



About our business and our values.

The Jetpak Way

Our code of conduct

Jetpak

Walk the talk – your delivery is our priority

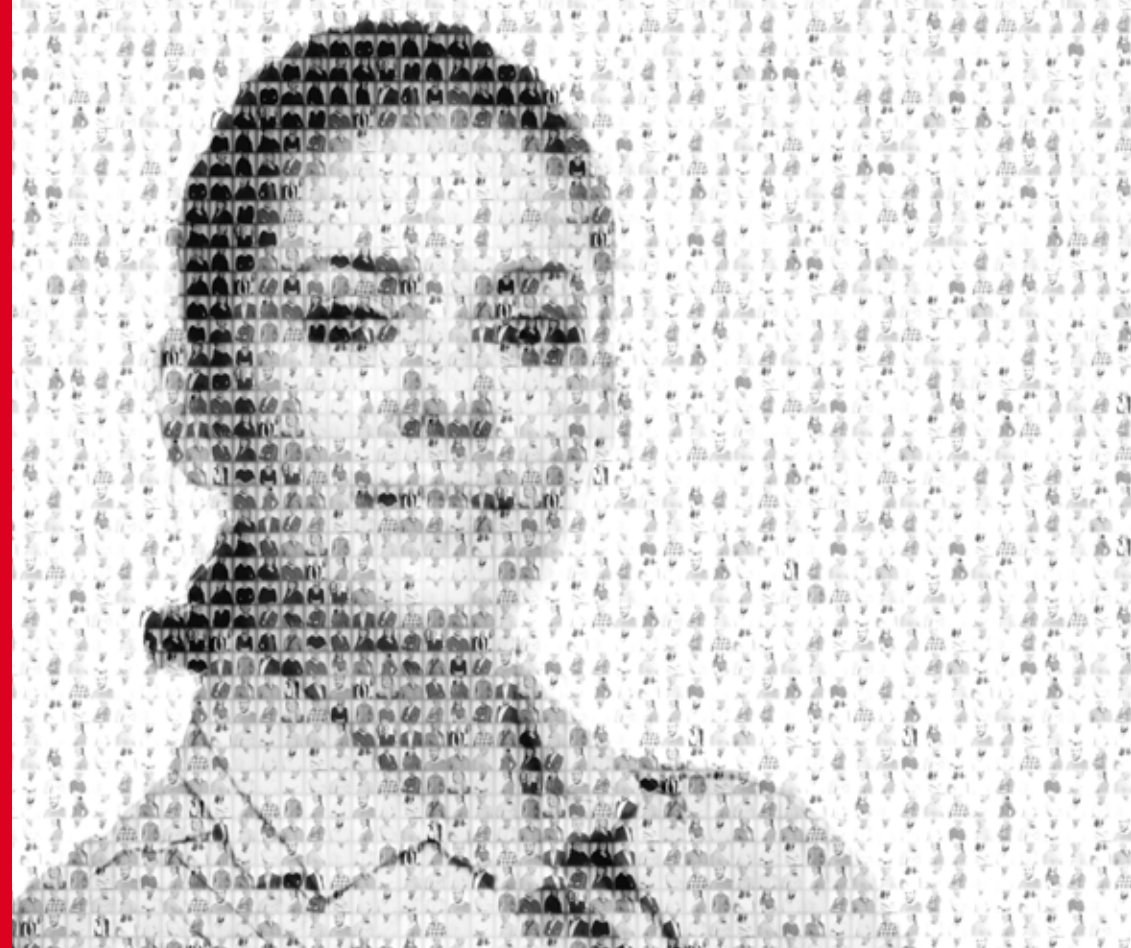
The Jetpak Way - Our code of conduct, describes our values, how we want to do business and what we consider appropriate behaviour within Jetpak. It should be applied with common sense and serve as a guide and source of support in everything we do.

Companies who base their business on transparency and healthy values increase their attractiveness and loyalty among both customers and employees. A strong brand and excellent customer experience are crucial for strong performance. In order to achieve success we have to ensure that our behaviour is consistent wherever we do business. It is essential that our customers, employees and other stakeholders can trust us and have confidence in how we act.

All of us, who work at Jetpak, are responsible for ensuring that these guidelines are followed, and that we live up to our values and deliver an excellent customer experience. It is a question of assuming responsibility and 'walk the talk'. **Happy reading!**



Kenneth Marx
CEO Jetpak Group



Your delivery, our priority

We are all part of the customer experience.



The Jetpak Way – our responsibility

The Jetpak Way involves all employees at Jetpak as well as local Jetpak partners and their employees. Everyone who works under the Jetpak brand is expected to act the Jetpak Way.

