

Letter to stakeholders

This Code of Ethics governs the activity of our company, taking direct inspiration from the Guidelines and Code of Ethics of Confindustria, the confederation of which You're Up is a member.

Our strategic vision is founded on the firm determination to lead the ecological transition of the textile sector. We position ourselves as the link between agriculture, industry, and fashion, enhancing hemp and natural fibers through a model that combines ecodesign, scientific rigor, and cutting-edge technologies such as Digital Twin. In doing so, we embrace the One Health philosophy: for us, doing business means taking care of the territory to protect people, linking human well-being to that of the planet.

This Code translates our vision into clear rules. It is a guide to which directors, employees, collaborators, clients, and suppliers must conform. We want the transparency, ecological responsibility, and ethics that define us to be the shared compass for every common decision and action.

Preamble

You're Up was born with a precise mission: to accelerate change in the textile world starting from the land. We operate as a Benefit Company to transform hemp and natural fibers into strategic resources for global fashion, integrating mechanical processing standards that respect the raw material and value the entire supply chain from a circular economy perspective.

Our innovation is expressed in transparency: we use Digital Twin technology to assign a digital identity to every batch of fiber. This allows us to monitor CO2 sequestration and agronomic parameters in real time, simplifying the ESG reporting of our partners and guaranteeing the traceability of all waste. It is the practical application of the One Health principle, where environmental regeneration directly translates into well-being for people.

This document was created to share our ethical conduct. Approved by the Shareholders' Meeting, it is made available to our entire network of partners and stakeholders through our website and digital channels, to testify to our path toward a truly sustainable future for fashion.

General principles and guiding values

You're Up attaches absolute value to compliance with all laws and regulations governing economic and social life and activities, and is constantly inspired by principles of: loyalty and fairness, reliability and transparency, repudiation of any discrimination, respect for people, organizations, and institutions; protection of worker health and safety; environmental protection; protection of competition; personal data protection.

These principles, already implemented in the company through various initiatives, form the basis for defining a series of conducts deemed fundamental, which the Entity undertakes to respect towards anyone.

At the same time, **You're Up** believes that these principles must be known and respected by all Recipients.

Loyalty and fairness

You're Up pursues its corporate interest, inspiring itself and observing the principles of fairness, collaboration, professional rigor, loyalty, and mutual respect, while also committing not to take advantage of the conditions of ignorance or incapacity of its counterparties.

Reliability and transparency

You're Up provides clear, adequate, and timely information regarding economic and financial management results, in compliance with reference regulatory provisions. It commits to adequate accounting registration of operations, so as to make the decision-making and execution process of said operations verifiable, as well as, in formulating any contracts or rules governing relationships with third parties, taking care to specify the relevant clauses in a clear and understandable manner.

Repudiation of all discrimination: respect for people, institutions, and organizations

In relating to its stakeholders (client selection, hiring, management, and organization of personnel, supplier selection and management, relations with the surrounding community and the institutions representing it), **You're Up** repudiates any discrimination based on age, sex, sexuality, health status, ethnicity, nationality, political opinions, and religious beliefs of its interlocutors.

Protection of worker health and safety

You're Up acts towards its employees and collaborators in full compliance with current regulatory provisions, promoting risk prevention and awareness as well as responsible behavior by all personnel.

Environmental protection

The activity of **You're Up** is oriented towards realizing the values of sustainability and social responsibility. The company, in pursuing its mission, takes up the challenge of sustainability through the commitment to identifying and consequently reducing the actual and potential negative impacts that affect or could affect the organization, as well as identifying and implementing actual and potential impacts that could contribute to sustainable development.

Protection of competition

You're Up firmly believes in competition and the free market and intends to promote and enhance "Made in Italy": this characteristic may therefore be considered with particular favor within the scope of relationships entered into with it.

Personal data protection

You're Up undertakes to process, within the limits and in accordance with current privacy regulations, the personal data of clients, collaborators, employees, and other entities, both natural and legal persons, with whom it maintains relationships.

