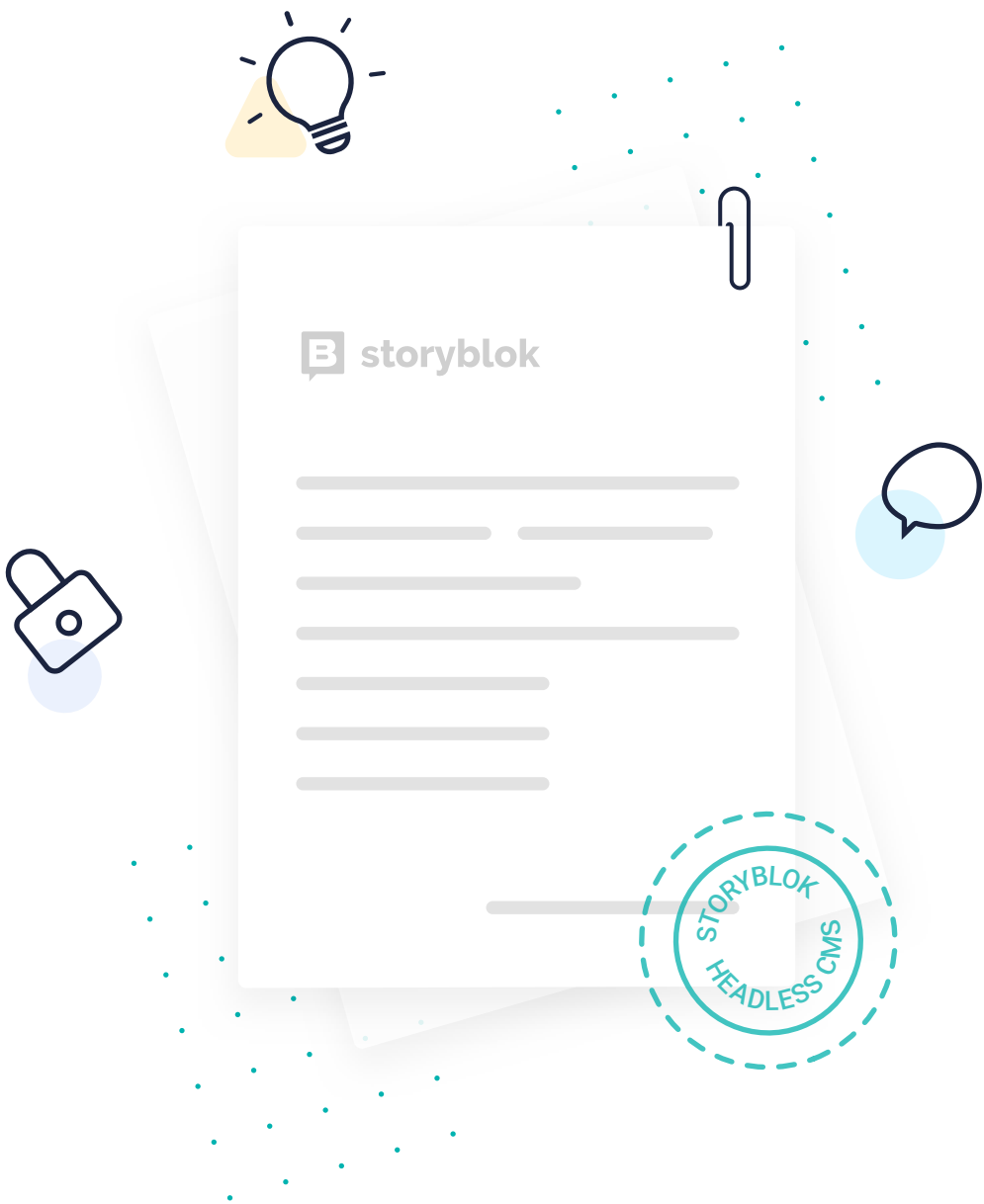




Code of Conduct



Our Understanding of a Code of Conduct

A Code of Conduct should explain our values, ethical, professional and legal standards and general ways of acting. This code is a shared statement of our commitment that we use as the basis for our daily and long-term interactions, actions, and decisions.