Contents

Walk the talk – your delivery is our priority	2
The Jetpak Way – our responsibility	5
“Moments of truth”	6
The Jetpak Way - customer promise and values	8
Communication	9
Respect and leadership	10
Health	11
Security, safety and environment	12
Business policies	13
About Jetpak	14

Everything we do, day in, day out – from answering the phone to delivering a parcel – influences the customer’s perception of Jetpak. In that way, the Jetpak Way also serves as a pledge to our customers; that they can rely on us to manage sound business.

HOW SHOULD THE JETPAK WAY BE APPLIED?

Jetpak has policies and rules that supports the content of the Jetpak Way. These you can find on the Jetpak intranet.

The Jetpak Way does not become a reality until we apply it. It should be applied with common sense and serve as a guide and source of support in our work.

In order to act in the right way you have to be familiar with and understand the contents of the Jetpak Way. Read it through and think about its implications for you personally and your work at Jetpak. Reflect on whether you are already acting in

accordance with the Jetpak Way or whether you need to change anything in your behaviour.

WHO IS RESPONSIBLE?

The Jetpak Way must be adopted by everyone, in all the countries in which we are represented and in all customer contact points. Managers must act as good role models and provide conditions that enable you to work according to the Jetpak Way. At the end of the day, you are responsible for your own behaviour. You are the one that meets customers, hence you are the “face” of the company.

If you feel unsure of anything in the Jetpak Way or do not know how you should deal with something, then raise the question with your manager. He or she is responsible for helping you to understand how the Jetpak Way affects you. It is still you who has ultimate responsibility for your own actions.

“Moments of truth are the moments that ultimately determine whether we will succeed or fail as a company.”

Free translation from Jan Carlzon's book Moments of truth

SATISFIED CUSTOMERS

We want our customers to feel prioritised and that they can rely on us. Satisfied customers produce satisfied employees – and vice versa.

DEDICATED EMPLOYEES

Our employees are the backbone of our business. We provide the conditions that enable each one to take initiative and get involved in resolving challenges. We want employees to assume responsibility but also to get along well with each other. We aim for employees to take a positive attitude, are proud of what we do and care about customers, colleagues and themselves alike.

CONFIDENCE LOCALLY

Our local partners and drivers are crucial components of our business, the customer experience as well as represent our external image. In order for Jetpak to fulfil our customer promise, local employees need to deliver on our customer promise and should feel confident that they will receive the support they require. Proud partners with local presence and expertise are key for our success.

RESPONSIBLE SUPPLIERS

Our suppliers are an integral and important part of our business. We want them to supply the right products, of the right standard and at the right price. They should be encouraged to work together with Jetpak to increase quality and production efficiency continuously.

A PROFITABLE BUSINESS

Sound financial performance is the basis for our success since it allows us to improve, innovate and stay at the leading edge. We want to pursue sound commercial activities, characterised by efficiency and flexibility. We want to combine closeness to our customers through local presence with standardised operations, thus making the most of our advantages as a group with a common brand.

VALUE FOR OUR OWNERS

We are a company with several owners who have ventured capital in giving us the opportunity to build our business. We want them to be proud of what we achieve and to receive a good return on their investment.

SUSTAINABLE SOCIETY

We are committed to an economically, environmentally and socially sustainable society. We want to be a good corporate citizen, take responsibility and contribute to society to the best of our ability.

The Jetpak Way - customer promise and values

Our promise to our customers is an important part of our position in the market and our strategy. How are we different from competitors and what can you expect as a customer of Jetpak? This, together with our values that describes how we work together, are the core of the Jetpak Way and can be summarized in these words.

Our promise to our customers:

- » Fastest
- » Precise
- » Simple

How we work together:

- » All meetings matter
- » Commitment
- » Help each other



Simplicity

Everything we do should be characterized by simplicity. Internally as well as externally. We must be clear and straightforward in our dialogue with customers in all touch points. We must ensure that our offer is easily accessible and the service is quick and precise – throughout the entire experience. From booking to delivery and payment.

Communication

JETPAK – THE BRAND

Our brand is our most important asset. It represents our ability to interact with the customer in any given situation. While these interactions should always be based on simplicity and personal engagement. A well-unified and distinct brand identity helps us reach out and strengthen our position in the market.

On the intranet, you find the Profile Toolbox including our Communication policy and Brand book with guidelines and templates for how to communicate the brand.

WE ARE ALL AMBASSADORS

Everything we do at Jetpak communicates our brand. This is why it is important for us to live by our values and act as good ambassadors of Jetpak, both internally and externally. It is all about how we act, how we interact with other people and how we are

dressed. In discussions regarding Jetpak at the dinner table or on internet, to details such as the images featured in our brochures or a clean Jetpak car that passes by.

