

BUSINESS ETHICS AND COMMUNITY ENGAGEMENT



We strive to conduct our business in an ethical manner, and we engage with our stakeholders and the wider community. Our ongoing goal is to improve our business and become more responsible. We welcome feedback from our customers and other stakeholders.

Community engagement

We believe that most challenges are best faced together. This is why we support initiatives that promote responsible business and collaborate with relevant organisations that work for responsible manufacturing practices at industry level or for good and meaningful safety regulations.

Community investment

As part of being a responsible company, we wish to invest in the communities we are part of to help children in need and make them smile. We wish to make sure that the organisations we support get the most out of our community investment, and we believe the best way to achieve this is through long-term strategic partnerships. From 2009 to 2014, we supported the SOS children's villages in Nanchang, China, primarily by selling plush dogs in our BR stores. During this period, we donated approximately DKK 11.5 million. We are in the process of establishing strategic partnerships

with two international organisations that aim to improve children's lives and opportunities - one for each of our retail banners. These partnerships will be launched during 2016/2017.

Business ethics

At TOP-TOY, we are committed to high ethical standards in everything we do. To support this, we have developed our Code of Conduct, which helps guide the responsible behaviour of our employees.

The Code of Conduct is a tool for encouraging and supporting dialogue when solving the ethical dilemmas that employees may face in their daily work and for establishing clear roles and responsibilities across the organisation. It also ensures our external stakeholders know what to expect from us.

Detailed policies and tools support the practical application of our Code of Conduct.



We participate in the Business Social Compliance Initiative (BSCI)



The UN Global Compact
Signatory since 2010



ICTI CARE Foundation

International Council of Toy Industries (ICTI) Care Foundation.
We are part of the ICTI Care Committed Brands PLUS Program.

**We also collaborate with European Committee for the Standardisation of Toys (CEN TC 52)
and the Danish Standardisation Agency**