CONDUCT CRITERIA IN RELATIONS WITH STAKEHOLDERS

Relations with clients

Relations with clients, whether public or private entities, are based on full satisfaction of their needs with the aim of creating a solid relationship inspired by principles of fairness, honesty, efficiency, and professionalism. **You're Up** believes client satisfaction can be pursued, among other things, by investing in:

(i) quality and affordable products; (ii) transmission of correct information, so that each person can make free and responsible choices; (iii) highlighting products that, due to composition and packaging characteristics, are more respectful of the environment.

Relations with suppliers

Supplier selection

The choice of suppliers and external consultants is inspired by criteria of competence, cost-effectiveness, transparency, and fairness.

Supplier selection and determination of purchase conditions are based on an objective evaluation of the quality and price of the good or service, as well as guarantees of assistance and timeliness, without prejudice to any privileged evaluation criteria previously identified.

You're Up reserves the right in any case to request suppliers to certify the following requirements: (i) availability (suitably documented) of means, including financial ones, organizational structures, design capacities and resources, know-how, etc.; (ii) existence and effective implementation, where Entity specifications require it, of adequate corporate quality systems; (iii) any certifications required by law or regulatory provisions; (iv) any further certifications or demonstrations necessary or appropriate in managing the relationship.

Protection of ethical aspects in supplies

With a view to conforming procurement activities to adopted ethical principles, **You're Up** may introduce, for specific supplies and if deemed necessary, certain social requirements. To this end, contractual clauses may be inserted into supplier contracts providing for: (i) a self-certification by the supplier regarding adherence to specific social obligations (such as, for example: adoption of measures guaranteeing workers respect for fundamental rights, principles of equal treatment and non-discrimination, protection of child labor); (ii) the possibility for the Entity to carry out audit actions at the production units or operational headquarters of the supplier company in order to verify compliance with these requirements.

Relations with Public Administrations

You're Up recognizes the opportunity to support public entity programs intended to create utilities and benefits for the community, as well as the activities of foundations and associations, always in compliance with current regulations and the principles of the Code.

You're Up conducts relations with Public Administration with maximum transparency and ethical behavior: such relations, which must take place in compliance with current regulations, are informed by general principles of fairness and loyalty, so as not to compromise the integrity of either party.

You're Up personnel must refrain from any behavior that could damage the impartiality and independence of judgment of Public Administration. Particular caution must be observed in operations relating to potential bidding procedures, contracts, authorizations, concessions, licenses, requests for funding from public sources (state or EU).

In the event that the Entity needs to make use of professional services from Public Administration employees as consultants, current regulations must be respected. Within the scope of relations with such subjects, Recipients of the Code refrain from offering, even through an intermediary, money or other utility to the public official involved, their family members, or subjects in any way connected to them, and from seeking or establishing personal relationships of favor, influence, or interference aimed at directly or indirectly conditioning their activity.

Relations with the community (parties, trade union organizations, and associations)

You're Up does not pay direct or indirect contributions, in any form, to political parties, movements, committees, and political and trade union organizations, to their representatives and candidates, except those provided for by specific regulations. It is however possible to cooperate, including financially, with such organizations for specific projects, subject to the following conditions: (i) clear and documented destination of resources (ii) express authorization by the competent functions within the Entity.

Relations with personnel

Value of people

You're Up recognizes, protects, and promotes the value of human resources as a fundamental element of its success.

The Entity operates in accordance with principles of protecting the rights, physical, cultural, and moral integrity of the person and their dimension of relationship with others, and recognizes and promotes the development of its intellectual capital by favoring a working environment and conditions based on enhancing skills.

The selection, evaluation, and enhancement of employees and collaborators is carried out in accordance with internal procedures, in light of corporate needs and recognizing equal opportunities.

The right to working conditions respecting personal dignity is guaranteed. To this end, internal and external work relationships must not give rise to acts of psychological or physical violence, or discriminatory or harmful attitudes or behaviors towards the person, their convictions, beliefs, or preferences.