TONALITY

Simplicity, speed and precision should be the core in everything we do and be the foundation for our communication. We should be clear and to the point - the message is what's most essential. Being credible and consistent is key. Without credibility and consistency our tone will

never ring true. Our communications will not reach our target group effectively. We prioritize our customers and ensure that our communication is rooted in the customer's needs. We speak to the customer as a friend – for example we say "hello" and are not overly formal. Our tonality is self-assured and inspires confidence.

Respect and leadership

We endorse the UN's Universal Declaration of Human Rights, which asserts that all human beings are born free and equal in dignity and rights. At Jetpak, everyone must be treated with respect.

ABOUT OUR EMPLOYEES

Qualified and committed employees are the key to success. We must attract and retain skilled managers and staff. We will develop and make the most of our employees' competencies. Our culture must be characterised by our values and our employees must feel involved in the company's development.

EQUALITY AND RESPECT

Everyone should feel appreciated and we tolerate no attitudes and conduct that could be perceived as offensive or insulting. All employees shall help to ensure that

no one is exposed to biased treatment, discrimination, sexual harassment or bullying. On any suspicion that someone is the object of such treatment, contact management or/and Human Resources to take appropriate action. For more information on Jetpak policies, please read them on our intranet.

CHILD LABOR

Jetpak will not, under any circumstances use child labor or forced labor in our work place or allow subcontractors to do so. For more information, please read our policy regarding child labor.

DEDICATED LEADERS

To get dedicated employees, we have 10 commands for a leader:

1. Be a role model through your own actions.
2. Create commitment through openness, involvement and communication
3. Respect others, listen to opinions, pay attention, ask questions.
4. Take responsibility for your task and respect targets.
5. Clarify company targets for your team and the link between each employee's task and company targets.
6. Act, implement and show results.
7. Communicate and give feedback.
8. Show appreciation and celebrate victories.
9. Create a good cooperation with others in Jetpak and our partners.
10. See your employees and support their development.

Health

A HEALTHY WORKPLACE

As an employer, Jetpak has the ultimate responsibility for ensuring that the workplace and working environment are safe and secure, that illness and accidents are avoided and that all employees feel appreciated and enjoy job satisfaction.

Each individual employee is also responsible for contributing to this, since everyone has a part to play in creating a suitable common working environment. This applies both to the physical workplace and the psychosocial work climate.

WORKING ENVIRONMENT MEASURES

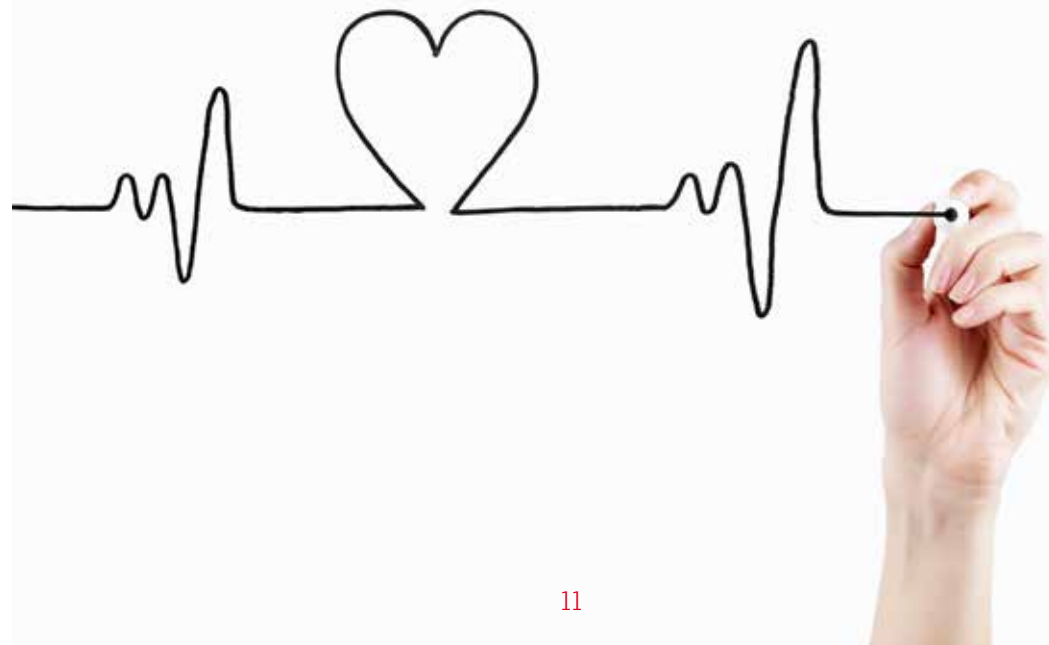
Jetpak managers and staff must be proactive in pursuing working environment measures in order to prevent illness or

accidents among its employees. Such measures shall be pursued both in day-to-day work, and as a systematic programme entailing regular working environment surveys. The surveys will result in measures to be implemented and monitored.

