



APR CORP.

# CODE OF ETHICS

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## CHAPTER I BASIC PRINCIPLES

### 1. Scope of Application

- 1) This Code of Ethics (hereinafter referred to as this “Code”) applies equally to all executives and employees of APR Co., Ltd. and its domestic and overseas subsidiaries (hereinafter referred to as the “Company”).
- 2) Third parties in a contractual relationship with the Company, including business partners, suppliers, agents, other contractors, and temporary workers, shall also comply with this Code where they have signed an ethics pledge.

### 2. Precedence

- 1) All executives and employees shall comply with the applicable laws and regulations (including statutes, orders, and rules) of the country in which they operate as a priority. Where this Code establishes more stringent standards than applicable laws or addresses matters not covered by such laws, this Code shall prevail. In the event of any conflict between this Code and applicable laws, the applicable laws shall prevail.
- 2) This Code does not cover every situation that may arise in the course of business; executives and employees shall also comply with relevant internal policies and procedures. In cases of ethical uncertainty or conflict, they shall refer to the principles set forth in this Code.

## CHAPTER II OPERATING PROCEDURES

### 1. Reporting Process

Any employee who becomes aware of a violation of this Code in the course of performing their duties shall report such violation via the official Company website (link). The procedure for handling reports is as follows:



### 2. Contact Information

For any questions regarding this Code or in the event of uncertainty in making decisions based on this Code, please contact the following department:

- Compliance Management Team, Compliance Office

## **CHAPTER III PROVISIONS OF THE CODE**

### **1. Ethical Principles for Executives and Employees**

#### **1) Principle of Morality**

All executives and employees shall perform all business-related activities in accordance with ethical standards consistent with generally accepted social norms and shall uphold the highest standards of integrity at all times.

#### **2) Principle of Fairness**

All executives and employees shall not misappropriate or improperly use, or infringe upon, any tangible or intangible assets of competitors, including technology and business information, and shall strive to achieve a legitimate competitive advantage through fair and lawful means. Furthermore, executives and employees must perform their duties in a fair and reasonable manner and shall appropriately manage any conflicts of interest that may arise.

#### **3) Principle of Confidentiality**

All executives and employees shall maintain strict confidentiality with respect to any information acquired in the course of their duties.

#### **4) Principle of Respect and Mutual Understanding**

In performing their duties, executives and employees shall manage and supervise their colleagues and subordinates with respect, and shall do their utmost to enhance mutual understanding within the organization.

#### **5) Principle of Good Faith**

All executives and employees shall perform their duties with honesty and integrity to maintain the trust and confidence of customers.

#### **6) Principle of Objectivity**

All executives and employees shall exercise sound professional judgment and maintain objectivity in the performance of their duties.

#### **7) Principle of Professional Development**

All executives and employees shall continuously develop their expertise and capabilities and shall collaborate with other departments and colleagues to enhance overall organizational performance.

### **2. Commitment to Customers**

#### **1) Provision of Safe Products**

The Company places the highest priority on customer safety and develops, manufactures, and distributes safe and reliable products in strict compliance with applicable laws and internal standards. The Company applies rigorous quality standards throughout the entire lifecycle, from raw material selection and production to quality control and after-sales management, and proactively manages potential risks.

#### **2) Responsible Marketing**

The Company shall not use exaggerated or misleading claims regarding the efficacy, performance, or ingredients of its products and shall conduct honest and transparent marketing activities in compliance with applicable laws and regulations. The Company respects the rational choices of customers and does not engage in any deceptive practices.

#### **3) Customer Protection**

The Company shall protect the personal data and rights of its customers and shall respond to customer feedback and complaints in a timely and fair manner. The Company shall not engage in any conduct that may undermine customer trust.

### **3. Commitment to Executives and Employees**

#### **1) Respect for Executives and Employees**

The Company respects each executive and employee as an independent individual and fosters a healthy organizational culture based on mutual respect and trust. The Company shall not engage in unfair discrimination based on position, job function, or employment status.

#### **2) Gender Equality and Prevention of Harassment**

The Company shall not discriminate against employees on the basis of gender, age, origin, disability, nationality, or any other characteristic. The Company strictly prohibits all forms of harassment and unethical conduct, including sexual harassment, sexual violence, and workplace bullying.

#### **3) Safe and Healthy Workplace**

The Company shall comply with applicable occupational safety and health laws and regulations and shall foster a working environment that protects the safety and health of employees. The Company shall conduct ongoing training and measures to prevent accidents.

#### **4. Commitment to the Company**

##### **1) Protection of Company Assets and Intellectual Property**

All executives and employees shall not use the Company's tangible or intangible assets for personal gain and shall strictly protect the Company's trade secrets, technologies, and intellectual property. Such obligations shall continue to apply even after the termination of employment.

##### **2) Strict Compliance with Security Policies**

All executives and employees shall comply with applicable laws and regulations relating to information security and privacy protection, as well as the Company's internal security policies, and shall take appropriate measures to prevent unauthorized disclosure, misuse, or damage to Company information.

#### **5. Commitment to Partners**

##### **1) Pursuit of Fair and Free Competition**

The Company respects free and fair competition and shall not engage in any abuse of a dominant market position or in any conduct that unfairly restricts competition.

##### **2) Fair Transaction Procedures**

The Company shall apply transparent and fair criteria in the selection of suppliers and throughout all transaction processes, and shall not make unreasonable demands or impose unfair terms by abusing its superior bargaining position.

##### **3) Prohibition of Corruption and Improper Solicitations**

The Company prohibits all forms of corruption, including the offering or acceptance of bribes, gifts, entertainment, or other benefits. All executives and employees shall neither solicit nor accept any improper benefits in connection with their duties.

#### **6. Commitment to Society**

##### **1) Environmental Protection**

The Company shall comply with applicable environmental laws and regulations and shall consistently strive to protect the environment through the use of eco-friendly materials, resource conservation, and waste reduction. The Company shall contribute to the sustainable development of the cosmetics industry.

##### **2) Contribution to Local Communities**

The Company, as a member of the local community, recognizes its social responsibility and actively participates in various initiatives that contribute to community development and shared growth.

##### **3) Respect for Human Rights and Cultural Diversity**

The Company shall respect internationally recognized human rights standards, and shall not engage in any conduct that infringes upon the human rights of stakeholders. The Company shall respect cultural diversity and contribute to building an inclusive society free from discrimination.

#### **7. Commitment to Shareholders**

##### **1) Enhancement of Shareholder Value**

The Company shall consistently enhance its corporate value through transparent and responsible management, and shall protect the legitimate rights and interests of shareholders.

##### **2) Avoidance of Conflicts of Interest**

All executives and employees shall act to ensure that their personal interests do not conflict with the interests of the Company, and shall promptly disclose any potential conflicts of interest and follow appropriate procedures.

##### **3) Transparent Financial Reporting**

The Company shall provide accurate and transparent financial information in compliance with applicable laws and accounting standards, and shall not engage in any misrepresentation or concealment of financial information.

##### **4) Prohibition of Improper Use of Inside Information**

All executives and employees shall not use undisclosed inside information obtained in the course of their duties for personal gain, nor shall they disclose such information to any third party.

## ADDENDUM

**<Ver. 1.0, March 13, 2026>**

Article 1: Enforcement Date

This Code shall be established and enter into force on March 13, 2026.