You're Up firmly condemns all forms of discrimination based on ethnicity, color, sex, age, religion, physical condition, marital status, sexual orientation, citizenship, ethnic origin, or any other discrimination contrary to law. In internal and external work relationships, people must refrain from committing harassment, such as creating an intimidating or hostile work environment. No form of retaliation will be implemented or tolerated within the Group against Recipients who have complained of episodes of discrimination or harassment, nor against Recipients who have provided information in this regard.

You're Up exclusively employs personnel used in accordance with the contract types provided for by regulations and applicable national collective bargaining agreements.

Duties of personnel

People must act loyally in order to comply with obligations signed in the employment contract and what is provided by the Code, ensuring the required performances.

People must know and implement what is provided by corporate policies on information security, to guarantee its integrity, confidentiality, and availability. They are required to draft their documents using clear, objective, and exhaustive language, allowing any verifications by colleagues, managers, or external authorized subjects requesting it.

Corporate information and know-how must be protected with maximum confidentiality.

People not expressly authorized to answer questions or provide materials requested by internal or external interlocutors of the Entity are required to consult with contact persons and comply with instructions given in this regard.

Where it is necessary to handle relevant, confidential, or economic topics, care will be taken to adopt necessary measures so that confidentiality is safeguarded, according to the nature of the elements handled.

Both during and after the dissolution of the employment relationship with **You're Up**, people may use confidential data in their possession exclusively in the interest of the Company and never for their own benefit or that of third parties.

Entity personnel are required to refrain from using illicit means in order to acquire confidential information on third-party companies and entities. Those who, within the framework of a contractual relationship, become aware of confidential information on other subjects will be required to make exclusive use of it as provided for in the existing relationship.

You're Up personnel are required to avoid situations in which conflicts of interest may occur, as well as refrain from taking personal advantage of business opportunities came to light during the performance of their duties.

In the event that even just the appearance of a conflict of interest manifests, the person is required to give timely communication to their contact person or to Company Management.

Entity personnel are imposed the prohibition of accepting or receiving any gift, gratuity, or other present that may influence actions to be taken in the performance of their work duties.

What is stated above cannot be circumvented by resorting to third parties. Gifts of modest value remain allowed (e.g., Christmas gifts). **You're Up** personnel who receive gifts or benefits other than those falling under permitted cases are required to inform contact persons for necessary actions to be taken, also regarding communications to third parties on company policy.

Every person is called to operate with diligence to protect corporate assets through responsible behaviors in line with operational procedures established to regulate their use, documenting with precision their employment.

The Company rejects antisocial and criminal processes and activities and declares its firm intention to have no part in such phenomena.

Company personnel are prohibited from entertaining relationships of any kind with organizations and elements involved in antisocial and criminal activities that threaten society or citizens' lives.

Faced with extortion demands by antisocial and criminal subjects, people refuse any compromise and refrain from money disbursements or other performances.

In cases where activities or requests relating to the above emerge, personnel will immediately inform their contact persons.

Control procedures

Anyone becoming aware of a violation of the Code, a specific law, or corporate procedures, is required to inform their manager or contact person and/or the administrative body promptly, in writing and non-anonymously.

The Entity adopts suitable measures to protect whistleblowers from any type of retaliation.

The responsibility to investigate possible infringements of the Code rests with the administrative body, which may listen to the author of the report as well as the person responsible for the alleged violation.

Following this activity, behaviors motivating the application of any disciplinary sanctions, or activation of contractual mechanisms, will be reported to the competent function.

Violation of Code rules leads to disciplinary sanctions provided for by the current sector CCNL, as well as, according to gravity, any civil or criminal legal actions.

Final provisions

This Code is approved by the Board of Directors of the Company and will be adequately updated. Any variation and/or integration of the Code will be approved by the Board of Directors and promptly distributed to Recipients.