Jetpak have policies in order to support a healthy workplace; these can be found on our intranet.

KEEP-FIT AND HEALTH PROMOTION SCHEMES

We want to provide opportunities for our employees to achieve greater well-being. Healthy and positive employees in a sound working environment are crucial for our success. We offer different activities to promote health and to inspire employees to embrace a healthy lifestyle.



Security, safety and environment

Our work with security is aimed at minimising the risk of crime. We want to maintain a high level of reliability in terms of our operations and deliverables. We also want to prevent unauthorised access to our production processes.

INDIVIDUAL RESPONSIBILITY

Security is an attitude and everyone's responsibility. It is essential that we are all aware of this responsibility and ensure that our actions are in line, both externally and internally.

KNOWLEDGE AND RULES

Jetpak's operations are safeguarded by rules designed to promote safety. High level of security comes with good knowledge of the rules in use. The rules must be adhered to in all situations, irrespective of personal feelings about a given rule.

OUR RESPONSE TO UNWANTED INCIDENTS

With a high level of security awareness, we reduce the risk of incidents such as fires and theft occurring and minimise the damage if they do occur, through appropriate action.

ASSURANCE

Security is also about giving our customers and other stakeholders a sense of assurance. Employees who collect parcels must be appropriately dressed, wear an ID card from Jetpak and conduct themselves in such a manner as to create a sense of assurance. Customers who hand over something of value must feel assured that it will be delivered in good condition.

ROAD SAFETY

We must be exemplary road users and do our part to ensure that key road safety objectives are achieved. Through training, we raise employee knowledge and awareness of road safety. We live up to our reputation, do not drive when we are tired and do not tolerate unlawful actions and reckless driving.

QUALITY AND ENVIRONMENT

We are constantly developing our quality and environmental systems, and work according to transparent processes. We have a quality and an environmental management system and the entire business is certified to ISO14001:2004 and ISO 9001:2008. Our goal is that all our partners must be certified according to ISO or equivalent systems. We set specific environmental targets for ourselves, our Partners and our suppliers in terms of vehicles, fuel and training, and we encourage local initiatives.

Business policies

CORPORATE GOVERNANCE AND ORGANISATION

We will maintain a transparent organisation with clearly delineated responsibilities and powers. All employees shall be informed of what decisions are made and where.

INTEGRITY

At Jetpak we try to be open internally with information. Good information is crucial for quick business decisions and for each of us to do our work well. This requires caution as to what information reaches outsiders. We need to maintain extensive openness internally and high integrity externally.

MEDIA RELATIONS

Our communication policy sets out the division of responsibilities and policies for communicating with media. When it comes to dealing with media, always check with your manager first. The CEO will always assume ultimate responsibility.

FOUR EYE PRINCIPLE

All important decisions and negotiations, including contract signings, should be done by at least two persons with the relevant authority on behalf of Jetpak.

GRANDPARENT PRINCIPLE

Always check important personnel topics in your team such as hire, change of responsibility and replacements with your

manager. This is to secure we make the right decisions and it is important to have your colleagues view on important matters.

TRUE AND FAIR ACCOUNTING

Our accounts must be accurate, true, and fair. Our accounts must be prepared according to accepted principles and our financial audits must be conducted with the utmost care.

CONCERNING SUPPLIERS

Suppliers must be assessed in terms of environmental concerns, working conditions and human rights. All purchasing activities must be performed in observance of a high standard of ethics and applicable law. All information concerning purchasing, tenderers or suppliers must be kept confidential in order not to influence competitiveness. To guide Jetpak's employees within questions concerning purchases and suppliers, there is a procurement policy that all employees shall follow.

APPROPRIATE BEHAVIOUR

We avoid any illicit inducements. Entertainment is acceptable provided it is justified and modest. Personal gifts worth more than SEK 500 must never be accepted.

COMPETITORS

Jetpak shall act professionally towards its competitors. We must at all times act appropriately and not make derogatory statements about any competitor company, products or services.

We are Jetpak - simple, fastest & most precise

About Jetpak

Jetpak is the simple and fastest option for priority delivery door to door. We offer solutions for both spontaneous transport needs and customized logistics. Jetpak is represented in more than 150 locations in the Nordics and Europe. Your delivery is our most important and as customer, you are always prioritized.