We conduct our operations with honesty, integrity, respect, and recognition, as well as fairness, diversity, and we strive to integrate these values into our behavior and practices.

Additionally, we believe in ever growing responsibility and sustainability and respecting human rights. Living through our Code of Conduct brings our values and purpose to life, everyday and in everything we do.

Goal of our Code of Conduct

The Storyblok Code of Conduct is one of the ways we put our company values into practice. Our commitment to the highest standards helps us work with great people, build a great product, and attract loyal users.

The intent of this Code of Conduct is to set clear expectations for ethical business practices and social and environmental awareness by all Third Parties (Customer, Supplier, Vendor, Partner, Consultant, Government), Shareholders and employees of Storyblok.

Storyblok expects all stakeholders to honor the Code of Conduct and will take measures to ensure compliance and will quickly address instances of non-compliance.



Responsiveness

When we receive relevant user feedback we act on it in a timely manner. We take pride in responding to communications from our users, whether questions, problems, or compliments. If something is broken, we fix it.

Working together

We try to process inquiries quickly and to the satisfaction of all parties. If there are differing opinions, we endeavor to quickly find a common solution. We aim to listen to our third parties, deliver as quickly as possible, improve every day and treat everyone equally.

Our users value Storyblok not only because of our valuable software, but because we hold ourselves to a higher standard in how we treat users and how we conduct ourselves professionally.

We keep the following principles in mind which help us to maintain that high standard: Integrity, regular delivery of new features and listening to our customers. We strive to continually improve our services and our company.

Respect for Global Cultures

Storyblok's services are employed with companies all over the world and we are committed to being responsible corporate citizens.

This requires us to be aware of and to respect the traditions, business customs, social norms, and expectations of our customers and partners and make every effort to pursue the right course of action.



Fair competition

We are committed to fair competition as a prerequisite for the social market economy and we follow the laws to protect competition. All employees are obligated to comply with the rules of fair competition.

Examples of prohibited behaviors not tolerated by us are: illegal exchange of information, price agreements, and market allocations with competitors or suppliers. Espionage, theft and other illegal methods of gathering information from competitors are expressly rejected.

We rely on an honest, reliable business relationship where mutual respect is paramount. Our communications must be truthful and accurate. When we say something about our products and services, we must be able to substantiate it. We sell the quality of what we do and we never disparage our competitors.

Bribery, Kickbacks or Any Other Form of Corruption

Storyblok does not pay nor receive bribes or kickbacks. Furthermore Storyblok does not do any business based on bribery, corruption or unethical business practice. The rule at Storyblok is simple: Don't bribe anybody (Government, Supplier, Partner, Customer), anytime, for any reason.



Donations and Sponsorships

Donations from Storyblok are always made transparently as a social commitment and on a voluntary basis, without expecting anything in return. To ensure transparency, we document explicitly: the purpose of the donation, the name of the recipient and the confirmation of the donation.

Sponsorships can be communications or marketing activities for the group of companies Storyblok considers Partners. All sponsorship activities must have written agreements and be reasonably related to the sponsorship services. Sponsorship must in no way be used to circumvent the provisions on the allocation of donations.

Business Courtesies

Accepting gifts, entertainment, travel or meals can create the appearance of a conflict of interest. Therefore, business courtesies or any other favors of value should be avoided that might influence, or even appear to influence, the independent judgment of Storyblok employees or representatives.

Travel and lodging (including the use of real estate such as vacation property and timeshares) may not be offered to or accepted by Storyblok employees or representatives. Third Parties should not offer any goods, services, business opportunities, commissions or advantageous financial arrangements that would personally benefit our employee.

