETY

Occupational safety is based on SUVA guidelines. We use training sessions and education programmes to ensure people are aware of the applicable safety standards. Our internal health and safety officer advises on, reviews and supports efforts to promote health and safety at work. Work clothing is adjusted to the working conditions at hand and serves to ensure employees' safety and protection.

### TRAINING AND EDUCATION

Aroma looks to the future and takes responsibility for up-and-coming professionals: as an apprenticeship host institution, we train apprentices in our P3D and KV departments every year.

In addition, we offer internships for various occupations and courses. We make sure all our employees are well-trained thanks to internal and external courses on topics of relevance to their work.

**‘Aroma’s employees are our most valuable resource – they share their thoughts and help determine the direction we take.’**



**‘We act with an eye to the longer term and are committed to sustainability for the environment and for society.’**



## ENVIRONMENTAL RESPONSIBILITY

### HEAD OFFICE

Aroma deliberately chose 'NCERD', the commercial building for creatives, as its home. Sustainability played a major role in its construction.

- The site is connected to district heating: all the heat energy for heating the building and hot water is taken from the nearby waste incineration power plant at Hagenholz. The electricity comes from 100% renewable sources.
- When the building was constructed, recycled materials were used wherever possible (recycled concrete, Rockpanel elements on the façade), the windows are insulated and there is no air conditioning.
- The roof garden, full of regional plants, offers a habitat for animals and plants from the local area and contributes to a healthy atmosphere.

### LOCAL NETWORK

Partners and suppliers are subjected to a thorough evaluation. We place great value on being connected to the region and opting for forms of production that use as few resources as possible.

### CO<sub>2</sub>

We keep our transport routes short and strive to avoid unladen journeys.

Logistical coordination and group orders also help minimise the amount of CO<sub>2</sub> emitted by transport. Our in-house production workshops (carpentry, advertising technology, studio), mean that lots of commutes and delivery routes are no longer needed. In line with the Euro5 and Euro6 standard, our fleet contributes to keeping emissions low, with all the vehicles fitted with automatic gearboxes to avoid high-rev driving.

Employees are able to use e-bikes so they can attend meetings without using their cars. We support the use of public transport.

### WASTE DISPOSAL AND REDUCTION

Aroma places great value on systematically recycling and upcycling. Any waste is separated and recycled as appropriate. Our overriding goal is to prevent waste from being generated in the first place. As a result, we constantly strive to reduce the volume of waste generated.

When we construct temporary buildings for our customers, we design them so they can be re-used, whether as a whole or in parts. We achieve this through their modular construction, firstly, and, secondly, by opting for materials that can be utilised multiple times.

We choose reusable materials or ones that use a minimum of resources when putting on customer events, and subject customer projects to a thorough review in terms of their sustainability potential.

**‘Raising the bar – with recycling, up-cycling and a considerate approach to resources.’**

**HELLO@AROMA.CH**

**ZURICH - HEAD OFFICE  
+41 44 208 22 22  
BINZMÜHLESTRASSE 170C  
8050 ZURICH**

**BERN  
+41 44 208 22 57  
BAHNHOFPLATZ 1  
3011 BERN**

**LAUSANNE  
+41 44 208 22 40  
RUE DR. CÉSAR-ROUX 4  
1005 LAUSANNE**

**LUGANO  
+41 44 208 22 51  
VIA AL CASTELLO 4 D1  
6964 DAVESCO-SORAGNO**

**CREATIVE  
ARCHITECTURE  
PRODUCTIONS**

***aroma***