

BARNEY CODE OF ETHICS
AND ESG

CODE OF ETHICS

CREATIVITY WITH INTEGRITY

We believe that great work starts with honesty. Creativity thrives when it's built on a foundation of integrity. We're committed to delivering designs and strategies that not only look good but feel right - always transparent, always honest. Our work reflects who we are: a team that stands by its word and takes pride in the trust we build with clients.

TRUE PARTNERSHIPS, BUILT ON TRUST

Our relationships with clients are built on trust. We take the time to understand their needs, challenges, and goals. We don't hide behind promises - we show up, own our work, and make sure we deliver on what we've promised.

COMMITMENT TO DIVERSITY, INCLUSION, AND LGBTQ+ SUPPORT

We believe diversity fuels creativity. It makes our work better, and it makes us better. We actively seek diverse perspectives and are committed to creating a workplace where everyone is valued. This includes fostering a safe, welcoming environment for the LGBTQI+ community, where all voices are heard and respected. Inclusivity isn't a choice; it's a necessity. We also stand against all forms of discrimination, bigotry, and hate.

SUSTAINABILITY IN EVERY STEP

Sustainability drives how we think, work, and create. From the materials we use to the partners we collaborate with, we're always looking for ways to reduce our

environmental footprint. We believe in building work that's not just effective now, but that will stand the test of time, both for our clients and for the planet.

OWNING OUR ACTIONS

Accountability is key to our work. If something goes wrong, we take responsibility and fix it. We don't blame, we don't make excuses. We own our actions and learn from our mistakes. Our clients know that when they work with us, they're working with a team that's committed to doing the job right, no matter what.

CONFIDENTIALITY AND TRUST

We take confidentiality seriously. When our clients share sensitive information, we handle it with care. Your trust is sacred to us, and we'll always do our best to protect it, keeping everything you share with us private and secure.

INNOVATION WITH PURPOSE

Innovation is what keeps us moving forward. But we don't innovate just for the sake of it. Every new idea, every new approach is carefully considered, driven by the goal of delivering value. Our work is rooted in purpose, and we create with intention to solve problems and make a real impact.

COLLABORATION THROUGH EMPATHY

We approach every collaboration with empathy. We take the time to understand our clients' challenges, their goals, and their values. We don't rush into solutions - we make sure we're solving the right problems, the right way. Authentic collaboration is how we get to the best results.

ZERO TOLERANCE FOR DISHONESTY AND BRIBERY

Honesty and ethics are non-negotiable. We do not engage in any form of bribery or unethical conduct, and we expect the same from our clients and partners. We don't make promises we can't keep, and we don't take shortcuts. If there's a challenge, we face it head-on and work with our clients to find the best solution. Our clients trust us because we're always upfront and clear with them.

MAKING A REAL IMPACT

We want our work to leave a mark. Whether it's supporting a meaningful cause, helping a business grow, or simply contributing to the community, we believe in the power of our work to make a difference. We don't just want to create brands; we want to create lasting, positive change.

ESG CODEX

ENVIRONMENTAL RESPONSIBILITY

Our planet isn't infinite, and we need to take care of it. Every decision we make, from the materials we choose to the suppliers we work with, considers its impact on the environment. We're not just focused on reducing our ecological footprint—we want to contribute to long-term sustainability for future generations.

SOCIAL RESPONSIBILITY AND INCLUSION

Diversity drives us forward. The more perspectives and experiences we have, the better the results we achieve. We are committed to creating an environment where everyone, regardless of gender, ethnicity, sexual orientation, or religion, has an equal opportunity. We stand firmly in support of the LGBTQ+ community and actively fight against any form of discrimination or hate. Inclusion is not just a buzzword for us—it's part of who we are.

TRANSPARENCY AND ETHICAL GOVERNANCE

The right decisions come from complete transparency and high ethical standards. We are committed to ensuring our business is clean, responsible, and fair to everyone. We don't leave anything to chance and we aren't afraid to face tough questions. Our responsibility lies not

only in our business practices but also in how we influence our surroundings, the community, and the world at large.

SUSTAINABLE GROWTH

We're committed to growth, but not at the expense of the planet, society, or our ethical principles. Our goal is for our growth to be sustainable and responsible. We want to achieve results that benefit us, our clients, and society as a whole, all while respecting our values and ensuring that our growth doesn't negatively impact the future.

ACCOUNTABILITY FOR OUR IMPACT

Every decision we make and every action we take has an impact on our society, community, and ecosystem. We take this responsibility seriously and regularly evaluate how our work, products, and decisions affect the world. We consider business ethics, sustainability in our processes, and the well-being of society as core factors in every decision we make.