Confidentiality



Company and business secrets will always be treated with absolute confidentiality. Sensitive information of any kind, including information received from our business partners, may not be used to pursue an employee's own interests or made accessible to third parties.

How We Work at Storyblok

Fair working conditions

Fair working conditions and an equitable employment relationship are important to us. Storyblok respects fundamental human rights and we recognise our responsibility to observe those rights. As an employer, we take our obligations to our employees seriously.

Healthy working environment



We always strive to provide a healthy working environment and positive working conditions. We value a healthy work-life balance and expect employees to communicate when this is not happening. We offer flexible working hours and, with remote work, employees can work wherever they are happiest.

Diversity and Equal Treatment

Storyblok believes that a diverse team is a strong team that performs best when every team member feels a sense of belonging. Every team member is treated equally with respect and dignity at all times, in line with our company values.

We reject any form of discrimination, racism, harassment or unequal treatment. Storyblok operates a zero tolerance policy on harassment and discrimination which includes, but is not limited to, physical or verbal abuse, physical or sexual harassment (in any form, including the distribution of sexual material), any other unlawful harassment or any threats or other forms of intimidation.

Mutual respect and recognition

The Storyblok culture ensures that each member does meaningful work and is recognized for their efforts. We form a collaborative and inclusive community where the pursuit of new ideas and high performance can thrive, and each team member's contributions are recognized.

Our culture is built on honesty and trust; we value differences in approaches and views and communicate openly with each other all in a spirit of goodwill.

Reliability and Integrity

Each employee is personally responsible for compliance with the law. An employee's appearance, actions and behavior contributes significantly to the image of Storyblok. Managers are role models for all employees and represent the foundation of this Code of Conduct.

Better Together

We make greater strides collaborating as a team than working in isolation. We rely on clear and honest communication and constructive feedback is always welcome. Because the team comes first, we make every decision with care and we are mindful of our company goals.

Support and guidance is ongoing and our team members know that help is always available. Mentoring, collaboration and know-how transfer are at the core of our values. For us no challenge is too big - we keep learning and improving.

Careful Communication

Employees are responsible for ensuring that communication, whatever the form may be, is clear, correct and appropriate. Responsible and appropriate communication is essential to our business, reflects our values and is key to our reputation.

Communication may include written memoranda, handwritten notes, email, computer files and voice mail. Ensure communication is only sent to those who have a need to receive it and avoid email chains with unnecessary content or recipients.



Creativity and Innovation

Being at the forefront of the industry is highly valued at Storyblok thus we encourage employees to: follow developments within our domain, use our professional experience in a constructive manner, contribute to the evolution of Storyblok by committing to sharing our knowledge, share with internal parties any information that could benefit them in their work, being open to new ideas and approaches, adopt alternative outlooks in order to generate new thoughts and concepts, conduct our work in a structured way to enhance knowledge transfer and continuity.

Conflicts of Interest

Whilst acting in your capacity as an employee or other representative of Storyblok, you must base your decisions on the best interests of Storyblok, rather than your personal self-interest.

You must avoid conflicts of interest or the appearance of a conflict of interest. Along with legal and ethical considerations, you must at all times be governed by the best interests of Storyblok. Conflicts of interest must be disclosed immediately.

Company property



The ownership of company property should be carefully handled by all employees. Each employee agrees to handle resources and equipment responsibly and for their intended purpose. Employees are asked to treat company equipment as if it were their own property.

How would we like to grow?

Investor Relations

Storyblok focuses on creating sustainable value. We are committed to the long-term financial, social and environmental impact of our activities.

Our commitment is based on good core values, good shareholder relationships, active management of operations, responsible business practices and a truly excellent product we provide to our customers.

We communicate and interact truthfully and honestly with all stakeholder groups. Transparency, high quality communication, and an open share of information are required at Storyblok. We provide reports and are open to share corporate information, even if the information is uncomfortable to communicate.





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