



## **Direct advertising doo Subotica Corporate Social Responsibility Policy**

### **I OUR VALUES**

We strongly believe in the principles of Corporate Responsibility - of achieving success in ways that honor ethical values and respect people, communities and the natural environment. Equal to protecting the health and safety of our employees, we consider environmental stewardship among our most important business responsibilities. This belief is only reinforced as our operations extend to virtually every corner of the globe.

Working in harmony with the environment and supporting those in our communities that need support provides our stakeholders with a real sense of our values. We operate in ways that honor our values and respect the people, communities, and natural environment in which we work and live.

This Policy is about how our company takes account of its social and environmental impact in the way it operates as a business. By demonstrating our commitment to Corporate Social Responsibility, we aim to align our business values and strategy with the needs of our clients, whilst embedding such responsible and ethical principles into everything we perform.

The elements of this Policy cover our approach in dealing with our clients, suppliers and the local community principles in an effort to support reducing our energy, procurement, transport, water use and other business usage to reduce our carbon footprint and environmental impact.

### **II ENVIRONMENT**

Protection on the environment in which we operate is part of our core values and principles and we consider it to be sound business practice. Care for the environment is one of our key responsibilities and an important part of the way we do business. In this policy we commit our company to:

- Complying with all relevant environmental legislation and regulations
- Protecting the environment by striving to prevent and minimize our contribution to pollution of land, air and water
- Seeking to keep wastage to a minimum and maximize the efficient use of materials and resources
- Managing and disposing of all waste in a responsible manner
- Providing training for our staff so that we all work in accordance with this policy statement and within an environmentally aware culture
- Regularly communicating our environmental performance to our employees and other significant stakeholders
- Developing our management processes to ensure that environmental factors are considered during planning and implementation
- Monitoring and continuously improving our environmental performance

We provide and endeavour to reduce our environmental impact to the absolute minimum.

The Directors will ensure that the Company reduces the environmental impact on the Company by:

- Reducing all our transportation requirements wherever possible and utilizing public transport and such facilities as conference call facilities



- By using vehicles that are regularly serviced and checked with regards to their emission levels and economically use their fuel
- Sourcing and buying locally to save fuel costs wherever possible
- Ensuring all lights and equipment is switched off when not required
- Ensuring that water is used efficiently
- Using scrap paper for drafts and notes
- Printing in mono and double sided wherever possible
- Recycling all waste (shredding all business documentation)
- Sourcing recycled materials wherever possible
- Working like-minded suppliers who take steps to minimize their environmental impact

### III LOCAL COMMUNITY

Company will also make all possible efforts to ensure that our work with the local community involves:

- Encouraging volunteer work in community activities
- Supporting local activities

Contributions made by Direct advertising to community projects or charities need to be made in good faith and in compliance with our all relevant policies and procedures.

### IV CLIENTS

Company will also ensure that we deal responsibly, openly and fairly with clients and potential clients by:

- Ensuring that all our advertising and documentation about the business and its activities are clear, informative, legal, decent, honest and truthful
- Being open and honest about our products and services and telling customers what they want to know, including what we do to be socially responsible
- We will avoid pressure selling techniques
- Ensuring that if something goes wrong we will acknowledge the problem and will deal with it
- We will listen to our clients so that this will help us improve the products and services we offer to them
- Ensuring that we benchmark and evaluate what we do in order to constantly improve our competitive edge in the marketplace

Company will also ensure that we deal responsibly, openly, and fairly with suppliers by:

- Ensuring that we use local temporary staff
- That we will endeavour to pay on time
- Not expecting any discounts to have a detrimental effect on their business

Every employee is expected to give their full co-operation to the above principles in their activities at work. Employees must not either by their action or statements seek to mislead the market or clients.

When establishing a customer relationship or providing financial services to a client, appropriate care shall be taken that the customer receives information which is necessary for a reasonable decision by the customer be it as part of the product information or be it through the advising intermediary or producer.



Which information or advice are necessary depends on the service, the product and the expertise of the categories of clients involved, as well as the applicable market standard. The same applies to whether and which information must be asked from the client as requirement for advice.

The effectiveness of the Policy Statement will be monitored and reviewed at least annually to ensure the Company's continuing compliance with any relevant legislation and to meet new business requirements and to identify areas in need of improvement. We will also ensure that all areas changes will be brought to the attention of employees as necessary.